



Highlights from South Asia

Sustainability Report 2021

 **Tetra Pak®**

Expanding collection and recycling footprint

Collaboration and partnership are especially vital to recycling, which is one of the key enablers of a low-carbon circular economy.

Our ambition is that all our carton packages are collected, recycled and never become litter. Carton packages are already recyclable, but we are on a journey to accelerate recycling at scale globally.

In India, we have been building and strengthening the collection and recycling ecosystem for over 17 years, and today, over



40%
of carton packages sold
in India are recycled.



Launch of a new used carton collection program in Madhya Pradesh

Over the past 12 months,

We have added 4 new collection partners in 4 different cities:

Earth Recycler (Chennai), FINISH Society (Udaipur), The Kabadiwala (Bhopal), Waste Warriors (Dehradun)

This has helped us expand our collection network to Rajasthan, Madhya Pradesh & Uttarakhand

While Earth Recycler & FINISH Society will focus primarily on collections from bulk waste generators & Municipal Corporation sorting centers, The Kabadiwala & Waste Warriors will additionally set up consumer drop off points across the city. The Kabadiwala will also provide home pick-ups for used carton packages

We have committed to add a new recycling partner in South India in 2022

Addition of the new recycling partner will help double the recycling capacity in India available today through the existing network of 4 recyclers

We also added ECOMAXIMUS as the first carton recycler in Sri Lanka

This is a one-of-its-kind plant where the fibre will be extracted from the carton packages and converted into paper-sheets within the same facility



FINISH Society



Industry partnerships and action

In 2018, Tetra Pak, together with several other Food and Beverage brands, created Action Alliance for Recycling beverage Cartons (AARC), an industry body that represents the voice of the carton package industry to the government and other external stakeholders.

The intent was to build further on the work done by Tetra Pak over the years in establishing the collection network across the country, channelise industry resources and take recycling of used carton packages to the next level.

Starting with 9 founding member companies in 2018, today AARC includes 15 companies including leading F&B brands like Parle Agro, Dabur, Karnataka Milk Federation, United Spirits, John Distilleries, Coca Cola India and another carton manufacturer.

Over the past 12 months, the member organizations have accelerated their efforts significantly. With a renewed commitment to driving Extended Producer Responsibility as a collective & collaborative industry mission, carton package collections by AARC are expected to rise by 3-4 times in 2021 as compared to 2020.

The Collection and Recycling network established by Tetra Pak and other AARC member companies today covers



This network is enabled with the support of **>30 collection partners**



And leveraged by **4 recyclers** across India

Through the collective efforts of Tetra Pak, AARC and its member companies, we have been able to actively divert millions of used carton packages away from landfills in 2020 alone



Driving consumer awareness and action

'Go Green with Tetra Pak' completes 11 years

We believe that collective action is key. A key catalyst in increasing collection & recycling of carton packages and helping build a circular economy is the consumer. Over the years, we have continued to invest in consumer awareness programs that inspire them to take responsibility for their waste, setting off a positive ripple effect across the community, country and the planet.

Go Green with Tetra Pak is a collaborative partnership that was launched on World Environment Day in 2010 in Mumbai between 3 responsible organisations: Tetra Pak India, India's leading packaging and processing company, RUR Greenlife; a social environment organization and Sahakari Bhandar and Reliance Smart & Fresh: retail chain of stores.

The aim is to encourage citizens of Mumbai to understand that carton packages are primarily paper-based & recyclable. With increased awareness, the program encourages citizens to exercise their responsibility as consumers and deposit used carton packages for recycling at any of the >230 deposit points across Mumbai, including 44 Sahakari Bhandar, Reliance Fresh & Reliance Smart stores.

This program follows a unique Hub-Spoke strategy where the retail stores act as HUBS and have recycling bins fully made from recycled carton packages. These hubs also receive used cartons from neighbouring spokes - communities like schools, residential societies, corporates, churches, parks, libraries and more. This helps to cut carbon footprint of collecting the empty carton packages as its direct connect from consumer to recycler ensures the shortest loop from consumption to recycling.

Through 11 years of concerted efforts of all stakeholders,



Over 230 deposit points for used cartons across the city of Mumbai



Collected over **80,00,000 cartons** till date through this initiative alone



Donated over 400 school desks and over **100,000 other items** fully made from recycled carton packages to esser-privileged schools

Go Green with Tetra Pak, Now in Chennai!

In 2020, we extended the campaign to cover Chennai in South India, with a new partner – Wasted 360 Solutions. This program is titled 'Take Me Back' and follows the same principles as Go Green with Tetra Pak in Mumbai.

As part of this city-wide campaign, consumers now have over 18 deposit points for their used carton packages at various retail stores across Greater Chennai. All collection centre details are available on the website www.takemebackcampaign.com. Citizens can also reach out to Dunzo, the logistics partner for the initiative, to provide free doorstep pickup of 50 or more used carton packages.

For sorting of used cartons, we have partnered with Arpanam Trust, a local NGO working for the empowerment and development of women and children. Through the partnership, women at the trust have the opportunity to earn a living and augment their household income.

Finally, the collected cartons will be recycled into various useful items like furniture & more and donated to lesser-privileged communities in consultation with the Greater Chennai Corporation.



Women from Arpanam Trust (Chennai) engaged in cleaning and sorting of used cartons

‘Alag Karo – Har Din Teen Bin’ successfully completes Phase 1; Phase 2 launched

The Alag Karo program - Har din teen bin was conceived for the city of Gurugram as an awareness and behavioral change program, to implement source segregation and institutionalize it in residential complexes, schools, and commercial establishments. It also looked at building capacities of the waste workers at the back end to improve the recycling rates thus reducing waste burning and dumping. It was executed through the years 2017-19 and was able to bring about a significant behavioral change with regard to waste segregation and management in apartments and commercial establishments across Gurugram. 42 RWAs (more than 24,000 Households) voluntarily signed up for this program and implemented Source Segregation. Out of these, 21 RWAs implemented on-site composting, processing 8.8 tons of wet waste per day. DLF Cyber City also implemented source segregation in their 14 buildings, achieving 89% segregation levels. Apart from these, awareness sessions were held in 29 senior government schools of Gurugram and 10

private schools. In all, 34 tons of waste is segregated under this program in the RWA segment alone.

Building on these learnings, Alag Karo 2.0 was conceived. It looks at a broader profile of waste generators such as independent houses, slums, small shops, street markets, etc. and streamlining the waste management practices across them.



The aim is piloting a sustainable waste management system at a ward-level.

Ward 32, Gurugram has been chosen for the said initiative.

The intervention focuses on:

Implementation of source segregation

- Streamlining collection & transportation
- IT based tracking and monitoring for source segregation, collection and transportation to bring in transparency and accountability at different levels for all stakeholders
- Streamlining waste processing at ward level
- Integration of waste workers through trainings, capacity building and helping in improving their livelihoods

In phase 2, the Alag Karo RWA model will also be implemented in Vasant Kunj, Delhi to evaluate the replicability of the Alag Karo RWA approach in different cities.



Saahas (NGO) team educating housekeeping staff about waste segregation as part of 'Alag Karo – Har din teen bin'

Reducing carbon impact across our own operations

Our manufacturing site in India, located in Chakan (Maharashtra) is spread over 45 acres and is Tetra Pak's largest and most advanced sites outside Sweden. It is a fully integrated site including solutions for processing, packaging, services, formulation & testing as well as a Certified Renovation Center for Processing & packaging equipment.

Chakan is an IGBC Platinum certified site since 2017 (Parameters – Sustainable Site, Water Conservation, energy conservation, Innovation, Indoor env quality, material conservation). It was the first Tetra Pak site to receive Platinum Green Certification.

In 2018, the packaging material factory was awarded the Japan Institute of Plant Maintenance's (JIPM) prestigious Advanced Special Total Productive Maintenance (TPM) Award for manufacturing excellence.

In 2020, we continued to work on reducing the carbon impact across the site.

- Solar power project with a capacity of 3000 kW was inaugurated; a step towards meeting our ambition of using 100% renewable electricity at our factories across the world
- Chakan continued to be a zero-water discharge site
- Chakan is also the first factory in the local industrial area to install VOC (Volatile Organic Compound) separator machine which removes all VOC content from exhaust gases

to minimize environment impact. Currently India has no stated norms or regulations in this regard, but we have taken this initiative proactively as part of our commitment to lead the sustainability transformation

- Doubled the capacity of our Certified Renovation Center that refurbishes packaging & processing equipment by reusing 80% of the material, while extending the life of the equipment by another 60%, significantly reducing the CO2 impact



Solar Power Project inaugurated at Chakan



Leading the industry towards Net Zero

In our climate accounting we follow the Greenhouse Gas Protocol standards, developed by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD).

Our approach to sustainability is one that takes into account the impact of our entire value chain – from our suppliers to our customers. We realise that our biggest impact lies with our customers, and the processing and packaging equipment that they operate in their production plants.

Therefore, we are committed to supporting our customers as they strive to reduce their water use and other waste to meet their own sustainability ambitions. In our work with customers, we focus on three key areas:



Over the past year, we have worked closely with customers in India to help them reduce their water consumption, waste and energy consumption. Here we share some examples:

Water

- 120 lakh liters/Annum water saving by optimizing the Cleaning-In-Place (CIP) recipes and avoiding dead zones in piping for a customer in the Still Drinks industry
- 21 lakh liters/ Annum Condensate saving from a Cheese line, for a Dairy co-operative

Waste

- Minimized Fat loss during production from 1.5% to 0.8% per kg of fat (equivalent to 5.2 Tons of Fat/Month) handled by optimizing & standardizing the overall manufacturing Process, for a leading Dairy brand
- Minimized Fat losses to 0.3% from 0.6% earlier in Cheese production line (equivalent to 1 Tons of Fat/day recovery), for a leading Dairy brand

Energy

- Using e-spray system dryer, start-up time after power failure reduced by 30 mins. For a leading Dairy customer with a milk powder plant (production capacity of 30 Tons/day), this can potentially translate into 0.75 Tons of additional milk powder produced after every power failure.
- By optimizing the operations of existing equipment, increased production time by 4.5 hrs/day while maintaining the same energy consumption, for a leading Dairy brand

COVID-19 Relief efforts

The COVID-19 pandemic has made an unprecedented impact on communities worldwide. Our thoughts and concern are with all those whose lives have been affected.

To support the global response to this crisis, the Tetra Laval Group, the parent company to Tetra Pak, committed a donation of INR 3.5 crores towards COVID-19 relief efforts in 2020. As the second wave hit India, Tetra Laval pledged an additional INR 1.8 crores towards relief efforts. These funds have been deployed through various voluntary organisations supporting the health care systems and community welfare.

These funds have been used for various initiatives including

- 01 Support to ~ 10,000 waste-workers in NCR, Maharashtra, Karnataka & Andhra Pradesh through dry rations and supplies
- 02 Support to ~ 1000 migrant workers and vulnerable communities around our areas of operation in Chakan (Maharashtra)
- 03 >10,000 testing kits donated to hospitals and labs across NCR, Maharashtra and Karnataka
- 04 >5000 PPE Kits for healthcare professionals in Maharashtra
- 05 Support to villages in the Chakan (near Pune) area through PPEs and oximeters
- 06 Support to over 40 police stations under Grameen Police in and around Pune with PPE, sanitizers and oximeters
- 07 Contribution to the relief activities undertaken by the Swedish Chamber of Commerce India, in collaboration with other Swedish companies operating in India



Many more activities are still underway, including:



Community vaccination drive for over **15000 beneficiaries** from marginalised communities in **Maharashtra, NCR and Karnataka**



Ambulance services in Maharashtra, NCR and Karnataka



कोरोना रोग
सुरक्षित रहने के लिए
वितरण कार्यक्रम
तारक : बाल विकास धारा
टेरा पैक इण्डिया प्राइवेट लिमिटेड

Dabur
ध्यान रखें
नवजात शिशु के लिए माँ का दूध ही सर्वोत्तम आहार है।
जन्म के 1 घंटे के अंदर
माँ का दूध पिलाएँ
जन्म के 6 महीने तक माँ का दूध पिलाएँ
आ... लीनिक

Voices of Sustainability



**Lata Patil –
Waste collection partner
working with Sampurn(e)arth**

Lata has been helping collect used carton packages for over 15 years

My journey with paper-based carton package collection started way back in 2006 while I was working in Stree Mukti Sanghathan, an organization to uplift the ragpicker community, founded by Mrs Jyoti Mhapsekar. A Tetra Pak representative came to educate us about carton package recycling and showed us how they were turned into useful products like notebooks, furniture, roofing sheets etc. He shared that Tetra Pak would help us, if we started collecting cartons for recycling. The most motivating fact was that although more than 4 metric tonnes of cartons reached Mumbai consumers, less than 1 metric tonnes were being

collected for recycling and the rest ended up in dumping grounds. Since then, this has been my life.

I am truly very happy to see that in my career this graph of carton collection has grown so steeply! I work very closely with the Go Green with Tetra Pak program in Mumbai and there is so much enthusiasm to contribute carton packages for this cause. Our van is always busy and receiving calls for pick-ups. Even during the lockdown people have been collecting and storing their carton packages.

I would just like to tell people that your actions go a long way. Belonging to Sampurn (e)arth, an aggregator, I can tell you that most of your waste can be recycled and it's the livelihood of millions. So, keep doing your bit.

Mehroo Dubash- 95 years “young” resident of Mumbai

An avid nature lover, I spent a good deal of my childhood out in the woods of Mahabaleshwar. As an adult, I was a skilled mountain climber and have trekked the Himalayas four times and the Sahyadris more than two dozen times! I had a very happy outdoor life and I always want to give back to Mother Nature.

I started collecting carton packages many years ago. I’m one of those people who can never throw away anything. I always collect old things and see if they can be put to good use.

We consume 1 ½ liters of milk daily in our house. So, there are lots of Tetra Pak cartons used up by my house.

Earlier I used to deposit them all at Sahakari Bhandar Stores in the city. Initially they would give us notebooks in exchange which was wonderful. And I have continued to deposit the cartons ever since.

Recently someone put me in touch with a local organization that Tetra Pak works with, and they sent a representative to my home to pick up the cartons in a van. That was extremely convenient as I didn’t have to travel to the store to deposit cartons. I just want to pass on a message to the team – I have lots of cartons ready now. Please drop in again... as I want them all to go for recycling.





Glenn Pinto – 9 year old green champion

I'm all of 9, but I've been recycling carton packages since the age of 4! It all began when dad and I use to go for our weekly shopping to Reliance Fresh every Sunday. We would pass an attractive bench with colourful bits in it and I once asked dad, "what's that bench made of?"

Dad explained that it's made from recycled Tetra Pak cartons! I was so fascinated when I heard about Go Green with Tetra Pak program.

The Go Green with Tetra Pak team was very kind and showed me a range of products made from recycled carton packages – chess boards, coaster sets, pen stands, exam pads.. even their office furniture!

I felt that we must spread this word and get many more people to join this fantastic movement.

I invited the team to my school and we gave a talk about carton package recycling. My principal, Mrs Kavita Sanghvi, was very supportive and she even felicitated me for my efforts!

With dad's help, we formed a small team of children in our society and started collecting cartons from each household once a week. And even though dad didn't know, I spoke to church volunteers and told them to keep aside carton packages whenever there was an event. Dad and I would then go and collect them, clean them and deposit them for recycling!

I may be young, but my passion to save the planet is big.. and I feel we can together do sooooo much!



Pawan Dash-
Student at Asha Ki Kiran,
non-formal education center

Pawan's parents are waste-workers in New Delhi. Previously engaged in the same trade himself, Pawan now studies at Asha Ki Kiran, one of 7 non-formal education centres funded by Tetra Pak and run by grassroots NGO – Bal Vikas Dhara since 2011. Currently these centres are providing education to over 300 students.

My name is Pawan and I used to work with my parents as a waste-picker in New Delhi for many years. A few years ago, Archana Ma'am from Bal Vikas Dhara saw me working and came up to me. She asked me why I didn't go to school, and I shared that I needed to support my family through the additional income and couldn't afford to go to school. She was very concerned and said that at my age I must go to school and get educated so that I can build my future.

She met my parents and told them about the education center set up by Bal vikas Dhara and Tetra Pak which can help me catch up on the classes I have missed, and then join a formal government-run school. Initially, my family resisted, but after a lot of convincing they agreed to send me to Asha Ki Kiran.

I'm now in the 5th standard and I love going to school! I go to school during the day, and in the evenings, I come back to Asha Ki Kiran for additional classes so that I can give my very best shot in school. I want to study hard, join the Indian Army when I'm older, and protect my country. A big thanks to Archana Ma'am, Bal Vikas Dhara and everyone else who helps keep Asha Ki Kiran running for me and my friends.



Jagriti Jagat (extreme right) with other green champions

Jagriti Jagat – Resident of Omaxe Nile, Gurgaon

In 2018, a few like-minded people decided to do something about waste segregation in our society. Till then we had been doing it at an individual level, but we wanted to expand this to our neighbourhood.

So, we reached out to Saahas and they were keen to help us and also empower us with knowledge so we could take it forward.

We joined the Alag Karo – Har din Teen Bin program run by Saahas in partnership with Tetra Pak, Coca Cola India and GiZ and announced the campaign in our society on 2nd oct 2018. We started working on putting the right systems in place, training over 400 housekeeping staff and domestic help who worked in our society. To ensure complete attendance of the domestic help, we made a tough decision that those who did not attend the complete training weren't allowed to enter the society. This had a great positive impact.

Our volunteers visited each of the 420 houses to explain the process and how this will be put in place. A few things that we emphasised on were:-

- 1 They need to have 3 bins.
- 2 The dry waste had to be completely dry to increase the recyclability of the waste.
- 3 Plastic liners to be completely avoided and people were encouraged to wash their bins every day.
- 4 E Waste bins were placed at the entrance of each tower.

5 Sanitary Napkins and diapers to wrapped in paper and not plastic bags, After we completed the door-to-door visits, we initially launched the segregation in two towers.

After one month we launched the model across the entire society and door-to-door collection was started from all houses. Along with this we also trained our plumbers, guards and the essentials store inside the society. The store staff also now give their waste in segregated form. We also conduct audits of the towers each month and circulars are sent out if any incorrect behaviours are observed. We also have even put in place a mechanism where if a household is giving mixed waste, they are educated about it a few times; if no change is observed, then a formal notice is sent, and a penalty is charged if they continue to give mixed waste.

As a society we also try to ensure that our dry waste is given out to collectors who salvage most of it and the least bit of it reaches the landfills. We are very proud of the progress we have made as a society and hope to continue on the path.

Ankita Chamola – Waste Warriors, Dehradun



Waste Warriors is solid waste management organization which started in 2012 from the littered mountains and valleys of Dharamshala and Dehradun with a vision to clean India. Our team of 90 people works in Dehradun, Dharamshala, by the Ganga river in Rishikesh, and in villages around Corbett Tiger Reserve and Govind Wildlife Sanctuary.

Waste Warriors is one of the most recent partners of Tetra Pak in India for raising awareness about the correct disposal, sorting & collection of used carton packages across Uttarakhand.

For us, it's not just a project but a greater opportunity to send maximum carton packages to the recycling facilities and hence divert a huge quantum of waste from the dumping sites. With the help of a baseline survey & interviews done among waste pickers & Scrap Dealers, it was evident that used carton packages in Dehradun had either no market or a very minimal value for money. Moreover, there was no awareness among the

masses about collection or recycling. In the last few months, we have raised awareness primarily at 3 levels - one with the consumers, second with the waste collectors/waste pickers, third with the govt bodies to leverage maximum support for the success of this project in Uttarakhand. When we show people the end products made from used cartons, they are amazed and excited to touch and feel something made so beautifully out of waste. For example, this is for the 1st time that in Dehradun the residents could sit on a bench made out of waste and this helped in initiating the required behavioral change among people, where they consider their waste as a resource.

With the support of 40+ Safai Sathis, 5+ Scrap Dealers/Aggregators and hundreds of consumers in Dehradun, Rishikesh, Haridwar & Mussoorie we have successfully sent over 24 metric tonnes of used carton packages for recycling so far. This is just the beginning of the journey, but a great one at that.



**Anurag Asati -
Co-founder of The Kabadiwala**

The Kabadiwala is a waste management start-up, operating its services through both the mediums of ground-level network & technological platform that streamline the collection of post-consumer waste with cost-effective free pickups and directs the waste to the right recycling stream.

The Kabadiwala was a solution-based idea that was born when I couldn't find better ways to dispose of household waste. I noticed that there is no proper waste management system that could ensure conscious recycling, rather than just dumping of highly recyclable waste.

In the pursuit of maximizing waste segregation, collection and recycling, we have always been keen to expand the capability of The Kabadiwala platform to make a bigger impact.

When we were approached by Tetra Pak for their recycling initiative, we were very excited because the idea not only reflected our own vision, but the project would have a positive impact across the waste management value chain. Adding used carton packages to our categories has diversified our potential of recycling. We are able to provide additional income sources, health hygiene workshops, incentives/rewards to the waste-picker community and are able to touch the communities in a big way, helping them live a dignified life. The recycling program has also helped us built a wide network with local Municipal corporation, consumers, ragpickers, residential societies, recyclers, the on-ground pickup executive groups, resulting in the collection of 25 metric tonnes of used beverage cartons in just 4 months. The entire journey has proven that a slight shift in our disposal behavior through practicing segregation and selling of our post-consumer waste can have a huge positive environmental impact.



