



## Brands - Drivers of Sustainability

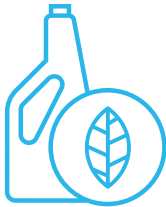
### How Brands optimise their Packaging



**GOAL: Optimised resource use & recycling**

- Reuse solutions
- Material reduction
- Use of recycled material
- Use of bio-based material
- Compatibility with existing recycling infrastructure

rPET

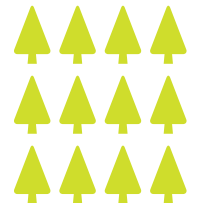


### How Brands work along the Supply Chain



**GOAL: Responsible sourcing**

- AIM-PROGRESS: Responsible sourcing practices and sustainable supply chains with regards to human rights & labour standards, health & safety, environment and business integrity



### How Brands engage Consumers in Sustainability

**GOAL: Environmentally sound consumer choice and use**

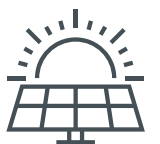
- Sustainability information for consumers on sustainable product choices, proper waste disposal, recycling, anti-littering, etc.
- AIM Nudging for Good - Brands' promotion of sustainable lifestyles



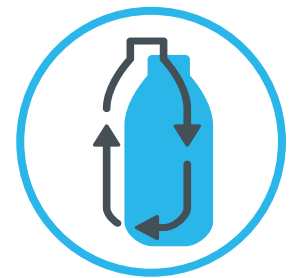
### How Brands optimise their Production Processes

**GOAL: Sustainable production**

- Reducing greenhouse gas emissions
- Transferring to renewable energy
- Decreasing water use
- Zero waste to landfill
- Eliminating waste from production sites



# How Brands optimise their Packaging



## AIM Brands' Eco-Design Commitments for Packaging



Recyclability



Recycled content

### AB InBev



**2025:** 100% packaging that is returnable or made from majority recycled content

### Arla Foods



**2020:** 100% recyclable packaging

### Barilla



**2020:** 100% technically recyclable packaging materials

### Beiersdorf



**2025:** 100% recyclable, reusable or compostable packaging

### Coca-Cola



**2025:** 100% recyclable packaging (World Without Waste global packaging strategy)



**2030:** 50% recycled content in packaging; this target will already be met as of 2025 in a considerable number of markets in Europe.

**2030:** Equivalent of 100% sold packaging collected and recycled; this target will already be met as of 2025 in a considerable number of markets in Europe.

### Bel Group



**2020:** 88% recyclable and/or biodegradable packaging  
**2025:** 100% recyclable and/or biodegradable packaging

### Colgate-Palmolive



**2025:** 100% recyclable packaging across all product categories



**2025:** 25% recycled content in all plastic packaging

### Danone



**Long-term:** 100% fully recyclable packaging



**2020:** 25% r-PET in plastic water bottles  
**2025:** 100% r-PET in Evian bottles

### Diageo



**2020:** 100% recyclable, reusable or compostable packaging



**2020:** 45% recycled content in all packaging  
**2030:** 100% recycled content in plastic bottles

### Essity



**2025:** 100% reusable, recyclable or compostable plastic packaging

### General Mills



**2030:** 100% of packaging recyclable by design



**2019:** 45% recycled content of product packaging weight in US

### Henkel



**2025:** 100% reusable, recyclable or compostable packaging



**2020:** 33% increase of proportion of r-PET in bottles

### Johnson and Johnson Consumer Inc.



**2025:** 100% reusable, recyclable or compostable plastic packaging

### Kellogg



**2025:** 100% reusable, recyclable or compostable packaging

### L'Oréal



**2020:** 100% of (new or renovated products) packaging has an improved environmental (or social) profile  
**2025:** 100% rechargeable, refillable, recyclable or compostable plastic packaging

### Mars



**2025:** 100% recyclable packaging

### McCormick



**2025:** 100% reused, recycled or repurposed plastic packaging

### Mondelez



**2025:** 100% recyclable packaging

### Nestlé



**2025:** 100% recyclable or reusable packaging



**2025:** 25% and 50% recycled material, depending on the packaging type for

- PET bottles (35% r-PET globally and up to 50% r-PET in US and for several European brands)
- PET layer in laminates
- PP caps on glass jars and tins
- PET trays for meat products
- PE shrink films for display trays

### Nomad Foods Europe



**2022:** 100% recyclable consumer packaging

### PepsiCo



**2025:** 100% recyclable, compostable or biodegradable packaging



**Global:**  
**2025:** 25% recycled content in plastic packaging  
**EU:**  
**2025:** 45% r-PET in bottles  
**2030:** 50% r-PET in bottles

### Pernod-Ricard



**2025:** 100% reusable, recyclable or compostable plastic packaging

### Procter & Gamble



**2020:** 90% recyclable packaging or there are programmes in place to develop recycling

**2030:** 100% recyclable or reusable packaging



**2020:** doubling use of recycled resin in plastic packaging

### RB



**2025:** 100% recyclable or reusable packaging



**2025:** 25% recycled content in plastic packaging

### SC Johnson



**2025:** 100% reusable, recyclable or compostable plastic packaging



**2025:** Triple recycled plastic content in packaging to 30 mill kg, including 40% recycled content in North American and European plastic bottles

### Unilever

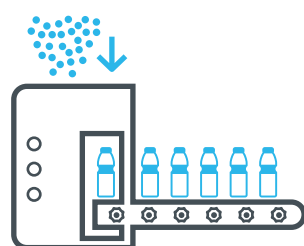
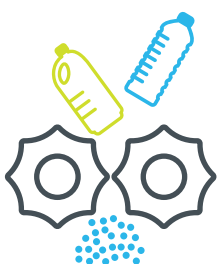


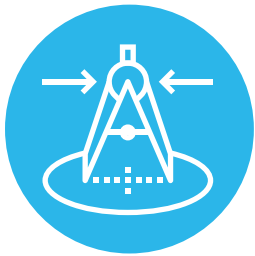
**2025:** 100% reusable, recyclable, compostable plastic packaging

**2020:** increase recycling and recovery rates on average by 15% in top 14 countries



**2025:** 25% recycled content in plastic packaging





## Brands' Packaging & Product Design Innovations



**Unilever** reduces environmental impact of aerosols with compressed deodorant



**Essity** reduces waste and offers more to the consumer with new coreless toilet paper without cardboard tube



**Procter & Gamble** increases recyclability of bottles by introducing sleeves on transparent recyclable bottles instead of using coloured bottles that are difficult to recycle.



**Nestlé** moves from plastic to paper with a new pouch that is made of coated paper instead of plastics and fully recyclable in the normal paper recycling stream



**Mars Petcare** ensures that packaging gets recycled by establishing a collection and recycling scheme for all pet food packaging & pouches in UK



**Coca-Cola** eliminates CO2 emissions by introducing the first-ever fully recyclable PET plastic beverage bottle partially made from plants



**RB** increases recyclability of spray bottles by sourcing triggers made out of single polymer, without metal components



**PepsiCo** built up the UK's first nationwide collection and recycling scheme for potato crisps bags, working with Terracycle



**Diageo** reduces plastic waste by replacing plastic packaging for their multipack beer brands by 100% recyclable and biodegradable cardboard



**Henkel** introduces new black plastic packaging that is carbon black-free and fully recyclable



**SC Johnson** expands refill options for its cleaning brands to cut plastic pollution



## Brands' Reuse Solutions

**Loop**, a new innovative, online shopping concept challenging single use packaging

Loop is one of the most advanced initiatives in this field, launched by AIM members Procter & Gamble, Nestlé, PepsiCo, Unilever, Mars Petcare, Coca-Cola, European Partners, Mondeléz International, Danone, Jacobs Douwe Egberts, RB, BIC and Beiersdorf in January 2019 with partners TerraCycle, retailers and waste management operators. Products purchased on the Loop platform are available in customised, durable packaging, which is subsequently collected for reuse rather than recycling.



## How Brands optimise their Production Processes

By ensuring sustainable production processes for our products and packaging, we aim to reduce greenhouse gas emissions, transfer to renewable energy, decrease water use, promote zero waste to landfill, and eliminate waste from the production sites. All AIM brands report on an annual basis about their commitments and progress in this field.



# How Brands work along the Supply Chain

## AIM-PROGRESS - Brands' Responsible Sourcing Initiative

A forum of leading FMCG brand manufacturers and common suppliers, who together enable and promote responsible sourcing practices and sustainable supply chains, with regards to human rights and labour standards, health & safety, environment and business integrity in the brands' supply chains: Robust responsible sourcing practices throughout supply chains for a positive impact on people's lives.

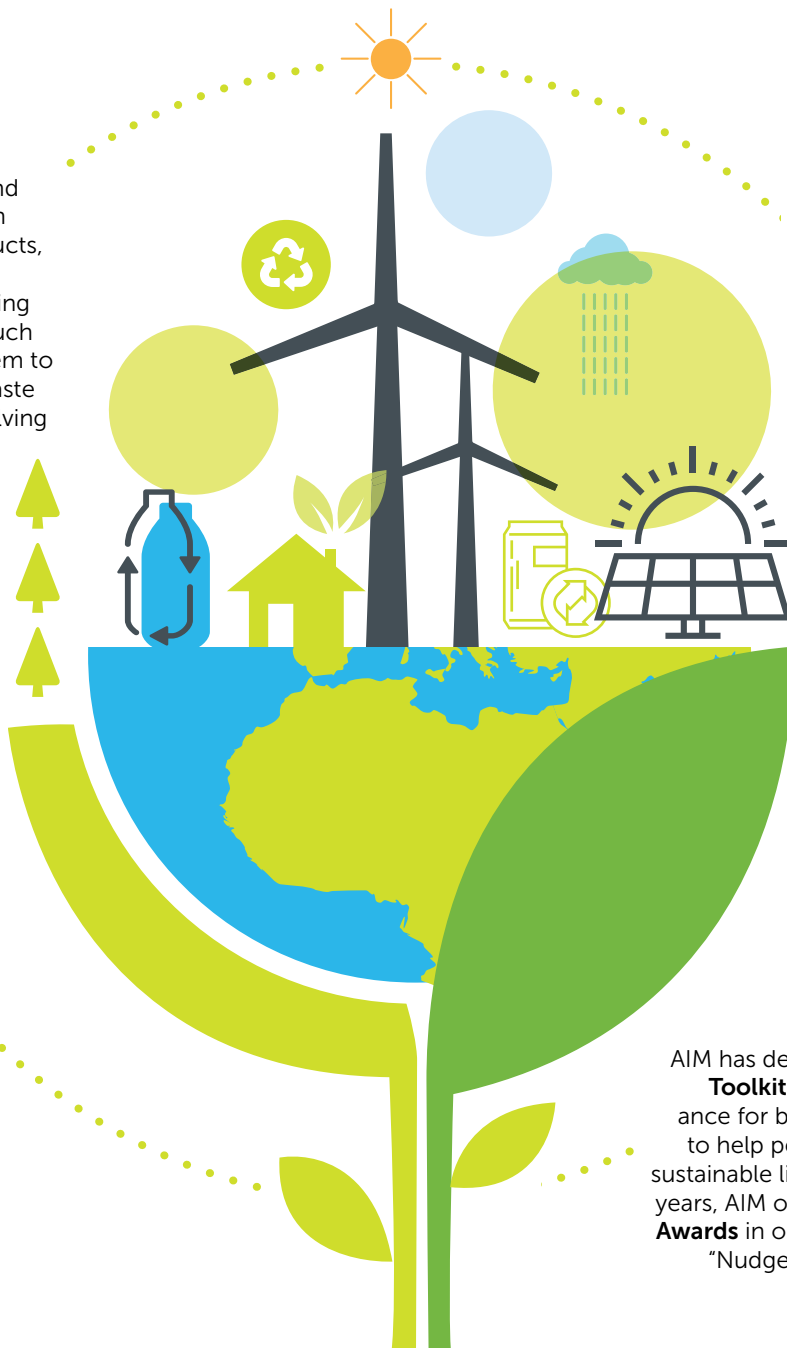


# How Brands engage Consumers in Sustainability



## 01

Easy, understandable and harmonised information about sustainable products, proper waste disposal, anti-littering and recycling for consumers is key. Such information enables them to contribute to proper waste management and to solving today's waste problem.



## 02

A "Nudge for Good" is how a brand, on the basis of consumer insights, makes it easy and desirable for people to change behaviour or habit and adopt a more sustainable lifestyle.

NUDGING  
FOR GOOD

## 03

AIM has developed the **Nudging for Good Toolkit**, which provides practical guidance for brands on how to create nudges to help people adopt healthier and more sustainable lifestyles. Additionally, every two years, AIM organises the **Nudging for Good Awards** in order to promote the concept of "Nudges for Good" within our industry.



What needs to be in place for brand manufacturers to increase the recyclability of packaging?

- **Eco-design measures cannot be taken in isolation, but have to be addressed in an EU harmonised holistic way.** The full and consistent implementation and enforcement of the PPWD Essential Requirements for packaging and the related CEN Standards should be the basis for any EU framework on packaging design.
- **The design and role of packaging cannot be divorced from the needs of the product as a whole.** Packaging plays a crucial role for society. It protects and preserves products as they transit through supply chains, ensures that consumers benefit from safe and high quality products and prevents product waste.
- **The design and role of packaging has to be based on a holistic life cycle analysis of the products and packaging concerned, rather than a sole end-of-life waste focus.**
- **Under the current technical and regulatory limitations, a need for virgin raw material for certain products and packaging will remain to guarantee quality, hygiene standards, stability and fitness for use.**
- **Consistency between the Essential Requirements & eco modulation of EPR fees is critical.** The soon to be revised Essential Requirements and the pending guidance to Member States on eco-modulation for EPR fees should provide a consistent and harmonised set of signals for packaging design and preclude divergent Member State provisions.

## Framework conditions



What needs to be in place for brand manufacturers to further progress on the uptake of recycled content in packaging?

- **Secondary raw materials (SRMs) need to be available in the necessary quantity, appropriate quality (as established by 'end-of-waste' criteria) and at competitive prices:**
  - The uptake of recycled plastics content depends on the existence of functional markets for SRMs by 2025, with an appropriate infrastructure available for sorting and reprocessing where needed to ensure sufficient scale and material availability for the obliged industry.
  - Effective 'end-of-waste' criteria are a prerequisite to functioning markets for SRM. They are essential to provide the necessary reassurance to manufacturers, regulators and consumers for the use of recyclates.
- **Innovation and R&D should be encouraged as key drivers towards a Circular Economy:**
  - R&D support under framework programmes is key to ensure financial incentives for supporting close to market technologies for both materials and treatment technologies such as chemical recycling which is especially important for difficult-to-mechanically-recycle packaging.



What needs to be in place for brand manufacturers to ensure continued innovation, investment and growth in Europe?

- **Flexibility to innovate is crucial:**

Product design for the Circular Economy must continue to thrive on innovation. Research and innovation lie at the heart of the branded goods industry. Any concrete EU measure to promote the Circular Economy needs to provide sufficient stimulus and flexibility for innovation in product/packaging design, production, use and recovery. Design criteria should avoid locking producers into certain solutions, which could be outdated very rapidly.
- **Safeguarding the Internal Single Market for packaged goods is essential:**

To preserve the integrity of the internal market for packaged goods, EU legislation must not require (or even encourage) Member States to adopt national measures on packaging design as they risk being divergent. This could create a patchwork of conflicting national packaging design requirements.