CONTENTS: Environmental ambitions at the heart of our 2020 strategy, FROM PLANT TO PLASTIC, Recycling in Denmark, GOOD TO THE LAST DROP, Carton Folding Championship, THE BLUE TRAIN
Welcome to the 2014 Sustainability Report for Tetra Pak in the Nordic and Baltic region. The report is for the 2013 business year.

This is the 15th anniversary of the sustainability report – it has been published every year since 1999. In it we describe our work with the environment, sustainability and social issues, and we report key figures in these areas. The overall themes of this year’s report are bio-based material and our successful collaborations with our customers. The report takes its inspiration from the Global Reporting Initiative’s guidelines for sustainability reporting. The key figures contained in the report relate mainly to the company’s activities in Sweden, as the majority of our production takes place here, and most of our employees are based here. The company’s factories in Sweden manufacture packaging material for a global market – about 95% of the packaging material and machinery produced in Sweden is exported.

Tetra Pak’s work on social responsibility globally is carried out by the Tetra Pak Group centrally and is reported in Tetra Pak’s global sustainability report. Read it online at: Sustainability Update 2013 (http://sustainability.tetrapak.com/).

Help us improve our sustainability report! Send your comments, opinions or feedback to info.se@tetrapak.com. Please write Sustainability Report 2014 in the subject line. Thanks!
As a company we have a responsibility to contribute to a more sustainable society, and we are responsible for the impact our operations have on the environment. By taking the lead on environmental issues in our industry, we at Tetra Pak can push development in a positive and sustainable direction. By showing concrete results and improvements, where environment issues and business go hand in hand, we can inspire others in the industry to follow our lead.

The environment has been an important issue at Tetra Pak for a long time, and since 2010 it is one of four pillars of our 2020 strategy. We see our work with sustainability as creating a long-term business advantage and strengthening both our competitiveness and that of our customers. We achieve this by creating value for our customers and living up to their expectations and future needs. By offering packaging and processing solutions with a leading environmental profile we can help them reach their own ambitious environmental targets.

Environmental issues are increasing in importance within the food and drink industry, and among today’s consumers the environment and social issues are high on the agenda. To live up to these high expectations, credible sustainability efforts must take account of the big picture and actively work to reduce environmental impact in every stage of a product’s lifecycle.

So at Tetra Pak we focus on securing a sustainable supply of materials, working together with our suppliers and customers to reduce the environmental impact across the entire value chain. We also work actively to promote recycling of our packages when they have been used. We are investing in developing climate-smart innovations and renewable materials to further improve our products’ environmental profile.

We should never be satisfied with what we have achieved and take our foot off the gas, but rather keep on pushing forwards. For me sustainability work is a source of engagement, creativity and competitiveness.

Our environmental efforts make us more innovative and competitive – both short and long-term.

As a company we have a responsibility to contribute to a more sustainable society, and we are responsible for the impact our operations have on the environment. By taking the lead on environmental issues in our industry, we at Tetra Pak can push development in a positive and sustainable direction. By showing concrete results and improvements, where environment issues and business go hand in hand, we can inspire others in the industry to follow our lead.

The environment has been an important issue at Tetra Pak for a long time, and since 2010 it is one of four pillars of our 2020 strategy. We see our work with sustainability as creating a long-term business advantage and strengthening both our competitiveness and that of our customers. We achieve this by creating value for our customers and living up to their expectations and future needs. By offering packaging and processing solutions with a leading environmental profile we can help them reach their own ambitious environmental targets.

Environmental issues are increasing in importance within the food and drink industry, and among today’s consumers the environment and social issues are high on the agenda. To live up to these high expectations, credible sustainability efforts must take account of the big picture and actively work to reduce environmental impact in every stage of a product’s lifecycle.

So at Tetra Pak we focus on securing a sustainable supply of materials, working together with our suppliers and customers to reduce the environmental impact across the entire value chain. We also work actively to promote recycling of our packages when they have been used. We are investing in developing climate-smart innovations and renewable materials to further improve our products’ environmental profile.

We should never be satisfied with what we have achieved and take our foot off the gas, but rather keep on pushing forwards. For me sustainability work is a source of engagement, creativity and competitiveness.

Our environmental efforts make us more innovative and competitive – both short and long-term.

As a company we have a responsibility to contribute to a more sustainable society, and we are responsible for the impact our operations have on the environment. By taking the lead on environmental issues in our industry, we at Tetra Pak can push development in a positive and sustainable direction. By showing concrete results and improvements, where environment issues and business go hand in hand, we can inspire others in the industry to follow our lead.

The environment has been an important issue at Tetra Pak for a long time, and since 2010 it is one of four pillars of our 2020 strategy. We see our work with sustainability as creating a long-term business advantage and strengthening both our competitiveness and that of our customers. We achieve this by creating value for our customers and living up to their expectations and future needs. By offering packaging and processing solutions with a leading environmental profile we can help them reach their own ambitious environmental targets.

Environmental issues are increasing in importance within the food and drink industry, and among today’s consumers the environment and social issues are high on the agenda. To live up to these high expectations, credible sustainability efforts must take account of the big picture and actively work to reduce environmental impact in every stage of a product’s lifecycle.

So at Tetra Pak we focus on securing a sustainable supply of materials, working together with our suppliers and customers to reduce the environmental impact across the entire value chain. We also work actively to promote recycling of our packages when they have been used. We are investing in developing climate-smart innovations and renewable materials to further improve our products’ environmental profile.

We should never be satisfied with what we have achieved and take our foot off the gas, but rather keep on pushing forwards. For me sustainability work is a source of engagement, creativity and competitiveness.
About Us | Our Environment Director

WE SEE PROGRESS ACROSS THE BOARD BUT MUCH REMAINS TO BE DONE

Environment Director Erik Lindroth reports success in all aspects of Tetra Pak’s sustainability work during 2013.

Our environmental efforts should be focused on long-term and continuous improvements. We must be able to answer three key questions:

- What raw materials are we using?
- What is the life cycle impact of our products?
- What happens when our products have been used?

During 2013 we saw progress in all these areas, which is a prerequisite if our environmental efforts are to add value for our customers and therefore also for ourselves at Tetra Pak.

In the raw materials area we saw our Norwegian customer TINE launch caps based on renewable materials, which increases the proportion of renewable materials in our packages and reduces the proportion of fossil-based raw materials. This for us is a step towards packages that are made of 100% renewable materials.

We also saw increased use of FSC® certified paperboard. FSC provides an opportunity for consumers to actively choose products from responsibly managed forests, and we are happy to see customers prioritizing this issue and also aiming for 100% FSC certified packages.

In June we presented a very interesting lifecycle analysis (LCA) that took an in-depth look at the question of whether material recycling or energy recovery is better from an environmental perspective.

To summarize, we see that material recycling of beverage cartons is worthwhile for several reasons. Overall it can be concluded that material recycling and incineration with energy recovery are not in conflict with each other. When material has been recycled a number of times it will eventually, at the end of its life, be recycled for energy, so this is more a question of timing than of two competing alternatives.

When it comes to the recycling of beverage cartons, it is immensely satisfying to see a positive development in all the Nordic countries. We have seen in Sweden a fantastic development over the past two years, going from 23.7% of material recycled in 2011, to 29% in 2012, to a full 33.6% for 2013. So now more than a third of all beverage cartons are recycled, and the recycling rate has increased by ten percentage points in just two years.

For me, sustainability work is all about perspective. We started in one place, today we are at another, and we have our sights set on having reached another point in the future. All three perspectives are important for transparency and credibility. And those decisions and actions we take today will in the future be part of our history, so it is important that we work on concrete improvements already today.

Let’s not wait for a better opportunity. Everyone needs to act on this, so let’s act now.

OUR 2020 STRATEGY

- GROWTH
- INNOVATION
- ENVIRONMENT
- PERFORMANCE

These are the four priority areas in our 2020 strategy. We believe that our environmental work is crucial for our competitiveness.
At Tetra Pak we take our environmental responsibilities seriously. We have set ourselves ambitious environmental goals for the year 2020, such as increasing recycling and reducing our emissions.

Under the headline “Drive Environmental Excellence” we have three focus areas that form the foundation of our environment goals. Below we go into more detail about these focus areas and about our environment goals, how we will reach them, and the challenges we see on the road ahead.

Reduce environmental impact across the value chain
In 2010 we launched our new climate goal for the year 2020. Our target is that in 2020 our emissions will still be at the same level as they were in 2010 – despite our business growing over that period. If our business grows by 5% per year, that means a relative reduction of greenhouse gas emissions of 40%. Rather than just looking at the climate impact of our own operations, our 2020 goal covers the whole value chain, from our suppliers, raw material production, to our own and our customers’ processes, to recycling when consumers have used the packages. We are now working on developing robust systems and methods for measuring and collating climate data. This will require close collaboration and an exchange of information with our suppliers, customers, and other actors in the market.

Increase recycling
Our global target of 40% of our cartons being recycled in 2020 will mean a doubling of rates compared with 2010. But because the market is growing, it will in actual fact require that the volume of recycled beverage cartons triples. We need, therefore, to work on a number of fronts.

In markets where there is little or no recycling today, we are supporting the development of collection systems by contributing with our experience, expertise and contacts. We are working in the Nordic countries, as in the rest of the world, to increase recycling capacity – that is, to increase the number of paper mills that can recycle beverage cartons and the number of facilities for recycling the plastic and aluminium content of the packages. We are also working directly towards consumers, to motivate them to recycle more.

Develop sustainable products
We will continue to increase the use of certified and renewable raw materials, but the supply of both FSC® certified paperboard and bio-based plastic remains a challenge. When it comes to FSC certified paperboard, we will continue to be an active partner for the Forest Stewardship Council® and work to ensure that more suppliers sign up, while increasing consumer awareness around what the certification means.

In 2011 we launched in Brazil the first caps made of bio-based plastic from sugar cane. In 2013 we had the first launch of these outside of South America, in Norway with our customer TINE. Caps made of bio-based plastic are another step in increasing the proportion of renewable materials in our packages. Our long-term aim is to be able to offer packages that are made completely of renewable materials.
We set our sights high and we take responsibility throughout the value chain. That’s how we create a thriving and world-leading company.

Tetra Pak is the world leader in processing and packaging solutions for food and beverages. We collaborate with our customers and suppliers to offer safe, innovative and environmentally sound products for millions of consumers in more than 170 countries around the world. With over 23,000 employees globally we believe in a long-term and sustainable approach to our business activities, and as world leader we take our responsibilities seriously.

Our motto “PROTECTS WHAT’S GOOD”, includes the entire value chain – from suppliers to customers, distribution, employees, consumers and society. Our packaging protects food and beverages and we do our utmost to help protect the environment. It all starts with the renewable raw material that we use as the main component in our packaging – wood fibre.

Our vision “We commit to making food safe and available, everywhere.”

Our mission We work for and with our customers to provide preferred processing and packaging solutions for food. We apply our commitment to innovation, our understanding of consumer needs and our relationships with suppliers to deliver these solutions, wherever and whenever food is consumed. We believe in responsible industry leadership, creating profitable growth in harmony with environmental sustainability and good corporate citizenship.

Our values Tetra Pak’s core values shape our corporate culture, hold our team together and give us a real competitive advantage.

Customer Focus & Long-Term View – We ensure that we add value and inspire our customers because we recognize that they come to us by choice. We dare to lead with a focus beyond tomorrow and take opportunities to learn and grow.

Quality & Innovation – We do not compromise on quality. We relentlessly drive for better, fit-for-purpose solutions and breakthrough innovations.

Freedom & Responsibility – We have the freedom to take initiative and act decisively in the best interests of Tetra Pak and our customers. We take responsibility for our actions and contribute to the communities in which we operate.

Partnership & Fun – We respect and rely on one another and all our stakeholders for exceptional results. We enjoy working together and we show our appreciation for each others’ achievements.
TETRA PACK IN THE NORDIC & BALTIK REGION

TETRA PAK NORDICS has local market offices that work with marketing, sales and service for our customers in the Baltic countries, Denmark, Finland, Iceland, Norway and Sweden. Tetra Pak has production units in four locations in Sweden: in Lund, Fjällbacka, Sunne and Skoghall. There has been a factory in Imatra, Finland, since February 2012.

Lund is where Tetra Pak was born. It was here that Ruben Rausing founded Tetra Pak and delivered the very first packaging machine in 1952. Today Lund is our largest site, and about 4,000 people work here. Activities include research and development, manufacturing of processing equipment and turn-key packaging lines, as well as a training unit for technical service and a spare parts centre. Guests are given the chance to see demonstrations of various Tetra Pak packages being test-filled with water.

Clear division of responsibilities and regular follow-ups help us ensure high standards.

Tetra Pak uses an integrated management system to ensure continuous improvement in its environment and quality work. In 2011 all production operations in the Nordic region were certified in accordance with ISO 14001, ISO 9001 and the BRC/IOP global hygiene standard. The environment also forms part of our overarching system for continuous improvement, World Class Manufacturing (WCM).

The environment director for Tetra Pak Sweden is responsible for market-related environmental issues in the Nordic region and Baltic countries and for coordinating environmental work in Sweden. Tetra Pak’s environment controller is responsible for contacts with the authorities regarding common environmental issues for primarily our facilities in Lund.

Company and local factory managers are responsible for environmental issues in their own operations, by setting company-specific environmental targets, for example. Environmental officers in each company are tasked with managing and coordinating our environmental work.

All units work systematically with the working environment and an occupational health service is available for all employees.
PROTECTING WHAT’S GOOD ALSO MEANS PROTECTING THE ENVIRONMENT

Our offering spans everything from the machines that make the packages, to processing equipment for the food and beverage industry, to service solutions that keep our customers’ operations smooth and efficient. Our environment work, of course, covers all of these.

Tetra Pak strives to reduce the environmental impact of our products’ entire lifecycle without compromising on our customers’ demands for safe, functional and cost-effective products. Our packages and processing equipment reach the highest standards for hygiene, quality, and safety, while at the same time causing as little environmental impact as possible during production, use and disposal.

Packages
For pasteurised foods and beverages that require refrigeration, Tetra Pak Packaging Materials produces laminated packaging material made from paperboard and plastic.

Aseptic packages and packages with a long shelf life also have a thin aluminium film. So far aluminium has proven to be the best barrier to ensure that sensitive food, such as milk, juice and wine can be transported and stored without the need for refrigerated storage or additives.

Tetra Recart® is a package made from paperboard that is designed for prepared food, such as vegetables, beans, soups and tomatoes. The packaging and its contents are sterilised through autoclaving; that is, they are heated up at high pressure, which is the same method used for tins.

In 2013, 178 billion standard packages (measured as the surface of one Tetra Brik® package) were produced globally and nearly 78 billion litres of food were delivered in Tetra Pak packages.

Packaging machines
Tetra Pak Packaging Solutions develops packaging material and packaging machines for pasteurised and aseptic products. Packaging machines and distribution equipment are assembled and quality-tested in Lund before being delivered to the customer. The packaging machines fill the packages with liquid or solid products and then seal them at the customer’s premises. Tetra Pak also develops, produces and markets different kinds of distribution equipment, including cardboard packers, film wrappers, crates and roll containers.

Processing Equipment
Tetra Pak Processing Solutions’ customers produce milk products, fruit drinks, cheese, ice cream, prepared food, carbonated drinks and water. We produce various kinds of processing equipment to meet their needs, with machines for separation, homogenisation, heat treatment and evaporation, among others. Tetra Pak Processing Solutions also supplies aseptic processing systems, fluid-handling equipment, washing systems and automation systems, and designs complete production lines and plants for customers around the world.

Technical Service
Tetra Pak Technical Service develops and supplies service products to our customers around the world. The company provides knowledge, technical expertise, spare parts, tools and methods to manufacture and support Tetra Pak’s processing lines and our packaging and distribution solutions.
HOW DID WE PERFORM ON EMISSIONS AND ENERGY USE IN 2013?

HERE WE SUMMARIZE our environmental impact in terms of carbon dioxide emissions and energy consumption, both in the Nordic and Baltic region and in Sweden. You can also see how much raw material we used for producing packaging material at our converting factories in Lund, Skoghall, Sunne and Imatra during 2013.

Sweden’s total greenhouse gas emissions in CO₂ equivalents, million tons/year

57.6

Swedish industry, CO₂ equivalents (energy sector not incl.) million tons/year

5.9

CO₂ EQUIVALENTS (GWP) IN TONS, SWEDEN**

-1.044

-1.255

15 000

20 000

2011

2012

2013

** Reduced energy use contributes to a smaller carbon footprint. The emission factor is expressed in CO₂/kWh and depends on the make-up of the electricity mix.

*** Figures taken from Naturvårdsverket (the Swedish Environmental Protection Agency), www.naturvardsverket.se

TETRA PAK’S CO₂ EMISSIONS COMPARED WITH SWEDEN’S TOTAL CO₂ EMISSIONS***

0.011

Tetra Pak in Sweden CO₂ emissions in CO₂ equivalents, million tons/year

5.9

437 137

478 321

in Sweden

in the Nordic and Baltic region

Electrical energy: 306 023*

Electrical energy: 338 607*

-33 276

-33 281

MWh per MSEK earned

2011

2012

2013

2001

2005

2011

2012

2013

TOTAL ENERGY USE GJ 2013

TURNOVER AND ENERGY USE IN SWEDEN 2001–2013

** In our Nordic markets we use the electricity mix that is available on the local energy market.
The world’s material resources are becoming increasingly limited. So we are searching for new and innovative – and sustainable – solutions. So far we have not come up with a complete solution, but new bio-based materials are another step towards our goal of a fully renewable package.
A fully renewable package
We live in a world where natural resources are ever more limited, and securing a sustainable supply of resources is an important part of Tetra Pak’s environmental and sustainability work. So the development of new and innovative renewable materials for our packages is a high priority for us. Renewable materials are those that are made of natural resources that can be renewed (for example forests that can be replanted) when they are handled in a responsible and sustainable way. When we use renewable raw materials, our environmental impact is lower and our use of fossil-fuel-based raw materials is reduced.

Our packages consist of about 75% paperboard – a material that comes from renewable sources. Paperboard is made of natural fibres from forests that are a renewable resource. Our long-term ambition is to be able to offer in our product portfolio packaging made of 100% renewable material. But that will require further development of renewable plastics and barrier materials.

Caps in bio-based plastic
The first caps made of bio-based plastic – so-called bioplast – from sugar cane were launched in 2011. Nestlé in Brazil was first on the market with these caps, which are manufactured from bio-based high-density polythene (HDPE). Being able to offer caps made of bio-based plastic is another step in increasing the amount of renewable material in our packaging. The sugar cane (which is a renewable resource) absorbs carbon dioxide while it is growing, unlike fossil-based raw materials. The bio-based cap has identical properties to a cap of fossil fuel-based polythene, and can be recycled in the same way.

Unique agreement with Braskem on bio-based LDPE
In June 2013 Tetra Pak signed an agreement with Braskem, a thermoplastic resins producer in Brazil, to start using polythene from sugar cane as part of the laminate for beverage cartons, and not just for caps. The plan for the project, which is currently limited to Brazil, is to use low-density polythene (LDPE) in all of the 13 billion Tetra Pak packages produced each year in Brazil. This means that our packages produced in Brazil will consist of up to 82% renewable material. Trials started during the first quarter of 2014.

A journey towards more sustainable products
To be able to fully replace plastic from fossil fuels with renewable plastic – which is our long-term aim – will require technology development that makes it possible to use other raw materials beyond just sugar cane. An important and relevant question to ask is whether growing sugar cane in Brazil, from which to make plastic caps that are then used around the world, is the right thing to do?

Using sugar cane as a raw material is just the beginning. We are carefully monitoring the development of second and third-generation bio-based plastics. We see possibilities in the future to make bio-based plastic from waste from agriculture, the forest industry, household waste and algae.

Tetra Pak’s latest global environment survey* shows a growing interest for more sustainable materials and growing demand for renewable materials. The supply of bio-based plastic is still limited, but with demand growing it is important that we take responsibility for ensuring that renewable materials are used in a responsible and sustainable way. We see progress in the development of a certification for responsibly produced raw materials for bio-plastics. Ultimately we want to work towards a sustainable standard that covers the entire value chain, from raw material producer all the way to the consumer.

As of today our product portfolio includes bio-based caps, for example LightCap30™, and during 2014 we will be launching a number of our caps in bio-based variants. We have taken the first steps on a journey towards more sustainable products in our portfolio. We can already see a big interest from various players, and so this is an important parameter in how we build our future competitiveness. At the end of the day this is about being able to offer the products that are in demand on the market, while at the same time securing sustainable management of natural resources. Now that the food and drink industry, the retail sector and by consumers are all aligned in this direction, we at Tetra Pak feel spurred on to keep up our efforts towards our ultimate goal of being able to offer packaging made entirely from renewable raw materials.

---

* Tetra Pak Environmental Research 2013. A global study of the attitudes of consumers and influencers.

www.tetrapak.com
TINE IS FIRST IN EUROPE WITH BIO-BASED CAPS

AT THE END OF MAY 2013 Tetra Pak launched a new cap, LightCap 30™, in renewable plastic made from sugar cane. The Norwegian dairy TINE was first in Europe to launch bio-based LightCap 30™ for selected products in its range. The cap, which has now been launched globally, is made of bio-based HDPE plastic, which is sourced from sugar cane rather than oil.

During May TINE launched iced coffee, iced tea, Piano vanilla sauce, and Sjokomelk in Tetra Brik® Aseptic Edge packages with bio-based LightCap 30. TINE uses some 29,000 tons of packaging material each year, so it is significant that the company is prioritizing renewable materials. This development is in line with TINE’s stated aim of being first with new technologies and environmentally smart packages.

“As one of Norway’s largest users of packaging, it is important that we use our resources in the best possible way and prioritize sustainability,” said Bjørn Malm, Sustainability Manager at TINE. “Caps made of renewable plastic are an exciting part of this work.”

“We are very happy that this bio-based cap has now seen the light of day,” said Tom Bjøre, Key Account Manager at Tetra Pak. “It is an important step towards our long-term goal of being able to offer 100% renewable packages. Using sugar cane as raw material is a first step towards this. In future we see possibilities to use forest or agricultural waste, and maybe even household waste as the raw material.”

FROM PLANT TO PLASTIC

Plants use carbon dioxide, sunlight and water to grow, and are, if managed properly, an infinite resource. This is how sugar canes are turned into plastic.

1. The manufacturing of polythene from sugar cane starts with the cane being crushed and the juice extracted.

2. The juice is fermented and distilled to produce ethanol.

3. The ethanol is then dehydrated and converted into ethylene.

4. Ethylene is in turn polymerised to polythene.

5. The polythene is then used to make caps.
At the end of the year Tetra Pak launched a new version of Tetra Therm® Aseptic Flex, which is a well-established processing unit used by many dairies for long-life milk, cream, yoghurt drinks and other products. The latest version of Tetra Therm Aseptic Flex features a number of new innovations and several improvements that further improve its performance, which means lower costs and lower environmental impact.

An indirect ultra-high temperature (UHT) treatment of the dairy product goes on continually within Tetra Therm Aseptic Flex. This means that the product is quickly heated up and then quickly cooled down. The heating and cooling are done indirectly with the help of heat exchangers, which is the most environmentally and economically effective type of UHT treatment. When a dairy or food product is quickly heated, microorganisms are destroyed without the quality of the product being affected. The UHT treatment takes place under aseptic conditions and the resulting product can then be stored at room temperature. Besides dairy products, Tetra Therm Aseptic Flex is also suitable for drinks such as juice, soya milk, tea and coffee.

The performance of the latest version of Tetra Therm Aseptic Flex has been further improved by:

- A “clean-in-place” solution (IntelliCIP 2.0), which uses a sensor to monitor the unit based on its actual cleaning needs, rather than preinstalled times. This increases the amount of time the unit can be in use, which reduces waste and increases performance. This is better environmentally and economically.
- There have been changes to the phases when the aseptic areas are sterilized and when the operation is paused. The homogenizer and air vent are stopped, which means that the piston seal in the homogenizer last up to three times longer. This change leads to a reduction in water and energy use of 80% in standby mode.
- A closed circuit of cooling in the air vent reduces water consumption by 5,500 litres in a unit that can handle 15,000 litres per hour.

“When Tetra Therm Aseptic Flex offers dairy producers the highest levels of UHT performance at the lowest total cost and environmental impact,” said Bengt Eliasson, Manager Dairy Aseptic Solutions at Tetra Pak Dairy & Beverage Systems.
COPENHAGEN LEADS THE WAY ON RECYCLING IN DENMARK

IN OCTOBER 2013 a unique recycling project was started in Copenhagen Municipality. For the first time beverage cartons are now collected for recycling in Denmark. The project is a collaboration between Tetra Pak, Arla Foods in Denmark and Copenhagen Municipality.

Denmark has a long tradition of incinerating household waste and recycling the energy, rather than recycling the materials. About 75% of Danish household waste is dealt with in this way. But in 2013 a new strategy for waste handling was launched – “Danmark uden affald” or Denmark without waste – with new guidelines from the Danish government. The strategy has a clear focus: that more household waste should be recycled, and less should be incinerated. This is in line with the EU’s Waste Directive, which aims to promote the recycling of waste and has as its goal that by 2020 half of household waste in member countries will be recycled.

“In our environment strategy we have an ambition that all our packaging material will be recyclable by 2020,” says Karen Tybjerg, Head of QEHS & Supply Chain Development at Arla Foods in Denmark. “Getting started with the recycling of beverage cartons in Denmark is important for us and is in line with Arla Foods’ long-term environment work.”

Is it possible to recycle beverage cartons in Denmark?
Extensive preparations were put in place and during 2012 a collaboration with Copenhagen Municipality got underway. There were many questions that needed to be answered, such as possible logistic solutions and which collection system to use. An environmental and economic evaluation gave positive results and during 2013 suggestions and guidelines for a pilot project began to take shape. Copenhagen Municipality took the decision to get the project underway, and nearly two years after the first discussions, a six-month pilot project for recycling of beverage cartons in Denmark started in October 2013.

“To make collection as user-friendly and cost-effective as possible, we decided that beverage cartons should be collected together with other paper-based packages,” says Tommy Nyström, Recycling Manager at Tetra Pak. “That way the material does not need to be sorted, but rather is baled directly and sold to paper mills that recycle it into new products. This is a system that has been successfully used in Sweden, Norway and Finland.”

Recycling gets underway in Copenhagen
The pilot project in Copenhagen ran from October 2013 to March 2014 and covered around 4,500 apartment-based households in the Østerbro district. Milk, juice and yoghurt packages were collected together with pizza boxes, cardboard and other paper packages. Information leaflets about the project were handed out to people living in the district, janitors were invited to an information meeting, collection containers were marked with stickers saying “carton pilot”, and Arla Foods wrote about the project on its milk cartons.

The collected material was transported to Fiskeby Board, a paper mill in Norrköping, Sweden, for recycling. The aim of the project was to contribute to increasing recycling rates in Copenhagen Municipality, and to contribute to the municipality’s goal that 45% of the household waste will be recycled by 2018.

“My hope is that this is a successful project and that it provides a sound base for judging the potential for the development of a collection system for paper and carton in Copenhagen in the future,” said Anders Faber, project leader at Copenhagen Municipality.

Also during 2013 Tetra Pak and paperboard producer Fiskeby Board started work to enable the plastic fraction of packages to be recycled. The target is that 75% of the plastic in beverage cartons should be recycled within five years.

*Danish Environment Ministry

http://www.mind.dk/Arbejdsomraader/Danmarkudenaffald/

THREE IMPORTANT REASONS TO RECYCLE BEVERAGE CARTONS:

- they are a valuable resource for new products
- recycling technology is simple and effective
- it is the right environmental choice, as it saves both energy and materials
NEW SWEDISH RECYCLING RECORD SET. AGAIN.

Recycling of beverage cartons in Sweden continues to grow. We have not quite reached European levels, but we are well on our way.

During 2013 Swedes collected 12,465 tons of milk, yoghurt and juice cartons for recycling. That is a new record, up nearly 1,500 tons on the previous year, and this fantastic result means that the recycling rate has gone up from 29% to 33.6%. In just two years we have seen a marked increase in recycling rates of beverage cartons. In Sweden today more than a third of beverage cartons are recycled, and the recycling rate has increased by 10 percentage points. The average recycling rate for beverage cartons for Europe as a whole is 40%, which is higher than in Sweden, but the gap is closing each year.

During 2014 we will continue our collaboration with World Wide Fund for Nature WWF to increase recycling of beverage cartons. Our long-term goal is that at least 50% of all beverage cartons in Sweden will be recycled by 2020. But at the current rate that goal could be reached before 2020.

**Recycling of Tetra Pak packages globally 2013: 24.5%. 43 billion packages were recycled.**

* Data for the EU is collected by ACE, the Alliance for Beverage Cartons and the Environment, of which we are a member. [www.ace.be](http://www.ace.be)

**RECYCLING BEVERAGE CARTONS: SO EASY, AND SO RIGHT**

Used beverage cartons aren’t rubbish – they are a valuable raw material for new products. So how does recycling work, and what products can be made from recycled juice and yoghurt cartons?

1. At the recycling station, beverage cartons should be put in the container for paper packages. Put the cap in the container for plastics. In Sweden, the collected cartons are sent to Fiskeby Board paper mill in Norrköping.

2. The process for recycling beverage cartons is simple and effective, and requires no added chemicals. The recycling process can be compared to what happens in a common kitchen blender.

   During mixing, water helps the plastic separate from the paper. If the cartons also contain aluminium, that also separates together with the plastic. The plastic, and any aluminium, are then mechanically removed from the paper pulp.

3. The new board that results from this process can be used for products such as cereal packages, pizza cartons and envelopes.

   At Fiskeby the plastic and aluminium fraction is used for energy recycling. The energy is used to drive the plant.

   The paper pulp goes through a number of cleaning stages and any waste is filtered off. The pulp is then dried and used to make new board.
CAMPAIGN PUTS RECYCLING IN FOCUS IN ESTONIA

Tetra Pak in Estonia inspired consumers to do the right thing with a recycling-themed competition.

At the end of October 2013 Tetra Pak launched a recycling campaign in Estonia. The aim was to inform consumers that recycling Tetra Pak packages is both easy to do and the right thing to do. In connection with the campaign, a photo competition was held where the theme was to capture recycling in action in a creative photograph. More than 100 entries were received.

Recycling is common in Estonia, but a consumer survey* has shown that 55% of consumers did not know that it is possible to recycle Tetra Pak packages. The fact is that a used beverage carton is a valuable raw material for new products through a simple recycling process.

“With the campaign we wished to raise consumer awareness of Tetra Pak packaging recyclability and to encourage people to return more packages to sorting containers so that they can be recycled into new products like cereal packages, note books or writing paper”, said Liga Dripe, Environment Officer at Tetra Pak.

Information about the campaign was spread through advertising at bus stops, stickers on recycling containers, via neck-hangers on packages in stores, and through direct mailing to residents’ associations. Information about recycling beverage cartons and the location of recycling stations could be found at the campaign website www.sorteerime.ee. There was also a photo competition on the website, where consumers were encouraged to take a photograph of themselves sorting their beverage cartons in the right container and then upload it to the website. At the end of November the competition winner was announced, with the winner receiving an iPad Mini.

* Consumer survey by Saar Poll 2013 on behalf of Tetra Pak

TETRA PAK AND SKÅNEMEJERIER TRASH RECYCLING MYTHS

DURING THE AUTUMN, Tetra Pak and Skånemejerier (Skåne Dairies) ran a campaign with the aim of spreading knowledge about recycling and renewability. On Skånemejerier’s Tetra Top® packages of cooking and whipping cream, consumers could read about common recycling myths. There was information on how many beverage cartons are recycled in Sweden, and the message that cartons constitute a valuable raw material for new products.

“Communicating these messages on the packages themselves is an excellent way for us and our customers together to spread valuable information about the environmental performance of our packages,” says Patric Engvall, marketing manager at Tetra Pak.

Also on the carton was information about paper-based packaging being a renewable resource and about Forest Stewardship Council® (FSC®) certification. FSC works for responsible management of the world’s forests.

“For Skånemejerier, FSC labelling is an effective and credible way of further strengthening the environmental profile of paper-based packaging,” says Anders Ahlström, Brand Manager at Skånemejerier.

* Incorrect! The environmental benefits of material recycling are greater than the negative effects of the transport to and from the recycling centre.

* Incorrect! The different types of material in beverage cartons are easily separated in the recycling process when cartons are mixed with water at the paper mill. Each material type is then handled separately.
GOOD TO THE LAST DROP

Arla Foods, in collaboration with Tetra Pak, launched a new package with a separable top that reduces food waste and is easier to recycle.

In February, Arla Foods launched a Tetra Top® package for yoghurt with a new, smart innovation – a separable top. Being able to separate the plastic top from the rest of the carton makes recycling easier while also resulting in less food wastage. The package is the result of a collaboration between Arla Foods and Tetra Pak.

We all know that it can be hard to get out the last of the contents from a ketchup bottle or a yoghurt carton. In Sweden each person throws away about 25kg of perfectly edible food each year*. The new package, with its separable top, can help consumers to reduce their own food wastage while making recycling easier.

“A large amount of food is wasted completely unnecessarily today,” says Ann Bergman, Senior Brand Manager at Arla Foods. “So we are delighted to have launched an improved package with a separable top that allows you to get out more of the contents. Another benefit is that it is easier to separate plastic and paper when recycling, so this innovation is completely in line with Arla’s environmental strategy.”

“A so-called food saving study** shows that food wastage is reduced by half when the new package with its separable top is used,” says Ingrid Collin Hermansson, marketing manager at Tetra Pak. “Exactly how much more yoghurt each consumer gets out of the new package depends on factors like how they usually deal with packages and their contents, the thickness of the product, as well as their willingness to learn new behaviours.”

The first products to use the new packages were Yoggi, Arla Wellness yoghurt and Arla’s lactose-free yoghurt products. The new package is now used for more than 35 product variants in Arla’s Swedish range.

HERE’S HOW IT WORKS:

1. Push in your thumb by the marked perforations and twist off the top
2. Open the flaps on the bottom
3. Press the sides and squeeze out
4. Rinse and recycle

WHAT CONSUMERS THINK OF THE NEW PACKAGE***

80% like the separable top
88% think they got out more yoghurt than before
77% would recycle more

* Swedish National Food Agency (Livsmedelsverket) www.slv.se
** “Food saving study” by research company Norm Research & Consulting AB 2012
*** Study by research company Norm Research & Consulting AB 2012
Last summer we organized a Carton-Folding Championship via our Återvinnarna (The Recyclers) Facebook page. The competition was a big success with more than 100 entries, all of which were creative and innovative examples of how beverage cartons can be folded.

Normally recycling rates for beverage cartons drop during the summer months. People are on holiday, in their summer homes or on the road travelling in their caravans and have less room for storing their recyclables. But a clever way of saving space in your recycling box is to fold your packages before you take them to the recycling station. So the carton folding championship aimed to encourage people to continue recycling during the summer months.

The competition was launched on Skånemejerier’s BRAVO 2-litre juice carton with a comic strip describing how to fold a carton. To take part, competitors had to film themselves folding a Tetra Pak carton and then upload the film to The Recyclers’ Facebook page. A jury judged the entries based on three criteria: speed, creativity and number of likes.

The winner of the carton-folding championships was an eight-minute film, inspired by the movie The Karate Kid, about how you become a world-class carton folder. Three teenage boys from Umeå made the entry and won an IKEA gift voucher worth SEK 10,000.

The jury’s motivation read: “This engaging and creative video took us by storm. It had a mix of humour, seriousness, and a large dollop of excitement with fast and effective carton folding, all packaged together into a stylish and ambitious entry. Fantastically well done!”

“The competition inspired us to recycle. And it’s simple. You just do it!”

Recycling of beverage cartons increased during the summer. In July 2013, 790 tons of beverage cartons were recycled, which is 110 tons more than the same month in 2012.

“This is a real turnaround,” says Erik Lindroth, Environment Director at Tetra Pak. “The competition shows that people do want to recycle, whether they are on the road, on holiday or at home.”
WE ARE TETRA PAK

WE, TETRA PAK’S EMPLOYEES, do the work that enables the company to reach its business targets. Employee satisfaction has a direct impact on the company’s ability to meet its customers’ needs, so Tetra Pak invests heavily in competence and career development, preventive health measures, and generally keeping our employees happy.

Oasen, Tetra Pak’s occupational health service in Lund, offers a range of services for employees, such as preventive healthcare, vaccinations, advice on ergonomics, diet and health, coaching, support and stress-management sessions, and various courses within health and first aid. The occupational health service also runs our gym and arranges popular sports competitions for employees.

During autumn 2013 Oasen organized the Tetra Pak Race to Fitness for all employees. Anna Wohlfahrt Staaf, health adviser and physiotherapist at Oasen, says: “The idea behind the competition is to encourage everyone to lead a healthier and more active life, while building up team spirit among colleagues.”

For eight weeks employees competed in teams, registering all the activities in which they took part. There were weekly themes that gave extra points, such as going on lunchtime walks or eating more fruit and veg. The number of participants set a new record, with 850 people taking part during the autumn competition.

“I’m really impressed by the competitive spirit in all the teams!” says Anna Wohlfahrt Staaf. “It’s great to see that the average activity level among participants has increased by eight minutes per day compared with last year’s competition.

We hope that the competition inspire the participants to make more active and healthier everyday choices even outside of the competition.”

TETRA PAK SPORTS CLUB’S SECTIONS

Besides the in-house gym, our sports club offers a wide range of sporting activities. There is something for everyone, including badminton, basketball, Brazilian Jiu-jitsu, table tennis, boule, bowling, cycling, dance, fishing, fitness boxing, football, golf, gymnastics, handball, dog training, floorball, running, orienteering, horse riding, shooting, squash, tennis, triathlon, volleyball and yoga.

OUR CLUBS

Well-being is not just about the body, but also the soul. So there is a long list of clubs and societies for Tetra Pak employees to join in with:

• The art society: exhibitions, art lotteries, and discounts on artwork.
• Photography club: arranges lectures, and has a darkroom and computer equipment for photo editing.
• Social club: arranges parties and other fun activities.
• ALMA: arranges activities to provide education and a better life to women and girls in Kenya, India and Sri Lanka.
• Tetra Pak Band: orchestra that performs regularly.
• Stamp club: swaps and auctions.
• Paletten (The Palette): painting in watercolour or oil, and drawing.
• Technical club: for those interested in technology and research.
Tetra Pak and World Wide Fund for Nature WWF continued their successful collaboration to increase recycling of beverage cartons during 2013. For the second year in a row the “Hunt for the Forgotten Cartons” school competition was held, where pupils kept track of recycling of beverage cartons at home over a period of two weeks. All classes that recycled at least half of their cartons received a diploma for being a “Recycling Class of 2013”. More than 24,000 pupils around Sweden took part in the competition, which ran during the autumn term. Instructions and educational material were available on Tetra Pak’s Swedish website (www.tetrapak.se). On Panda Planet, WWF’s website www.pandaplanet.se for youngsters aged 8–13, there were activities including a monthly competition for pupils in years 4–6, and the competition could be followed on The Recyclers blog. Lots were drawn to decide the national winners of the main competition in December.

“A really relevant competition!” said Maria Lindholm, year 4 teacher at Igelboda School. “A lot of families have changed their behaviour and have now started recycling their beverage cartons.”

Over the two years of the competition almost 90,000 pupils have taken part and contributed to the growth of carton recycling in Sweden.

“We are very satisfied that so many pupils have taken part in the competition. The engagement from both pupils and teachers is fantastic”, says Sanna Harris, environment specialist at Tetra Pak.

The winning classes received 1,000 SEK per pupil to donate to one of WFF’s conservation project. The winners in years 6 and under also won one year’s group membership of Panda Planet.

Class 3 at Lilla Järnåkra School also won a contribution towards a greener schoolyard to the value of 10,000 SEK. Class 4A at Igelboda School and class 7A at Träskvista School received 10,000 SEK towards a trip of their choice. A further six classes won a runners-up prize of a year’s group membership of Panda Planet.
BIG INCREASE IN FSC®-LABELLED PACKAGES

The share of FSC®-labelled packages continues to grow in the Nordic market, as it does in the rest of the world. During 2013 Tetra Pak launched the first FSC-labelled cartons in the Baltic States, with an initial launch of 4.5 million packages in Estonia and 3 million in Lithuania.

Norway has had very positive development during 2013 – the proportion of FSC-labelled packages has increased to 50%, compared with just 6% in 2012. In the Swedish and Danish markets more than half of all Tetra Pak packages are FSC-labelled. Sweden is in the lead with 518 million FSC-labelled packages sold, ahead of Denmark on 374 million.

“It is very satisfying to see the positive development of FSC-labelled packages and that demand among our customers is increasing,” says Caroline Schmidinger, customer support manager at Tetra Pak. “Now one-third of our total sales in the Nordic and Baltic region are FSC-labelled packages, compared with 22% in 2012. This is a marked increase, which is largely due to the progress we see in Norway.”

During 2013 we sold 32.3 billion FSC-labelled Tetra Pak packages around the world – equal to 18% of our total sales. Today consumers in 53 countries can choose FSC-labelled Tetra Pak packages.

Customer research carried out by Tetra Pak during 2013 shows that it is still only 17% of Swedes who are familiar with FSC. But this is still an increase compared with 2012 and 2011. Tetra Pak is working with our customers and other organizations to increase awareness of FSC.

Tetra Pak’s long-term goal is to reach 100% FSC certified paperboard. We are increasing the proportion of FSC certified material we buy each year, but supply is still limited. Through our involvement in FSC and our close cooperation with our supply chain we want to play a positive role in this development.

Caroline Schmidinger, Customer support manager, Nordics, Tetra Pak

WHAT IS FSC®?

Forest Stewardship Council® (FSC®) is a politically independent, non-profit global organization dedicated to environmentally appropriate, socially beneficial and economically viable forest management. FSC is the only forest certification system supported by the World Wide Fund for Nature. FSC’s rules are aimed at bringing about long-term and responsible forest management. They take into account biodiversity, the rights of native peoples and good working conditions for those employed in the forest industry. FSC’s ten principles must be applied in any forest management unit if it is to receive FSC certification.
It pays to recycle beverage cartons into new products. That was the conclusion of a lifecycle analysis (LCA) that was presented in June 2013 by Tetra Pak together with IVL Swedish Environmental Research Institute and World Wide Fund for Nature, WWF. The alternative is to incinerate used beverage cartons with energy recovery. But the study showed that the environmental benefits are greater if the beverage cartons are recycled for their materials.

The aim of the LCA was to create new know-how about which form of beverage cartons recycling is most resource-effective.

Recycling beverage cartons into new products, or incinerating them with energy recovery?

The study focused on the environmental benefits of recycling beverage cartons from both an energy and a climate perspective. To ensure that the results were as comprehensive as possible, five different scenarios for the Swedish energy mix were investigated, as were three different recycling grades for the plastic fraction of the beverage carton: 0%, 50% and 100%.

The results showed that material recycling saves more energy than incinerating with energy recovery in each of the three cases analysed. The study also showed that material recycling is better from a climate perspective already today, but that it is going to be even more beneficial in the future as the proportion of renewable energy increases in Sweden. Also the plastic fraction of the beverage carton, which is today a residual product in the recycling process, will in future be able to be recycled into new products.

“The study shows that material recycling is preferable from an environmental perspective,” said Lisa Hallberg, at IVL Swedish Environmental Research Institute.

“The study clearly shows that material recycling pays environmentally,” said Erik Lindroth, Environment Director at Tetra Pak. “Together with our customers and other partners such as WWF, we are working to increase recycling in line with the expectations of the public and the authorities. Now we have it in black and white that we are on the right track.”

PROVEN: RECYCLING BEVERAGE CARTONS IS BEST FOR THE ENVIRONMENT

FROM AN ENVIRONMENTAL perspective it pays to recycle beverage cartons into new products. That was the conclusion of a lifecycle analysis (LCA) that was presented in June 2013 by Tetra Pak together with IVL Swedish Environmental Research Institute and World Wide Fund for Nature, WWF. The alternative is to incinerate used beverage cartons with energy recovery. But the study showed that the environmental benefits are greater if the beverage cartons are recycled for their materials.

The aim of the LCA was to create new know-how about which form of beverage cartons recycling is most resource-effective. Recycling beverage cartons into new products, or incinerating them with energy recovery?

The study focused on the environmental benefits of recycling beverage cartons from both an energy and a climate perspective. To ensure that the results were as comprehensive as possible, five different scenarios for the Swedish energy mix were investigated, as were three different recycling grades for the plastic fraction of the beverage carton: 0%, 50% and 100%.

The results showed that material recycling saves more energy than incinerating with energy recovery in each of the three cases analysed. The study also showed that material recycling is better from a climate perspective already today, but that it is going to be even more beneficial in the future as the proportion of renewable energy increases in Sweden. Also the plastic fraction of the beverage carton, which is today a residual product in the recycling process, will in future be able to be recycled into new products.

“The study shows that material recycling is preferable from an environmental perspective,” said Lisa Hallberg, at IVL Swedish Environmental Research Institute.

“The study clearly shows that material recycling pays environmentally,” said Erik Lindroth, Environment Director at Tetra Pak. “Together with our customers and other partners such as WWF, we are working to increase recycling in line with the expectations of the public and the authorities. Now we have it in black and white that we are on the right track.”

The full study can be found at www.tetrapak.se
RYNKEBY AND TETRA PAK SPREAD THE WORLD’S BEST NEWS

We teamed up with Rynkeby to hand out good juice and good news from developing countries to Danish commuters.

On a Friday morning in September each year the people of Denmark get a pleasant surprise. Around the country more than 1,000 volunteers hand out a newspaper called “The World’s Best News”, which aims to spread good news from developing countries. Last year the free gift handed out with the newspaper was a specially designed juice carton donated by Rynkeby and Tetra Pak.

The World’s Best News (Verdens Bedste Nyheder, VBN) is a collaboration between the United Nations, Danida, Danish aid organisations and corporate partners. The aim of the newspaper is to spread positive news and to show all the progress that is happening in developing countries. The World’s Best News covers the UN’s 2015 Millennium Development Goals*, which among other things aim to eradicate poverty and hunger, to provide universal primary school education, and to ensure that development is sustainable.

“We support the World’s Best News partly because it is a very admirable project, but also because we can actually make a difference,” said Carina Jensen, Quality and CSR manager at Rynkeby. “Our products can be a voice for The World’s Best News and help get the word out to as many people as possible. Greater awareness creates more interest and income for the aid organisations, which is the idea behind the whole campaign.”

Rynkeby and Tetra Pak sponsored this year’s event with juice in a Tetra Brik® Aseptic (250ml) package, specially designed by The World’s Best News. The package was FSC®-labelled, and the juice produced from concentrate pressed where the fruit was harvested, which meant lower shipping costs and a smaller environmental footprint. More than 120,000 juice cartons were handed out together with the newspapers spreading the good news from around the world.

“The project is an example of how Rynkeby and Tetra Pak can join up for a good cause that has a natural connection to our business,” says Anders Gustafsson, Marketing Director at Tetra Pak. “The fact that both our companies are members of the UN’s Global Compact further strengthens the project.”

* The Millennium Development Goals are eight measurable goals that came out of the Millennium summit held by the United Nations and world leaders in 2000. http://www.millenniumgoals.org/
SUMMER IN LUND – PEAK SEASON FOR NEW TALENTS

Last year 320 young people chose to spend their summer working at Tetra Pak in Lund. For many of them, working as a summer temp was their first step on the career ladder and an opportunity to put their knowledge into practice.

With almost 4,000 employees in Lund and Malmö, Tetra Pak is an important employer in the south of Sweden. Every summer Tetra Pak takes on a large number of high school and university students as summer temps. Erik Andreasson, HR Student Coordinator at Tetra Pak, answers four questions about summer employment and the importance of summer temps for us as a company.

Why does Tetra Pak take on summer temps?
As a large employer we have a responsibility to offer high school and university students as summer temps. Erik Andreasson, HR Student Coordinator at Tetra Pak, answers four questions about summer employment and the importance of summer temps for us as a company.

What is involved in a summer job at Tetra Pak?
Working as a summer temp at Tetra Pak can involve a wide range of tasks, depending on what needs we have over the summer. We take on summer temps for more or less all our units, but most opportunities are within production, warehousing and administration.
Tetra Pak in the Nordic and Baltic region  ·  Sustainability Report 2014

WE PRACTISE WHAT WE PREACH ON RECYCLING

When it comes to recycling, we aim to lead by example. At Tetra Pak’s Lund site, initiatives have led to more recycling and less incineration of waste.

Two years ago Tetra Pak carried out a review of how recycling was handled at its facilities in Lund. It was concluded that there were many improvements that could be made when it came to logistics and material handling. Movements around the facilities using forklifts, which could only handle a few of the smaller recycling containers at a time, needed to be made fewer and more effective. The solution was “the blue train”.

One forklift is used as the locomotive, driving around the facilities and hitching together the larger recycling containers. “Handling of material for recycling has become more effective with ‘the blue train’,” says Michael Svanberg, who is responsible for recycling at Tetra Pak’s Lund facilities. “We can handle larger volumes and fewer journeys are needed. To make recycling as simple as possible for users we have moved the big recycling containers closer to the source of the material. We have also come up with standard signage for the different fractions so that the material always ends up in the right container.”

Another action has been to buy in large compactors for compacting certain fractions, which means that greater volumes can be handled on each journey. The investment has paid off; recycling has increased and the amount of waste material that goes for incineration has been halved since 2009, from 900 tons to 450. We are continuing to make improvements and are determined to further increase recycling at the Lund site.
GREEN LIGHT FOR MORE SUSTAINABLE TRANSPORT

We constantly monitor and adjust our transport choices in order to reduce our environmental impact. Last year we started reporting in a new way, again with the environment in mind.

TETRA LAVAL GROUP TRANSPORT & TRAVEL

is responsible for procurement of transportation and travel centrally for the Tetra Laval Group's companies Tetra Pak, DeLaval and Sidel. The organization ensures that we have reliable, cost-effective transport solutions that have the lowest possible environmental impact. Tetra Laval is also a member of the Clean Shipping Project, which evaluates and places environmental demands on marine transport. Companies with large freight volumes have teamed up within the project to push for improvements in environmental performance from ship-owners.

Green, yellow and red carriers

When we negotiate transport contracts, we ask carriers to answer a number of questions about how they work with environmental issues (weighting 30%), quality (weighting 30%), safety (weighting 30%), and health (weighting 10%). Based on their answers, the carriers are classified as green, yellow or red. A red carrier risks missing out on contracts if they do not start working on their performance in these areas.

Transport, packaging, food and environment

It is a commonly held misconception that transport accounts for a large proportion of packaging’s environmental footprint, but that is not in fact the case. The largest environmental impact comes from the raw material itself and from what happens after the packaging has been used.

That is why we focus so heavily on sustainable materials and on recycling.

But far and away the largest environmental footprint belongs to that which the packaging protects – the foodstuff itself. In Sweden alone about 1 million tonnes of food are wasted each year – about two-thirds of which is thrown out by households – which contributes some 2 million tonnes of greenhouse gas emissions.*

In the carbon dioxide calculator on www.tetrapak.com you can see the climate footprint of our various packages.

* Source: Swedish Environmental Protection Agency.

TETRA PAK’S CAR FLEET

The shrinking number of ‘green’ cars reflects the fact that ethanol-fuelled vehicles are no longer counted in this category. Ethanol-fuelled cars are being phased out and replaced by cars that run on diesel. We are also driving further, which is why we see an increase in the total emissions from our car fleet during 2013.

EnvironmenTally Friendly cars

The diagram shows the proportion of our costs that we spend on each category of supplier. The more we spend on green suppliers, the better.

The shrinking number of ‘green’ cars reflects the fact that ethanol-fuelled vehicles are no longer counted in this category. Ethanol-fuelled cars are being phased out and replaced by cars that run on diesel. We are also driving further, which is why we see an increase in the total emissions from our car fleet during 2013.

Environmentally friendly cars

-1

CAR FLEET, TETRA PAK IN SWEDEN

AbouT uS

TRANSPoRT
ALL AROUND

NEWS

Tetra Pak in the Nordic and Baltic region · Sustainability Report 2014

Tetra Pak in the Nordic and Baltic region · Sustainability Report 2014

NEWS | ALL AROUND

Nordic Dairy Congress

Tetra Pak was the main sponsor of the 43rd Nordic Dairy Congress, in Loften, Norway. The congress is aimed at dairy companies and suppliers to the dairy industry, and participants can find out about the latest research in the sector. The theme at last year’s conference was “Nordic Dairy Industry – Future Perspectives”. Tetra Pak’s stand featured the latest innovations in packaging, our packages’ environmental performance, and how we work with environment and sustainability as an important part of our business.

Earth Hour

Tetra Pak took part in the worldwide environmental campaign Earth Hour in collaboration with WWF. Together with Earth Hour, Tetra Pak challenged Swedish house-holds to recycle more. “Tetra Pak will donate 50,000 SEK to WWF Panda Planet for every percentage point increase in recycling during 2013 by Swedish households.”

Consumer Days

We presented Tetra Pak’s environmental work at Consumer Days (Konsumentdagarna), a conference arranged each year by the Swedish Association of Consumer Advisors (Konsumentvägledarnas förening) together with the Swedish Consumer Agency (Konsumentverket).

Lund Fun Run

Around 4,700 runners – of whom about 270 were Tetra Pak employees – lined up for the start of the annual Lund fun run. A number of the Tetra Pak runners had taken part in a running school, arranged by the company’s occupational health service, during the spring, with the aim of taking part in the event.

Half the Waste

Tetra Pak’s new packaging material factory in Imatra, Finland, entered operation during 2012. In just over a year the total production waste has been halved compared with 2012, which means that Imatra is one of the absolute top performers among factories producing gable-top packages using offset print techniques.

Innovation in Mind, September 18–19

“What’s next?” was last year’s theme at the fifth edition of the Innovation in Mind conference, arranged by Lund University and Region Skåne. Tetra Pak participated in an interview about how companies can increase their competitiveness through their sustainability work.

Swedish Cats Win PR Gold

“Cat Helps Cat”, the joint project between Tetra Pak and Lantmännen Doggy to save the world’s tigers, won gold in the international PR competition European Excellence Awards. The project raises money for World Wide Fund for Nature WWF and the world’s tigers. The campaign was launched in 2012 and threw down the challenge to Sweden’s approximately 1.3 million domestic cats to become a sponsor of one of the 3,200 tigers remaining in the wild.
RECYCLING DRIVE IS A HIT AT EUROVISION SONG CONTEST

Tetra Pak was in Malmö for the 2013 Eurovision Song Contest. Tests, competitions and climate-smart giveaways attracted more than 80,000 thirsty music fans.

FROM MAY 13–18 Malmö Arena played host to the Eurovision Song Contest. Tetra Pak was on hand to spread the word about recycling among the audience, and to hand out Tetra Prisma® Aseptic packages of rhubarb- and elderberry-flavoured water.

Recycling beverage cartons is easy to do, and it’s the right thing to do. That was the message from Tetra Pak’s stand to the many thousands of visitors to the Eurovision Song Contest. Visitors were encouraged to test their “carton karma” on Tetra Pak’s “The Recyclers” (Återvinnarna) Facebook page. The test reveals which type of recycler you are: a Sorting Skeptic, a Talented Trainee, a Carton Crusader or a Recycling Guru, and it soon became a popular activity for filling time before the show started. Everyone who came to our stand and took the test received a “carton karma” shopping bag made of organic cotton.

We also handed out rhubarb- and elderberry-flavoured water in our prizewinning* Tetra Prisma Aseptic 330ml carton with DreamCap™ to more than 80,000 thirsty visitors and artists. Swedish entry Robin Stjernberg, Margaret Berger from Norway and Emmelie de Forest, who sung Denmark’s winning entry, were among the artists to stop by and pick up a package. The backside of the package featured figures from the carton karma test and an encouragement to recycle the used package.

* Tetra Pak was awarded a Scanstar for its DreamCap™ 26 in October 2012.

DreamCap 26 is an ergonomically-shaped closure for on-the-go-consumption.
Tetra Pak, PROTECTS WHAT'S GOOD. Tetra Brik, Tetra Recart, Tetra Classic, Tetra Prisma and Tetra Therm are some of the trademarks that belong to the Tetra Pak group.

www.tetrapak.com

This sustainability report is printed on recycled paper.