



ABOUT O'NEILL

The O'Neill brand started in 1952 by our founder, Jack O'Neill, a true ocean pioneer and a passionate and dedicated surfing enthusiast. His original mission for designing and producing the world's first neoprene surfwear was that he simply "wanted to surf for longer". [Click here](#) to read more about our heritage.

OUR MISSION

Born out of California surf, we create leading-edge products, to inspire active and adventurous spirits, to enjoy our playground longer.

ABOUT OUR OCEAN MISSION

We live by Jack O'Neill's words: "The ocean is alive and we've got take care of it." It is O'Neill's commitment to protect the oceans for generations to come. As part of Ocean Mission, O'Neill introduces O'Neill Blue. An initiative towards the journey to create more sustainable casual and performance wear in order to reduce its impact on the environment. [Click here](#) to read more about our Ocean Mission.

PROJECT CHALLENGE - How can O'Neill make the process of packaging from 'packing in factory' to 'storage in warehouse' to 'customer order' to 'wearing/using the product' as sustainable as possible?

In our industry packaging is a large source of waste and in particular plastic waste. At O'Neill we have set the goal towards 100% of our packaging being reusable, recyclable and/or compostable by 2025. This is in line with the EU's 2050 climate neutrality target.

We invite you to think and develop with us.

We look at the problem from different angles, taking all into consideration:

- The packaging process is designed to protect a garment on its journey; what is essential in this process and what can be changed?
- Packaging materials are replaced with recycled, or partly recycled alternatives.
- Alternatives in the ecommerce processing could be to unpack garment when sent to consumers, this way products that are returned don't need to be 'repacked' in new plastic either. Consumer awareness is also a big part of this roadmap; research shows that 88% of consumers want brands to help them be more environmentally friendly.
- Helping consumers understand what the challenge is when it comes to packaging, where we are at on our roadmap towards our 2025 goal, and what our next steps are, can be read in the Sustainability Report 2020 that is published on our website.

Taking all into account we are looking for a solution in the root cause. How might we protect product on their journey to the consumer, reducing the packaging footprint. Keep in mind the following key characteristics:

- Materials must be durable, with least amount of impact to our planet and recyclable
- We welcome additional circular possibilities linked to the case.

Timeline: start September 2021

WE ARE LOOKING FOR

A curious, energetic, inclusive, resilient, and responsible candidate. (read more about our values [here](#)) We are looking to innovate, find new resources, and challenge the set ways of our industry.

CONTACT DETAILS

Surrounded by passionate people in our company, we can support with information, guidance and industry expertise.

O'Neill contacts:	TU Delft contact:
Renske Lambert – Global Manager Ocean Mission	Yumiko Henneberry – TU Delft Circular Design Lab Lead
Joffrey Delfgaauw – Creative Head of Product	