



ENABLING TRANSFORMATION IN NORTH EUROPE

Sustainability Report 2020
– North Europe supplement





UK political engagement

In 2019, the focus of Tetra Pak's UK political advocacy programme turned to leveraging stakeholder relationships, established in 2018, to advocate for key policy positions to promote a low carbon, circular economy.

Meetings were held with the UK's Environment Minister, the Scottish Environment Secretary, and advisers in Number 10 Downing Street. Tetra Pak also hosted dinners in the Scottish and

Westminster parliaments, bringing together members of key parliamentary committees, Tetra Pak experts, and drinks manufacturers, to discuss policies such as a proposed plastic packaging tax. In addition, the programme was extended beyond political figures, to include meetings with industry bodies and environmental campaign groups.

Engaging school children in recycling

One of our main initiatives in Sweden is the school competition "The Carton Match" (Kartong-matchen), which is part of our collaboration with the Swedish World Wildlife Fund, WWF.

Since its advent in 2012, the competition has become the largest of its kind in Sweden, with more than 245 000 kids, from pre-school up to year six participating.

The competition was launched in March 2019 at the factory of packaging board producer Fiskeby Board. One of the classes from Askeby School in Linköping was invited to see how beverage cartons collected in Sweden get recycled and turned into new products. In total the recycling competition attracted almost 25,000 participants in Sweden and Finland. Hosted by leading dairy producers, Skånemejerier, Arla and Norrmejerier, the competition consists of three

different activities, and serves as a fun way to educate the children about the ease and importance of recycling.

The first task is run by Skånemejerier, during which the children are asked to document how the packages are sorted. For the second task, the children are instructed to design a recycling campaign that can be published on a real Arla package. The final activity is hosted by Norrmejerier, and the children are tasked with sharing the recycling message with 100 people. In Finland, the second activity was run in collaboration with Eckes Granini.

Spread the word through social media

The competition is designed to promote the message that recycling is easy and the right thing to do among its participants. The message is also promoted to a wider audience through platforms such as social media. The

competition is a practical tool for pre-schools and secondary schools to engage young people in environmental issues.

In 2019, the children that took part in "The Carton Match" demonstrated their ability to influence their families' recycling habits, and managed in both Sweden and Finland to increase their families' recycling rates to an impressive 88% and 87%, compared with the overall recycling rate of 35% in Sweden and 31% in Finland.

The carton competition clearly demonstrates the appetite for recycling among school kids, their power to make a change at home and their desire to make good choices for the environment. The competition attracted a lot of media attention and was covered by national broadcast media, newspapers, and radio.

Feel Good Treats in Tetra Recart

In March 2019, Naturediet Pet Foods re-packaged their range of natural, semi-moist dog treats in the Tetra Recart, presenting a truly innovative packaging solution for dog treats.

Following a major rebrand and successful re-launch of Naturediet's wet dog food ranges, from plastic trays to Tetra Recart in September 2018, the British manufacturer of

natural pet food made the decision to align their complementary range of treats to Tetra Recart.

Fastest growing range

Naturediet is the first brand to pack ambient treats in recyclable cartons. Pet food treats are traditionally packed in film bags and plastic wrap. However Naturediet is taking strides to provide pet owners with an environmentally positive alternative to plastic

packaging and have become leaders in packaging innovation in pet food. Since relaunching their dog treats in recyclable, Tetra Pak packaging, the Naturediet Feel Good Natural Treats has become their fastest growing range. The Naturediet Feel Good Natural Treats range is made with premium grade ingredients and a wheat gluten free recipe with no added nasties. They are ideal for use as a training aid, reward or snack.





PROMOTING RENEWABLY SOURCED CARTONS IN IRELAND

In July 2019, Aurivo became the first brand in Ireland to release the Tetra Rex 1.75 litre renewable plant-based carton. Switching from HDPE to renewable cartons strengthened its environmental message, and gave further credibility to the organic brand.

In October 2019, Aurivo also launched the Connaught Gold brand across the whole milk & low-fat milk range in 1.75 litre Tetra Rex Plant-based cartons, which were distributed to major retailers in the UK and Ireland.



GOOD WATER @ALMEDALEN

Tetra Pak promoted its Tetra Prisma Aseptic 330 ml from Nyckelbryggerier as 'water in a good package', and the climate-smart, portable option for water on the go, at the Almedalen political festival. Erik Lindroth, Sustainability Director, and Gustav Askman, Circular Economy expert, participated in seminars and panel discussions on the topics of packaging, recycling, bio-economy and sustainability.

Aqua Nobel supplied the festival's 'Good Water' bar for one day, also communicating the 'water in a good package' message, via its Tetra Prisma Aseptic 500 ml.

In total, the 2019 Almedalen week hosted approximately 3,700 events, and was attended by approximately 100,000 participants, the equivalent of almost 42,000 unique visitors.



HOCKEY WATER

Hockey club Malmö Redhawks is investing in sustainability and launching its own water in collaboration with Tetra Pak. It is introducing a Swedish spring water in a climate-smart cardboard bottle - a great alternative to tap water. Under the slogan "Come into the match", Redhawks is now expanding its social commitment to include sustainability and environmental issues.

The ice hockey club's initiative "Come into the game" aims to raise the priority of sustainability and environmentalism in the sports industry. Malmö Redhawk's goal is to contribute to greater social change and showcase itself as much more than just a hockey club. By spreading knowledge and inspiration, Malmö Redhawks aims to encourage people to become more environmentally aware in everyday life. The carton package becomes the symbol of active and conscious choices to inspire us all to make more climate-smart choices in everyday life.



JERSEY DAIRY FULLY PLANT BASED

Jersey Dairy took a decisive step in its sustainability journey and launched fully plant-based packages for all basic milk products.

The new Tetra Rex Plant-based packaging is made from renewable materials and is Carbon Trust certified. Jersey Dairy believes that as the consumer interest in environmental sustainability is increasing it needs to take responsibility and reduce its environmental footprint. Through this act, Jersey Dairy has reduced the carbon emissions of its packaging by 22%.



Liquid egg product in Tetra Rex Plant-based



Balticovo is the largest egg product producer in North Europe with more than 45 years' experience. The company is focused on domestic and international markets with exports up to 70% of its produced volume. Its turnover is more than €50m annually and Balticovo's key focus is now on sustainability.

In 2019 it re-launched its liquid egg product range. Previously sold in HDPE, the product is now available in the Tetra Rex Plant-based carton. As part of its sustainability push, it has also opened the largest cage free hen farm, increasing welfare conditions as a result. All Eva assortment in Tetra Pak packaging is made from free-range eggs.

The biggest challenge Balticovo faced was being able to supply current liquid egg products with a better shelf life, as well as improve hygiene levels for its filling machines, an issue that was restricting listings in export market retailers.

New name and new package

From a market perspective and to improve export possibilities, Balticovo has relaunched the product range not only in a new, more sustainable carton, but also with a new brand name – Eva – which has started to open doors and conversations with potential prospects. Eva is multifunctional and makes life much easier for the consumer – from making a ready pancake mix without gluten, to creating a ready-mixed omelette for busy mornings.



Put the coconut in the carton

Santa Maria coconut milk changes packaging. The previous aluminium can will be replaced by a carton, which reduces greenhouse gas emissions by 81%, equating to 796 tonnes* of CO2 emissions created from producing the packaging.

At the same time, they have been filled with even more coconut, which gives the product a fuller flavour. Coconut milk is a top seller in the growing Asian category in the Nordic countries. With its mild, characteristic flavour and creamy texture, it plays a central role in many Asian dishes. Operating as a sustainable food company means taking responsibility for the entire supply chain, from the purchase of raw materials to the finished product. At the same time, it means giving the consumer a better product, free of additives and with a fuller taste. The new coconut milk packaging consists of 72% plant-based material.

*Based on Santa Maria's annual volume of coconut milk multiplied by the differences in emissions between similar packaging types from an LCA analysis of Ifeu 2017 available at tetrapak.com.



Positioning cartons in the UK

In the UK, sustainability and climate change maintained its position close to the top of the news and political agenda.

Tetra Pak's B2B Carton Positioning Platform campaign engaged in several different activities targeting stakeholders across the value chain, from food and drink suppliers and manufacturers to retailers and consumers.

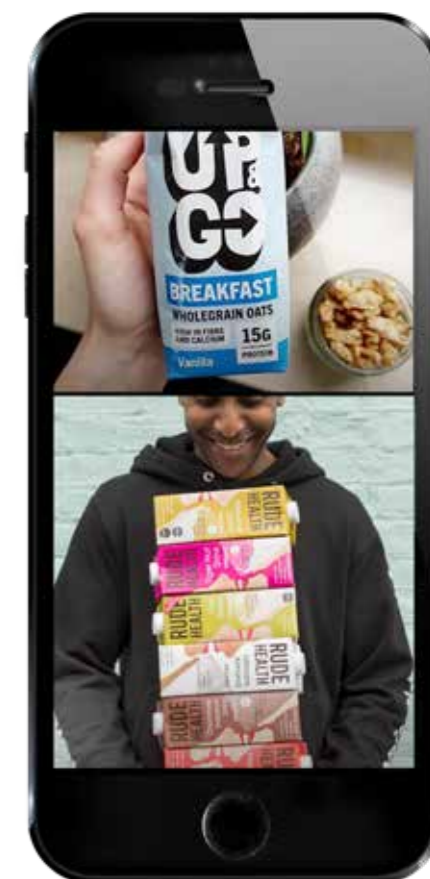
Launching content across a variety of channels and platforms – PR, print and digital advertising, organic and paid social media, awards and speaking opportunities – we saw a noticeable shift in perception amongst our audience groups. Based on a measurement audit conducted in the UK at the beginning and end of the year, we saw a 51% increase in those

considering a switch to cartons in the next two years.

Digital ads with customers

Activity included launching a new customer video with Naturediet, placing earned media coverage across trade media such as The Grocer, Packaging News, and Beverage Daily, launching the paper straw in the UK, creating digital ads with Just Water resulting in a performance six times higher than the average, and building new digital content including an animation to further highlight the carton's sustainable properties.

Strong foundations have been laid and a wealth of content built up to continue to amplify our sustainability messages in 2020.





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