



# Highlights from South Asia Sustainability Report 2022





# Expanding collection and recycling footprint

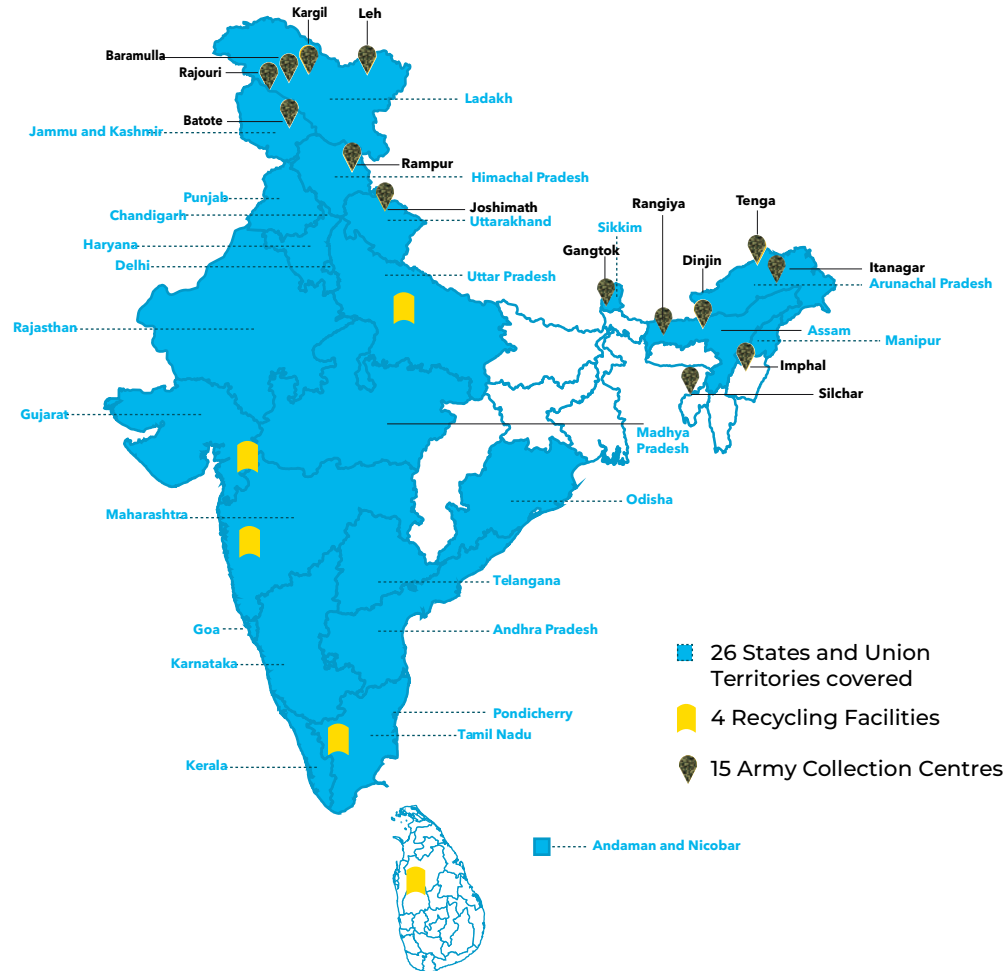
Collaboration and partnership are especially vital to recycling, which is one of the key enablers of a low-carbon circular economy. Our ambition is that all our carton packages are collected, recycled and never become litter. Carton packages are already recyclable, but we are on a journey to accelerate recycling at scale globally.

In India, we have been building and strengthening the collection and recycling ecosystem for over 18 years, and today, >40% of cartons sold in India are recycled



Over the past  
12 months,

We have  
expanded  
collection  
partners  
across **Madhya  
Pradesh** and  
**Rajasthan**



The Collection and  
Recycling network  
established by Tetra  
Pak along with the  
beverage carton  
industry today covers:

**26** States and Union  
Territories

**15** Indian Army  
contingents



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



And leveraged  
by 4 recyclers  
across India



## Driving consumer awareness and action

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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.

## “Mera Carton Meri Zimmedari” (My Carton, My Responsibility)

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In May 2021, The Kabadiwala and Tetra Pak India collaborated with a mission to not only divert used cartons from landfill to recycling, but also to bring behaviour change and uplift the waste pickers community in the city of Bhopal.

We began by identifying the sources of collection, and then worked on activating these sources and creating a reverse logistics system. This project has since been able to inspire the community by conducting more than 50 awareness programmes at residential colonies, schools, colleges, and market areas.

From mass media campaigns to face-to-face interactions,

and making all necessary materials available to educate citizens on the importance of source segregation of waste and recycling, this project has strengthened significantly over time. Recycling has been made convenient and hassle-free by providing a free doorstep pick-up service that people can book using The Kabadiwala App. We have installed 40+ collection boxes at beverage shops, institutes, residential colonies, restaurants, railway stations, and food courts to facilitate source segregation of used cartons. Additionally, by optimising the collection route and logistics, we have also helped reduce the carbon footprint and made the collection process more

sustainable.

In addition to households, retailers, and other sources, we have targeted material recovery facilities, landfills, and established a network of 100+ small scrap dealers and waste pickers to increase the recovery of used cartons.

To motivate waste pickers, we organised a monthly contest in which we gave them cash incentives for recovering maximum cartons. We also trained them on how to safely collect cartons from waste dumps and provided them with safety kits to facilitate the collection in a safe manner.



All of these activations and awareness campaigns assisted us in collecting more than 75 lakh packs in one year from Bhopal alone.

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We have now extended the “Mera Carton Meri Zimmedari” campaign to Nagpur, Lucknow, and Raipur as well.





## भोपाल को बनाओ स्वच्छता में नंबर 1

टेट्रा पेक के इस अभियान के अंतर्गत पेय  
पदार्थ के खाली कार्टन को  
'रीसायकल' किया जाएगा।

खाली कार्टन



उपयोग के बाद खाली जूस, दूध, छास आदि  
के कार्टन्स को फेकने के  
बजाए 'द कबाड़ीवाला' को बेचें।

खाली कार्टन के डब्बो  
से बनी बेंच



द कबाड़ीवाला एप को  
डाउनलोड करने के लिए  
QR कोड स्कैन करें।

आज ही खाली कार्टन्स को बेचने के लिए कॉल या एप डाउनलोड करें।

**+91-7697260260**

[www.thekabadiwala.com](http://www.thekabadiwala.com)

## Cartons2Classroom, in partnership with Nestle a+

We joined hands with Nestle a+ to launch 'Cartons2Classroom' - a unique initiative to increase awareness about recycling in India by converting used beverage cartons to create classroom furniture for schools for less-privileged children. The initiative began in Mumbai and it marks the start of a long-term collaboration between Nestlé a+ and Tetra Pak, duly supported by our retail partners- Reliance Retail and RUR Greenlife, a social enterprise. Cartons2Classroom is an extension of Tetra Pak's 'Go Green with Tetra Pak' Program. It brings together two important goals of increasing recycling of used beverage cartons and providing quality education infrastructure for less-privileged children.

Beverage cartons such as the ones made by Tetra Pak, are paper-based, recyclable

and can be converted into useful items like classroom furniture. A key catalyst in increasing recycling of cartons are environmentally conscious consumers. With an intent to make this initiative accessible to maximum consumers, 54 collection points across Reliance Smart Superstores and Sahakari Bhandar outlets have been made available in Mumbai. Through these, we aim to collect more than 10,00,000 cartons which would get recycled into composite sheets, and further into over 100 desks for less privileged schools.

On World Earth Day in April 22, the first milestone of the program was celebrated with us handing over much needed desks to Mahim Police Colony school, Mumbai. The school currently accommodates students upto 8th standard and

caters to approximately 150 students from lesser privileged families. More desks will be handed over to other schools in need over the next few months.









# Igniting young minds

## Happy Wings, in partnership with 'The Nest Man of India'

We joined hands with Eco Roots Foundation, an NGO working to conserve Biodiversity to launch a program called Happy Wings. This program will reach out to over 200 schools across the country, covering over 20,000 students to educate children about the importance of protecting biodiversity, while also teaching them how to make nests for small birds using household waste like jute, coconut husk and recycled beverage cartons. The program aims to inspire a behavioral change among children and increase sensitivity towards the environment.

The workshops are being conducted by Rakesh Khatri, Founder - Eco Roots Foundation, popularly known as The Nest Man of India, who has built more than 2.5 lakh bird nests throughout India, thus helping sparrows and other small birds find their way back to the national capital.



At the launch of this program, **Mr Ashutosh Manohar, Managing Director, Tetra Pak South Asia, said,**

Our approach to protecting the planet is grounded in our commitment to a low-carbon circular economy. Over the years, we have focussed a lot on responsible sourcing of material to protect biodiversity, while also enabling recycling of our used packages to give them an effective afterlife. Happy Wings is a beautiful blend of both – bringing sparrows and small birds back to our cities, while also putting recycled cartons to good use.









# Inspiring consumer action:

## A unique partnership with e-commerce start-up Milkbasket

We kicked-off a unique partnership with Milkbasket, India's first and largest daily micro-delivery service to help consumers recycle their used beverage cartons through Milkbasket's app. Under this initiative, Milkbasket users can put in a pick-up request along with their usual groceries delivery order through the app, and simply leave the used cartons in the Milkbasket bag outside their door. The delivery agent, while dropping off groceries, will then pick up these used cartons and take them back to a central hub. From here, the cartons will be channeled to the nearest recycler with Tetra Pak's support. In the pilot phase, the service is available in the National Capital Region, with plans to add more cities going forward.

This initiative brings together Milkbasket's strengths in distribution & logistics, with Tetra Pak's understanding of the collection & recycling ecosystem, to accelerate recycling of used

cartons.

Supporting the association  
**Yatish Talvadia – CEO & Founder, Milkbasket says,**



Milkbasket's digital shopper customers are sensitive to the need for sustainable practices. When they see such initiatives, their response is naturally enthusiastic to support the efforts of Milkbasket and Tetra Pak. We are very excited to be part of this recycling program and are happy to play our role in ensuring that these used cartons can continue to serve the society in the form of new and useful products.



# Inspiring consumer action:

## A waste segregation awareness program in partnership with Coca Cola India, GiZ and Saahas



The Alag Karo program was conceived for the city of Gurugram as an awareness and behavioural 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. A long-lasting change, beyond the program time period, was a key objective of this program. It was executed through the years 2017-19 and was able to bring about a significant behavioural change with regard to waste segregation and management in apartments and commercial establishments across Gurugram. In all, 34 tons of waste is segregated under this program in the RWA segment alone.

Moving forward, Alag Karo 2.0 was conceived to build a Model Ward for Sustainable Waste Management program. The

project since its launch in Dec 20 has been able to create awareness amongst 22500 units. Nearly 16600 units are segregating waste and the waste recovery status for the ward stands at 57% (Dry and Wet) to date.

Under waste worker integration, more than 606 waste workers have been trained on source segregation and segregated waste collection. 200 Waste workers have been provided Identification Documents for permission to work by the Municipality in the ward along with other benefits of opening savings' accounts and linking them to various social service schemes.

In Vasant Kunj, Delhi the team has been able to create awareness among nearly 2000 households, with source segregation being achieved for 1850 households. Work is in progress for improvement of a *Dhalao* into a Dry waste collection centre.

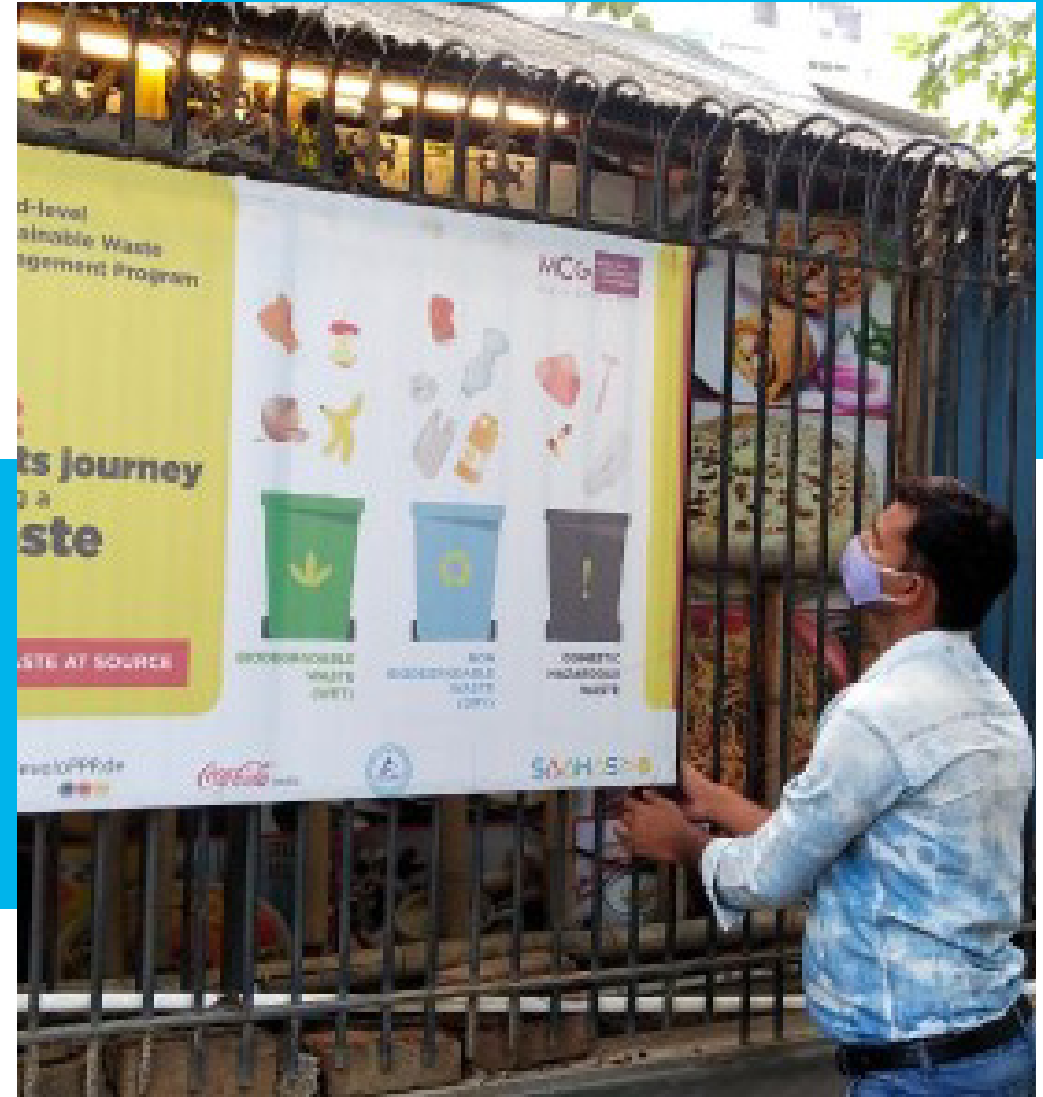


One of the objectives of the program is to map waste generators in the ward to estimate optimal resources required for waste collection and processing. Working with the Municipality to procure and develop the required infrastructure and resources for waste collection and processing, 33000 units of waste generators have been physically mapped and plotted on google Maps.



Please click on the link to for the ward mapping on google maps:

<https://www.google.com/maps/d/edit?mid=1K2H0BJTNs74kyoHRUEfuhnITR61TYDT-&ll=28.44587288959206%2C77.082447&z=13>







# Reducing carbon impact across our own operations

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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 2014 (Parameters – Sustainable Site, Water Conservation, Energy Conservation, Innovation, Indoor Environmental Quality, Material Conservation). It was the first Tetra Pak site to receive Platinum Green Certification.**

In 2022, we were successfully recertified as IGBC Platinum.



Our Chakan site was recertified as IGBC Platinum level



Solar power project with a capacity of 2 Megawatt was completed and in use. An additional 1 Megawatt will be installed in 2022; a step towards meeting our ambition of using 100% renewable electricity at our factories across the world



We started growing organic vegetables on site, also using compost from our own on-site composting. Currently, approximately 500kg of vegetables are harvested every month, and used in our own cafeteria for regular meal service



Our local team also engaged over 1700 students from nearby schools through webinars and other activities, to raise awareness about ecosystem restoration & the role of recycling in protecting the planet



Our site continued to be a zero-water discharge site



# Leading the industry towards Net Zero

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:



**Avoid**  
waste where we can



**Optimise**  
performance of existing equipment



**Recover**  
as much water, as we can

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

## Water

Supported a **leading Indian beverage company** set up three plants to produce value-added dairy products; plants designed to deliver efficient Ultra High Temperature treatment operations with the right processing parameters and raw material quality.

- ▶ Processing equipment of all three plants have the potential to deliver water savings of 3000 kl, steam savings of 82 billion Calories and Chemical savings of 20,000 kg per year

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Supported a **leading bottler** for one of the food and beverage industry giants through an external Cleaning-in-Place (CIP) technology, instead of the traditional CIP process.

- ▶ This has the potential to deliver water savings of 1125 kl, Steam savings of 26 million Calories and Chemical savings of 7500 kg per year

## Waste

- ▶ Helped deliver an additional 125,000 Euro profit by increasing the yield from 94% fat recovery to 99% fat using steam-based batch water cooker, for a cheese products company
- ▶ Whey generation reduced by 60 kl per month (77% less than traditional method), resulting in savings of over 12,500 Euro per year on processing cost

## Energy

Increased production by 25 hours per month by optimizing a dairy product company's operations. This will provide additional production capacity of 250 metric tonnes of curd per month.

- ▶ Additionally, through efficient design of process equipment & commissioning, extended production time of milk, equivalent to 25 hours per month
- ▶ Supported a customer move away from conventional blending process for juices to a reliable and sustainable new inline blending technology, with a potential lower carbon footprint by approximately 50%, lower energy consumption by 50% and an additional 336,000 Liters of beverage per year



# Community support efforts

In 2021, we continued our efforts to support and uplift the communities around the areas we operate in through various initiatives. While some of our efforts were focussed on addressing the challenges arising from the COVID-19 pandemic, others were centred around the general wellbeing of the community, in line with our commitment to protect people.

## Some of the initiatives include:



Vaccination drive in Pune, New Delhi and Bengaluru through partnerships with CAF India and Rotary Club covering over 30,000 beneficiaries.



Donation of ambulance to the Pimpri Chinchwad Municipal



Corporation, to support the local healthcare needs of areas in and around Pune, during the pandemic and beyond

Supporting children who lost their parents to the pandemic and other unfortunate circumstances, through a partnership with SOS Children's village



We also helped set up a Reverse Osmosis filtration system in the rural community around our manufacturing site in Chakan, Pune, to help provide clean drinking water to the community



Under our Go Green with Tetra Pak program in Mumbai, we equipped three classrooms at the Mahim Police Colony school for lesser privileged children with furniture made from recycled carton packages



Supporting vulnerable communities across the country with dry rations through partnerships with organizations like Swedish Chamber of Commerce India, CAF India and Sambhav foundation



A close-up photograph of a person's torso and arm. They are wearing a dark green, ribbed sweater. Their right hand is holding a single, vibrant green heart-shaped leaf against their chest. The background is a dark, out-of-focus grey.

# Voices of Sustainability

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## Rakesh Khatri, Founder, Ecoroots Foundation

I'm fondly known as the Nest Man of India, having built more than 2.5 lakh nests for sparrows across the country. In the process, I have engaged with over 10 lakh children on issues relating to bio-diversity, environmental consciousness, and conducted workshops to teach children to make nests out

of household waste.

I was inspired by the memories of my childhood when my small town home would be flocked with sparrows building their nests, and our family would enjoy the chirping. On moving to New Delhi, I missed the delightful chirping and realised that pollution, rapid urbanization & deforestation had driven away all small birds. This was the start of my three decades strong mission to build nests across the country and bring them

back. It is not an easy journey, as almost a one-man Army, and I've been fortunate to have been showered with the love & support of people and organizations.

In 2021, I joined hands with Tetra Pak, a like-minded socially and environmentally conscious organization, to launch Happy Wings - a program to reach out to over 200 schools across the country to educate children about the importance of protecting biodiversity, while also teaching them how to make nests for small birds using household waste like jute, coconut husk and recycled beverage cartons. A shared sense of commitment to protect biodiversity, while also using materials that would otherwise be wasted is at the heart of this program.



टेट्रा पैक के साथ एक सार्थक और महत्वपूर्ण हैप्पी विंग्स की शुरुआत हमने की है जिसके अंतर्गत बच्चों बड़ों के द्वारा कुछ लुप्त होती चिड़ियों के लिए घोंसले बना सकें ताकि किसी एक हद तक उन्हें आश्रय मिल

सके जो आज इस बढ़ती कंक्रीट के जंगल के कारण खोता जा रहा है। तो आईये इन प्रकृति के सच्चे और महत्वपूर्ण छोटे दोस्तों के लिये घोंसले बनाएं। अपने घरों में कुछ स्पेस ऐसा रखें जहाँ वह रह सके कुछ पानी और दाना उनके लिये जरूर रखिये, घर के बच्चों को प्रकृति के साथ जुड़ने के मौके जरूर दीजिये क्योंकि यह बच्चे ही इन कार्यों को आगे ले जा पाएंगे। भविष्य इन्हीं का है हैप्पी-विंग्स से जुड़े और पर्यावरण संरक्षण में हमारे एक्टिव मेंबर बने ताकि आगे आने वाली पीढ़ी को एक सुन्दर और हरा भरा वातावरण दे सके जैसा हमारे पूर्वजों ने हमें दिया था।



Over the past few months, we have educated thousands of students and installed nests across the country, from Meerut to Delhi, from Pinjore to Pune, from Baroda to Indore.. and beyond. What began as a small experiment to help bring sparrows back, is now a shared mission to bring the sparrow home.



## Saurabh Agnihotri, FINISH Society

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A colleague of mine introduced me to Tetra Pak long ago, however I was aware of the company through the network of Waste management

sustainable practices it has. I have always believed that the need of the hour is to recover all recyclable waste and convert it into a resource and this is where my vision aligned with Tetra Pak.

Finish Society's collaboration with Tetra Pak is focused on raising awareness around recyclability. We closely work with the Municipal Corporation

of Udaipur to recover used packs of juice, milk etc. from the corporation's sorting centres and channelise it to the nearest recycler Khatema Fibres Ltd, a local paper-mill based in Uttarakhand, for further process. Our aim is to educate the waste-picker community about the value of carton waste and the role it plays in augmenting their household income. We also talk about the positive impact of waste-segregation and recycling for the environment at large.

It has been a great learning experience working with Tetra Pak as it has brought various ragpickers and informal workers towards our engagement drive and helped in building trust.

This has not only helped the community but also us in designing a better collection system for commercial establishments. With continuous awareness, waste

generators have become more aware of their responsibility by keeping used cartons separate and appreciate dedicated collection and transportation of the waste.

This has also helped us improve "Wastepaper" stream forward linkages, as segregation of cartons adds more value to the recyclers.





## Keerthi Sri Cruz, Director of Operations at Earth Recycler Private Limited

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Earth Recycler is a company that specializes in providing environmentally friendly services & solutions. It aspires

to protect the environment and are committed to build a better community for the upcoming generations.

As a company when we ventured into the business of waste management, it was a grey area and we wanted to be a company which is compliant and at the same time provides sustainable solutions. I have always believed

that with the right perseverance and aspiration, a sustainable model of waste management can be created. Seeing the improper disposal of waste in India made me enter this field and work on a model which is not only economically viable but also eco-friendly.

In 2020 when Tetra Pak was looking for a partner for the collection of used cartons in Chennai, we came up with a network of Kabadiwallas, canteens and milk parlours where we would collect used cartons of flavoured milk. Seeing the commonality in our and Tetra Pak's vision, I approached the team with a plan to collect and divert used cartons for recycling.

Since the beginning of the collaboration, we started receiving the support that we needed in mobilizing and collecting used cartons. In the past two years, we have been

able to reach further territories and network with numerous like-minded vendors.

Working with Tetra Pak has been nothing but inspiring, with tremendous support for innovation. I can proudly say that we are heading in the right direction together. I strongly believe that there is no situation without a solution, all we need is a little inspiration!



## Debendra Baral, Founder, Bal Vikas Dhara

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We have been working with the ragpickers communities since past 25 years, collecting waste door to door. When we started working with Tetra Pak in 2011, we realised the importance and value of used carton once

segregated. Before that, the waste was sold at a low value.

Through our association, we started educating the collectors, kabadiwalas and rag pickers on how segregation can double/triple up the value of cartons. It took us almost one year of continuous efforts to bring this change and get the waste workers started on segregation. From door-to-door counselling to sending SMS,

we made every possible effort to spread awareness around the importance of segregation and how it can benefit both the environment and add to their income.

Slowly and steadily, they started segregating cartons from the overall waste and sell it separately, thereby earning more. This not only helped them put their children in schools, but also improved their quality of life. Our constitution provides every child the 'Right to Education'. This association brought us a little closer in providing the kids of poor household with the education they deserve.

We work with more than 15,000 rag pickers in the National Capital Region. In addition to helping them earn a livelihood, we also run a charitable health centre under which Tetra Pak provides the waste worker families with free medical check-ups. We run various non-formal education centres across the city where

the children who have dropped out of mainstream schools can be prepared and then put back into schools. We also run a tailoring centre for the women of the family to augment the household income. In fact, we recently received a massive order for 5 lakh cloth bags from United Nations Development Program.

We hope to continue to create a positive difference in the environment, while also helping the community.





## Stephi Alphina, Arpanam Trust beneficiary

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I moved to Perumbakkam Board Housing about 5 years ago at the age of 20 with a dream to build a good life for myself and my family. The first 3 years were very difficult because I could not find a

job and it was a challenge to keep up with household expenses as I am the sole bread-winner in my family. I tried my hand at various odd-jobs, but consistent employment was difficult to come by. Perumbakkam housing board where I live is the world's largest resettlement program that houses over 25000 families. There are many other women like me who are keen to support their families, but unable to find

dignified work. 2 years ago, I was approached by Arpanam Trust which is part of the prestigious Church Park schools based in South India. They connected me to Ms. Ann Anra who runs a program called 'Take Me Back' in partnership with Tetra Pak. The job is simple – we receive used Tetra Pak cartons in bulk from various collection centers across Chennai which we clean and neatly stack for further transport to the recyclers. I cannot put in words my feelings from the first time I earned my highest ever pay of ₹ 8,000 from the Take Me Back project. I met outstanding expenses, paid my house rent and bought all necessary provisions without the usual struggle to make ends meet. I started in December 2020 and am now a Supervisor for the Take Me Back Chennai initiative. I clean and sort used beverage cartons, handle inventory, support other staff and oversee warehouse maintenance. I have 6 other friends working on this project and we are all happy to finally

have a consistent job that helps us improve our quality of life. I only have one request for people who dispose of their used Tetra Pak cartons for recycling. Please rinse your cartons with a little water before you deposit them so that they don't get infested by insects due to the leftover juice, milk etc. It will make our lives easier and also help the cartons retain their recycling value. Thank you for recycling and supporting people like me and my friends at Take Me Back.

