

Better Planet Packaging

Power of Print seminar

Edwin Goffard, Smurfit Kappa
November, 5th 2019

A stage with a wooden floor, illuminated by two spotlights from above, creating a dramatic atmosphere. The spotlights are positioned at the top corners, casting a warm, yellowish light onto the floor. The floor is made of wooden planks that recede into the distance.

Packaging

...why now?

The beginning...

Packaging is a **service**
to bundle and protect
the product



The consumer...

- Always has been king
- Always has voted with his feet
- Always has been opinionated



The golden age of the consumer

Good packaging design
gets noticed, it can make
the product talk



34% increase in on shelf visibility

Smurfit Kappa
Better Planet
Packaging



BEFORE

AFTER



The consumer...

- Always has been king
- Always has voted with his feet
- Always has been opinionated

But NOW:



**Also has a loud voice and
a vast audience**



67% of people have
made a purchase
after seeing an
advertisement
on social media

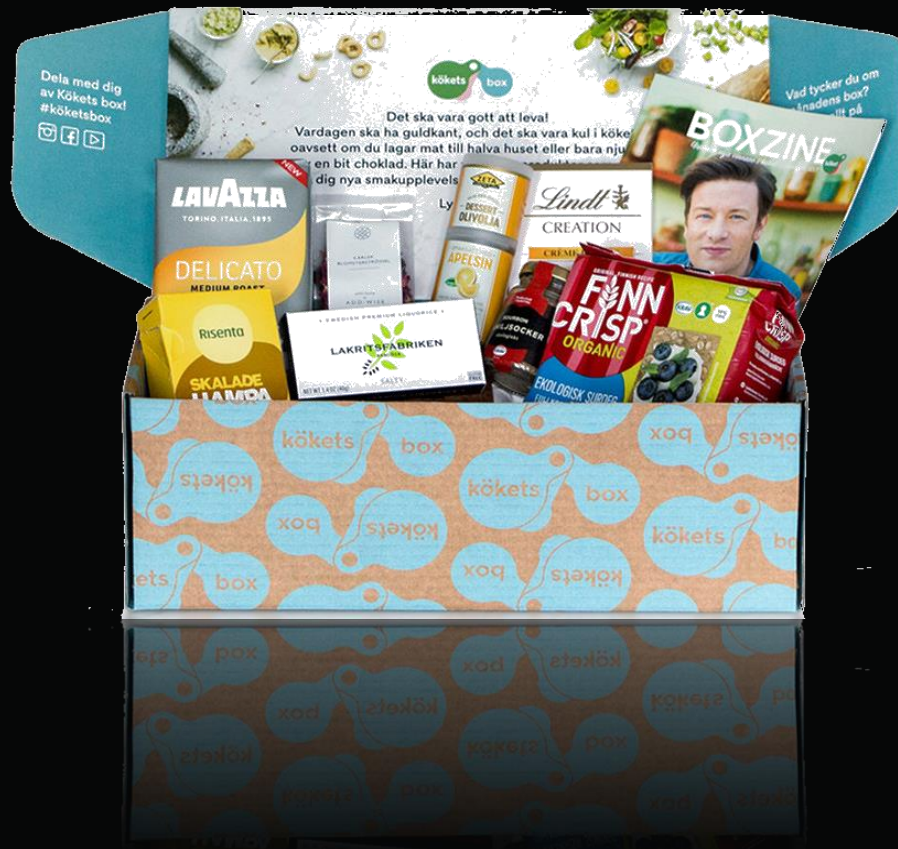
**E-commerce is the
fastest growing
global channel**



A woman with blonde hair and glasses is holding a black smartphone. She is wearing a red top. The background is a modern interior with large windows and a staircase. A red semi-transparent banner is overlaid on the image, containing text. A blue circle is also overlaid on the banner.

**>20
MILLION**

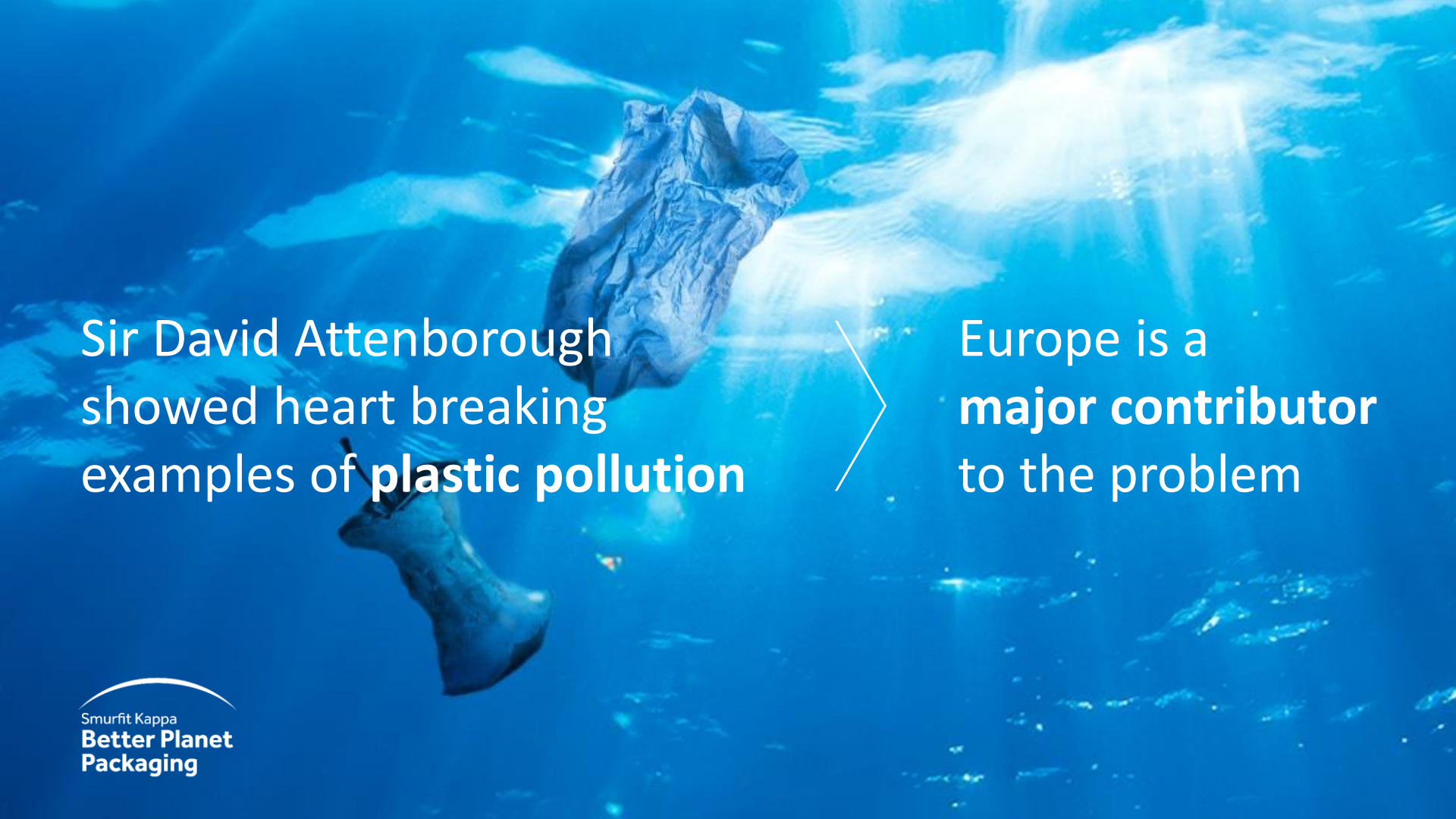
**TODAY THERE ARE OVER 20,000,000
UNBOXING VIDEOS ON YOUTUBE**



**Does anyone
need this?**

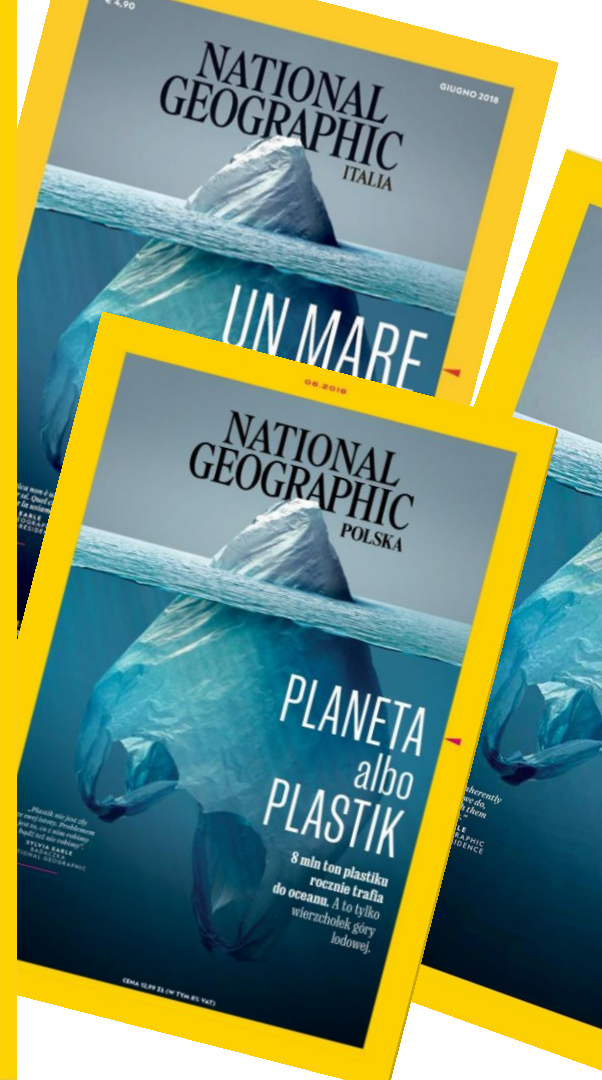


**The beginning
of the end...?**

An underwater photograph showing a crumpled piece of clear plastic and a dark, irregular object floating in clear blue water. Sunlight rays penetrate the surface from the top right, creating a bright, hazy area. The overall scene illustrates the problem of plastic pollution in the ocean.

Sir David Attenborough
showed heart breaking
examples of **plastic pollution**

Europe is a
major contributor
to the problem



8.3 billion tonnes
of virgin plastic has been produced to date



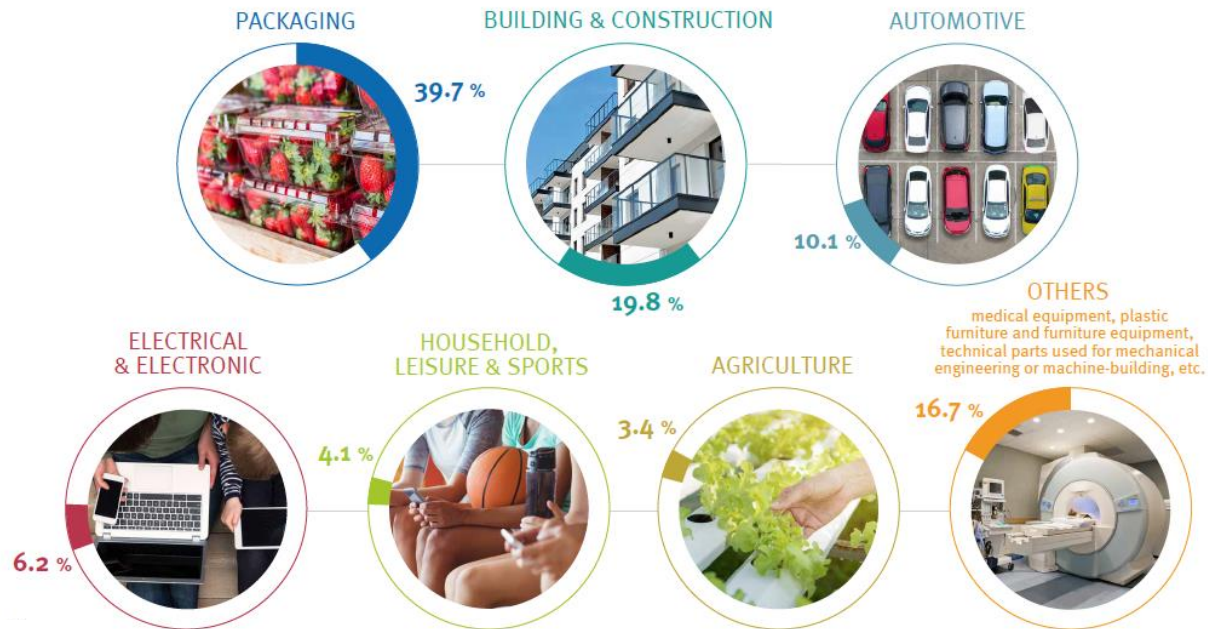
79%

**ACCUMULATED IN LANDFILLS
OR THE NATURAL
ENVIRONMENT**

*Source: BBC Science & Environment, January 2018

Packaging is a main source...

Total demand 51.2 mt



Distribution of plastic material demand
main market sectors in Europe, 2018

Source: Plastics Europe

Retailers react

Iceland

"Iceland said it was the first major retailer globally to go "plastic-free" on its own label products and aimed to complete the move by the end of 2023."

16 January 2018 (The Telegraph)

TESCO

"By 2025, Tesco wants all its packaging to be recyclable or compostable and its total packaging weight to be halved compared to 2007."

14 January 2018 (BBC)

Sainsbury's

"Sainsbury's has set a target to reduce plastic packaging by a half by 2025."

13 September 2019 (BBC)



"By 2025, Lidl said it aims to reduce plastic packaging by 20%, 100% of its own-brand packaging will be recyclable or reusable and it will use 50% recycled materials for own brands".

09 March 2018 (Press Release)

EKOPLAZA

"The world's first plastic-free supermarket aisle in Amsterdam."

28 February 2018 (The Telegraph)

...AND NOW
WE'RE PLASTIC FREE™

SHOP PLASTIC FREE AT EKOPLAZA LAB, JAN PIETER HELESTRAAT 105-108, 1053 GN AMSTERDAM

*Source:
Ekoplaza Lab

FMCGs react



"Coca-Cola announces new packaging vision, intends to collect and recycle 100% of its packaging by 2030."

19 January 2018 (Business Wire)



"Nestlé announces vision to make 100% of its packaging recyclable or re-usable by 2025."

10 April 2018 (PRNewswire)



"LEGO Group aims for 100% sustainable packaging by 2025."

22 April 2018 (Press Release)



"In October 2019, Unilever announced two new goals to complement its previous commitments. These are, by 2025, to halve the amount of virgin plastic used in the packaging and to help collect and process more plastic packaging than the company sells."

October 2019 (Press Release)

Assembly President launches new initiative to purge plastics and purify oceans



The President of the UN General Assembly launched a new global call to action on Tuesday, to help end the scourge of plastic pollution in the ocean.

Maria Fernanda Espinosa told journalists at UN Headquarters in New York, that her Campaign Against Plastic Pollution – a priority during her year in office – will hold both consumers and decision-makers accountable, urging the phasing out of single-use plastics such as water bottles, and raising awareness of the impact plastic pollution has on human and environmental health.

“It is estimated that by 2050, there will be more plastic than fish in the sea. Microplastics are now confirmed in table salt, in fresh water, each person on the planet is believed to have plastic in their bodies,” she cited in her statement

“I intend to leverage the capacity of the office of the President of the General Assembly, to support ongoing global campaigns to beat plastic pollution. This will include complementary efforts by UN Environment, Global Citizen and National Geographic, amongst others.”

“ It is estimated that by 2050, there will be more plastic than fish in the sea--
General Assembly President ”

Source: United Nations News, 4 December 2018

Authorities

Ban on single-use plastic items approved by European Parliament



(CNN) — The European Parliament has approved a law banning a wide-range of single-use plastic items, such as straws, cotton buds and cutlery, by 2021.

Final implementation of the legislation is expected in the next few weeks.

The law, which was supported by 560 Members of the European Parliament against 35 on Wednesday, stipulates that 10 single-use plastic items will be banned in order to curb ocean pollution.

"Europe is setting new and ambitious standards, paving the way for the rest of the world," the European Commission's first vice-president Frans Timmermans, who is responsible for sustainable development, said in a statement.

The new plans come after the EC found that plastics [make up more than 80% of marine litter](#), which has disastrous effects on wildlife and habitats.

The [EU parliament](#) notes that because of its slow rate of decomposition, plastic residue has been found in marine species as well as fish and shellfish -- and therefore also makes its way into the human food chain.

Source: CNN, 28 March 2019

48% of consumers
worldwide expect
manufacturers to
take the lead



About Smurfit Kappa



46,000

EMPLOYEES



350

FACILITIES



3

CONTINENTS

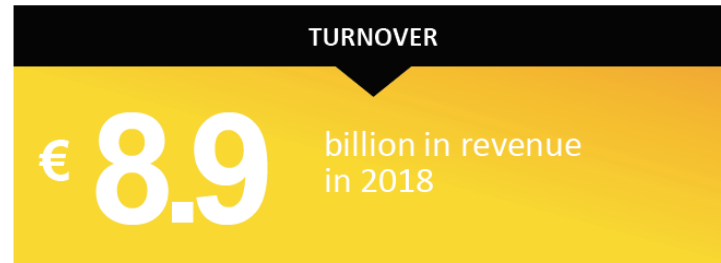
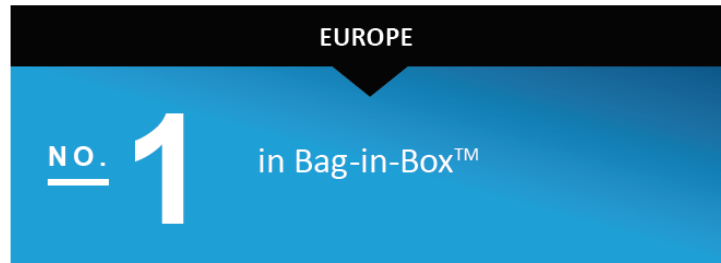


33

COUNTRIES



Smurfit Kappa - Position





**LET'S RETHINK
YOUR BUSINESS**

**Packaging materials
designed to last for years
can no longer be used to
make packaging intended
to be thrown away**

Smurfit Kappa
**Better Planet
Packaging**





Is paper the future
of packaging?



Paper is made from renewable resources

Using wood that comes from
sustainably managed forests



Paper is biodegradable

In the rare case paper ends up in nature it disappears within months

Paper is recyclable and is being recycled

With a collection rate of
93% and a recycling rate of 84%,
paper based packaging has the **lowest
risk** of not being recycled





**Paper-based
packaging that
ticks all the boxes**

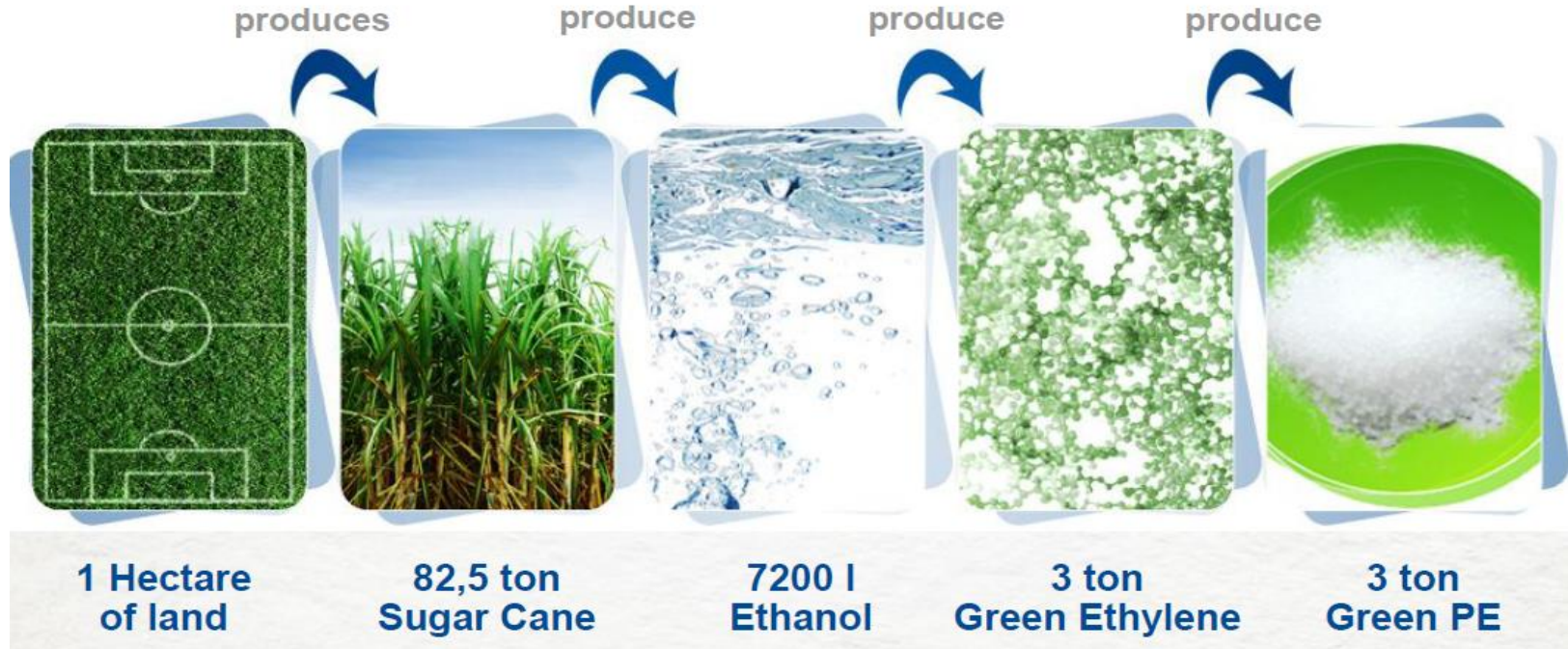
So are we!

- Renewable
- Biodegradable
- Recyclable



But the current reality?

Renewable...



Source: Braskem.com

For Europe's plastic packaging it equates to ca. the entire size of **Ireland** for green PE plantation

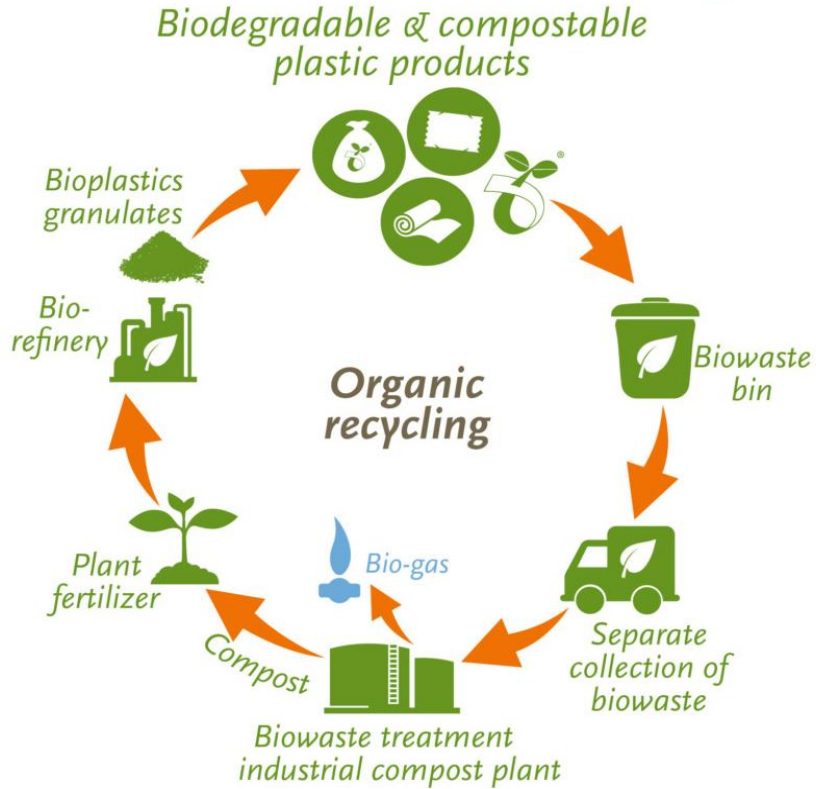


Biodegradable shopping bags buried for three years still work

A new study casts doubt on the viability of biodegradable plastics as an answer to plastic pollution.

A plastic shopping bag buried in soil for three years could still hold a full load of groceries.

Recyclable...





13185
P

ZERO SUGAR
Coca-Cola
HELPU.S.RECYCLE.NL
DON'T BUY
Coca-Cola
IF YOU DON'T HELP US RECYCLE

How long until it's gone?

© 2019 NOAA
Woods Hole Sea Grant
United States

Paper



2 – 6 weeks

Apple core



2 months

Plastic bag



10 - 20 years

Aluminium cans



200 - 250 years

Plastic bottle



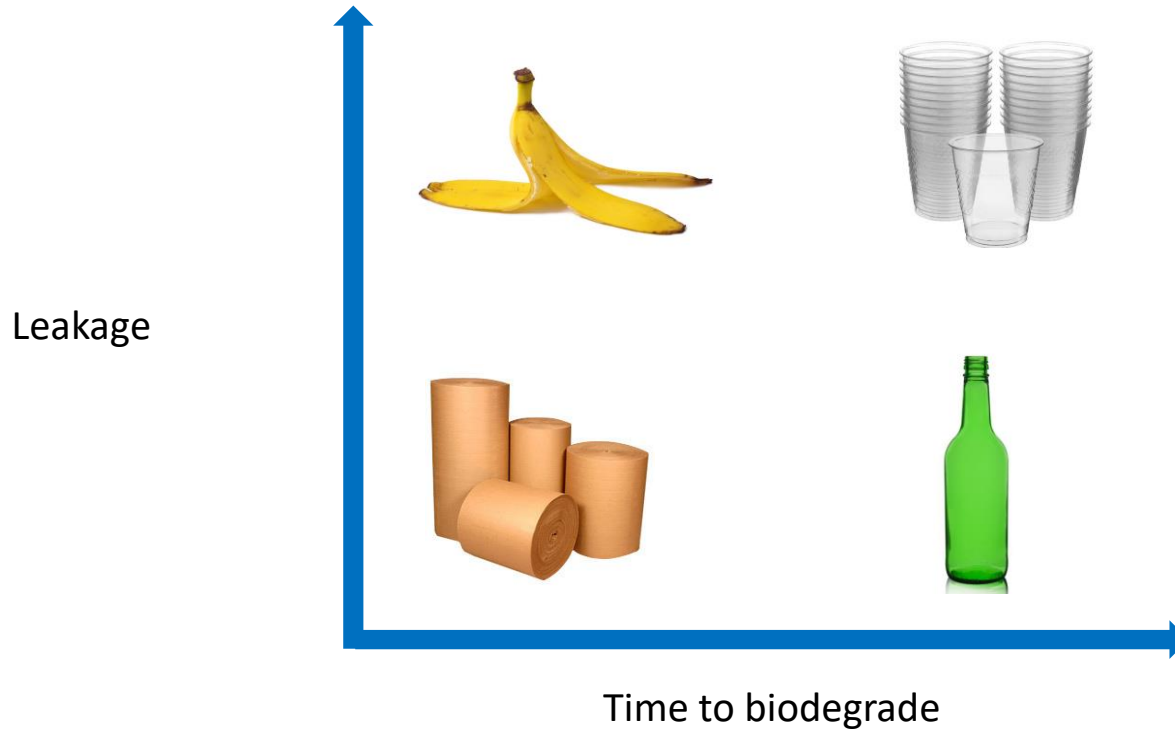
450 years

Glass



>1 million
years

Issue is a combination of Leakage and Biodegradability



There is no perfect solution ...

While working and waiting for the breakthrough...

We need to start improving NOW!



The end
of the beginning!

Better partnerships
Better packaging
Better planet



An initiative that explores
and re-imagines packaging
for a sustainable world



Our Better Planet Packaging material vision:

Develop paper-based packaging with functional barrier properties, that is fully renewable, recyclable and biodegradable

Our development plan

PRESS RELEASE

21st October 2019

Smurfit Kappa, HVC and Bluemats Technology plan first multi-layered carton recycling facility in the Netherlands

Smurfit Kappa has joined with companies HVC and Bluemats to unveil an ambitious plan for the first full beverage carton recycling plant in the Netherlands.

When it comes to recycling, beverage cartons, for example those used for fruit juice or milk, currently pose an infrastructural challenge as they have to be split into three materials: paper, plastic and aluminium. The planned new facility will have the capability to quickly split and sort the components of the drinks cartons so the materials can be used to create new products. Single-use coffee cups, which also have multi-layered materials, are also included in the scope of the plan.

Over half of the beverage cartons used in the Netherlands are incinerated or disposed of in general waste channels, with the remainder being exported to other countries for recycling. A new domestic facility would therefore be an enormous benefit from both an environmental and logistics perspective.

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**Better Planet
Packaging**

Better Planet Packaging material vision:

Develop paper-based packaging with functional barrier properties, that is fully renewable, recyclable and biodegradable

Future materials & technologies:

- Functional barriers (coatings)
- R&D partnerships
- ...

On the road to achieve our vision we analyse every material on its actual and potential:

1. Renewable rate
2. Recycling rate
3. Biodegradability rate

Better Planet Packaging material vision:

Develop paper-based packaging with functional barrier properties, that is fully renewable, recyclable and biodegradable



To analyse and measure the progress made in an fast and easy way we have developed the Better Planet Packaging Scan for paper based packaging



New bag-in-box
designed for
eCommerce ships
Liquid Tide more
efficiently



Smurfit Kappa
**Better Planet
Packaging**



Tide Eco-box is created
with **60% less plastic**

Better Planet Packaging Packaging Scan

For paper-based packaging concepts

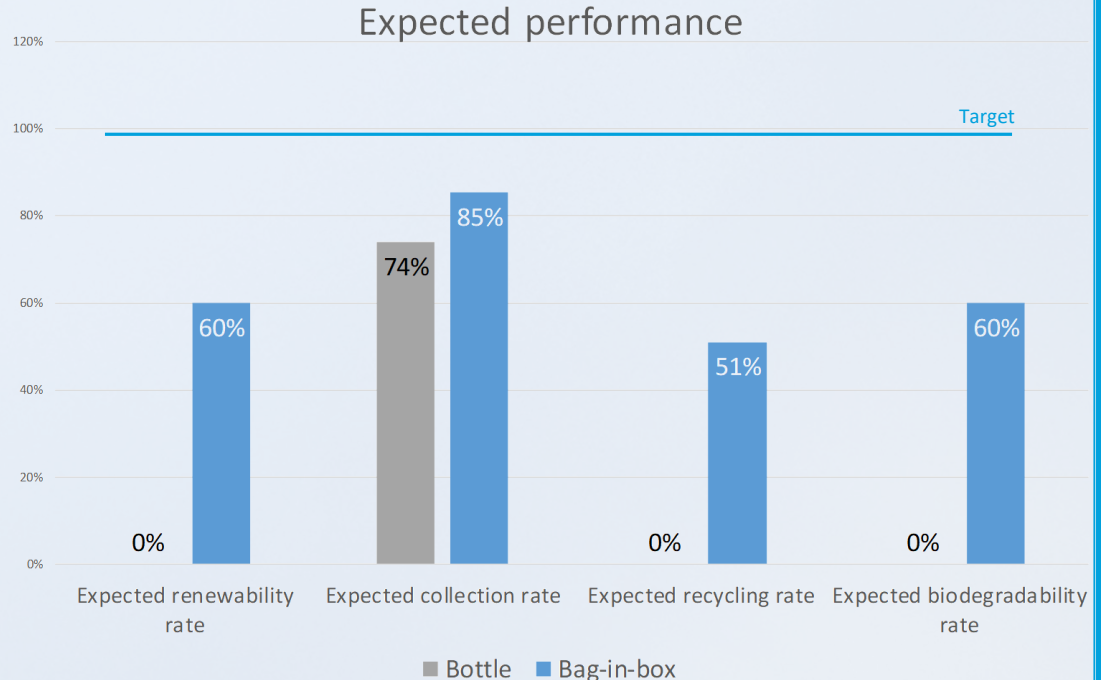
Example



Reference: Bottle



Proposal: Bag-in-box



Better Planet Packaging Packaging Scan

For paper-based packaging concepts

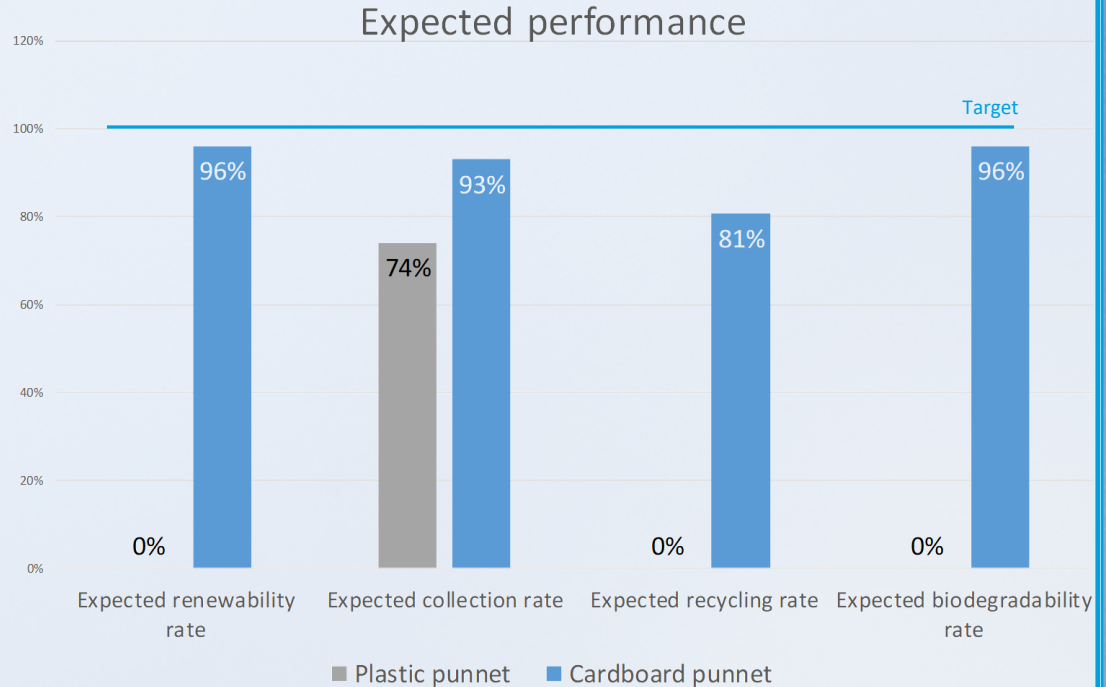
Example



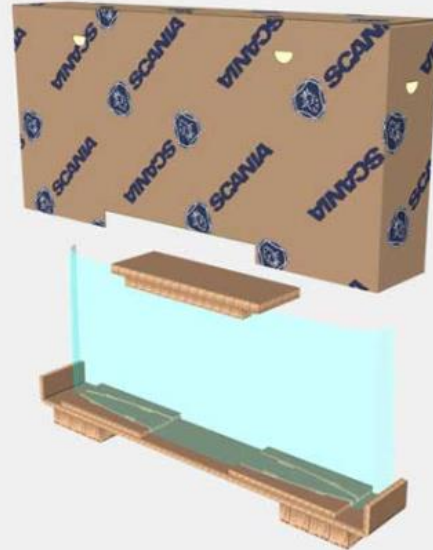
Reference: plastic punnet



Proposal: Cardboard punnet



Smurfit Kappa developed an innovative solution that replaced non-biodegradable materials with 100% recyclable paper.



Remove **uncollectable Packaging**
as much as possible



Many inspiring products

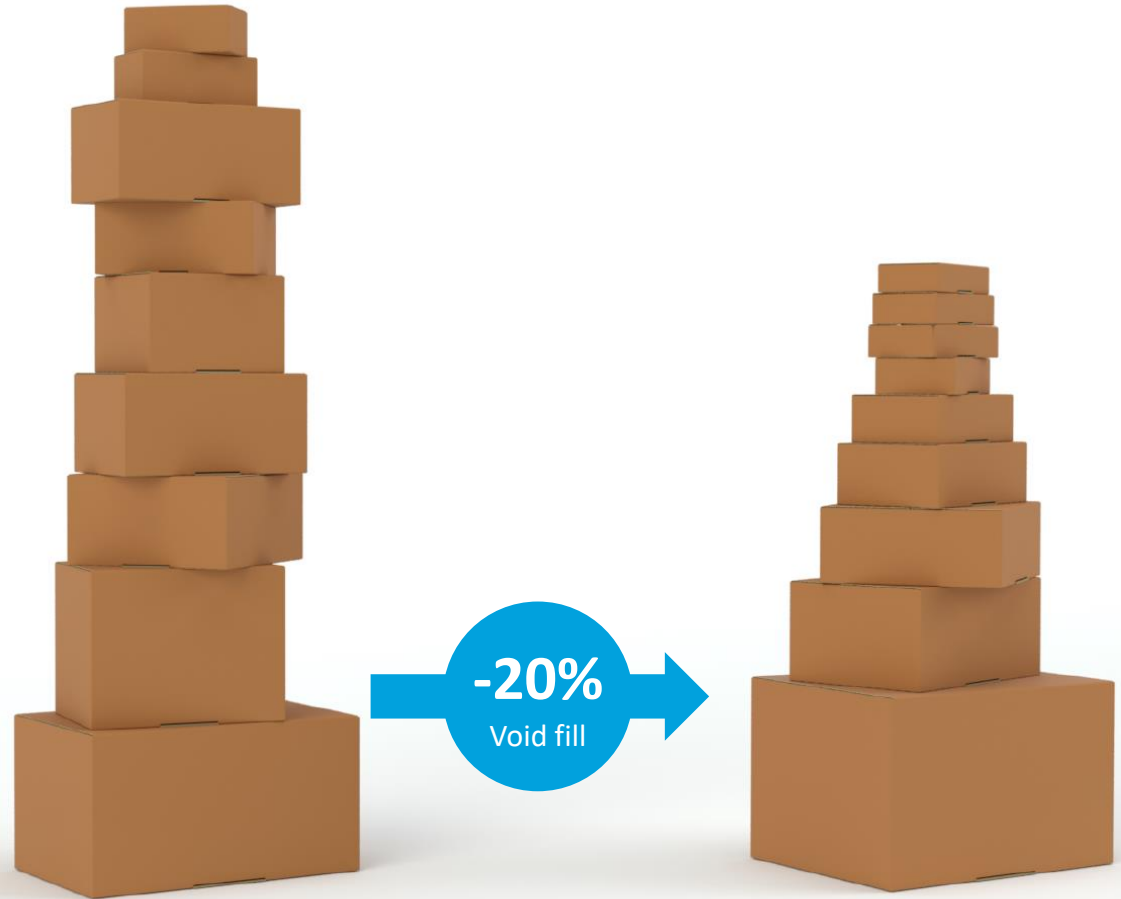
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Agropaper



Fit-for-purpose parcels: **The empty space reality**



**25% logistic costs saved by
improved space utilisation**



Rolling out Better Planet Packaging



Over **400 customers** at Smurfit Kappa Better Planet Packaging kick off



Nearly 100 presentations/
workshops/ conferences



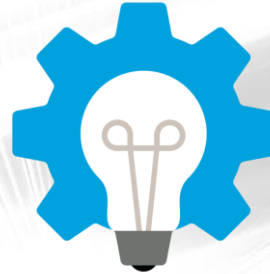
Innovative packaging design that **delivers** results



Knowledge,
experience and
passion



Understanding
our customers'
market



Pushing the
boundaries of
design



The science
of innovation

We asked ourselves:

**If not we,
then who?**

**If not now,
then when?**



Let's make packaging for
a **sustainable** world

