

# 2011 SUSTAINABILITY UPDATE



We are pleased to unveil our biannual sustainability update which details what we are doing to reduce its impact on the environment, help customers build their businesses, ensure a robust, reliable and far-reaching food supply and improve the health and lifestyles of people across the globe.

It's great to see what we are doing on a global scale, but we are just as pleased with the work we are doing closer to home in the UK & Ireland.



We have worked with The Alliance for Beverage Cartons and the Environment (ACE UK) to help put in place beverage carton recycling services which have

resulted in a **35%** of UK local authorities now offering kerbside collection for our cartons; this is up from 9.9% in 2007, a hugely significant increase. This means one in three people can now recycle their beverage cartons from the comfort of their home, which is a remarkable statistic when compared to rates just a decade ago. Overall, 88% of households in the UK now have access to carton recycling, both through kerbside collection and the industry's own bring-bank system.

This is having a real impact on how easy people feel it is to recycle cartons; the latest figures from ACE UK Consumer Research, revealing that 76% of consumers say it is straightforward to do.

Consumers in Ireland have wide scale kerbside access to carton recycling, a fact that we are very proud of.



Our environmental work doesn't finish with improving recycling options. We are currently in our second year of a partnership with WWF to raise awareness around renewability. This partnership has seen the creation of the website [RenewableIdea.co.uk](http://RenewableIdea.co.uk), which generated 1.6 million hits from April to the end of 2010. The site aims to champion understanding of renewability and highlight the importance of choosing goods made from responsibly managed 'renewable' sources to help protect the natural world.

The website features content such as a daily quiz for players to test their environmental knowledge. The quiz links to a donation counter which converts the points players generate into donations from Tetra Pak to WWF-UK. Players can also generate points by making a pledge to 'choose renewable' or by sharing content with their friends and family via Facebook or Twitter. The money raised from the donation counter will help to support WWF's vital conservation project in the Russian Caucasus.



[www.renewableidea.co.uk](http://www.renewableidea.co.uk)

More generally, we have been running consumer focused campaigns in the UK to help raise awareness of environmental issues amongst the general consumer. We looked at the changing relationships between parents and children when it comes to 'green' behaviours. The campaign highlighted that more than 65% of parents believe children first become aware of recycling between the ages of four and six, and that these children are driving their parents to be more environmentally friendly: 35% of children pester their parents about doing more recycling at home. Coverage of the campaign went far and wide with 164 media outlets including Sky News Radio, Capital FM and Classic FM.

In Ireland, we are running a renewability awareness campaign with the Tree Council in support of Ireland's Tree Day.

Go to [www.treeday.ie](http://www.treeday.ie) for more information.

## Global highlights this year included:

- Reaching a 13% absolute carbon reduction since 2005 whilst continuing to grow our business
- During the 2010 Haiti earthquake, our Food for Development Office's involvement in an existing in-country school milk programme meant that we could swiftly supply millions of milk packs to schools and communities.
- Developing dairy hubs in Pakistan, bringing together small groups of farmers, to deliver a unified approach and economies of scale, increasing animal vaccination rates, reducing animal mortality, training tens of thousands of farmers and massively boosting milk collection volumes

**76%** OF CONSUMERS SAY IT IS EASY TO RECYCLE OUR CARTONS.

[WWW.RENEWABLEIDEA.CO.UK](http://WWW.RENEWABLEIDEA.CO.UK)

**1.6 million** HITS FROM APRIL TO DEC 2010

NEARLY HALF OF THE PARENTS WE SURVEYED THIS SPRING, NOTICED THEIR KIDS RECYCLING DRINKS CARTONS!



FOR MORE INFO VISIT: [www.tetrapakrecycling.co.uk](http://www.tetrapakrecycling.co.uk)