

ESTABLISHING AN ECOSYSTEM FOR SUSTAINABLE CARTON WASTE RECYCLING IN THAILAND



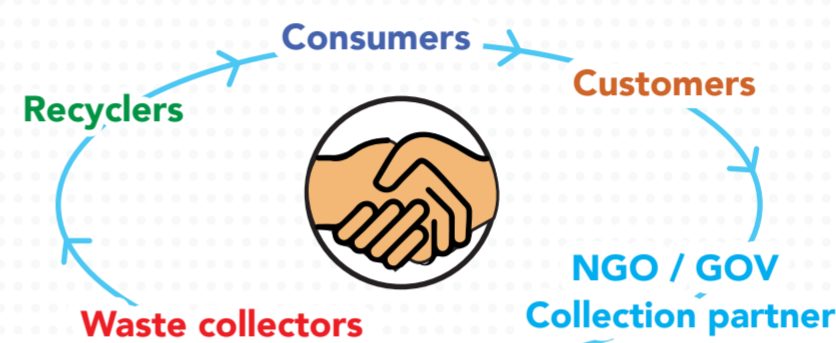
CHALLENGES (EARLY 2000s)

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.



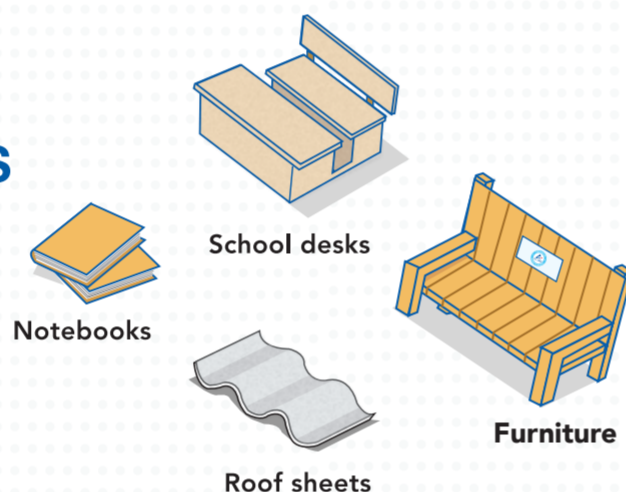
READING THE SIGNS EARLY

Anticipating the growth in demand for safe and hygienic food in Tetra Pak cartons, we initiated collection and recycling network for used cartons by identifying and connecting everyone in the value chain – recyclers, NGOs, waste collectors, retailers, customers, and consumers



CARTONS ARE RECYCLED INTO VALUABLE PRODUCTS

Paper products from fiber
Roofing sheets from Poly-Al
Furniture from Green board



USED CARTONS ARE...



STAYING AHEAD OF THE CURVE

Working with industry peers

Thailand Institute of Packaging Management for Sustainable Environment (TIPMSE) – founded by Tetra Pak and leading corporations since 2005 to facilitate packaging waste management and support recycling in Thailand by working with the government and recyclers

PARTNERING POWER

ENCOURAGING CONSUMERS TO BRING BACK USED CARTONS



Thai Children Love Recycling Project with Schools :

Partnership with the Ministry of Natural Resources and Environment and the Office of Basic Education Commission **700** schools involvement in **12** Provinces **8** tons or **8,000,000** used cartons collected in 2006-2007



JEAW Saves Earth Project

– 1st Nationwide Recycling Project :

Partnership with Channel 3 TV program **208** tons or **21,000,000** used cartons collected in 2008 **416,000** school notebooks, **6,240** sets of classroom desks and chairs donated to Border Patrol Police schools



Green Roof Project for Friends in Need (of “Pa”) Volunteers Foundation

Partnership with the Foundation, Big C, and TV 360 degree : **2,000** tons or **200,000,000** used cartons collected and over **60,000** roof sheets donated to support those in need more than **20** provinces since 2010



Beverage Carton Recycling Project (BECARE):

Partnership with industry peers and local government **1,770** tons or **177,000,000** used cartons collected since 2016 in **13** provinces