



SUSTAINABILITY IN ACTION

CASE-STUDIES FROM INDIA



APPROACH

ASHUTOSH MANOHAR

Managing Director,
Tetra Pak South Asia



Everything we do at Tetra Pak is defined by our brand promise of Protects What's Good. Since our entry into India over 30 years ago, this promise has been at the heart of all our actions.

As a company committed to doing good, sustainability is one of our biggest values, and I'm honored to be part of an organization that weaves sustainability into every action and decision. Over the past year, we have seen a dramatic shift in the sustainability landscape, not just in India, but across the world. While that pushes us to rethink our approach to sustainability and develop new products and solutions to help us accelerate our journey towards building a low-carbon circular economy, it also makes us reflect proudly on the many milestones that we have passed, especially in the area of recycling.

We started building a recycling ecosystem in India over 15 years ago, working closely with stakeholders across the value chain, including waste-pickers, collection partners, recyclers, NGOs, local government bodies, civil society organizations, brand owners and consumers. In 2018 too, we strengthened our waste management and recycling initiatives in India, soliciting support from various stakeholders, all committed to taking bold steps with us to make a meaningful impact.

I want to call out some initiatives that make us at Tetra Pak especially proud.

As the need to protect the world's forests increases, we are forging ever closer ties with FSC (Forest Stewardship Council), expanding FSC supply and increasing FSC labelling. Today, over **86% of Tetra Pak cartons sold in India carry the FSC label**, underlining our commitment to sourcing paperboard responsibly.

We continue to strengthen the used carton collection and recycling ecosystem in India, and today, over **40% beverage cartons sold in India are being recycled**. At the same time, we also work closely with the **waste-picker community to improve their lives** through various social projects, in addition to helping increase their income.

But what makes me most proud is the establishment of the **Action Alliance for Recycling Beverage Cartons (AARC)** early last year, in partnership with leading F&B industry players to collectively help increase recycling of beverage cartons. I strongly believe that sustainability is a collective mission, where each stakeholder has an important role to play, and the establishment of AARC is yet another step forward in that direction.

While our global Sustainability Report 2019 will give you an insight into our key initiatives from across the world covering different dimensions of sustainability, I'm also pleased to share with you some case-studies from India.

I hope you take the time to read about our initiatives and look forward to receiving your feedback.

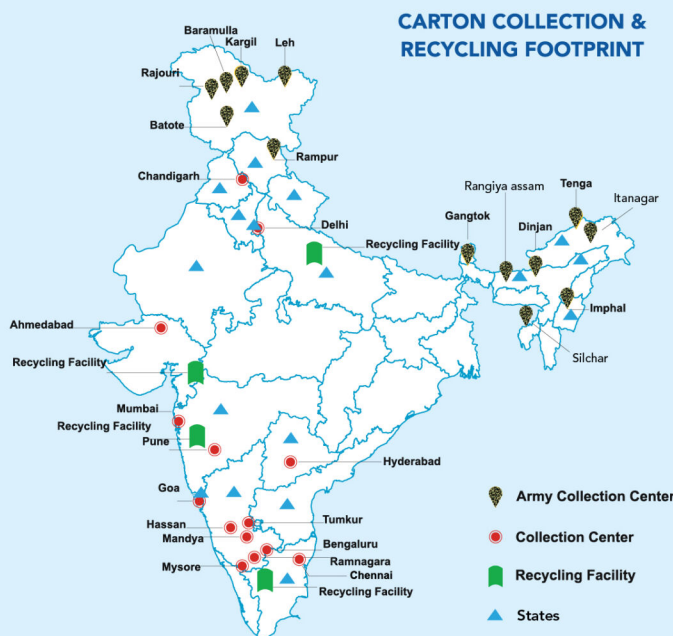


ESTABLISHING A SUSTAINABLE ECOSYSTEM FOR CARTON RECYCLING





ESTABLISHING A SUSTAINABLE ECOSYSTEM FOR CARTON RECYCLING



For us, sustainability is at the core of our growth strategy, and we take a full life cycle approach including end-of-life for used cartons. We have spent the last 15 years establishing a sustainable ecosystem for carton recycling in India through a value - chain approach:

1. Partner with recyclers that see the benefit of recycling post-consumer cartons;
2. Establish collection networks by engaging NGOs and waste-picker organisations;
3. Invest in educating consumers and others in the waste chain about the recyclability of beverage cartons and proper waste management practices.

04 Recycling Partners

Collection across

- 18 States
- 13 Indian army Locations
- 33 Collection centers
- >200 Consumer drop-off points in Mumbai

We are honoured to have been acknowledged by the **Quality Council of India** for our ecosystem approach to recycling in 2018. A case-study about our recycling model was published in the 'Handbook on Good Practices towards Sustainable Value Chains', launched at the International Convention on Sustainable Trade and Standards, New Delhi 2018. It is one of the 10 select case studies from across India to be published in the handbook, based on its impact, replicability and scalability.

We are happy to share the case study with you.



2018

September



Good Practices towards Sustainable Value Chains

Launch Edition

India National Platform on Private Sustainability Standards
Quality Council of India
New Delhi, India

#10

Establishing a sustainable ecosystem for carton recycling

*Tetra Pak
India*

Background

Tetra Pak cartons are mainly made of paper, i.e. on average close to 75% of the carton comes from paperboard, and they are fully recyclable. However, despite numerous legislations in place, retrieving used Tetra Pak cartons from municipal solid waste has been a challenge in India as waste is not segregated at source. It is left to informal waste collectors who are largely unorganized; organizing informal waste collectors has its own set of challenges. Organizing them for collections depends a lot on volumes available for collection and an attractive price. There is a lack of awareness in general about the recycling of used cartons among consumers. Overall, a complete and robust ecosystem for used cartons recycling has been missing.

The Initiative

For Tetra Pak, sustainability is at the core of our growth strategy, and we take a full life-cycle approach with regards to sustainability, including end-of-life for used cartons. Therefore, we have spent the last 15 years establishing a sustainable ecosystem for carton recycling in India-

1. Partner with recyclers that see the benefit of recycling post-consumer cartons;
2. Establish collection networks by engaging waste pickers and
3. Invest in educating consumers and others in the waste chain about the recyclability of Tetra Pak cartons and proper waste management practices.

This combination of short-term (interventions to establish collections and recycling) and long-term approach (education) form the basis of an economic model where the buyer (the recycler) pays an attractive price to the seller (the waste collector) and the model feeds itself, save for some interventions from Tetra Pak in terms of communication, promotion and equipment support.

The Good Practice

A] ESTABLISHING A NETWORK OF RECYCLERS

Key constituents of Tetra Pak cartons – wood fibres, plastic, and aluminium – can all be recycled, making a Tetra Pak carton fully recyclable. Our recycling partners produce sheets from full cartons (Eco Link Boards) that find good applications in pallets, furniture etc. They also re-pulp used Tetra Pak cartons and use the paper for making various items like bags, notebooks and more.

B] ENGAGING WASTE PICKERS... ESTABLISHING COLLECTION NETWORKS

We partner with NGOs, waste management companies etc. to set-up collections in cities where carton sales are higher. A typical collection centre would have a compacting machine to compress the collected cartons for dispatch to recyclers, and trucks to collect cartons in the city. Through workshops, street plays, health camps, Paryavaran Mitra clubs for waste pickers, we also help the waste trade distinguish a Tetra Pak carton and help them understand its value.

Waste pickers are highly vulnerable to health problems and organizing health camps for them and their families not just helps on health grounds, but also helps foster engagement for carton collections. We also run vocational training centers and non-formal education centers for the children of waste-pickers, which brings additional value to them and their families.

C] EDUCATING SOCIETY ON WASTE MANAGEMENT

Over the years, we have run many consumer awareness initiatives reaching millions of consumers through on-ground events, social media campaigns, awareness workshops (at schools, RWAs, retail stores), press articles, advertising, and in-store activations. Many of these programs have been in partnership with institutions like TERI, or environment-focused organizations like RUR Greenlife, GiZ, Centre for Sustainable Development etc. One such initiative which is currently live in Mumbai – Go Green with Tetra Pak – has collected over 28 lakh cartons since 2010 and donated 260 desks made of recycled cartons to schools for the lesser privileged.

The Impact

Currently, it's estimated that at least 1 in every 3 cartons sold in India is being recycled today. What is unique about the Tetra Pak carton collection model is that it addresses not just an environmental concern but also a social one. We have been able to involve thousands of waste collectors who go about collecting cartons collection every day and thereby, generate extra income. The Paryavaran Mitra clubs and health camps are a step forward towards increasing social affiliation for waste collectors. Recycling operations generate additional livelihoods.

QUANTITATIVE INDICATOR	BEFORE THE PRACTICE (2003)	AFTER THE PRACTICE (2018)
Recycling rate	The complete ecosystem did not exist	>33%
Cities covered		13
Collection centers		33
Used cartons drop-off points for consumers		186
Recycling partners		4
Collection centers with Indian Army		10

STAKEHOLDER	QUALITATIVE IMPACT
Waste-pickers	Improved social affiliation; enhanced livelihood; improved education, health, and sanitation
Consumers/citizens	Increased sensitization, active participation and behavioral shift on waste segregation

Learnings

Tetra Pak has learnt that while they continue to do their bit, in order to bring a transformational change in their recycling rates, collaboration is the key. The government has a larger role to play in enforcing legislation on source segregation and consumers' active participation is integral.

Replicability and Scalability

The model is replicable in any other geography and other recyclable waste categories. The model is scalable and requires identifying stakeholders across the value chain, for example, the right collection and recycling partners, strong consumer education programs, collaboration with local government bodies.

ESTABLISHING AN ECOSYSTEM FOR THE SUSTAINABLE RECYCLING OF BEVERAGE CARTONS



CHALLENGES (EARLY 2000s)

Waste was not segregated at source. Collection of recyclables was largely left to the informal sector. Used cartons were not seen as a separate grade.



USED CARTONS ARE ..

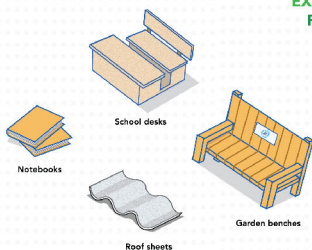
PAPER-BASED AND FULLY RECYCLABLE

SEEN BY THE TRADE AS PART OF WASTE PAPER STREAM



HIGHLY VALUED BY PAPER MILLS

A SOURCE OF EXTRA INCOME FOR WASTE PICKERS



TODAY

CARTONS ARE RECYCLED INTO VALUABLE PRODUCTS THAT ARE USEFUL TO SOCIETY

>40%



CARTONS SOLD IN INDIA GET RECYCLED

READING THE SIGNS EARLY

Anticipating the growth in demand for safe and hygienic foods in cartons, Tetra Pak in 2003 started setting up a collection and recycling network for used cartons by identifying and connecting everyone in the value chain - recyclers, NGOs, waste pickers and consumers.



STAYING AHEAD OF THE CURVE

Working inclusively with diverse stakeholders



An alliance founded by Tetra Pak and leading corporations to double the recycling of used carton by 2025.



Set up 13 collection centers with Indian Army

collected 1,00,00,000+ cartons till date

ENCOURAGING CONSUMERS TO BRING BACK USED BEVERAGE CARTONS

'Cartons le Aao, Classroom Banao'



>40,00,000
CONSUMERS REACHED THROUGH MULTIMEDIA CAMPAIGN

'Go Green with Tetra Pak'

>32,00,000
USED TETRA PAK CARTONS COLLECTED SINCE 2010 FROM



200+

CARTON DEPOSIT POINTS AND COUNTING..

'Alag Karo'



SOURCE SEGREGATION PROJECT IN GURGAON

14,000
>90%

HOUSEHOLDS ACHIEVED
WASTE SEGREGATION AT SOURCE





ALAG KARO

Waste Segregation Program





FUTURES

ALAG KARO - HAR DIN TEEN BIN

(Hindi phrase that means 'Segregate your waste – 3 bins every day')



Managing solid waste, which is already a mammoth task in India, is becoming more complex with changing lifestyles and increasing consumerism. Financial constraints, institutional weaknesses, improper choice of technology and public apathy towards municipal solid waste have made this situation worse.

The first step in any waste management system is segregation at source. Because of lack of source segregation, a large amount of recyclable packaging waste is not picked up, because it is soiled or is buried under other waste.

The Alag Karo program was conceived with the objective of establishing and sustaining segregation at source in residential complexes, schools and commercial complexes and developing capacities of the waste collectors (formal and informal) to ensure high recycling rates in Gurugram, waste diversion from landfill and thus reduction in waste burning and dumping, with measurable indicators over three years.

This is a multi-stakeholder project being supported by Tetra Pak India, Coca-Cola India Pvt Ltd and GIZ (Implementing agency on behalf of German Govt.) and is implemented by Saahas, a not-for-profit organization working in close co-ordination with the Municipal Corporation of Gurugram.



The Alag Karo program found mention in a special publication produced by the **Ministry of Environment, Forest and Climate Change (MoEFCC)**, on World Environment Day 2018, under the guidance of Shri C K Mishra, Secretary; Shri A K Jain, Additional Secretary; and Dr J R Bhatt, Scientist-G.

We are pleased to share the case-study with you.



GOOD NEWS FROM INDIA

BEAT PLASTIC POLLUTION



Ministry of Environment, Forest and Climate Change

Government of India



THE GURUGRAM INITIATIVE

ON OCTOBER 2, 2014 India's Prime Minister Narendra Modi launched a nationwide 'cleanliness' initiative called the Swachh Bharat Abhiyan (SBA), or Clean India Mission. His stentorian call to eliminate open defecation and clean up cities, towns and villages — and meet Sustainable Development Goal 6, about providing clean water and sanitation to all — reverberated through the country. And in 2017 Gurugram, one of the most modern and fastest-growing urban conurbations adjacent to Delhi, felt the vibrations.

Enter a waste management programme well-named Alag Karo-Har Din Teen Bin (Segregate-in Three Bins Every Day).

Former captain of the Indian cricket team Saurav Ganguly, appointed by Modi as an SBA ambassador, flagged off the project. At the inauguration, he said: 'As citizens, it is our responsibility to contribute to the maintenance and conservation of the environment. I strongly believe that each one of us can make a significant contribution in making India clean through our holistic approach'.

Also present at the inauguration was Narheri Banger, Additional Commissioner, Municipal Corporation Gurugram (MCG). He said: 'As developing nations surge forward on the path of development, they are also plagued by the problem of manifold increase in the quantum of waste generated. Gurugram generates 1,000 tonnes of Municipal Solid Waste per day. If source segregation is practiced and collection and processing infrastructure is improved, it is possible to reduce the amount of waste being dumped by 85-90 percent.'

Alag Karo is a unique multi-stakeholder initiative, involving government, the private sector and civil society. The objective is to establish and sustain segregation at source and develop capacities of the waste collectors (formal and informal) to

Alag Karo is a multi stakeholder initiative: municipal corporation, companies and civil society

ensure high recycling rates in Gurugram. The programme aims at reaching out to 9,000 households in Gurugram, 50 commercial establishments, 50 schools and 500 waste pickers in order to spread awareness about three-way source segregation — dry waste, wet waste and reject waste.

The project's policy umbrella is the Solid Waste Management Rules, 2016. The project's pivot is NGO Saahas. Saahas is implementing Alag Karo, working in close coordination with MCG under the latter's 'Open Waste Free' initiative. Funding is provided by the German Federal Ministry of Economic Cooperation and Development through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Coca-Cola India and Tetra Pak India.

SINCE INCEPTION

Currently, Alag Karo is working with more than 11,000 households, shops and offices. The project is implementing waste segregation for more than 10 tonnes of waste generated per day. A core approach is to reach out to residents (in gated communities as well as plotted properties) via in situ training programmes related to segregation. The Saahas website says it has reached 25,000 citizens, diverted 15,000 tonnes of waste from landfills, avoided 19,000 tonnes of greenhouse gas emissions and created 200 livelihoods.

All waste management begins in office, in a mall or at home. The waste is source-segregated into biodegradable waste, non-biodegradable waste and domestic hazardous waste (sanitary waste and inerts). Once the waste is collected, biodegradable waste is sent to in situ composting site, if available. Non-biodegradable waste is collected by waste pickers, who further segregate the waste into different streams and sell it to the waste aggregators for recycling. Non-recyclables are sent to landfills. Sanitary waste and inerts are collected by waste pickers separately and sent to a disposal site.





There are two systems of collection: one for high-rise condominiums, and for plotted properties. For the former, segregated waste is collected from households in collection trolleys having 3 bins, or 2 bins and a bag. Segregated waste is then stored in the garbage rooms. Waste pickers come and collect the waste and take it to a secondary sorting site, where dry waste is sent for recycling. Domestic hazardous waste is sent to a dumping site.

For plotted properties, waste is collected directly by wastepickers from households. The wastepicker takes the segregated waste to a secondary sorting site, where dry waste is sent for recycling and domestic hazardous waste is sent to the dumping site.

In both cases, biodegradable waste is sent to the composting site.

The success of the project depends, ultimately, on people's attitudes to waste

ROADBLOCK

The biggest roadblock is wet waste disposal.

While most gated communities, even individual plotted properties, are ready to segregate at source, residents are most concerned about wet waste. Since land is at a premium, people don't want to allocate space for on-site wet waste processing (composting). Some gated communities have in situ composting. But they are too few. And there are not many community composting sites where plotted properties exist.

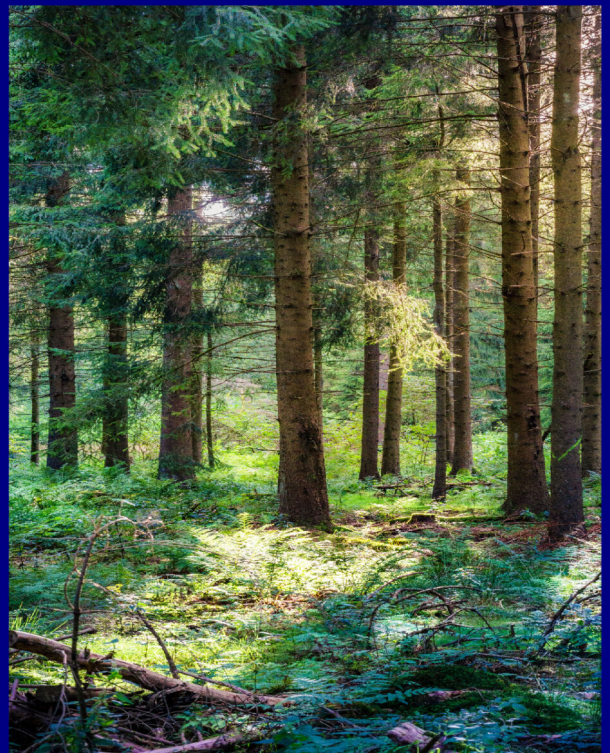
In such a scenario, the wastepicker collects wet waste separately and sends it to the dumping site. In this way, biodegradable waste that is easily compostable actually lands up in a landfill. This has been an issue with the project.

Nevertheless, what matters more is that the initiative, once taken, should not falter. It is a fledgling project, and old projects take time to transform. What the project is attempting is salutary: turning waste to wealth.



GO GREEN WITH TETRA PAK

Recycling used cartons





FUTURES

GO GREEN WITH TETRA PAK



THE CHALLENGE

Over the past decade, consumerism, convenience and food safety concerns have resulted in a surge in adoption of packaged liquids foods. While packaged food comes with inherent benefits of food safety and access, the post-consumer management or disposal of these packaging materials can become a major challenge. There is a need to ensure safe and effective recycling systems which enable consumers to take control of their waste and put it back into the recycling value chain.

Mumbai, one of India's most populous cities, generates 10,000 metric tonnes of waste every day. While only a tiny fraction of this is paper-based cartons, we believe it is our collective responsibility to ensure they get recycled.

Tetra Pak India, committed to building a low carbon circular economy started the program 'Go Green with Tetra Pak' in 2010, to ensure that used cartons are given an effective afterlife and converted into useful items that continue to serve society.

THE INITIATIVE



'Go Green with Tetra Pak' is a unique collaborative initiative led by Tetra Pak, designed and implemented by RUR Greenlife (a social environment enterprise) and supported by Reliance Retail (Sahakari Bhandar and Reliance Fresh) in Mumbai.

The program follows a simple hub-spoke model to bring back post-consumer cartons from the point of



GO GREEN WITH TETRA PAK

THE INITIATIVE

consumption (homes, schools, restaurants, offices etc) to a recycling facility, where these cartons can be converted into composite sheets. These can then be transformed into different items of utility such as garden benches, school desks, pen stands, exam pads, roofing sheets and more.

The program sensitizes and educates consumers to practice easy steps to recycle a Tetra Pak carton and deposit the cleaned, and flattened beverage carton at the nearest deposit center.

So far, we have established well over 200 such deposit centers mostly across Mumbai.



>40 retail stores or public collection points spread across Mumbai

>160 private access points (schools, churches, societies, corporates etc)

>100 garden benches donated to the city of Mumbai

>260 school desks donated to schools for the lesser privileged



FUTURES

GO GREEN WITH TETRA PAK

BRINGING IT ALIVE

With the 'Go Green with Tetra Pak' program helping set up the necessary infrastructure to support collection of used cartons, the next step is to increase awareness about the initiative among consumers and sensitize them about the impact of this program on the community.

In 2018, we kicked-off the second leg of our multi-media campaign called "Cartons Le Aao, Classroom Banao" to encourage people to deposit used cartons at the nearest deposit centre, which will then be recycled into desks for schools for lesser privileged children.

The campaign engaged several influencers and opinion leaders to help drive the message to consumers. This included a popular rapper, photo-bloggers, graffiti artists, consumer-awareness social media platforms such as Humans of Bombay to showcase how a simple act of recycling cartons can have a significant impact on the community.

In addition to consumers, Tetra Pak also engaged with local municipal bodies and other government representatives to sensitize them about the recycling ecosystem, and even sought their help in identifying the right beneficiary schools.



Cartons Le Aao, Classroom Banao (2018)

20 sets of classroom desks and chairs donated to Supari Tank Municipal School and Colaba Municipal Hindi School

>25 awareness events conducted across the city to promote recycling of used Tetra Pak

>40 lakh consumers reached

Read more about the campaign at www.cartonsleaaao.com



COLLABORATION WITH THE INDIAN ARMY





COLLABORATION WITH THE INDIAN ARMY



Senior Indian Army official inaugurating a new collection center at Haiderbeg, J&K

Keeping our sensitive ecosystem and biodiversity at the forefront, the Indian Army units together with Tetra Pak have undertaken the initiative of collection of used cartons for recycling.

Indian Army is one of the largest consumers of products like milk in Tetra Pak cartons in India. Given the remote and difficult-to-access locations the army operates in, access to good quality and nutritional food can be a challenge. Tetra Pak's aseptic packaging and processing technology allows milk in carton packages to be transported safely to these remote locations without the fear of spoilage and without the need for a cold chain or preservatives.

Once the milk has been consumed, the used cartons are ready to be recycled. In order to enable this, Army units across various locations in North and North East India have set up compacting plants specifically for used beverage cartons. The empty cartons are collected by the Army, compressed in the compacting plant into bales, which are then transported easily to a recycling plant.

In many cases, the compacting plants are located in places within easy access of/ open to municipalities and the public.

Tetra Pak, as part of its environmental initiative, has so far supported the setting up of compacting plants at 13 locations, 3 of them in 2018.

These locations include - Rajauri (J&K), Baramulla (J&K), Kargil (J&K), Leh (J&K), Batote (J&K), Rampur (Himachal), Gangtok (Sikkim), Dinjan (Assam), Tenga (Assam), Rangiya (Assam), Silchar (Assam), Itanagar (Arunachal Pradesh), Imphal (Manipur)

The initiative has led to a
collection of **>1,00,00,000**
used beverage cartons
since 2015



Baling machine used for compacting used beverage cartons



ACTION ALLIANCE FOR RECYCLING BEVERAGE CARTONS (AARC)



Launch of AARC- March 2018



Workshop with AARC members



AARC Management Committee meeting





FUTURES

ACTION ALLIANCE FOR RECYCLING BEVERAGE CARTONS (AARC)

An Industry first initiative led by Tetra Pak, in partnership with leading F&B industry players



Former Minister of Environment, Forest and Climate Change - Dr. Harsh Vardhan at an AARC showcase on World Environment Day 2018

THE CHALLENGE

At Tetra Pak, we started building a robust collection and recycling ecosystem 15 years ago, together with stakeholders across the value chain – waste pickers, collection partners, recyclers, NGOs, civil society organizations, academia, government bodies, customers (brand owners) and end-consumers. Today, over 40% beverage cartons sold in India are recycled into different useful items.

While we continue to increase recycling of beverage cartons through various initiatives, we also realise that the challenge of waste management is much bigger than what any single organization can address, and therefore, we need a collaborative approach for maximum impact. Not only can this help all stakeholders pool in financial resources, but also enable sharing of knowledge and technical capabilities, helping drive action in a more structured fashion, towards one common goal.

THE INITIATIVE



To take recycling of beverage cartons in India to the next level, Tetra Pak, together with our customers, established the Action Alliance for Recycling Beverage Cartons (AARC) - a first of its kind initiative to further strengthen the end-to-end waste management ecosystem.

The alliance was launched on March 16, 2018 with an ambition to double the recycling of used cartons by 2025. Fourteen industry leaders representing the juices, dairy, pharma, liquor and packaging sectors came together to kick-start the alliance.

In addition to helping increase recycling rates across India, AARC also represents the voice of the industry and collaborates with state & central governments and other stakeholders to contribute to policymaking.



FUTURES

ACTION ALLIANCE FOR RECYCLING BEVERAGE CARTONS (AARC)

AARC members include:



AARC draws strength from the strong collective knowledge and experience of its members



Mr. A.K Jain- Additional Secy, MoEFCC addressing AARC members

- The beverage carton industry has been doing voluntary Extended Producer Responsibility (EPR) to collect and recycle used cartons since 2003; thanks in part to these direct interventions, the used cartons recycling rate today is > 40%
- Several member companies have been closely consulted by Governments globally on developing frameworks and rules; in India too, we have a close and regular engagement with relevant Ministries, Central / State Env Depts and PCBs
- Our member companies have leading brands across packaging formats; consequently, strong alignment with the PET industry (through PACE Members) and the MLP Industry (through WeCare Members)
- We draw from our extensive grounds-up experience of working with the informal sector, NGOs, paper waste traders and recyclers, and of having created a waste management value chain and recycling

