GO Recycling

Realising our recycling ambition:

A world where all packages are collected, recycled and never become litter.

Go nature. Go carton.

Tetra Pak®
PROTECTS WHAT'S GOOD

Working collaboratively to unleash the full potential of recycling.

Imagine a world where all packages are collected, recycled and never become litter. At Tetra Pak, this is our ultimate recycling ambition.

By working together to recycle materials, we can reduce waste, save resources, and contribute to lower climate impact. Today carton packages are recyclable* and, at Tetra Pak, we are collaborating across the recycling value chain to improve recycling rates around the world. But we still have work to do. So, we're addressing the six steps in the recycling value chain, to move closer to realising our recycling ambition: A world where all packages are collected, recycled and never become litter.

We invite you to discover how we plan to achieve our recycling ambition and how it's all part of our journey towards the world's most sustainable food package.

Go nature. Go carton.

*Carton packages are collected and recycled worldwide, where waste management and recycling infrastructure is in place.

Why recycling needs to be accelerated.

The world generates 2 billion tonnes of waste every year*.

Today, packaging is a driver of **waste and climate change.**

Lack of sufficient capacity to process materials is a barrier to achieving **recycling** at scale.

For recycling to reach its full potential, it's critical that the value of recycled materials is maximised.

Global waste is projected to increase by 70% by 2050*.

Many countries lack waste management policy and infrastructure including adequate collection and sorting systems.

*Source: Kaza, S., Yao, L., Bhada-Tata, P., & Van Woerden, F. (2018). What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050. World Bank Publications.

Bolstering carton recycling can help address waste issues.

Carton packages are recyclable.*
Our carton packages are made of on average 70% long, strong paper fibres that can be recycled several times. And the thin layer of polymers, which protects the product from moisture, and aluminium, which protects it from oxygen and light, can be separated and turned into new products, such as roofing tiles, crates, furniture and more.

We are working to advance the recycling of carton packages.
The primary functions of food packaging are to preserve food, keep it safe and avoid food waste. While working towards the world's most sustainable food package – one that is made solely from responsibly sourced renewable or recycled materials, fully recyclable and carbon-neutral – the biggest challenge is to ensure we deliver high-performance packaging while fulfilling these three key sustainability requirements. This demands significant breakthroughs in several technologies and a value- chain approach to recycling.

*Carton packages are collected and recycled worldwide, where waste management and recycling infrastructure is in place.

We need to work collaboratively across the value chain to unleash the full potential of recycling.

To strengthen and scale recycling systems around the world, we need to work collaboratively across the value chain. From local governments, food and packaging producers, retailers and consumers to local recycling facilities and recycling operations.

To help increase recycling rates, we're focusing on six steps across the recycling value chain.

Design for recycling
Design packaging solutions for increased recycling

Consumer awareness & engagement
Drive consumer awareness and engagement

Collection and sorting
Support collection and sorting of cartons across all markets, as well as the relevant regulation

Recycling capacity & solutions
Expand recycling capacity and solutions

Recycled material use & applications
Grow recycled material use and applications

Industry coalitions
Drive collective action through industry coalitions

GO Design for recycling

Design for recycling.

Taking a radical approach to innovation and collaboration to improve recycling from the start.

Tetra Pak carton packages are recyclable*, but we are working to do more on packaging design to improve the attractiveness of recycling and keep recycled materials in use. We are building advanced capabilities with a radical approach to innovation and are developing technologies that enable a simplified material structure and greater share of paper-based content.

OUR RECYCLING STORIES

Reducing litter and plastic waste.
Innovation is at the core of what we do at Tetra Pak, also when it comes to reducing litter and plastic waste. We have recently introduced tethered caps, which will help minimise litter as the cap stays attached to the package after opening. In parallel, we are accelerating the expansion of paper straws as an alternative to plastic straws. We have also committed to introduce 10% recycled plastic content across our carton packages in Europe by 2025, contributing further to the use of recycled plastic.

More paper, less plastic in our carton packages.
A traditional Tetra Pak carton package is made from an average 70% paperboard, 25% plastic and 5% aluminium to protect the food inside. These carton packages are recyclable, but to further reduce their impact on nature and increase recycling rates, we are investing heavily in the research and development of carton packages that are made with a simplified material structure and greater share of paper-based content. This is an important step in our journey to deliver the world's most sustainable food package made solely from responsibly sourced renewable or recycled materials, fully recyclable and carbon-neutral.

Consumer awareness and engagement.

Collaborating with customers, retailers and communities to educate and inspire consumers to recycle.

A successful recycling infrastructure relies on consumers doing their part. From using on-package messages to communicating in digital channels, we constantly strive to spread awareness and increase engagement with recycling. We also run educational programmes and awareness activities in schools and other community venues. And we collaborate with our customers and retailers on joint awareness activities that share information and inspire consumers to recycle as much as they can every day.

OUR RECYCLING STORIES

Bringing hands-on recycling experiences to Brazilian museumgoers.
We partnered with the Catavento museum in São Paulo to create a permanent exhibition on the recycling of cartons. Three of our customers sponsor activities and provide material for visitors. Within six months after the launch of the first exhibition, 100,000 visitors had attended. In 2021, we will also inaugurate a new exhibition about the filling of packages.

Ensuring higher waste recovery in India.
In partnership with Coca Cola India, GIZ and Saahas, we created the Alag Karo waste segregation programme to raise awareness of the importance of separating waste for recycling in Gurugram. The programme implemented waste segregation systems into 24,000 households, 425 offices and 39 schools, and engaged 510 waste workers to help collect and sort recyclables.

GO Carton collection

Collection and sorting.

Working with stakeholders in local recycling value chains to ensure more cartons are collected and sorted.

For recycling to succeed, a solid collection and sorting system is required. We are working to expand and strengthen collection systems by actively engaging with stakeholders such as retailers, waste management companies and policy makers to overcome bottlenecks in local recycling value chains.

With our contribution, the number of collection points, programmes and total tonnage of collected cartons has been increasing. Through packaging recovery organisations (PROs), we are adopting a front-line position when it comes to driving alignment and collaboration with the other players in the value chains, and scale up recycling capacity.

OUR RECYCLING STORIES

Improving the collection infrastructure in Ecuador.
We are working with the GIRA project in Ecuador to improve the country's collection infrastructure. The project makes it easier for consumers to recycle with 94 recycling stations covering nine materials installed across the country. The stations are then promoted through national social media, TV and brand awareness campaigns.

Pioneering digital watermarks in Europe.
We have also joined forces with AIM, the European Brands Association and more than 85 companies and organisations from the packaging value chain on the HolyGrail 2.0 Digital Watermarks Initiative, which looks into the future of sorting. The objective is to prove the viability of digital watermarking technologies for increased accuracy in sorting. As a result, we are currently working on enabling embedding of watermarking for sorting in our package portfolio.

GO Recycling performance

Recycling capacity & solutions.

Collaborating and co-investing to expand capacity, new technology and solutions.

To increase recycling rates, the capacity of recycling operations needs to be expanded. Our team of recycling experts works on a global, regional and local level with paper and polymer recyclers: we co-invest in recycling equipment and collaborate with equipment suppliers to optimise solutions for getting the most out of the materials. With our long-term contribution, the recycling rate of cartons has increased to 27% worldwide.

OUR RECYCLING STORIES

Increasing recycling in Mexico.
For years, we've been working with paper products manufacturer Bio Pappel to find new recycling solutions while expanding the market for products made from recycled cartons. First, we installed a collection centre baler that increases the volume of cartons that can be recycled. Second, we installed new equipment to help Bio Pappel adapt the pulping line exclusively to carton recycling. Now we are working to expand input of cartons. We expect to reach a capacity of 24,000 tonnes per year and increase the carton recycling rate in Mexico to 40% over five years.

Breaking new ground for recycling plastics from cartons.
To advance the recycling of polymers from cartons, we worked with other carton package producers to increase capacity for recycling in Germany through the Palurec initiative, founded in 2017 by FKN, the German association for liquid food carton packaging. Palurec's EUR 8 million plant outside Cologne was completed in 2020 and opened for business in early 2021, with capacity to recycle 18,000 tonnes of polyAl (polymer and aluminium from cartons) per year, or around 50% of available polyAl in Germany.

GO Recycled materials

Recycled material use & applications.

Always exploring new ways to expand the value and use of recycled materials.

For carton recycling to reach its full potential, we need to expand the value of the recycled materials. Together with partners, we are continuously exploring applications and opportunities for the increased use of recycled carton materials. We also collaborate with research institutes and our material suppliers to enhance the properties of recycled materials.

OUR RECYCLING STORIES

Converting carton materials into new raw material in the Netherlands.
We supported Recon Polymers, a Dutch environmentally aware start-up, in developing an innovative technology to recycle all components from carton packages. Today, they are actively exploring new applications for polyAl , including working with Dutch producer Fauna Birdproducts BV on a range of products sold through major Dutch retailers.

Making tissues and tissue dispensers from cartons in Italy.
In Italy, our longstanding partner Lucart continues to develop new uses for recycled carton materials. Lucart already produces two tissue paper brands, both of which carry the "Fiberpack®" label showing that they are made from recycled carton packages. They also produce tissue dispensers made from polyAl. Throughout 2020, we worked with Lucart on plans to install new equipment that will bring both fibre and polyAl recycling under one roof – a first in Italy.

GO Industry coalitions

Industry coalitions.

Driving packaging recycling and circularity through multiple global and regional initiatives.

Partnerships and collaboration with stakeholders are critical to building sustainable recycling value chains. That's why we have founded and joined several organisations aimed at addressing the collection and recycling of carton packages.

We are founding members of 4evergreen, an industry alliance of 59 members that aims to boost the contribution of fibre-based packaging in a circular and sustainable economy. We also founded EXTR:ACT in the EU and the Carton Council in North America, both of which foster the full recycling of carton packages.

Joining forces with leaders from suppliers and competitors, we helped form GRACE (Global Recycling Alliance for Beverage Cartons and the Environment), which addresses current and future challenges around carton package recycling globally.

We actively contribute to the Consumer Goods Forum Plastic Waste Coalition of Action and a range of other influential and impactful organisations working to increase circularity and strengthen recycling infrastructures around the world.

By being part of these initiatives, we believe we can contribute more and make a bigger impact on recycling around the world.

Recycling is fundamental to the world's most sustainable food package.

The world's most sustainable food package is no small endeavour – it will require a circular approach and major innovation at each stage of the package's lifecycle. Recycling is only one step of this lifecycle, but an extremely important one. If we can increase recycling, we can keep materials in use for longer, we can help reduce waste and litter, and we can contribute to building a circular economy.

Help us unleash the full potential of recycling.

And create a world where all packages are collected, recycled and never become litter.

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Learn more at gonature.tetrapak.com

Tetra Pak is a trademark belonging to
the Tetra Pak Group. www.tetrapak.com

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