

# Współczesne wyzwania ekologiczne i społeczne opakowań na przykładzie branży piwowskiej i Grupy Carlsberg

**Forum Zrównoważonych Opakowań  
19 września 2019, Warszawa**

Organizator:



Partnerzy:



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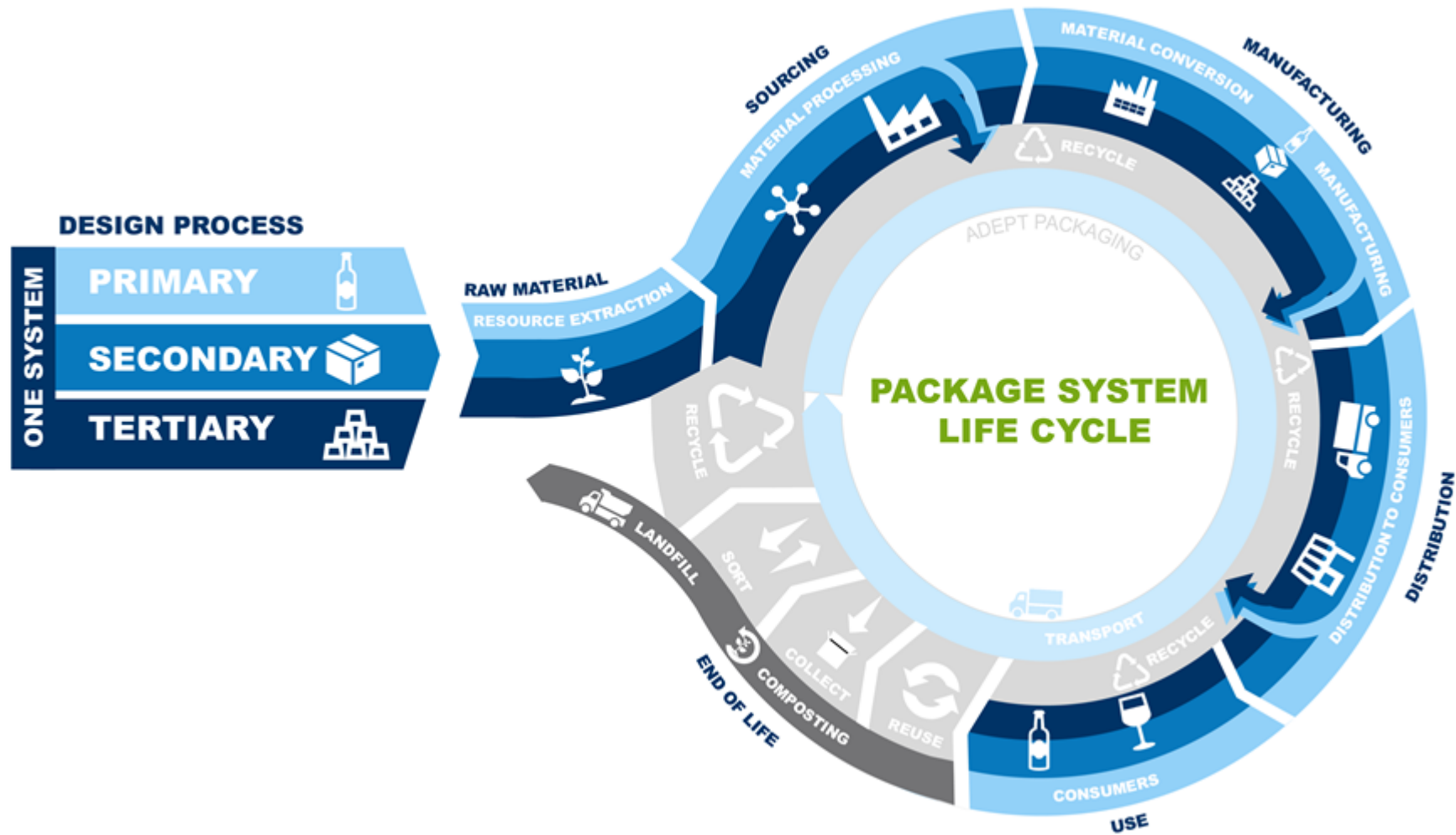
Carlsberg Supply Company AG

Warszawa, 19 września 2019

# Agenda

- Problemy ekologiczne opakowań i jak plastik zawładnął całą agendę
- Producenci re-definiują politykę i cele na nowo
- Trendy, przykłady i działania długoterminowe
- Istotne zmiany możliwe tylko z udziałem wszystkich elementów łańcucha opakowań

# Problemy ekologiczne opakowań



Źródło: Walmart Packaging System

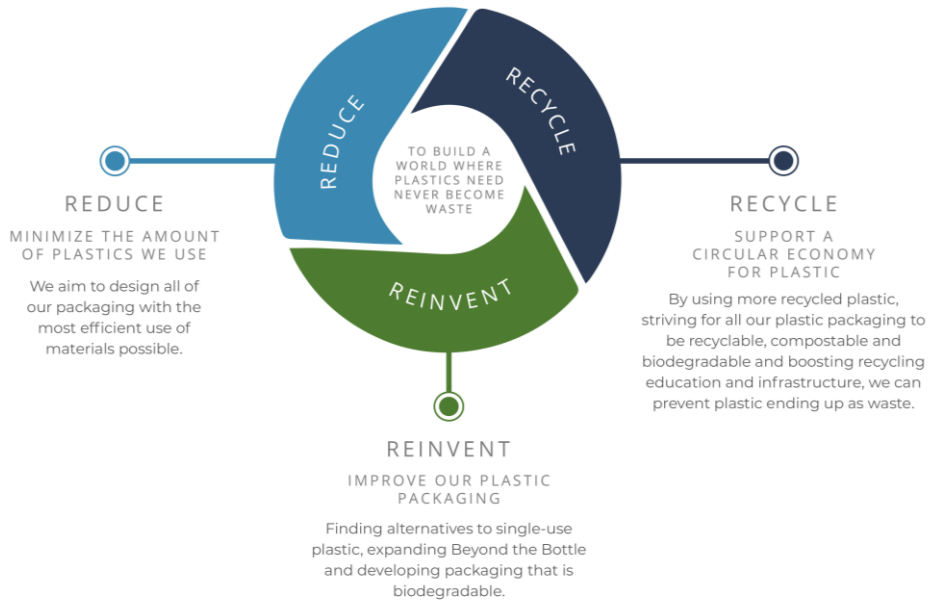
# Plastik zdominował agendę, dlaczego i czy to dobrze?



- 👉 **Konsumenci (zaśmiecanie)**
- 👉 **Fikcja recydingu i zdolności do przetworzenia**
- 👉 **Ograniczenia technologii mechanicznych**
- 👉 **Ilości na rynkach rosnących (Azja)**
- 👉 **Korzyści logistyczne i ekonomiczne**
- 👉 **Inne problemy systemowe**

# Producenci na nowo określają cele i działania

## PEPSICO'S SUSTAINABLE PLASTICS VISION



Our Goal: By 2025, 100% of our product will be in packaging that is returnable or made from majority recycled content.



**Nestlé** Good Food, Good Life



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- **Single use plastic bans** including straws
- **Mandatory bottle collection rate of 90% and recycling target of 10m tonnes plastic by 2029**
- **Mandatory recycled content of 30% by 2030**
- **Mandatory tethered caps by 2024**

Nestlé inaugurates packaging research institute, first-of-its-kind in the food industry

# Trendy, przykłady, działania długoterminowe

- **Dojrzałe rynki opakowaniowe:** rozwinięte ramy prawne i system zbiórki odpadów, ograniczenia w składowaniu na wysypiskach, określone poziomy wymagane recyklingu, rosnące ograniczenia odnośnie opakowań jednorazowych
- **Rosnące rynki opakowaniowe:** podstawy prawne i rozwijająca się infrastruktura zbiórki odpadów, słaba presja na ograniczenia w składowaniu odpadów (niskie koszty składowania, dostępność), ograniczenia w stosowaniu opakowań jednorazowych w debacie politycznej
- **Rynki we wstępnej fazie rozwoju:** słabe ramy prawne, słaba infrastruktura zbiórki odpadów, wybiórcze cele gospodarki odpadami, braki systemowe w regulacji opakowań, bez określonego stanowiska odnośnie opakowań jednorazowych

# RECYCLED SHRINK

INTRODUCING OUR NEW RECYCLED SHRINK – MADE FROM RECYCLED MATERIAL WHICH REDUCES ITS CO<sub>2</sub> FOOTPRINT, AND MAKES PROBABLY THE BEST BEER IN THE WORLD THAT LITTLE BIT BETTER.



About 30% of the recycled content comes from our breweries, while the remaining 70% comes from post-industrial or post-consumer plastic recycling.

## WHY IS IT BETTER?

By increasing the amount of recycled content in our shrink, we create more demand for recycling – which ultimately helps to close the materials loop.



100% recycled shrink has up to

# 60%

lower CO<sub>2</sub> impact than virgin shrink.

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# COATING FOR REFILLABLE BOTTLES

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COATING IS APPLIED TO REFILLABLE GLASS BOTTLES AFTER WASHING ON OUR PACKAGING LINES, IN ORDER TO REDUCE THE SCUFFING THAT APPEARS AFTER MULTIPLE USES.



With less scuffing, the bottles look new and premium for longer. This increases their life span by keeping them in rotation for longer. The more times a bottle is used – the less environmental impact.



By applying coating we can

**double**  
a bottle's  
lifetime.



# SNAP PACK

INTRODUCING SNAP PACK,  
WHICH USES AN INNOVATIVE  
GLUE TECHNOLOGY TO HELP  
REDUCE WASTE FROM OUR  
MULTIPACKS.

Compared to previous multi-  
pack solutions, it can reduce  
plastic usage by

# 50-76%



Less is more.

Snap Pack uses minimal plastic and  
therefore reduces the risk of waste. Using  
less material also reduces CO<sub>2</sub> emissions  
and reliance on fossil fuel-based packaging  
materials such as plastic.

*J. C. Jacobsen*

# 1200

tonnes saved  
annually

when all of  
our 4-, 6-  
and 8-packs  
have been  
converted.



That's the  
equivalent of

# 60

million plastic bags.

# INTERNATIONAL ONLINE highlights

## THE TIMES Carlsberg to ditch plastic can holders



The brewer used a mermaid sculpture to launch its new six-pack, which uses glue instead of plastic rings OLE JENSEN/GETTY IMAGES

They choke turtles and pollute the ocean and Carlsberg has now admitted that they are probably not the best way of holding six-packs of cans together.

The drinks giant is phasing out its use of plastic rings and will instead glue cans together in packs that can be snapped apart.

## The Daily Telegraph

### Carlsberg glues beer cans together becoming first brewery to abandon plastic rings



Carlsberg glues beer cans together becoming first brewery to abandon plastic rings OLE JENSEN/GETTY IMAGES

Carlsberg beer cans are to be stuck together with glue as it becomes the first brewery to abandon plastic rings.

The Danish firm said the move, which has been heralded as a world-first, to attach its multi-packs with adhesive will reduce the use of plastic to package products by 75 per cent.

After a three-year development process, Carlsberg insists the dots of glue bonding its new "Snap Packs" are strong enough to withstand

## theguardian

September 2018



### Carlsberg to replace plastic ring can holders with recyclable glue

6 Sep 2018

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### Carlsberg ditches plastic can rings in favour of recyclable glue

DR Nyheder TV Radio

SENESTE NYT INDLAND UDLAND PENGES POLITIK REGIONALT

Friday 6 Sep 2018 1:27 pm

PENGE

### Carlsberg dropper plastik omkring dåseøl i sixpack

Dåseøl fra Carlsberg skal ikke længere pakkes ind i plastik. Det gavner både klimaet og bundlinjen, lyder det fra bryggerigiganten.

**Carlsberg becomes first plastic ring holders**

Food & Drink

(Picture: Carlsberg)

## UUTISET

Uutiset | Ulkomaan uutiset

### Luonto kiittää! Carlsberg luopuu tökkien muovisista "rinkelapakkauksista" - korvataan kierrätettävällä liimalla

07.09.2018 klo 21:05

Tanskalaispanimon mukaan uusi "napsautuspakkaus" vähentää monipakkauksissa käytetyn muovin määrää jopa 76 prosenttia.

## Cheer bottle

BEER giant Carlsberg will next year launch a "greener" alternative to glass bottles made from wood fibres.

By JON COATES

PUBLISHED: 08:51, Sun, 9 Sep 2018 | UPDATED: 09:39, Sun, 9 Sep 2018



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### Major brewery eradicates six pack rings blamed for wildlife deaths in bid to tackle plastic pollution

Environmentalists welcome move by Danish brewing giant Carlsberg intended to cut waste and reduce carbon emissions in beer industry

By Olivia Field, Digital Consumer Reporter

6th September 2018, 11:42 am | Updated: 6th September 2018, 11:42 am



BO ØKSNEBJERG  
SECRETARY GENERAL, WWF DENMARK

Major brewery eradicates six pack rings to tackle plastic pollution  
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Brexit showing up

One of the world's biggest breweries has taken a major step to reduce its carbon footprint by ditching plastic packaging. Carlsberg's new six-pack beer cans are made from wood fibres and are designed to be snapped apart. The world's biggest brewery has taken a major step to reduce its carbon footprint by ditching plastic packaging. Carlsberg's new six-pack beer cans are made from wood fibres and are designed to be snapped apart.

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### Carlsberg replaces plastic rings holding six packs together with glue

By PRESS ASSOCIATION  
PUBLISHED: 08:14, 6 September 2018 | UPDATED: 08:39, 6 September 2018

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A leading beer company has come up with a sticky solution to the environmental damage caused by six-pack rings and wrapping.

In what it is heralding as a world-first, Carlsberg's new multi-pack beer cans are held together solely by glue – a move that is set to reduce the Danish brewer's use of plastic to package the product by more than 75%.

After a three-year development process, which involved testing more than 4,000 different adhesive formulations, the company insists the dots of glue bonding its new "Snap Packs" are strong enough to withstand the journey from shelf to home, yet sufficiently brittle to break when twisted.

British beer fans will be the first to test this pledge as Carlsberg has chosen the UK market, which consumes 30% of its beer annually, to debut the eco-friendly packaging innovation.

At an official launch event in Copenhagen, inventor Christopher Stuhlmann revealed how a trip to his local DIY store helped convince him that his brainwave could become a reality.



Glue inventor Christopher Stuhlmann found inspiration on a visit to his local DIY store (Carlsberg/PA)

"The starting point was going to a hardware shop and buying all the adhesive I could get, all the glue that was there," said Mr Stuhlmann, who works for one of Carlsberg's design partners.

"Over the weekend I just glued things together and made a short video for my CEO and so the idea was born."

The technology has the support of the World Wildlife Fund (WWF), which has hailed it as a "big step" in efforts to tackle the worsening global scourge of plastic pollution



Carlsberg constructed a replica Little Mermaid in Copenhagen constructed from its new Snap Pack multi-pack cans (Ole Jensen/Carlsberg/PA)

To mark the launch, the brewery unveiled a replica of Copenhagen's famous Little Mermaid statue – an artwork originally donated by Carlsberg's founders, the

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### SAVE THE PLANET Beer company Carlsberg has come up with a sticky solution to using plastic six-pack rings and wrapping

Carlsberg's new "Snap Pack" eliminates plastic packaging - instead holding a six-pack together with GLUE

By Olivia Field, Digital Consumer Reporter  
6th September 2018, 11:42 am | Updated: 6th September 2018, 11:42 am

2 COMMENTS

BEER brewer Carlsberg has created what it believes is a world-first - a six-pack held

# Model gospodarki obiegu zamkniętego opakowań (plastikowych)

