Tetra Pak India
Driving Environment and Food Safety – An Overview
Our brand promise, PROTECTS WHAT’S GOOD defines everything that we do at Tetra Pak® and has been at the heart of all our endeavours ever since we came into India 30 years ago. Our promise is to protect food, to protect the communities that we work with and society at large, to protect the future of our customers and the environment.

We realized long ago that there is a need to accord each of these commitments the highest priority; but conversely, we need to balance them as well – because no single commitment can be carried through at the expense of the other. We have also come to recognize that the only way to achieve this is through collaboration, innovation, determination and a strong sense of obligation across the entire company.

Building a sustainable business involves collaborating with customers, suppliers, governments, NGOs and society. It requires a commitment to continuous innovation, developing technologies and materials that will drive efficiency, cut waste, promote the use of renewable resources and reduce environmental footprint, while continuing to meet the ever-widening needs of the market for packaging that keeps food safe.

The Tetra Pak India Environment and Food Safety Overview provides you with many concrete examples of how we take a value chain approach to driving our key projects and initiatives, some of which make us especially proud:

- Increasing the number of FSC-labelled cartons in India: signalling our commitment to sourcing paperboard responsibly
- Collaborating with the Indian Army by ensuring that the used cartons collected by them across 9 collection centres are sent for recycling
- Continuing to strengthen the used carton collection and recycling ecosystem; today, more than 1 in 3 Tetra Pak cartons in India are being recycled
- Sensitizing the public about food safety and urging them to act, through awareness campaigns like ‘Safe for Sure’

We hope you take the time to read through the overview and we look forward to receiving your feedback.

Regards
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How we operate

Tetra Pak works through the value chain to deliver unparalleled food safety while minimising environmental impact.

1 - RESPONSIBLE SOURCING
Cartons are primarily made from paper and we are committed to sourcing paperboard only from well managed forests.

2 - WORLD CLASS MANUFACTURING
We manufacture aseptic packaging material while increasing efficiency and reducing waste.

3 - INNOVATIVE SOLUTIONS
We develop processing and filling systems that minimise food waste while ensuring food safety and lowering environmental footprint.

4 - IMPROVING AVAILABILITY
We work with the food industry to make nutritious food accessible and available to everyone, everywhere without needing refrigeration in manufacturing or distribution.

5 - BUILDING AWARENESS
We promote several initiatives to improve consumer awareness on food safety and environment to encourage good eating habits and proper waste management.

6 - INCREASING RECYCLING
We have been working ahead of the curve and partnered with organisations working across the waste value chain to boost recycling of used cartons.

For Tetra Pak, how we operate goes hand in hand with our brand promise – PROTECTS WHAT’S GOOD™. Our future success depends on our ability to provide safe, secure and sustainable nourishment to consumers, which means finding new ways to meet the evolving expectations of the market and the diverse needs of our customers. At the same time, we must strive to be socially responsible, providing opportunities for all our employees and supporting communities everywhere we operate. And we must address our environmental responsibilities, driving efficiency, cutting waste and lowering our environmental footprint.
Tetra Pak cartons now available with FSC® Label

Our cartons are made mainly from a renewable resource: paper, sourced from well-managed forests where new trees are planted to replace harvested ones.

Tetra Pak crossed 1 Billion FSC labelled packs in India by April 2017

Tetra Pak has taken another step forward in 2016 in driving environmental excellence, with Forest Stewardship Council® certified cartons now available in India. The world’s most credible certification system for wood and paper products is run by FSC or the Forest Stewardship Council – an international, non-governmental organisation that promotes responsible management of the world’s forests. Its Chain of Custody certification allows wood fibres to be traced at every step through the supply chain; providing assurance that any product bearing the FSC logo supports forest management that adopts...
environmentally appropriate, socially beneficial and economically viable management practices. What’s more, FSC is supported by leading NGOs like Greenpeace and WWF.

Simply put, by displaying an FSC logo on the package, we are sending out a clear message that the paper is sourced responsibly from continuously growing forests where new trees replace the ones that are harvested and that by choosing the Tetra Pak package, you can help to protect the world’s forests.

**Raising awareness about food safety**

Tetra Pak has been conducting awareness workshops on food safety and nutrition since 2012. During these workshops, we observed that while there was a lot of confusion among mothers who wanted to make the right nutritional choices for their families, even health professionals wanted to be better informed on the latest developments in the field of food safety. For this reason, we launched Nutrient Quotient – India’s first online certification course on food safety, nutrition and packaging.

![Nutrition Quotient](image)

**16,000** Health Professionals and Mothers have improved their Nutrition Quotient since 2013 by taking our online courses

With credible partners, such as the Indian Dietetic Association (IDA), the All India Institute of Medical Sciences (AIIMS), and the Indian Medical Association (IMA), the NQ programme presents mothers and health professionals courses to enhance their knowledge and help them make the best nutritional decisions while minimising food wastage.

Tetra Pak has been conducting awareness campaigns aiming to sensitise mothers across India on food safety issues. To empower them with the knowledge and information to make safe food choices, we launched the **Right To Keep Food Safe initiative** on the ‘World Food Day’ in October 2014. The initiative empowers mothers by enhancing their perception of nutrition, food safety and packaging.

![Click here](image) to view Aditi Govitrikar pledging for Food Safety
Tetra Pak has partnered with Food Safety and Standards Authority of India (FSSAI) for their campaign around ‘Safe and Nutritious Food’ starting May 2017. This campaign is aimed at spreading awareness about food safety and nutritious food through interactive workshops in over 100 schools, RWAs, and other locations across South Delhi and Gurugram. The campaign is delivering the message through special mascots, Master Sehat and Miss Sehat, two superheroes committed to helping kids adopt healthy eating habits. To ensure that the messages are easily imbibed by children, the initiative aims to make content interesting and engaging through interactive workshops.

Safe for sure is a digital campaign, launched in 2017 to educate consumers about the technology behind a carton of milk that makes the milk safe for consumption. With a young girl at its centre, the 90 second film highlights a universal trait in mothers to be doubly sure about the quality and the safety of food that the family consumes. The campaign drives home the message that UHT (Ultra-High Temperature) treated milk in six-layer Tetra Pak cartons is safe and needs no preservatives. Through a relatable and personalized scene from the daily life of a mother-daughter duo, the film provides a virtual tour of a factory showcasing the complete UHT and six-layer packaging process. Click here to watch the Safe For Sure campaign film.
Recycling of used Tetra Pak cartons...an investment in our future

At Tetra Pak, we are convinced that recycling is an investment in our future and we are committed to strengthen the recycling ecosystem for used cartons. The different layers of the aseptic carton – paper fibres, polymers and aluminium – can all be recycled using relatively simple techniques and turned into new products. Recycling means that less waste is sent to landfill and reduces demand for resources.

Retrieving used Tetra Pak cartons from municipal solid waste is a challenging task in India. That’s because despite legislations, waste is not segregated at source. There is consumer apathy to waste segregation due to various factors – Eg. lack of awareness and access to relevant information, no support system for collection of segregated waste, etc. Recovery of recyclables relies on the informal waste collectors. However, organising waste collectors is also a challenging task.

We have been investing and building carton recycling ecosystem for more than a decade in India. Various solutions are now in place to recycle used Tetra Pak cartons.
While we don’t own, or operate any recycling services ourselves – nor use recycled paperboard in our packaging – we firmly believe it is our responsibility to encourage and enable recycling of used beverage cartons.

To achieve this, we work with partners and stakeholders across the entire recycling value chain, supporting the development of the collection infrastructure, building the market for recycled materials and above all educating and encouraging end consumers to recycle.

Tetra Pak’s 3-pronged strategy for strengthening recycling ecosystem

- Educating communities on waste management
- Establishing collection networks
- Partnering with Recyclers

This combination of a 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.

We believe our interventions go well beyond the recycling agenda to other aspects such as – social and economic development. The recycling facilities generate additional livelihoods. Carton collection gives an additional source of income for waste collectors. Due to our persistent efforts over last 10 years, we estimate that more than 30% of used cartons are getting recycled in India. Thousands of waste collectors associate themselves to collecting cartons.

It starts with educating communities

By 2010, most cartons produced by Tetra Pak India had the Mobius Loop printed on them, thereby communicating that Tetra Pak cartons carrying this symbol should be recycled. We have been investing in educating consumers and others in the waste chain about the recyclability of Tetra Pak cartons and proper waste management practices.

Go Green with Tetra Pak

This is an initiative to promote recycling of used Tetra Pak cartons at Sahakari Bhandar, Reliance Smart and Reliance Fresh retail chains in Mumbai. Run by NGO RUR Greenlife, it aims at educating the consumers about the importance of environment and recycling. It also aims to raise awareness among the smart shoppers and members of the household about recycling, and help consumers find a collection point where they can dispose the used carton beverages responsibly. Go Green with Tetra Pak has also been featured in the Limca Book of Records, 2013.
The initiative has resulted in collection of over 1,800,000 used Tetra Pak cartons which have been recycled into 200+ school desks for lesser-privileged schools.
In 2017 we have launched ‘Cartons Le Aao, Classroom Banao’. This is a campaign undertaken in collaboration with retail chains Reliance Fresh and Sahakari Bhandar and R U Recycling (RUR), an NGO partner. Spread over 6 weeks, Tetra Pak hopes to collect and recycle over one lakh cartons into school benches for underprivileged schools through this campaign. The campaign includes a digital film, on-ground and instore activity, social media, in-cinema, and radio. To take the campaign message to Mumbaikars across the city, Tetra Pak has also tied up with Dabbawalla association as part of the campaign.

"I must congratulate Tetra Pak for taking this initiative. The initiative is so perfect that they have completed the whole cycle. I would like to assure you whatever support and coordination you would need. Govt. of Maharashtra is completely and totally committed to taking this recycling to every home in Maharashtra."

Ms. Manisha Mhaisker
Principal Secretary
Urban Development Department, Maharashtra Government
Mumbai Dabbawalla spreading the message of carton recyclability
Tetra Pak, Coca Cola India and GIZ in partnership with Saahas, a not-for-profit organisation have launched a large campaign in 2017 on implementing “Source Segregation of waste” in Gurugram.

The objective of the program is to implement 3-way source segregation of Municipal Solid Waste (MSW) as mandated by the MSW Management Rules 2016. The focus area is apartment complexes, schools and commercial complexes like offices, tech parks and malls.

Source segregation would lead to higher recovery of recyclables hence saving the limited virgin natural resources. Source segregated waste also enables a hygienic environment for handling of waste by waste workers, thus supporting dignified livelihood opportunities. It has been shown that this simple act, which doesn’t require any investment, can dramatically transform how people view waste and is a strong driver for spreading the concept of ‘Reduce, Reuse and Recycle’.

The key components of the program are awareness and sensitisation campaigns through print and social media; events in public places like malls; workshops and training sessions for RWAs, Government officials; estate management and housekeeping agencies. The program would aim to build strong community connect by working closely with volunteers and school and college students to bring about the required behavioural change. Another key component of the program involves working with waste workers and engaging them in the collection process to improve recycling rates and improve their livelihood conditions. This program is being run in coordination with MCG to align with the city-wide initiatives on Solid Waste Management.
Educating waste pickers

Waste collection, while coming with challenges, also opens doors of opportunities to build a strong formal waste collection system. The waste picker is the backbone of the waste trade and we have undertaken various initiatives to raise awareness among waste pickers that cartons are recyclable and that they should be separately collected for recycling.

Between 2013 and 2016 Tetra Pak has organized

Awareness Workshops 48
Health Camps 32
Paryavaran Mitra meetings 6
Reaching out to paper mills

Raising awareness among paper mills and other recyclers the value that carton recycling brings to their business is a priority for Tetra Pak; as cartons are made from virgin wood fibers with high strength, they are an especially valuable paper source to recycle. We participate in conferences and exhibitions to reach out to paper mills.

IPPTA Conference 2016

IPPTA, Indian Pulp and Paper Technical Association, is a family of professionals from the Pulp and Paper, Newsprint and Allied Industries commanding a membership of over 2500 members. During the conference organised in Vapi, Pravin Mallick (Environment Director, Tetra Pak South Asia Markets) and Arun Tiwari (Technical Recycling Specialist for Tetra Pak Asia region) presented on “Tetra Pak carton recycling and value addition in paper mills using a convenient raw material- Tetra Pak cartons”.

Paperex South 2016

With South India contributing 35-40% of paper industry’s 15 million tons production, Paperex South held in Chennai, saw great participation from paper and allied industries with more than 176 exhibitors coming from 19 countries. Tetra Pak participated in the exhibition showcasing the recycling process and end products of used Tetra Pak cartons.
Used cartons are usually recycled in paper mills, where they are mixed with water, either separately or with other types of paper, to create paper pulp. In the same process, the plastic and aluminium is separated from the pulp. The pulp is used to make new paper products, e.g. corrugated board, kraft paper etc. The remaining i.e. plastic and aluminium can be processed to produce products such as pallets, roof tiles, etc.

Over the decade, various Paper Mills have recycled used Tetra Pak cartons. Some of them being:

1. Deluxe Recycling Pvt. Ltd., Palghar, Maharashtra
2. Daman Ganga, Vapi
3. Dev Priya, Meerut
4. ITC Paper Mills, Coimbatore
5. Khatema Fibres, Uttarakhand
6. Siddheswari Paper Mills, Muzaffarnagar
The entire used Tetra Pak cartons can also be recycled together. Deluxe Recycling based in Palghar near Mumbai, produces boards from full cartons (Eco Link Boards) that find good applications in pallets which are used for industrial packaging, furniture, school desks etc. The collected cartons are cleaned, shredded and pressed to make boards that are sold by the name of Eco Link Boards. These boards have a range of applications such as furniture, pallets, and gift items. The pallets made from used cartons are also supplied to government institutions like The State Warehousing Corporation and Beej Nigam.

When it comes to collections, we identify and work with NGOs, waste management companies, waste dealers to set-up collection centres in cities where cartons’ 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.

**Collaboration with Indian Army for recycling continues to grow**

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

Army units across various locations in North and North East India have set up compacting plants specifically for used Tetra Pak cartons. The cartons are collected after consumption of milk by Army, compressed into bales in the compacting plant and transported easily to a recycling plant. At many locations, the compacting plant, has been thoughtfully established at such places that the local government bodies, NGOs and ecologically concerned citizens can also send their used cartons, which can be responsibly disposed of by the Army.

Tetra Pak as part of its environmental initiative has so far donated these compacting machines at Rajauri (J&K), Rampur (Himachal), Gangtok (Sikkim), Dinjan (Assam), Kargil (J&K), Leh (J&K), Batote (Jammu), Hamre (Kupwara) and Leimakhong (Manipur).

The initiative has led to collections of

74,00,000 used Tetra Pak cartons
Tetra Pak cartons are increasingly being recycled

Tetra Pak has been conducting studies with independent organizations every 2 years; the overarching objective of these studies has been exploring the collection and recycling practices of used Tetra Pak cartons and the current quantum of Tetra Pak cartons procured/retrieved by waste dealers.

Several studies done between 2009-2013 have shown that used Tetra Pak cartons at almost all the surveyed cities are collected and mixed with the road sweep or the low-grade waste paper and sent to paper mills for recycling.

In many cities, we have partnered with NGOs, waste collectors and waste management companies to set up active collections network for collecting used Tetra Pak cartons, these are involved in proactively collecting used cartons for recycling.

A study done by TERI in 2013 in Delhi concluded that a gap of only two years may not be sufficient to capture the difference in used Tetra Pak cartons’ being sent for recycling as the macro city level waste generation data are not revised in such short time intervals. Due to lack of official data for year-wise waste generation, one may not be able to catch significant difference between total waste generation and percent of used Tetra Pak cartons disposed in that. Ideally, under such conditions, a detailed study once in five-year interval would suffice.

In 2016, a comprehensive study was carried out across 16 cities by The Energy and Resources Institute (TERI). The scope of the work included questionnaire surveys of the key stakeholders in the recycling value chain — ragpickers, small and large kabadiwalas (junk dealers), low-grade paper waste dealers, waste-paper-based paper mills, and trucks carrying waste to dumpsites. TERI prepared the questionnaire after an exhaustive deliberation with Tetra Pak and provided it to survey partners.

The study revealed that the used Tetra Pak cartons are collected by ragpickers, small scale waste paper dealers, large scale dealers and sent to paper recycling units. The recycling rates were worked
out with two scenarios of 26% and 29% recovery rates of waste paper by informal sector revealing an overall used Tetra Pak carton recycling rate of 42.85 percent and 45.52 percent respectively.

Tetra Pak's Recycling Model Wins Golden Peacock Eco Innovation Award

Piyush Goyal, Minister for Power, Coal, New and Renewable Energy and Mines presenting the award to Tetra Pak SAM Environment Director Pravin Mallick and Communications Director Jaideep Gokhale

Tetra Pak was awarded the reputed Golden Peacock Eco-Innovation Award 2016 for its work in establishing a sustainable collection and recycling ecosystem for used Tetra Pak cartons. The Golden Peacock Award, a global benchmark of corporate excellence, underlines Tetra Pak's responsible waste management and recycling practices.

Shri Piyush Goyal, Minister of State (Independent Charge) for Power, Coal, New and Renewable Energy presented the award to Tetra Pak Communications Director Jaideep Gokhale and Environment Director Pravin Mallick at a ceremony held in Delhi.
Tetra Pak is proud to celebrate 30 YEARS IN INDIA, building strong partnerships with leading brands and making food safe and available to millions of Indians.