Chocolate Bars Campaign – Emails templates

Email Template for Brands & Retailers - PARTNERSHIP

Subject: Join Seabin Foundation in Reducing Chocolate Packaging Waste This Easter

Dear [Brand/Retailer Name],

I hope you're doing well. I'm reaching out on behalf of the **Seabin Foundation**, a nonprofit dedicated to **reducing ocean plastic pollution** through prevention, education, and awareness.

As part of our **litter prevention efforts**, we are launching a campaign this Easter to raise awareness about the environmental impact of chocolate packaging and to encourage more sustainable alternatives and choices.

Seabins collect large amounts of food packaging waste—including chocolate bar wrappers—that often end up polluting our waterways. Seabins act as floating rubbish bins, collecting plastic pollution, including microplastics, oil, and food wrappers, from marinas, harbors, and waterways. We currently have 24 Seabins around Sydney Harbour, capturing waste before it reaches the ocean.

We are inviting brands like [Brand Name] to take a leadership role in tackling this issue by adopting more sustainable packaging solutions and promoting plastic-free chocolate options.

We'd love to collaborate with you in one or more of the following ways:

- Highlighting your sustainable packaging in our campaign materials and social media.
- Exploring packaging innovations to reduce plastic waste in your chocolate products.
- Encouraging consumers to make greener choices this Easter through joint messaging – collaboration post.
- (Include 1% for the planet proposal).

Would you be open to a quick call to discuss how we can work together on this important initiative? We'd love to feature brands that are leading the way in sustainable packaging and share your efforts with our engaged community.

Looking forward to your thoughts!
Best regards,
[Your Name]

[Your Position]
Seabin Foundation
[Your Contact Information]

Email Template for Brands & Retailers – From Seabin Foundation to Big brands

Subject: The Future of Chocolate Packaging: What's Next for [Brand Name]?

Dear [Brand Representative's Name],

I hope you're doing well! I'm reaching out on behalf of the **Seabin Foundation**, a nonprofit dedicated to reducing ocean plastic pollution through prevention, education, and awareness.

Our Seabin devices, which act as floating rubbish bins, collect a significant amount of food packaging, including chocolate wrappers, from marinas, harbors, and waterways. With 24 Seabins operating in Sydney Harbour alone, we see firsthand how much plastic waste enters the environment—including packaging from well-known chocolate brands.

We recognise that [Brand Name] has made commitments to sustainability, and we'd love to better understand your goals, particularly regarding packaging. With so many innovative alternatives available—such as paper-based wrappers (used by brands like Coles and Tony's Chocolonely) and compostable materials—it's concerning that plastic remains the dominant choice for chocolate packaging.

Many brands promote recycled plastic as a solution, but unfortunately, it's not as sustainable as it may seem. Soft plastics have low recycling rates in Australia, and much of it still ends up in landfills or the ocean. Shifting to truly circular, non-plastic solutions could have a huge impact, especially when led by industry leaders like [Brand Name].

We'd love to hear more about any plans to transition away from plastic packaging. Are there any upcoming initiatives or challenges preventing a shift to sustainable alternatives? Consumers are eager for change, and a commitment from [Brand Name] could inspire widespread industry transformation.

Looking forward to your thoughts and hoping to continue this important conversation.

Best regards,
Seabin Foundation
[Your Contact Info]

COSTUMERS

Email Template for Brands – From public to Big brands

Dear [Brand Representative's Name],

I'm a big fan of [Brand Name] and appreciate your commitment to quality. However, I've noticed that your chocolate bars are still wrapped in plastic, even though more sustainable options like paper-based packaging are available.

With plastic pollution being a major environmental issue, I'd love to know if [Brand Name] has plans to transition to plastic-free packaging. Some brands have already made the switch, and as a leader in the industry, your impact could be huge!

Is [Brand Name] working on more sustainable packaging solutions? I'd love to hear more about your plans.

Looking forward to your response!

Best regards,
[Your Name]

Email Template for Retailers – From public to Big brands

Dear [Supermarket Representative's Name],

As a shopper who cares about sustainability, I've noticed that many of the chocolates heavily promoted in-store and on special sales still come in plastic packaging. Meanwhile, brands using more sustainable, plastic-free packaging often get less visibility.

With growing consumer demand for eco-friendly products, is [Supermarket Name] considering prioritising and promoting chocolate brands with sustainable packaging—both in-store displays and special offers? Supporting these brands could make a big difference in reducing plastic waste.

I'd love to hear more about your plans for making sustainable choices more accessible to shoppers like me.

Looking forward to your thoughts!

Best regards,
[Your Name]