



## CITPA research on available brand commitments to reduce/avoid packaging

### Danone

#### Circular Economy 2018

- To make packaging that is 100% circular, ‘packaging we don’t need’ must be eliminated.
- Aim to use 100% reusable, recyclable or compostable packaging by 2025.
  - As of 2017, 86% of all their packaging complies.
- *‘Address items which are problematic or unnecessary in that they are impossible or unlikely to be recycled and do not bring additional value to the product or its protection.’*
- Optimizing packaging performance at ‘right weights’.
- *‘We will take action towards eliminating problematic or unnecessary plastic packaging or out products.’*
- Mention that they collaborated with CITEO to found Eco-Emballages (EPR concept).
- Heavy emphasis on plastic waste and recycling.

#### Danone Annual Integrated Report 2020 ([link](#))

- eliminating problematic or unnecessary packaging and diversifying the use of materials: Danone has pledged to eliminate the use of polystyrene in its packaging worldwide by 2025 (in 2024 in Europe). In 2020, the Company has already begun to sell yogurt pots produced in PET (a recyclable material) in the United Kingdom and France. It has also eliminated more than 250 million plastic drinking-straws and eliminated or replaced 8 million plastic spoons, mainly in Europe.
  - In addition, Danone is innovating to reduce the amount of plastic it uses and/or switch to other materials; for example, it has launched no-label water bottles under the AQUA and evian brands, and also launched products sold in tin, glass and cardboard carton containers.

#### Danone Annual Integrated Report 2021 ([link](#))

- *‘We made progress in phasing out packaging waste within our operations by reducing some problematic or unnecessary packaging and increasing the use of rPET.’*

#### Ellen MacArthur – Global Commitment 2021 Signatory Report ([link](#))

- Emphasis on phasing out PVC packaging and find alternatives to plastic straws and cutlery.

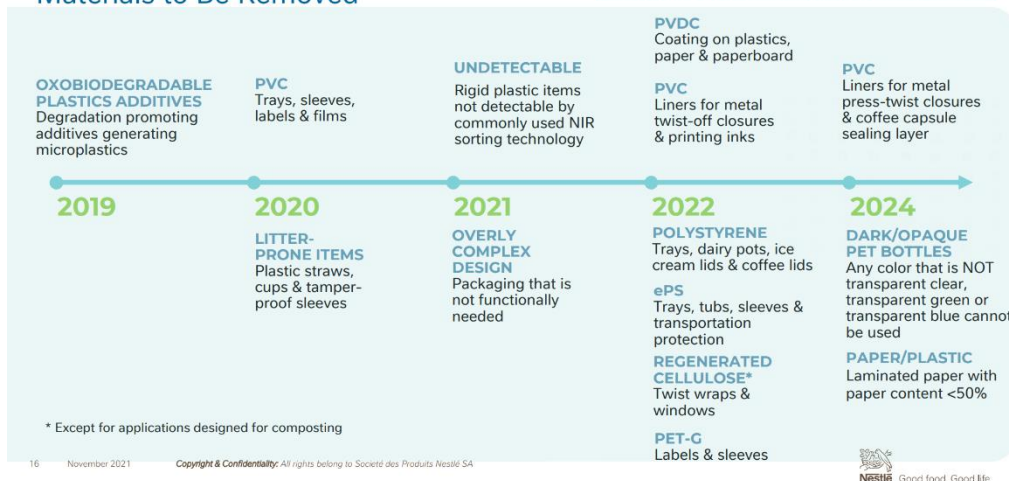
### Nestle

#### The Rules of Sustainable Packaging 2021

- Negative list of materials, additives, packaging concepts and items which are or will be considered obsolete based on the evolution of recycling technologies and infrastructure and legal/regulatory framework.
- Eliminate problematic or unnecessary packaging and excessive headspace.
- Section on ‘Golden rules’ for paper & paperboard
  - Maximize paper recycling yield by removing non-paper elements such as labels, spouts and windows and limiting coatings
  - Not using PFAS

## The Negative List Materials to Be Removed

This timeline is indicative of our direction and priorities. These are not time-bound commitments as progress may be affected by the availability of alternative materials.



### Our Sustainable Packaging Strategy ([link](#))

- Reduced total packaging materials from 4.5 million tonnes in 2020 to 3.8 million in 2021.
- 100% recyclable or reusable packaging by 2025.
- 'Five-pillar packaging strategy' – Less packaging by
  - Reducing use of plastic packaging material: removing unnecessary plastic lids, accessories, layers and films
  - Scaling reusable and refillable systems

### Key actions to fight plastic pollution ([link](#))

- *'By eliminating unnecessary plastic (from tear-off bands to single-use items like straws), introducing reusable and refillable alternatives and switching to paper, bio-based and biodegradable materials, we are reducing our plastic footprint.'*

### Procter & Gamble

#### Plastic/paper packaging goals ([link](#)) ([link](#))

- Focusing on optimizing package design. Between 2010-2020, reduced packaging per consumer by over 12%.
- 100% recyclable or reusable by 2030.
- *'Identify source reduction opportunities to decrease overall material usage and use recycled paper...'*

### Article – Striving for circularity in packaging ([link](#))

- Reducing and removing unnecessary packaging (including reusable packaging) is a key priority of their packaging sustainability strategy.
- Focus on advancing reuse when possible, improving recycling technologies, eliminating unnecessary where possible.

### Unilever

#### Rethinking plastic packaging ([link](#))

- Have cut the weight of packaging by 1/5<sup>th</sup> over the last decade through lighter and better designs.

### Ellen MacArthur – global commitment 2021 signatory report ([link](#))

- Eliminating problematic or unnecessary plastic packaging – so far:

- Unilever has committed to have a virgin plastic packaging footprint of no more than 350,000 tonnes by 2025, a reduction of 50% compared to 2018. We plan to deliver this by eliminating over 100,000 tonnes of plastic from our packaging by accelerating multiple-use packs and reusable, refillable, and no plastic product innovations. We will deliver the remainder by increasing our use of recycled materials and by giving plastic a value to ensure it can be collected and processed. We continued the roll-out of our detectable black pigment for our high-density polyethylene (HDPE) bottles, used by TRESemmé and Lynx/Axe brands, so they can now be 'seen' by recycling plant scanners and sorted for recycling, including to additional markets in Europe. We also made important steps forward in starting the replacement of multilayer flexibles with recyclable structures in India, across several of our product categories and moved to a new mono-material structure for Knorr in Turkey and in Brazil.
- **Eliminating problematic or unnecessary plastic packaging – for 2025:**
  - Our ambition is to shift from single to multiple-use packs by investing in new business models. We are also investing in material innovations such as biodegradable or alternative materials. Finally, we aim to make materials recyclable by collaborating with the industry (e.g. CEFLEX) and creating valuable end-market opportunities for recycling by 2025, including working with governments to develop infrastructure for collection and processing. For instance, we aim to make pumps/trigger sprays recyclable by 2025.
  - We plan to eliminate:
    - Undetectable carbon black in HDPE bottles UK & US by end of 2023, then globally by 2025.
    - Multilayer materials, where suitable and no unintended consequences, by 2025.
    - Single use cutlery by 2025.
    - Single use straws by 2025.
    - Tear-offs by 2025, where technically possible and without compromising consumer safety.
    - PS by 2025.
    - PETG in plastic packaging by 2025.
    - B2C Bottles will be partially eliminated via reuse models and new business models.

### **Amazon**

Improving our packaging ([link](#))

- Have reduced per-shipment packaging weight by 38% and eliminated over 1.5 million tons of packaging since 2015.

### **DHL**

3 pathways to sustainable packaging for e-commerce ([link](#))

- 24% of package volume is empty space; issue for shipping and environment.
- Developed OptiCarton, AI-powered solution to reduce how much cardboard we need. Uses algorithms to determine the package dimensions and protective material required for a shipment.

### **AMCOR**

Ellen MacArthur Foundation – Global Commitment 2021 Signatory Report ([link](#))

- For flexible packaging, launched a PVDC-free recyclable shrink bag for meat and cheese and a paper-based recyclable packaging product that is also paraffin-free.

- For rigid packaging, launched 25 lightweighting packaging products, including stock package lightweighted by over 10% and a hot-fill container lightweighted by 15%.
- In future, aim to replace nylon barriers, work to improve medium and high barrier packaging, advocate increased recycling infrastructure and streams and developing other alternative solutions to problematic and unnecessary packaging.

US Plastics Pact Roadmap launch ([link](#))

- Mention they support the US Plastics Pact [Roadmap](#), which ‘defines a list of packaging to be designated as problematic or unnecessary by 2021’.
- The [list](#) includes cutlery, PFAS, PS, PVC, stirrers, straws, and more.

## Carrefour

Ellen MacArthur Foundation – Global Commitment 2021 Signatory Report ([link](#))

	Proportion eliminated % of weight	Weight eliminated metric tonnes	Quantity eliminated	Year Achieved
EPS	100%	41	-	2025
Lids/closures	10-25%	-	-	2025
Metallised films	100%	-	-	2025
Multilayer materials	25-50%	2,000	-	2025
Plastic windows (in cardboard boxes)	100%	-	-	2022
PS	>50%	1,000	-	2025
PVC	100%	84	-	2022
PVDC	100%	-	-	2022
Single-use hangers (for clothing)	100%	-	-	2022
Undetectable carbon black	100%	-	-	2022

- Plan to implement Kraft sachets to substitute biobased plastic bags in EU stores.
- Fulfil zero plastic policy for fruit and veg.
- For CPG products, accelerate eco-design by removing plastic components and using paper-based packaging.

## PepsiCo

Global policy on sustainable packaging – ([link](#))

- 100% recyclable, compostable, bio-degradable or reusable.
- No specific mention of avoidable packaging.

## Mondelez

Packaging & plastics ([link](#))

- One central focus is on ‘less packaging’, keeping it ‘light and safe with low environmental impact’ and designing for reuse or refill where feasible.
- In a plant in France, introduced new packaging for biscuits that reduced the volume of the box by 20%, saving 500 metric tonnes a year.
- Heavy emphasis on plastic packaging

## Tesco

Eliminating unnecessary plastic packaging: Tesco ([link](#))

- Eliminated secondary lids on cream pots or multi-pack films, leading Tesco to eliminate over 100 million pieces of plastic.