



protecting the future



TETRA PAK
ENVIRONMENT & SOCIAL REPORT
2012

protects



what's good

TETRA PAK INDIA

We are the world's leading food processing and packaging solutions company, and our motto, "Protects What's Good", reflects our vision to make food safe and available, everywhere. To achieve this, we work closely with our customers and suppliers to provide safe, innovative and environmentally sound products that touch the lives of hundreds of millions of people in more than 170 countries across the world every day.

We believe in responsible industry leadership and a sustainable approach to business, driven by almost 22,000 employees in over 85 countries.

Tetra Pak India Pvt Ltd operates as a subsidiary of Tetra Pak International AB. It was founded in 1996 and is headquartered in Gurgaon, Haryana. The market company, Tetra Pak South Asia Markets, is responsible for India, Bangladesh, Bhutan, Nepal and Sri Lanka. Tetra Pak provides paper-based packaging material, packaging machines and food processing systems.

(For more information on the company, see www.tetrapak.com)





building on a legacy of good corporate citizenship

Protects What's Good. This is the promise that drives everything we do at Tetra Pak. The importance of safe and reliable food continues to drive our business even today. However, the circumstances under which we operate have changed significantly. This is reflected in our 2020 strategy, which is not only about continuity, but also about transformation.

At Tetra Pak we are conscious of the impact our business has on the environment and society. Environment is a strategic priority for Tetra Pak and we are building on a well-established legacy of good corporate citizenship and responsible industry leadership which is the hallmark of our company.

Developing economies will be unable to make the transition to a more sustainable future if companies do not become committed partners and solution providers to the society. Our experience while working with our customers, suppliers and other stakeholders has demonstrated that tackling these challenges together provides a huge business opportunity, given the enormous long-term demands for products and services they represent.

Along with our continued focus on business, we are developing a better understanding of, and proactively addressing, environmental and socio-economic concerns that will help us not just manage our business well, but responsibly.

Kandarp Singh
*Managing Director,
Tetra Pak South Asia Markets*



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growing sustainably

Our main objective is to strengthen our efforts towards making our business, community and environment sustainable. For this, we engage with an increasing number of stakeholders to develop viable solutions, stimulate innovation and strengthen trust across our value chain.

We consider the entire product lifecycle

while trying to understand the impact our value chain has on societies, environments and economies – from raw materials, to production, distribution, consumer use and disposal. We believe an integrated value chain will speed up and strengthen innovation, which in turn will benefit all stakeholders and the larger society.



"Tetra Pak is doing what every organisation needs to - take responsibility for its products. It is refreshing that Tetra Pak is driven by values, not just the bottom line. Their belief in, and approach towards their environment programme - the objective of which is to bring back all their cartons for recycling - is unique. It helps them accommodate larger issues related to waste. They offer a platform with limitless possibilities and that has helped our organisation grow."

Monisha Narke, R U Recycling

Monisha is co-founder of R U Recycling, an environment initiative launched in 2009 in Mumbai to spread the message of 'green living'.

At Tetra Pak South Asia Markets, this engagement process is evolving through collective experiences and interactions with various stakeholders. Our focus is on three areas of our value chain – recycling, raising consumer awareness and cooperation with customers and retailers.

Recycling has been and will continue to be our focus, as consumers concern themselves more with the recyclability of products. Waste is the most tangible issue for both customers and key influencers.

We operate in a relatively new category and we are still on a growth phase. This means that our waste footprint is low. That didn't stop us from starting initiatives as early as 2004-05 to have a system in place before growth picked up.

These are early days and we might not have all the answers. We believe that early engagement provides a valuable opportunity to influence public perception, set a positive tone for our stakeholders and grow our business sustainably.



"Working on solid waste management for the past 10 years, we realised the need for a solution to recycle used Tetra Pak cartons. Initially the numbers collected were too small for recyclers, so we began working with scrap dealers to increase volumes. Tetra Pak's willingness to support the entire process has been remarkable. The company showed us how to unlock the value in their cartons."

Wilma Rodrigues, Saahas




Wilma is founder member of Bengaluru-based Saahas, which has been working in the sphere of waste management for the past 10 years.


INDIANS LAY IMPORTANCE ON RECYCLABILITY


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India was one of the key markets covered under the Environmental Research Report 2011. Some of the key findings of the survey are given below:



 One of the key concepts the industry understands and lays importance as pointed out by key influencers was **recyclability**. They also consider the concept of **biodegradability** as important.

 Influencers consider both **health and safety** factors and **environment** and **energy** factors as top priorities in shaping the future of beverage packaging.

 Influencers recognise that the **complete lifecycle** needs to be taken into account, when measuring the environmental impact of a product or service.





why focus on recycling?

Tetra Pak's 'Environmental Research 2011 Report'*, which polled over 6,600 consumers and more than 200 industry influencers in 10 countries, highlights that recyclable packaging boosts consumers' preference for products.

The countries surveyed were the United States, China, Japan, India, Brazil, Russia, Turkey, France, Germany and the United Kingdom. Some 88% of consumers expressed a preference, or strong preference, for products in recyclable packaging. Around 77% said they bought certain products and not others because the packaging was better for the environment.

The study highlights the growing environmental consciousness of consumers and the fact that cartons are perceived to be environmentally-friendlier as compared with alternative packaging materials.

As consumers relate better to recycling than to other environmental parameters, in India Tetra Pak's focus on recycling is a step in the right direction. What we have also realised is the importance of starting at the grassroots level.

*Source: Study by Euromonitor International

Our future is being shaped in the classroom today. That's why we're investing in raising awareness on the importance of recycling among school children.

Project SEARCH (Sensitisation, Education and Awareness on Recycling for a Cleaner Habitat) is an initiative that began in 2009 together with The Energy and Resources Institute (TERI).

It is a school environmental programme that aims to raise awareness amongst students,

teachers, school communities and the society at large.

The programme attempts to encourage participants to take ownership of the waste generated and invests time and effort to increase the product's lifecycle by recycling it. The Project is in its third phase and running successfully in Bengaluru, Chandigarh, Delhi, Hyderabad, Mumbai, Pune and Dhaka.

starting young

.....
1,70,000
.....

The number of students that Project SEARCH reaches across 170 schools in seven cities in India and Bangladesh.



A TERI – TETRA PAK Initiative

project S.E.A.R.C.H

Sensitisation, Education And Awareness on
Recycling for a Cleaner Habitat

Project SEARCH is an amalgamation of various activities. The Ambassador Programme is one of the most important activities. The programme has now become a platform to create future environmental leaders. These ambassadors play a vital role in creating awareness on waste management and the need for carbon footprint reduction.

The programme trains and enables students to become leaders and active participants in the sustainable development movement. STEP (Sensitising, Training and Educating Peers) is a leadership-training programme. It trains and enables students to become leaders and active

participants in the sustainable development movement.

STEP is designed exclusively for students of classes IX-XII. The workshops focus on enabling students to understand themselves better through sessions on identity and stereotypes. The objective is to make them see the connection between themselves and the environment and understand their role in it.

Tetra Pak and TERI prepare the students for a year to enhance their understanding of environmental issues, develop and hone leadership skills and build competence to implement small-scale environmental projects.

For more information, please visit www.protectswatsgood.in



"Project SEARCH blended well with what we were looking for: integrate our learning with our regular curriculum needs. The very nature of Project SEARCH encourages collaboration so the impact increases. More and more children want to get involved, as they feel empowered to act on their own. Interaction with other schools gives us access to many ideas."

Mallika Kotian - Principal, MET,
Rishikul Vidhyalaya, Mumbai



Robert Swan (R) and TERI Associate Fellow, Supriya Singh hold up the Project SEARCH flag at Antarctica.

REACHING THE ENDS OF THE WORLD

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Tetra Pak, through Project SEARCH, is promoting sustainability in icy Antarctica. Through our ambassador, intrepid polar explorer, leading environmentalist and OBE Robert Swan, the Project SEARCH flag flew high in Antarctica. Robert's mission to pre-serve the Antarctic ecosystem is congruent with Tetra Pak's objective of promoting environmental awareness and responsible actions.

Robert recently launched Phase IV of Project SEARCH and will be present at Project SEARCH events through 2012. "I am very energised and enthused to hear

about young adults in India spreading the message of recycling and making Project SEARCH a nationwide movement. These children are actively educating the society about recycling to keep their environment healthier. It is a good sign that a global company like Tetra Pak is promoting this cause along with TERI," he said.

A special contest will also be held for teachers of Project SEARCH member schools. The school that promotes the best environmental initiatives will have their representative be part of next year's Antarctica expedition.

"Project SEARCH creates a platform for nurturing children's relationship with the environment. It introduces them to the idea of inter-generational equity, how we need to preserve our resources for future generations. Project SEARCH enables them to understand what saving for the future means. They understand the whole chain and the impacts at each stage."



Bharti Mishra - Teacher,
Chiranjiv Bharti School,
Gurgaon

Sapna Sukul - Teacher,
Bloom Public School,
New Delhi



"We attended workshops on Project SEARCH and that's how we got motivated to work towards this Project. We did not restrict ourselves to the school level but we spread this message to a larger community."



Robert Swan (centre) at the launch of Phase IV of Project SEARCH in New Delhi in April 2012



Yash Kapoor, The Banyan Tree School, New Delhi

"Environment was a boring subject for me. I would think why should I bother with climate change if the effect will be felt 50 years later. Project SEARCH changed everything... it changed me. I remember talking to my dad about becoming an automobile engineer, I still want to be one so that I can make eco-friendly cars. My entire perspective has changed."

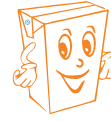
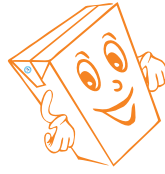
"My association with Project SEARCH began when I was in 8th grade. I am in 10th grade now and the whole process has been great. The movies, debates and discussions that introduced us to the concept of waste management complemented Environmental Education, which is part of our regular curriculum. Being an Ambassador has helped me develop leadership skills. The learning and experience gained through Project SEARCH has enabled me to become a better communicator."

Sahithi Sharma, Frank Anthony Public School, Bengaluru



Archit Gupta, St John's High School, Chandigarh

"Through Project SEARCH I learnt every person has a role to play and how I can contribute. I understand what waste is and how important it is for us to minimise our impact on our environment for a safe, healthy and secure future. My friends are eager to get involved as they understand the importance of what we are trying to do."



tracing the journey.....of a used carton

To design a viable recycling system, we wanted to first know how and where our used beverage cartons (UBC) were being disposed of. Through partner NGOs, we found that very few used cartons were ending up at landfills. That is when we engaged TERI to understand the end of life value chain of UBC across 11 cities in India, Sri Lanka and Bangladesh.

The study aimed at finding out the quantum of UBC collected at the waste dealer level; to assess the quantum of UBC reaching the paper mills; to understand the value chain and economics involved in UBC collection and recycling; and, to grasp what critical stakeholders believe is needed to increase collection and recycling.

Among other things, the study found that UBC is clubbed with mixed waste (lowest grade) paper by the waste pickers to the extent of 1-2% and sent to paper mills for recycling. By increasing awareness among waste pickers, the UBC can be separately collected for recycling.

Recycling initiatives face two main challenges. One, that UBC makes up a very insignificant portion of household waste making them difficult to segregate for recycling, and second, low levels of awareness across the value chain about the recyclability of Tetra Pak cartons.

Our environment team is working at various levels to tackle these issues – from teaming up with recyclers to generating awareness at the waste collection and segregation levels.



“Tetra Pak wants to create a dedicated UBC recycling system so that more value can be realised from them. We at TERI partnered with NGOs to compile information from waste pickers, dealers, landfill sites and waste paper recyclers. We found that paper recyclers process UBC along with other waste paper. The study revealed that a large portion of the UBC waste was unaccounted for and Tetra Pak needed to intervene there by raising awareness and working with all stakeholders involved.”

Dr Suneel Pandey, HoD, Centre for Regulatory and Policy Research, TERI

The TERI report gave us a fair idea about what was happening with the UBC. Armed with that knowledge we reached out to all our stakeholders to help design a viable strategy for collection and recycling.

The hallmark of our approach is building strong relationships with our stakeholders – customers, suppliers, consumers, retailers, government and non-government organisations, opinion leaders and other members

associated directly or indirectly with our business.

We feel that working with all these constituents contributes towards helping understand our markets better and thereby improving our performance by developing strategies that are resilient. It is through such engagements that we have developed and implemented our various initiatives.

building partnerships



"Tetra Pak is one of the most environmentally pro-active companies we've come across so far. We've had opportunities to work with various environment teams at Tetra Pak across market companies. One thing common about all these teams has been the focus and sincere effort behind their job of enhancing recycling and environment activities. We have grown as an organisation with every step that we've taken together with Tetra Pak."

Jignesh Shah, Deluxe Recycling

Jignesh is the Promoter and Managing Director of Deluxe Recycling (I) Pvt Ltd

OUR PARTNERS



"Tetra Pak's focus on environment is very sensible. They are a responsible company. The focus on awareness building is a great marketing tool as well as a business strategy. The next big step - decentralising recycling - will save costs, increase efficiency and enhance participation in recycling activities."

Tushar Shah, Daman Ganga

"Store employees who were interested have been trained to educate customers on the correct disposal of Tetra Pak cartons. In the first year of implementing this recycling program, the stores collected more than 1,00,000 cartons. In 2011, we collected 2,00,000 cartons. This project has now gone beyond just recycling. Our customers feel part of a larger social and environmental agenda."

Vinay Adhye, Sahakari Bhandar



"Go Green", a collaborative programme with Mumbai-based retail chain Sahakari Bhandar and environment group R U Recycling, is a small albeit a great learning ground for engaging with consumers on recycling directly. Launched in 2009, the programme aims to raise awareness among consumers about the recyclability of Tetra Pak cartons.

There is also an ongoing contest 'Collect, Win 'N' Donate' at 17 stores of Sahakari Bhandar, where customers are encouraged to bring their UBC for recycling.

Mumbai-based NGO, Stree Mukti Sanghatana, collects all the cartons and delivers them to recycling partner Daman Ganga in Vapi, Gujarat.

The programme has so far resulted in collections of 300,000 cartons. These cartons have been recycled into various products that have been gifted to Sahakari Bhandar customers. A proud moment for all of us was when we donated 66 desks made from these collected cartons to government schools in Mumbai.





Awareness about the recyclability of Tetra Pak cartons is critical to our recycling strategy. We are engaging with NGOs who work with waste pickers across various cities to help spread the message through street plays, puppet shows and workshops. We have employed a holistic approach to increase collections. Health camps are also regularly organised to engage with the community.

14.01%

The percentage of total cartons sold that was recycled in 2011 as compared to 8.6% in 2010.

engaging waste pickers



"The Nukkad Nataks (street plays) are a great way to connect with waste pickers. We look forward to deepening our association with Tetra Pak, a company that shares our values. We would like to go beyond talking about recycling and emphasise on improving the lives of waste pickers. The waste picker community will be true partners only when they believe we are working towards their betterment."

Devendra Baral,
Bal Vikas Dhara

Devendra is founder of Bal Vikas Dhara, an organisation that promotes the self-reliance of waste pickers in Delhi.



Kalpana Andhare, a volunteer with Stree Mukti Sanghatana - an organisation working on women's issues and issues related to peace, equality and development, shares her experiences and offers suggestions on improving collections at Mission Possible, the 3rd National Workshop to Drive Carton Collection, Recycling and Awareness. Participants shared their achievements, learnings, innovations and challenges.



Mission Possible: 3rd National Workshop to Drive Carton Collection, Recycling and Awareness

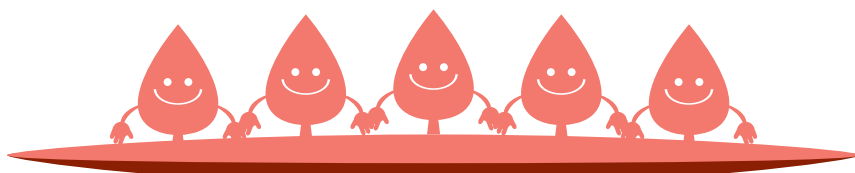


We are collaborating with our paperboard supplier ITC on their WOW (Wealth out of Waste) initiative.

The WOW programme collects over 3,000 tonnes of source- segregated recyclables every month and estimates that the quantity of Tetra Pak UBC would be about 2% of this recyclable waste. The recyclables are baled and sent to ITC's paper mill in Coimbatore that has a drum pulping facility for recycling paper along with Tetra Pak cartons.

We are now exploring the possibility of dedicated pulping of Tetra Pak cartons at their facility. The pulp from UBC is high in value as the soft wood pulp used in cartons is made from virgin fibres. Dedicated recycling of cartons to extract pulp will definitely help in increasing its value.

the key is
collaboration





The entire system of collection, segregation and recycling we are building through education and awareness programmes will ultimately succeed when the recycled products command some economic value. Recycling UBC into such products is key to making the system viable.

Re-pulping of cartons to make paper (for stationary or for industrial use) out of the pulp, and roofing sheets out of the polyethylene and aluminum has been the most prevalent technological solution adopted by Daman Ganga, a recycler based in Vapi, Gujarat.

creating markets for recycled products



The market for roofing sheets has exploded as they benefit consumers immensely. Studies among dairy farmers who use the polyethylene-aluminium composite roofing sheets have revealed that milk productivity goes up 10% during summer months. Earlier, the extreme heat would result in 20% reduction in milk productivity. But the superior insulation property of these sheets actually helps increase productivity. Poultry farms have also improved their output. After installing these roofing sheets, mortality rates of chicks have fallen 50%. These sheets also prevent fungal or bacterial growth during the monsoons.

Tushar Shah of Daman Ganga explains that such roofing sheets have been in use in Brazil for the last 20 years but the technology and design was very basic. He has been able to improve on both and today, these sheets are used for humanitarian purposes. Daman Ganga provided the Ministry of Defense with these sheets for home and school rehabilitation after the floods in Leh. These sheets have also been repurposed as boats for use in rescue operations during the floods in Thailand last year.

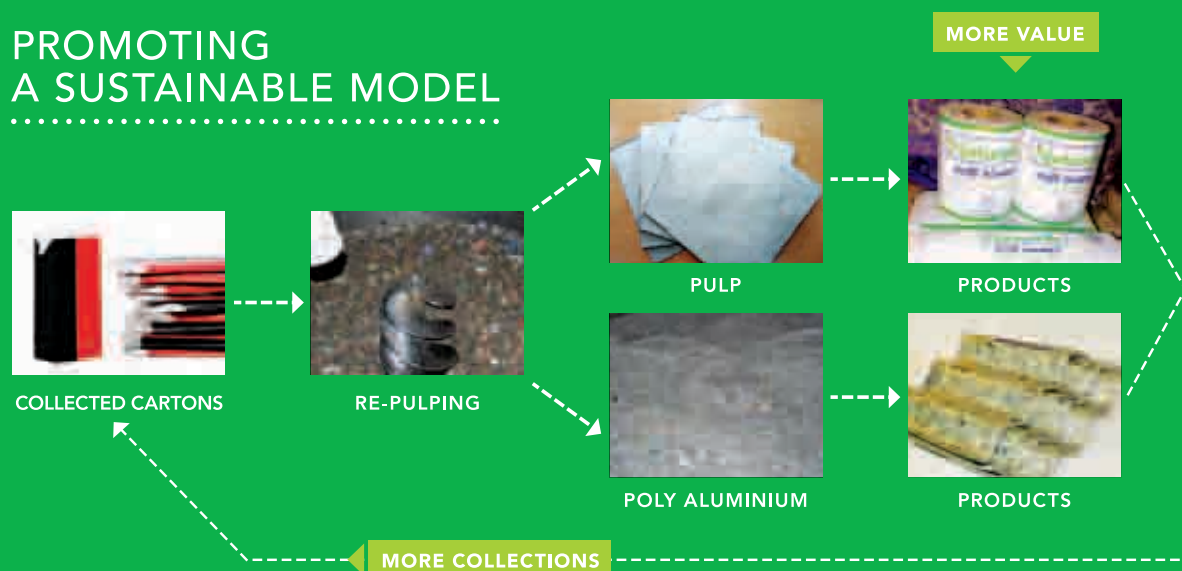
Deluxe Recycling, based in Palghar, near Mumbai, has been using Tetra Pak packaging material to make chipboards, which find various applications including furniture (for doors, decking, wall cladding) and pallets for industrial packaging.

Our environment team's endeavour is to find appropriate recycling technologies that can produce high-value recycled products from UBC, which in turn will help transfer the value to waste pickers, making the system more viable.

The growing population and increasing demand for safe and hygienic products has resulted in beverages in Tetra Pak cartons penetrating smaller towns and cities. For this reason, developing a small-scale solution for recycling is very important.

Our environment team is working with NGO partner Development Alternatives, which promotes sustainable technological solutions for small and medium enterprises, to develop a small-scale recycling system. This can recycle smaller quantities of Tetra Pak cartons, as low as 2 tonnes per month. Such enterprises will help smaller cities find recycling solutions that are feasible.

PROMOTING A SUSTAINABLE MODEL



Wood fibre, a renewable resource, is our preferred raw material choice because in well managed forests trees are regrown without depletion of natural resources. Our ultimate goal is that all wood shall come from responsible forestry that is independently certified. Our preferred forest certification scheme is the Forest Stewardship Council (FSC). In line with our commitment to ensure traceability of wood fibre back to the forest, in 2011 Tetra Pak India Pvt. Ltd. got approved as a certified member of the Tetra Pak FSC COC (Chain of Custody) multi-site certificate.



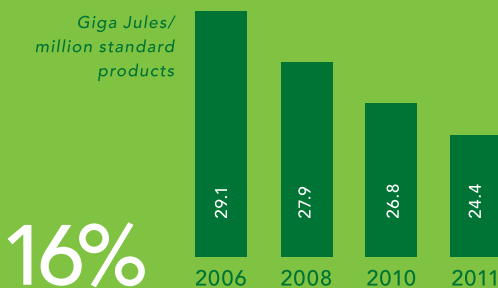
reducing factory's environmental footprint

Our World Class Manufacturing (WCM) tool has helped us drive continuous improvement in all processes. Our focus has been to develop and engage our employees in a manner where they look at organisational improvements as their individual achievements.

Stressing on safety, the WCM tool empowers shop floor team and gives them a sense of ownership of their machines. This ensures that the machines are well maintained and, as a result, accidents are negligible. The tool has helped us transform the unit in Takwe, close to Pune, into a low cost factory with the cheapest unit costs and the least number of customer complaints in the Tetra Pak universe.

Driving the 4R strategy at the manufacturing level has brought about various improvements and efficiencies. Every process is examined from the beginning to end and the team is encouraged to come up with improvements at every step. Value Waste Mapping has brought about polymer and hazardous waste reduction, bale formation to reduce transportation impacts and effective use of raw materials, among other things.

Giga Jules/
million standard
products



16%
The reduction in energy consumption for the production of packaging material since 2006.



25 tonnes

The amount of waste reduced per month between 2009-2011 by our factory at Takwe, located 50 km from Pune in Maharashtra. This made it the second lowest waste generator in the Tetra Pak manufacturing universe.



The amount we are investing in our manufacturing facility at Chakan near Pune. It is the fourth Greenfield factory worldwide with an annual capacity of 8.5 billion packages that can be scaled up to 16 billion packages a year. Aiming for LEED Gold level certification, the first for Tetra Pak factories globally, the new factory will see several unique initiatives to reduce environmental footprint.

\$132.3 million

With the aim of reaching out to the larger community and promoting our core values while also addressing their needs, we recently launched our very own employee volunteering programme and corporate social responsibility (CSR) project.

Under iProtect, our employee volunteering programme, employees are encouraged to take up volunteering opportunities under three focus areas: education, environment and health and nutrition. Employees have been enthusiastically volunteering for year-long activities across locations to spread goodwill and happiness.

With our new factory coming up in Chakan,

we felt it was important to address the needs of the community and try and improve their quality of life. Our baseline study at Vasuli village in Chakan conducted by an independent agency revealed that one of the primary needs to the residents was improvement in quality of education.

For this, we have devised programmes to mitigate the gaps in achieving the minimum learning levels of children by providing non-formal classroom support, educational visits, counselling, educational and sports material as well as improving the village school's infrastructure.

community outreach

Students at school in Vasuli village, Chakan - We have devised programmes that will ensure that children achieve at least the minimum learning levels.





Employees interact with children of waste pickers at the iProtect launch in New Delhi in December 2011

iProtect. Do you?



COMMUNITY OUTREACH IN BANGLADESH

.....

Smallholder milk is a hidden resource in Bangladesh. Yet to be fully utilised in the growing market for milk and dairy products, it could potentially replace milk powder imports – and Dairy Hubs can help reach that goal.

Tetra Pak is helping improve milk production and processing at dairy hubs set up by PRAN, Tetra Pak's leading customer in that country. The first Hub opened in September 2010 in Chatmohar in the Pabna district; the second followed a year later in Sirajgonj. The site for a third is being

evaluated and PRAN plans to establish many more.

The dairy hubs have improved the farmers' livelihoods. Farmers connected to the first dairy hub increased their monthly income from an average \$100 to \$133 between October 2010 and January 2012. Over the same period, yields grew from just under 6 litres to almost 8 litres per cow, per day, compared with the national average of around 3.6 litres.





partnering with customers

Our customers, Dabur and United Spirits have been proactive on recycling. Dabur is active in recycling of Tetra Pak packaging material waste from its factory. We link them with our collection partners to promote recycling. We have also placed bins to collect UBC in Dabur's offices. United Spirits is helping us connect with liquor outlets and our NGO partner Sahaas helps collect the UBC for recycling.

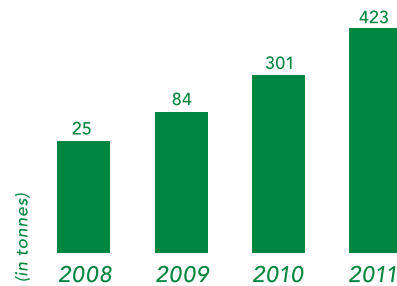
South India's largest cooperative dairy and our key customer, Karnataka Milk

Federation (KMF), played an important role during our Environment Week celebrations in 2011. KMF, in collaboration with Saahas, helped educate consumers on the recyclability of Tetra Pak UBC.

Our customers are also aware of the importance of spreading awareness on sustainability. With our help, students are invited to customers' plants to learn about the importance of safe packaging. The students are also introduced to the safe and hygienic process of how beverages are packaged in Tetra Pak cartons.

RECYCLING FILLING MACHINE WASTE

We work with our customers to encourage recycling of Tetra Pak packaging material waste generated at the filling lines. Our customers are proactive and at present 80% of the filler waste is sent for recycling from our customer plants. We conduct workshops for our customers on waste and recycling, assist them with baling and also build consensus on using products made out of recycled UBC.



Volunteers from our NGO partner Saahas educate customers on the recyclability of Tetra Pak cartons at a Nandini milk booth in Bangalore



Students of Project SEARCH at the factory of our customer Punjab Dairy

RECYCLING LOGO ON PACK

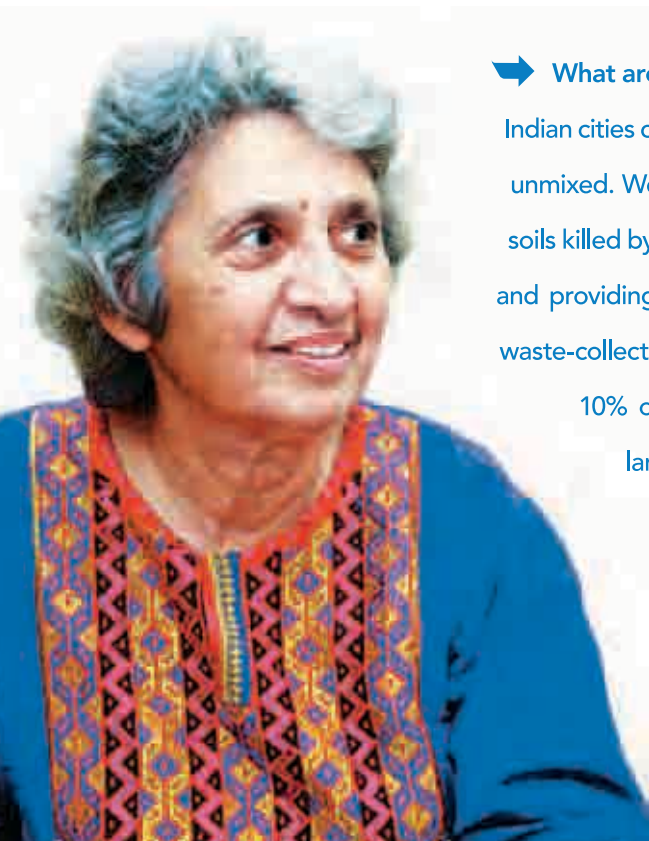


RECYCLABLE (PAPER)

The mobius loop is a universally recognised and accepted symbol signifying recyclability and that recycling facilities for the material in question exist. Continuing our commitment to voluntary and responsible industry leadership, we are working with our customers to contemporise the logo unit to promote the fact that our cartons are made primarily from paper from sustainable forests. We advocate the use of the mobius loop along with the words "recyclable (paper)" to clearly indicate that cartons should be put into the paper waste stream.

"identify and enable small recyclers"

For Almitra Patel, working for the cause of the environment is not a job, but a life-long dedication. With over 50 years' experience across environmental issues, Almitra, a member of the Supreme Court Committee for Solid Waste Management, shares her views on the importance of proper waste management.



➔ What are your thoughts on waste management in India?

Indian cities can reduce waste-to-disposal merely by keeping wastes unmixed. Wet waste for composting will revitalise Bharat's (India's) soils killed by urea subsidies. Our recycling sector is already vibrant, and providing clean unsoiled dry waste will certainly benefit both waste-collectors and recyclers. Suryapet has already shown that only 10% of total municipal waste remains thereafter, requiring land for ultimate disposal.

➔ Do you think it is important for companies to look at consumer use and end of life of their products, in this context what have been your experiences with Tetra Pak?

Certainly companies should address end-of-life problems created when their products are discarded, especially if their recycling is hazardous, as for tubelights and batteries or use-and-throw PVC items. I have nowhere found used Tetra Pak cartons lying around blocking drains, etc. They are considered paper waste, hence collected and added up to 2% or so in cardboard bundles for wholesale supply for papermaking. Of course they are a bulky item in mixed waste and all of them may not be picked out, clean or soiled, for such recycling.

➡ **In your opinion how proactive has Tetra Pak been and what are your expectations from the company going forward?**

Tetra Pak's post-consumer collection and recycling initiatives are great, though currently confined to recovery from bulk consumer points. This should be encouraged by airlines and railways and road services providing food to passengers. It will be difficult to collect the one or two Tetra Pak cartons a day consumed in homes unless there is either a buyback price and extensive collection systems as there is for old newspapers, though a scheme of one free item in a Tetra Pak carton for 10-20 empties might bring in some of these.

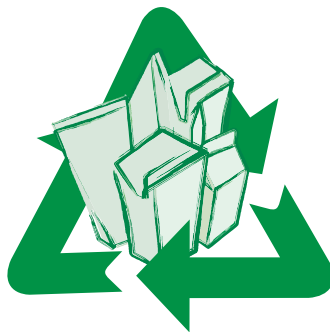
➡ **Do you have any suggestions for Tetra Pak that you feel could enhance/compliment what they are doing already?**

Currently, Tetra Pak cartons are available throughout the country. Transporting collected post-consumer Tetra Pak cartons over long distances to one recycler or two, consumes diesel and hence reduces the value of that effort. It is very important for Tetra Pak to identify and enable small decentralised recyclers at multi-locations to optimise their recycling. Ideally these recyclers should be located suitably close to Tetra Pak packaging/ filling units so that post-producer waste can also be fully recycled. Although Tetra Pak cartons are 75% cardboard and hence a useful raw material for paper mills, it is the innovative use of their plastic and aluminium foil waste as UV-resistant corrugated roofing which is most valuable. I have used these lovely, light and eco-friendly sheets in three major school buildings constructed by me and strongly recommend them for providing a room temperature 3° Centigrade cooler than asbestos and cement roofing. Roof construction is twice as fast because of their low weight. This technology needs to be widely shared, maybe through a franchise model.



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