

2017 SUSTAINABILITY REPORT

SUPPLEMENT: NORDIC AND
BALTIC COUNTRIES



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OVERVIEW

Throughout 2016, we saw a range of exciting activities promoting sustainability and healthy living across the Nordic and Baltic countries.

Tetra Pak took part in the EAT Stockholm Food Forum, joined decision makers in the Almedalen political week in Sweden, and convened local stakeholders at seminars in the Baltics. From a commercial perspective, we have listened closely to consumer needs and responded to 'on-the-go' trends by introducing the new Tetra Top® 330 MiniV carton bottle – an environmentally smart solution for health-conscious consumers.

All paperboard in a Tetra Pak carton package now comes from Forest Stewardship Council® (FSC®) certified and other controlled sources. Reflecting our long-term ambition for all chilled and ambient packages to be made from renewable alternatives, we continued to increase the number of cartons containing renewable, plant-based materials across the region, including the use of bioethanol from sugarcane.



By launching the world's first Life Cycle Assessment on packaging incorporating renewable plastics, we're working towards a holistic insight into carton packaging and its climate impact.

This supplement to our global sustainability report highlights some examples of our work in the Nordic and

Baltic region. To learn more and to read the full sustainability report for Tetra Pak, please see the 2017 Sustainability Report <http://tetrapak.com/sustainability>



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Making food safe and available everywhere

The annual EAT Stockholm Food Forum provides a space for discussion around how to feed nine billion people sustainably. It aligns with our company vision to make food safe and available everywhere.



During the 2016 forum, we ran a breakfast seminar on how companies can play a key role in addressing challenges related to health, food and sustainability by facilitating sustainable consumer behaviour. Michael Grosse, Executive Vice President for Development and Service Operations was actively involved in this event and throughout the forum.

Talking politics

The Almedalen political week in Visby, Sweden, is where political parties, interest groups and industry leaders get together to discuss policy and how to address common issues and challenges.

In 2016, 40,000 visitors attended over 3,800 events.

During the week, Tetra Pak representatives met politicians, customers, media and other interest groups to discuss the importance of, and potential for, renewable packaging. We also took part in the Teknikföretagen exhibition on the circular economy, and the Aktuell Hållbarhet magazine meeting arena. Johan Rabe, Managing Director for Tetra Pak Nordics, joined Ardalan Shekarabi, Minister for Public Administration, on a panel debating the global Sustainable Development Goals and the challenges faced by industry.



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Renewable packaging: business as usual.

ZERO is an independent environment organisation based in Norway, which works to promote new and innovative solutions aiming for a zero-emission future.



As a partner to the international ZERO conference, we demonstrated that fully renewable packaging solutions are in no way a niche market but already business as usual in the Nordic countries.

Launched by our Norwegian customer TINE, we showcased our fully

renewable Tetra Rex Biobased® package, alongside other innovations in plant-based plastics.

Johan Rabe presented our journey so far, while also giving a preview of the world's first Life Cycle Assessment on packaging that will incorporate plant-based plastics. The assessment shows that customers can reduce their carbon footprint if the package is fully renewable.

Expanding plant-based plastics

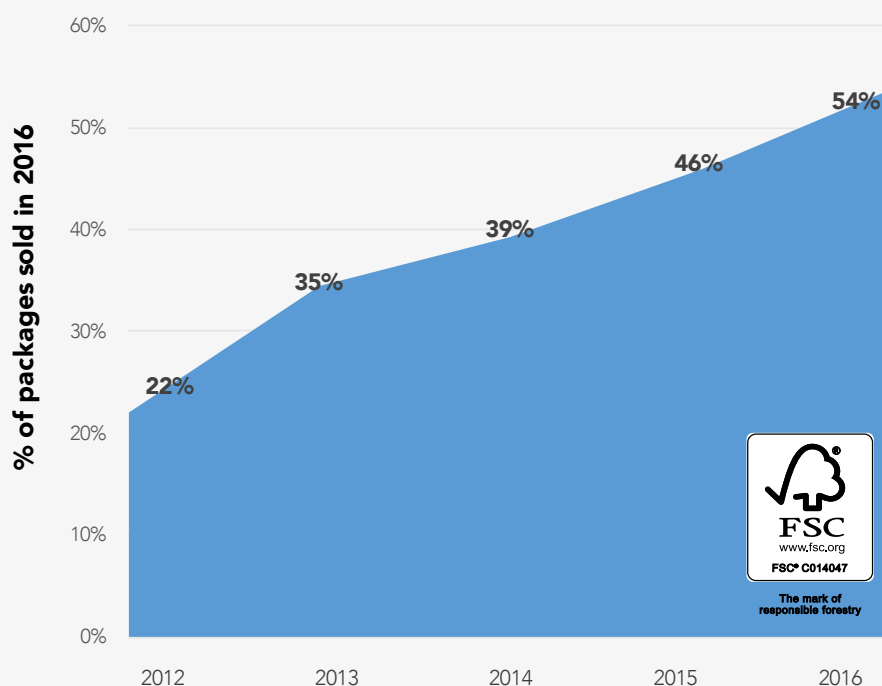
Our customer, the Norwegian dairy cooperative, TINE, was first in Europe to launch caps made from plant-based plastics in 2013. Since then, TINE has adopted the Tetra Rex Bio-Based package for all 1.75 litre milk packages, showing that fully renewable packaging for milk is possible on a large scale. Going forward, we're jointly exploring how to pack all milk in renewable and plant-based packaging.

We're also working with the Finnish dairy producer Valio, the first company

in the world to launch products in beverage cartons only made from plant-based raw materials (Tetra Rex Bio-based). With research showing that buyers of organic products see a very good fit with plant-based packages, Valio switched to this type of package for their whole organic range in gable top packages.



FSC LABELLING



Progress on FSC labelling

The Forest Stewardship Council (FSC) is widely recognised as the highest global certification standard for sustainable forest management. For a product to carry the FSC label, it must hold an unbroken chain of custody certification for all relevant sites.

Ten years ago, Tetra Pak was the first company in our industry to offer FSC certified and labelled packages. Since then, we have achieved certification for all converting plants and market companies, and can supply FSC-labelled packages from anywhere in the world.

In the Nordic and Baltic markets, FSC labelling was present on more than 50 percent of packages sold in 2016, with the highest proportion achieved in Latvia (83 percent), Norway (78 percent) and Sweden (65 percent).

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Getting to know our consumers

Every year, we conduct a consumer survey across the Nordic markets. The purpose is to better understand opinions on sustainable packaging, recycling and climate smart behaviours.

The 2016 study showed that more than 80 percent of Nordic consumers continue to believe that environmental and climate issues will become more important in the next five years.

A similar proportion also believes that packaging will become a more important aspect of sustainable consumer behaviour. These findings reinforce the importance of environmental considerations as key to developing products.

The study also reminds us that we need to continue to communicate the benefits of aseptic packaging and processing, since up to 40 percent believe that juice in an unrefrigerated carton needs to contain preservatives to avoid spoiling.

Overall, the research shows that cartons are viewed as the most environmentally smart packaging solution. This is primarily due to their high share of plant-based, renewable material, as well as being seen as easy to recycle. We have shared our findings at public events and via the media, to further raise consumer awareness and encourage the wider industry to make packaging an active choice.

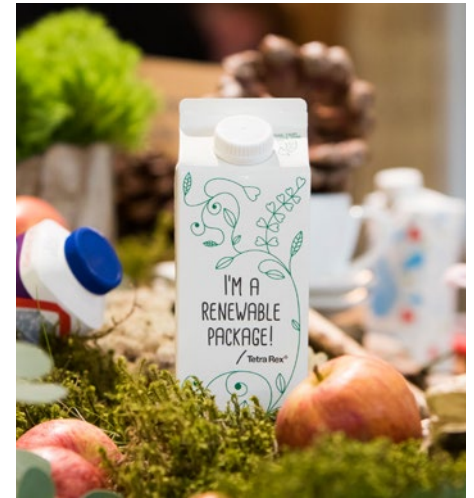


On-the-go consumption

The current trend of eating and drinking 'on-the-go' is particularly strong among millennials – a group that is also highly motivated by sustainability in their decision-making. With this in mind, we developed the new Tetra Top 330 MiniV carton bottle - a low weight and transport efficient package based on renewable materials. Appealing to millennials is the attractive shape, as well as large opening and ease of flattening for recycling.

We launched the product in an online campaign 'The carton bottle is here', demonstrating how it fits into an active lifestyle.

Our customer in Sweden, Skånemejerier, was the first to launch the new package for its drinking yoghurts. The product has so far been well received, scoring particularly high on environmental attributes.



Engaging our Baltic customers

Following successful engagement programmes in Sweden, we reached out to customers in Estonia, Latvia and Lithuania during 2016, discussing renewable packaging and recycling. We invited stakeholders to seminars in Riga, Tallinn and Vilnius to, alongside subject experts who, shared the latest consumer trends and explored opportunities and challenges around how to meet consumer demands for sustainable packaging, without compromising food protection and functionality. The seminars were met with extensive media coverage and we continue to maintain momentum through social media channels as well as a number of customer collaboration projects.

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Promoting active lifestyles

With greater public awareness around the importance of an active lifestyle, more and more of us are taking part in sports events, which, despite the great health benefits, unfortunately put pressure on our environment. For example, 30 tonnes of paper cups are used during the week-long cross-country ski race, Vasaloppet.

"Our partnership with the Sustainable Racing Team goes hand in hand with our environment, sustainability and functionality commitments. We can benefit from one another and drive this forward in various channels, as well as discussing sustainability, not least with our customers and partners who are also part of the Sustainable Racing Team." Johan Rabe, MD Tetra Pak Nordics

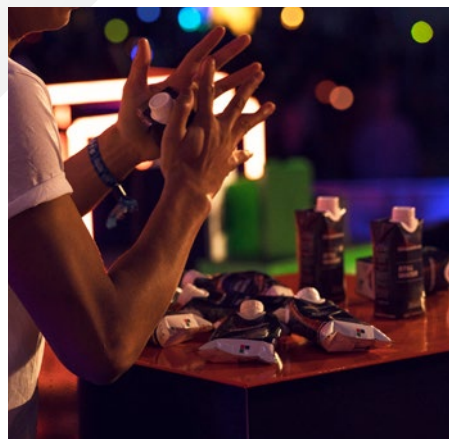
As part of our regional 'Good packaging for a good life' initiative, we joined forces with the Sustainable Racing Team, an organisation that aims to integrate sustainability into active lifestyles. In 2016, seven people from the team registered for 40 different events. Their activities were documented and published in a variety of channels, including social media platforms owned by Tetra Pak.

Harnessing social media

Inspiring consumers to recycle their used beverage cartons, and debunking myths around their recyclability, remains a key priority. Our Facebook platform Återvinnarna (the recyclers) has been active in Sweden for several years and now has more than 20,000 followers.

We've also deployed Kartongkampen (the carton battle) in social media, a recycling competition alongside WWF, Skånemejerier, Kiviks Musteri and ICA. Consumers were invited to send in video clips demonstrating different ways to fold an empty carton package since folded packages are more efficient to transport to collection stations and recycling mills as they take up less space. Nine finalists featured on Återvinnarna, with followers were invited to vote on their favourite.

"Competitions like this are a good way to engage consumers in recycling but also to allow yourself to have a bit of fun." Erik Lindroth, Environment Director at Tetra Pak Nordics



Engaging Millennials at DreamHack

Tetra Pak collaborates with DreamHack to meet with the connected generation and create a dialogue on sustainability and a healthy lifestyle. Thousands of Generation Z and Millennials gather at DreamHack for one of the biggest LAN festivals in the world while millions of people follow the event through direct



streaming and social media. During the event Tetra Pak, together with customers and retailers, offered healthy products in good packages to the participants and encouraged the target group to choose beverages in carton packages.

Fun for the family

In the spring, dairy farmers in Skåne, Sweden, open the barn gates and let the cows out into the green fields after a long and cold winter.



Our customer, Skånemejerier, invites the public to take part in this occasion every year at several of their dairy farms. In 2016, we participated in the main event in Skurup, showing how simple it is to recycle beverage cartons into new products such as cereal boxes, pizza cartons or paper cores. The event was streamed on social media, attracting substantial interest in how packaging recycling works.





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Read more about our sustainability work
www.tetrapak.com/se/sustainability

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