

# TETRA PAK

## ENVIRONMENT AND SOCIAL UPDATES 2007/2008

### PROTECTS WHAT'S GOOD

Consumers today demand more than nutrition information when making decisions at the supermarket; they also want to know how the product is manufactured and if the company's practices are ethical as well as socially and environmentally responsible.

In response to this new kind of consumer, Tetra Pak Malaysia has adopted the motto 'PROTECTS WHAT'S GOOD' which encapsulates everything the Company stands for on two levels. Firstly, the motto refers to the unique features of a Tetra Pak carton which keeps its contents fresh and good:

- Tetra Pak's carton have 6 protective layers
- Ultra-High-Temperature (UHT) process
- There are no preservatives in Tetra Pak cartons
- Tetra Pak cartons are hygienic
- Tetra Pak cartons are convenient
- Tetra Pak cartons are recyclable

Secondly, 'PROTECTS WHAT'S GOOD' also refers to the Company's corporate social responsibility which encompasses three key areas: promoting the goodness of milk, preserving the environment and helping underprivileged children.





## **ENVIRONMENT AND SOCIAL UPDATES 2007 / 2008**

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2007 and 2008 saw the Company doing things a little differently by setting up a Milk Carnival at KL Sentral, complete with booths, farm area and games. Prizes included exclusively designed fridge magnets with attached note pad and cloth sling bags.



## MALAYSIA

### MILK

#### Milk Loves You!

Tetra Pak launched the "Milk Loves You!" campaign in June 2008 whose tagline 'rediscover the wonder' encourages every Malaysian to rekindle their love affair with milk.

With the help of their dairy customers namely Dutch Lady Milk Industries (Berhad), F&N Dairies (M) Sdn Bhd, Malaysia Milk Sdn Bhd, and Nestle Products Sdn Bhd, the campaign took off with an industry-wide Feed-A-Child pledge to donate at least 6 months worth of UHT milk to 400 underprivileged children around the nation.

All Malaysians had to do to play their part in helping these children was to go on [www.milklovesyou.com](http://www.milklovesyou.com) and click on the pledge to help donate a carton of milk to a child! The website also features fun facts on the benefits of drinking milk as well as contests and exciting prizes.



#### World Milk Day

Tetra Pak has been annually commemorating this day in Malaysia since 2005 by giving out cartons of milk, courtesy of the Company and its partners.



### FEED-A-CHILD

In line with its commitment to 'PROTECTS WHAT'S GOOD', the Feed-A-Child Programme was developed in 2006 as the Company's primary channel for raising funds to help underprivileged children.

Using a range of activities ranging from football games to educational outings, Feed-A-Child aims to 'feed' the:

- Body: by promoting play and exercise, good nutrition and overall physical health
- Mind: by stimulating their minds through encouraging imagination and creativity
- Soul: by building self-esteem and emotional intelligence

Tetra Pak has developed a special Feed-A-Child pack, consisting of assorted carton drinks which are available for sale at Tetra Pak events. Sales proceeds all go to charity.

#### Feed-A-Child Outing



As an extension of Tetra Pak's Feed-A-Child programme, Tetra Pak took the children of Shelter Home, a home for underprivileged and neglected children, for a memorable day out in town.

The children began their outing at the IKANO Power Centre shopping mall where they were taken on a tour around the 'Improving Life: The Design of Swedish Innovations' exhibition, organised by the Embassy of Sweden. After a quick stop at the Tetra Pak booth, where they got a chance to sample drinks in Tetra Pak cartons and learn how to recycle the cartons, the kids were then treated to goodie bags and a scrumptious dinner.

They finished off the trip with a ride on the magnificent Eye on Malaysia, the country's largest Ferris wheel.

## World Osteoporosis Day

In view of the fact that Tetra Pak Global is the Global Gold sponsor of the International Osteoporosis Foundation (IOF), Tetra Pak in Malaysia is working with the Malaysian Osteoporosis Society (MOS) to promote the importance of milk and its role in bone health.



In 2007, Tetra Pak organised a week-long Osteoporosis Awareness campaign to educate the public, both adults and children, about the risks of osteoporosis and the importance of bone health from a young age, with the theme, "Beat the Break." The highlight of the campaign was the Mobile Osteoporosis Activity Bus which contained an Osteoporosis Exhibit

gallery, a milk bar, mini contest and games. Tetra Pak also enlisted the assistance of local celebrities to drive home the message to Malaysians through a series of advertorials.

At the launch, Tetra Pak also donated a mini milk fridge and 2,400 carton packs of milk each to two NGOs: Phyllis Caring Home, a home for the elderly, and Rumah Juara, a home with 40 orphans.



## Nutrition Partner Of KBFC

Tetra Pak is the nutrition sponsor of the Ken Barnes Football Club (KBFC), Malaysia's first privately run residential football academy, completely free of charge for the kids.



In this capacity, Tetra Pak ensures that the boys of KBFC receive UHT milk, specially formulated energy drinks, health supplements, health checks and consultations with a dietician as part of the programme to help make a KBFC player the complete athlete.



Another effort undertaken by Tetra Pak as part of the KBFC programme is the insertions of educational articles on diet and fitness in New Straits Times.



Every year, at least one boy from KBFC will be selected to go for trials with an EPL club for a month. Last year, three boys were selected for trials at Wigan Athletics where improvements in their fitness levels and diet have been noted. Two students were invited to return for another trial session in 2008.

This partnership has been in place since 2006.

## ENVIRONMENT



### Spearheading Recycling Efforts In Malaysia

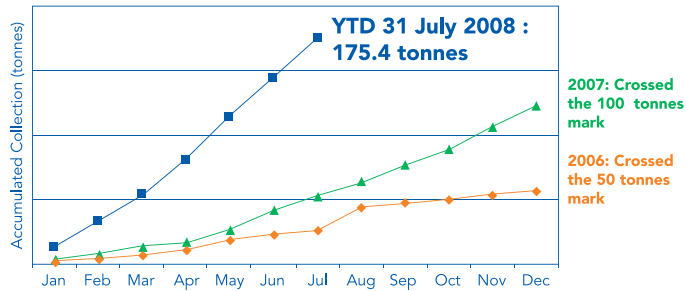
In September 2005, Tetra Pak signed a Memorandum of Understanding with Alam Flora Sdn Bhd and Pascorp Paper Industries Berhad to introduce beverage carton recycling in Malaysia. Through this partnership, consumers can now bring their used beverage cartons to any of the 39 Alam Flora buy-back centres in Klang Valley.

In 2005, Tetra Pak was awarded an Appreciation Award by the Malaysian Ministry of Housing and Local Government for their pioneering recycling programme.

In 2007, Tetra Pak signed on a new recycling partner, Brunswick Industries Sdn Bhd, for beverage carton collection in Perak, one of the Northern states of Peninsular Malaysia. The Company plans to expand this programme to other parts of the country within the next few years.

Statistics show that between July 2007 to July 2008, a total of 175.4 tonnes of beverage cartons were collected via Tetra Pak's recycling initiatives in Malaysia.

### Beverage Carton Recycling Post Consumer Cartons Collection Trend Update: TD 31-July-2008



Tetra Pak is one of the few firms to start local production of products using paper 100% recycled from beverage cartons. The list of products produced includes notebooks, leaflets, paperbags and CD holders.

### Recycle & Win

In a bid to increase awareness on the importance of recycling beverage cartons among children, Tetra Pak organised a recycling contest for primary schools nationwide in 2007. 1,481 primary schools around the country took part in the contest with the winning school, SJK(C) Chung Shan Ipoh, Perak, collecting a whopping 7,282 used beverage cartons.

All in all, over 300,000 beverage cartons were collected during the duration of the contest.



The Company also built the first pondok bacaan in Malaysia made entirely out of recycled carton packages and donated it to the Round 1 champion of the Recycle and Win contest. In addition, Tetra Pak donated 50 beverage carton recycling bins to select schools during the final round of the contest.

### Collect & Recycle

The Company, together with MBPJ (Petaling Jaya Municipal Council) and KPT Packaging, initiated a Collect & Recycle contest and campaign for the residents of Petaling Jaya, one of the largest districts in Selangor.



The Collect & Recycle contest is divided into two categories. Category 1 of the contest is for all residents' associations while category 2 is for non-residents organisations except for primary and secondary schools. The cash prize for this contest values up to RM34,000.

### Waste Management Conference 2007

Tetra Pak participated in the Conference & Exhibition on Waste Management, which was organised by Environmental Management and Research Association of Malaysia (ENSEARCH). Endorsed and supported by the Ministry of Natural Resources and Environment and the Ministry of Housing and Local Government, the focus of the conference was on issues concerning Solid Waste Management and Scheduled Waste.

At its booth, Tetra Pak advocated beverage carton recycling to visitors. The organiser also invited the Environment Director of Tetra Pak South & South East Asia, Mr. Amit Deep Singh, to share on the status and experience of post consumer carton recycling in South East Asia. About 300 delegates from various environmental NGOs, government agencies and corporate organisations participated in this conference.



## SINGAPORE

### Voluntary Packaging Agreement Signed



Tetra Pak signed a voluntary packaging agreement to reduce packaging waste through better design and production processes while facilitating the reuse or recycling of used packaging materials. Organised by the National Environment Agency (NEA) of Singapore, this agreement is the first of its kind in the country.

### EcoFriend Award

In recognition of individuals based in the private sector continuous commitment to environment preservation and other related issues, the National Environment Agency (NEA) awarded the inaugural EcoFriend Award to Ong Lye Huat, Safety, Health, Environment and Hygiene Manager of Tetra Pak Jurong Pte Ltd in the Private Sector Category.



Ong was one of 15 people to receive the NEA's inaugural EcoFriend Award, being chosen from a strong field of 167 nominees, representing the private sector, the public sector, educational institutions, non-government and grassroots volunteers.

### United Nations International Children's Conference (UNICC)



Together with the Singapore Environmental Council (SEC), Tetra Pak sponsored three students to attend the United Nations International Children's Conference to Norway. In past years, the Company has supported SEC to send local students to conferences held previously in Japan (1994) and USA (2006). The Council selected three students to represent Singapore this year.

### Making Recycling A Way Of Life

Tetra Pak launched a carton collection contest entitled 'Let's make recycling a way of life' involving 40 primary and secondary schools in the Jurong area. Supported by the National Environment Agency (NEA), South West Community Council, Nan Hua High School and Colex, three primary schools were finally picked as winners: Bukit View Secondary School, Pioneer Primary School and Keming Primary School. Collected cartons were sent to Malaysia to be recycled into paper.



## Community Events and Workshops by Tetra Pak

### Malaysia

Date	Activity	Event & Venue
Jun 2007	Environment Booth Exhibit	Majlis Bandaraya Petaling Jaya (MBPJ) Eco Challenge
Jul 2007	Environment Booth Exhibit	Sin Chew Carnival in Pahang
Aug 2007	Environment Booth Exhibit	Waste Management Conference at Sunway Convention Centre
Nov 2007	Environment Booth Exhibit	Kementerian Perumahan dan Kerajaan Tempatan (KPKT) Environment Day
Mar 2008	Talk on "Beverage Carton Recycling in Malaysia – Its Issues and Challenges"	National Solid Waste Legislations seminar by the Federation of Malaysian Manufacturers (FMM)
Apr 2008	Environment Week Talk on Beverage Carton Recycling	International School of Kuala Lumpur (ISKL) & Mont' Kiara International School
Apr 2008	Environment Booth Exhibit	YTL Climate Change Week at Ritz Carlton Conference Centre
Jun 2008	Environment Booth Exhibit	Go Green Campaign, 1 Utama Shopping Mall
Jul 2008	Environment Booth Exhibit	Go Green Campaign, AEON Jusco Wangsa Maju
Jul 2008	Environment Talk & Briefing on Tetra Pak's Collect & Recycle Contest	Taman Mayang Jaya Resident Association

### Singapore

Date	Activity	Event & Venue
Sep 2007	Launch of Carton Recycling Campaign	Nan Hua High School
Nov 2007	Environment Booth Exhibit and talk on Sustainability Business & Renewability	Asian Packaging Summit
Nov 2007	Environment Booth Exhibit	Clean & Green Singapore Schools' Carnival 2007
Nov 2007	Environment Booth Exhibit	Recycling Day 2007 at Ang Mo Kio Centre
Nov 2007	Presentation on Beverage Carton Recycling in Singapore	Corporate Environmental Champion (EC) Seminar at Nanyang Polytechnic
Feb 2008	Youth Hands-On! Chinese New Year Workshop	South-West-Zodiac Festive Village
Apr 2008	Launch of Carton Recycling Campaign	Campaign with 40 schools in Jurong
May 2008	Environment Booth Exhibit	FunNival at IMM – I'MM Reducing Waste at FunNival Event, IMM Garden Plaza

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