

Congreso Nacional del Medio Ambiente
Madrid del 26 al 29 de noviembre de 2018

Retos y compromisos sobre uso de plástico

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Envases y Energía
#conama2018



Propósito y valores de Nestlé

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Nuestro compromiso

Context

NESTLÉ PLASTICS PACKAGING COMMITMENT



THE ISSUE

IN EUROPE TODAY
LESS THAN



30%

OF
PLASTIC WASTE
IS COLLECTED
FOR RECYCLING

NESTLÉ COMMITMENT

RETHINKING OUR
PLASTIC PACKAGING

1.
100%
OF OUR PACKAGING IS
RECYCLABLE OR
REUSABLE BY 2025

2.
90%
OF OUR
PET BOTTLES
& CAPS
IN EUROPE ARE
COLLECTED
BY 2025

3.
25%
RECYCLED
CONTENT
IS INCLUDED IN OUR
PET BOTTLES
IN EUROPE
BY 2025

TRANSFORMING THE
PLASTICS ECONOMY

NESTLÉ TODAY

2015: CONTINUATION
OF OUR PACKAGING

REDUCTION

COMMITMENT

THE 2017
MILESTONE WAS
REACHED!

**MORE THAN
100,000 TONNES
REDUCED**

2020 OBJECTIVE:

AVOID

140,000 TONNES

OUR VISION

NONE

OF OUR PACKAGING, INCLUDING PLASTICS,
ENDS UP IN LANDFILL OR AS LITTER

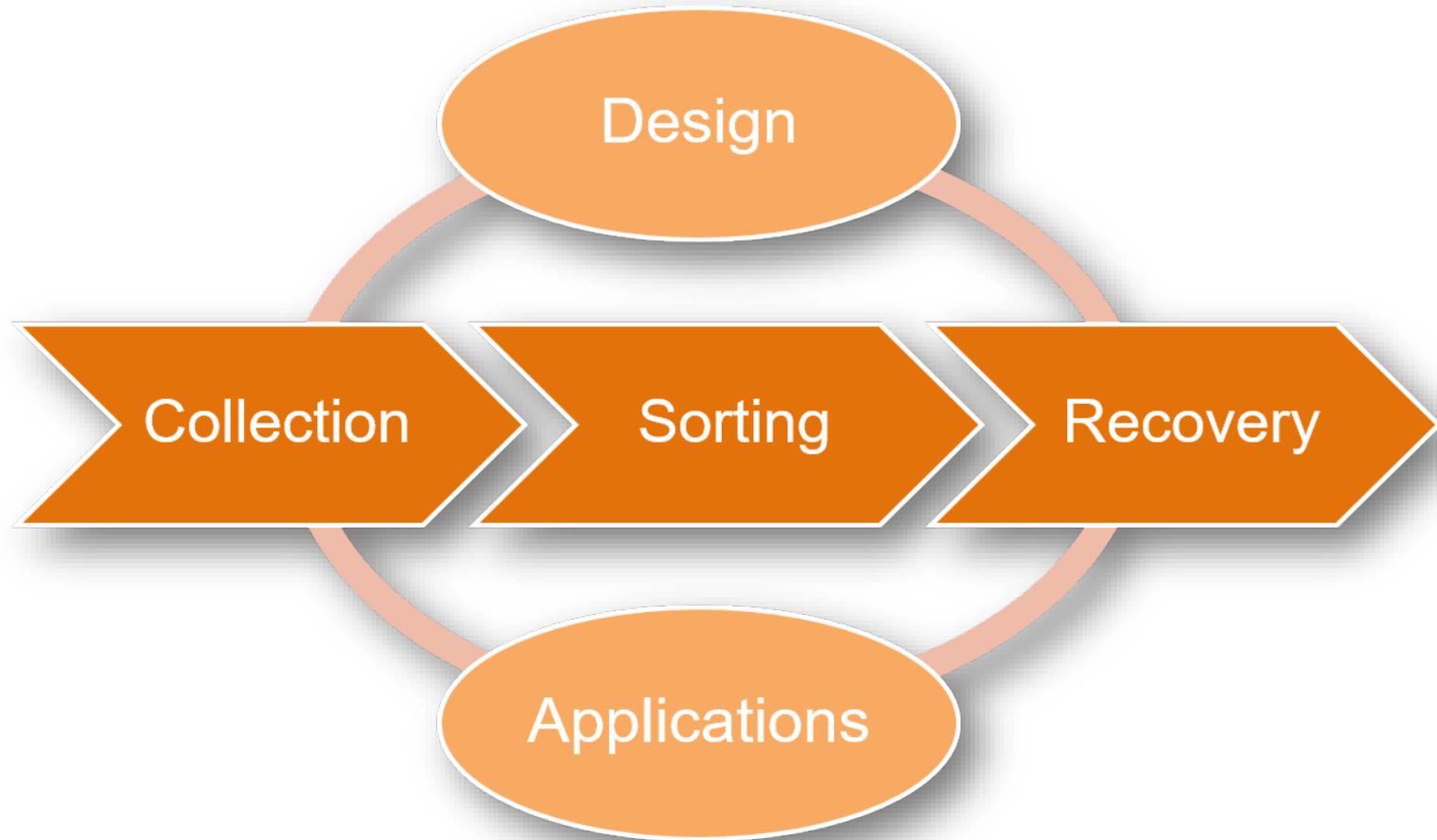


Nuestro compromiso





Nuestro compromiso





Acciones de voluntariado

Plogging initiative

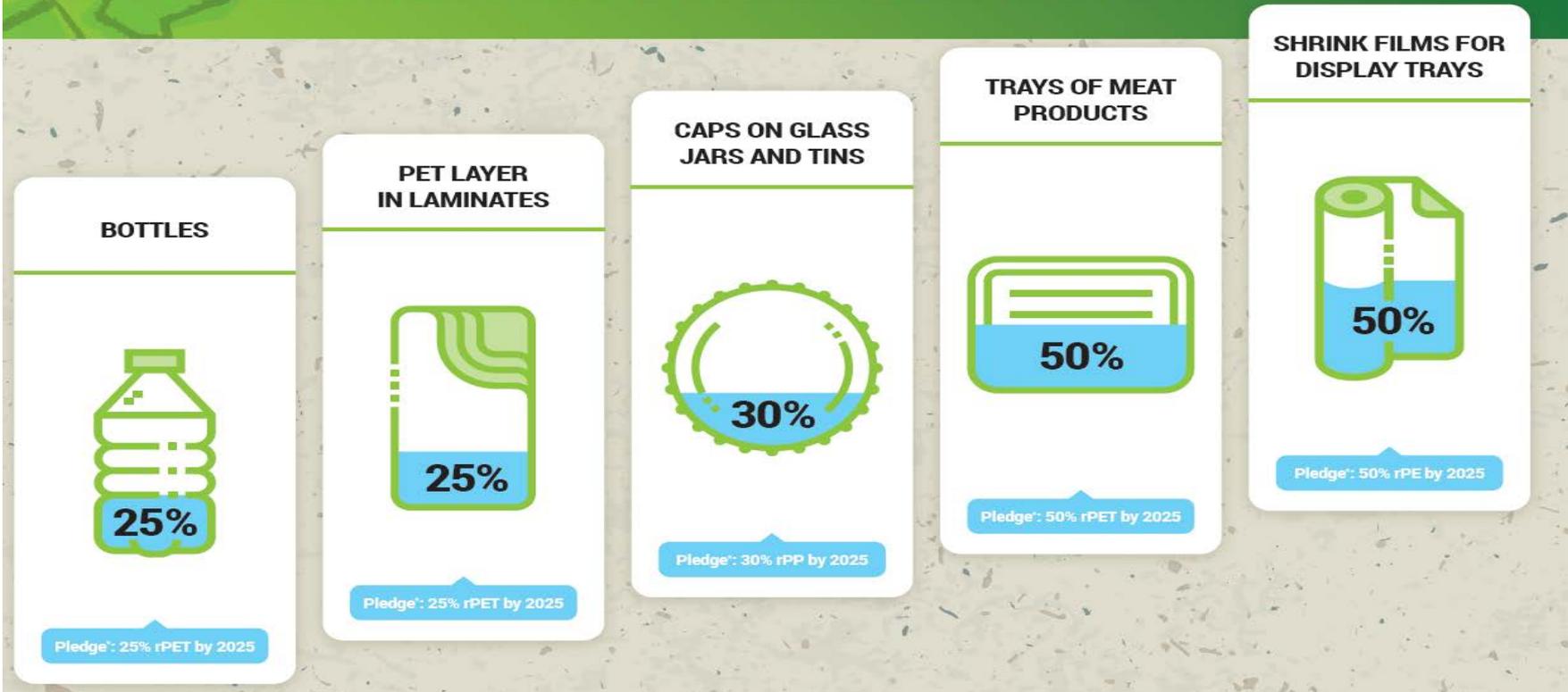




Nuestro compromiso

NESTLÉ COMMITMENT ON RECYCLED PLASTICS

WE ARE COMMITTED TO INCREASE THE PROPORTION OF RECYCLED PLASTICS IN OUR PACKAGING BY 2025. IN THE EUROPEAN UNION WE WILL START WITH:





Para alcanzar nuestro compromiso: un cuaderno de ruta para cada categoría

- 1.- Análisis de la situación actual, ¿dónde estamos?
- 2.- Identificar prioridades y quick wins
- 3.- Identificar períodos para lograr los compromisos

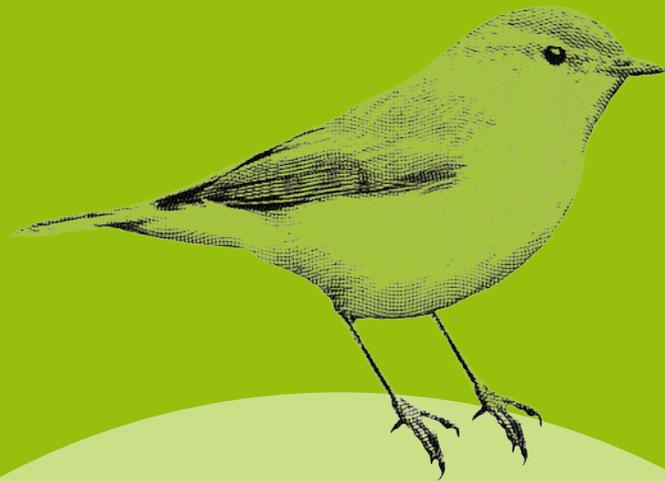


Estrategias de Ecodiseño

- Diseñado para ...
- ... El uso optimizado de recursos
- ... Fuentes de sonido sostenibles
- ... Recuperación de recursos
- ... Fase de uso responsable

DESIGN OBJECTIVES





¡Gracias!

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