

# SUSTAINABILITY IN ACTION



THAILAND 2019



# A NOTE FROM MANAGING DIRECTOR

## BERT JAN POST

Managing Director,  
Tetra Pak (Thailand) Limited



### Walk the Talk – Sustainability in Action

“To become more sustainable is something we work on every day. For us sustainability relates to the environment and as well to society and the economy as a whole. Tetra Pak Thailand has been demonstrating our commitment to the environment and social development for two decades. We are aware of environmental and social challenges in the Thai society and we have initiated and partnered various sustainability improvement programs with customers, retailers, local governments, NGOs, industry groups and the public.

We know that we have a long journey ahead of us, but as we are committed to make concrete steps in collaboration with our partners, I am convinced that we will progress well in our sustainability journey”

## PROTECTS WHAT'S GOOD™

Tetra Pak is a world leading company in food processing and packaging technology. We work closely with our suppliers and customers on preferred processing and packaging solutions to provide convenient, innovative and environmentally sound products to millions of people worldwide.

Our motto, “PROTECTS WHAT'S GOOD™”, is in congruence with our vision, “we commit to making food safe and available, everywhere”, which clearly reflects the company's goal. Within this concept we include the entire value chain – from suppliers to customers, distribution, employees, consumers and society.



# The recycling journey



Used beverage carton recycling creates opportunities and benefits in terms of economical and environmental aspects particularly to parties involving in recycling business, ranging from used beverage carton collectors to recycling entrepreneurs.

# TETRA PAK DRIVING TOWARDS CIRCULAR ECONOMY

## USED BEVERAGE CARTONS ARE VALUABLE RAW MATERIAL

### BEVERAGE CARTONS CONTRIBUTE TO BUILDING A LOW-CARBON CIRCULAR ECONOMY



Used beverage carton is a valuable raw material since it consists

# 75%

long fiber and

# 25%

plastic and aluminum by weight.

All materials can be recycled into quality products. Tetra Pak is a pioneer who takes proactive policy to ensure used cartons in Thailand are collected, sorted and recycled so that value is sustainably delivered throughout the recycling value chain.





# THAILAND'S KEY INITIATIVES IN 2018



## FSC AWARENESS CAMPAIGN



Since 2016, Tetra Pak Thailand has run a FSC communication campaign with The Forest Stewardship Council™ (FSC™) and WWF Thailand to raise the awareness of FSC label and its benefits for environment aspect and business value and to emphasize that consumer can do something for the environment by simply choosing a product that has the FSC label.

The activities included an online campaign via WWF Thailand Facebook and on ground activities namely FSC Friday events, an FSC press briefing, and a media trip to visit FSC certified forest in Thailand.

The campaign helps make the consumers aware of the FSC label and understand the FSC labelling system which assures that forest products come from responsibly managed forests. We believe consumers also have to be attentive to the choices they are making in their daily lives, such as choosing products in FSC labelled packages which guarantee that the products come from responsibly managed forests. This helps reduce negative impact on the environment, take care of the society and promote a sustainable economy.

Through online promotion via the WWF Thailand Facebook, we gain positive reach and engagement from the followers. During March – December 2018, we had reached over 500,000 users. Throughout the campaign during 2016 -2018, all key activities had gained high media exposure.



## GREEN ROOF PROJECT FOR FRIEND IN NEED (OF "PA") VOLUNTEERS FOUNDATION



In mid June 2010, Tetra Pak in collaboration with Friend in Need (of "Pa") Volunteers Foundation, Thai Red Cross, and Big C Supercenter signed a partnership agreement and jointly launched the "Green Roof Project for Friend in Need (of "Pa") Volunteers Foundation". Later TV 360 news program also joined the project as partner in 2015.

The project has campaigned for Thai people to donate used beverage cartons, primarily at Big C Supercenters across Thailand, to be recycled and turned into "Green Roof" tiles. The end products would be delivered to the foundation for further use in housing projects for disaster victims.

For 8 years the project had supported affected areas and poor communities in more than 20 provinces e.g. Mae Hong Som, Pa Yao, Uttaradit, Tak, Khonkhen, Roi Et, Rayong, Suratthani, Nakorn Sri Thammarat, Songkla and more.

More project details are available at [www.greenroof.in.th](http://www.greenroof.in.th) and [www.facebook.com/thaigreenroof](http://www.facebook.com/thaigreenroof) or call our project call center at 02 -747 – 8881 to learn how to be "Green Roof" volunteers.

Since 2010, the collected volume has reached nearly

**2,000** tons

or about

**200M**



used beverage cartons

which have been turned into over

**60,000**

**roof sheets**



for donation. These

outcomes are from a great collaboration we have established with all partners and volunteers.





# BEVERAGE CARTON RECYCLING PROJECT (BECARE)



Since 2016, Tetra Pak has played a leading role in developing a collaborative carton collection project - "Beverage Carton Recycling project or BECARE, primarily with local governments, like municipalities and subdistrict administrative organizations, whose waste management policy align with Tetra Pak carton recycling initiatives.

The BECARE project, mutually executed with industry partner, Department of Environmental Quality Promotion and a recycler, is committed to build awareness and develop carton drop-off or collection points at partner locations to create a long-term cooperation towards a sustainable carton collection.



For 3 years, the project has successfully raised awareness of carton recyclability and promoted carton collection and recycling through road shows and learning activities with target groups. Participating locations has greatly been expanded from scratch to 13 provinces in 2018, with used carton collection volume of several hundred tons, surpassing the target set for the project.

in addition to collection volume, positive changes can be seen with consumer behaviour, specifically with their routine carton sorting and collection aiming to reduce environment impact and create value to society.



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รีไซเคิลได้

# MEET THE BEVERAGE CARTON RECYCLERS

## BEVERAGE CARTON RECYCLING CENTER BY FIBER PATTANA



In 2005, Fiber Pattana Co., Ltd., a paper mill located in Samutprakarn, started to recycle used beverage cartons into recycled pulp and roof sheets, made from carton's PolyAl (polyethylene and aluminium). Their annual capacity is roughly 15,000 tons. Fiber Pattana has acquired used beverage cartons for recycling through their waste brokerage network and recycling projects, jointly implemented with Tetra Pak and other partners, including the Green Roof project and the BECARE project. In 2018, they recycled around 5,400 tons of used beverage cartons and aim to increase recycling tonnage through diverse environmental activities in the years to come.

"We fully support used beverage carton recycling in Thailand. We are proud to run a business that contributes to better environment and Thai society. Having been working with Tetra Pak for over 14 years, we value our partnership with them and hope to continue to drive sustainable carton waste management together in our country."

MR.TRIVICHAK YIBYINTHAM Managing Director Fiber Pattana Co.,Ltd

### GREEN BOARD (THAILAND) FACTORY

Green Board (Thailand) Co., Ltd, a chipboard manufacturer, based in Khlong Sam, Pathum Thani, was established in 2017 under a new management. Green Board is basically a panel board, made from all components of used beverage cartons: paper, polyethylene and aluminium. Beverage carton materials are shredded and compressed at high temperature to become high quality chipboard called Green Board. These boards can be applied in paneling, ceiling and flooring. Green Board has executed

environmental activities with their partners and local communities nearby the factory to gain raw material. In 2018, they recycled approximately 150 tons of use beverage cartons.







## **SUSTAINABILITY IN ACTION**

### **Thailand 2019**

We recognise the imperative of balancing our business growth ambitions with some fundamental responsibilities... to those with whom we do business, to our employees, to the communities in which we operate and to the environment.

For more information on Tetra Pak and how we operate to earn your trust, visit [www.tetrapak.com/th](http://www.tetrapak.com/th)

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