ACCELERATING THE TRANSITION TOWARDS THE CIRCULAR ECONOMY

DANONE PACKAGING POLICY

DANONE ONE PLANET. ONE HEALTH

OCTOBER 2018

THE PACKAGING PARADOX

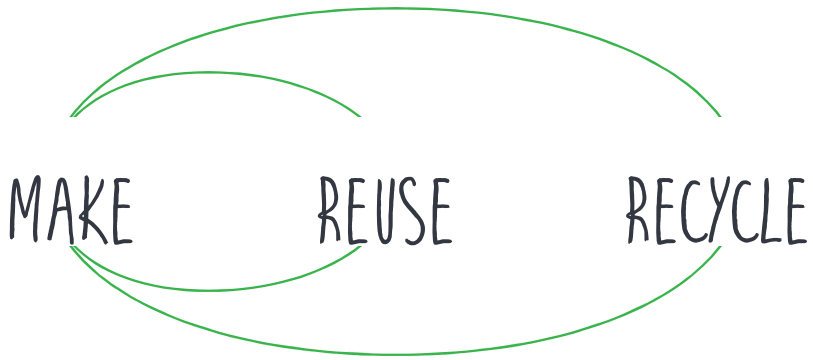
Packaging is essential to protect and transport food and beverages, and to ensure their safety. Packaging also plays a critical role in preventing food waste

But today, the mainstream packaging system is predominantly linear. This creates important environmental challenges, particularly where plastics are concerned

THAT IS WHY DANONE IS WORKING TO SUPPORT A SYSTEMIC SHIFT FROM A LINEAR TO A CIRCULAR ECONOMY FOR PACKAGING

LINEAR APPROACH:

CIRCULAR APPROACH:



PACKAGING: A STRATEGIC PILLAR OF OUR ONE PLANET AGENDA

- **Packaging is a strategic pillar of our One Planet agenda**

- **First Danone Packaging policy launched at the end of 2016**

OUR 3-STEP APPROACH

A circular approach to packaging means: eliminating the packaging we don't need; innovating, so all the packaging we do need is designed to be safely reused, recycled, or composted; and ensuring the packaging we produce stays in the economy and never becomes waste or pollution.

1 PACKAGING DESIGNED FOR CIRCULARITY

- ***Aim for 100% of our packaging to be reusable, recyclable or compostable by 2025***

- ***Develop alternative reuse or alternative delivery models where relevant by 2025***

  Launch alternatives to plastic packaging or single-use packaging in all our major water markets by 2025

- ***Take action towards eliminating problematic or unnecessary plastic packaging***

  Assessment of alternatives to plastic straws to be piloted with our Indonesian brand AQUA in 2019

2 REUSED, RECYCLED OR COMPOSTED IN PRACTICE

- *Work to help meet or go beyond the collection targets set by regulators worldwide, by proactively supporting the most efficient formal collection and recycling systems*

  For example, we will pledge to support the EU in reaching at least 90% beverage bottles collection by 2025

- *Step up our investment in private initiatives that strengthen collection and a circular infrastructure*

- *Sharpen our focus on consumer education in markets with a high risk of leakage*

Initiate or support collection and recycling initiatives in each of our top 20 markets (by sales volume) by 2025

3 PRESERVATION OF NATURAL RESOURCES

FOR ALL OF OUR PLASTIC PACKAGING:

- *Reach an average of 25% recycled material for all our plastic packaging by 2025*

FOR OUR PLASTIC WATER & BEVERAGE BOTTLES:

- *Reach an average of 50% recycled material for our water and beverage bottles by 2025*
- *For bottles under the evian® brand, we will use 100% recycled PET by 2025*
- *Launch new 100% recycled PET bottles, starting in 2018 and reaching all our major markets by 2021*

- *Continue working to eliminate deforestation linked to paper and board from our supply chain by 2020*
- *Aim to offer consumers bottles made of 100% renewable plastic (bioPET) by 2025*

ELLEN MACARTHUR FOUNDATION

NEW PLASTICS ECONOMY

UN environment
United Nations Environment Programme

THE VISION HAS SIX KEY POINTS

- Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority
- Reuse models are applied where relevant, reducing the need for single-use packaging
- All plastic packaging is 100% reusable, recyclable, or compostable
- All plastic packaging is reused, recycled, or composted in practice
- The use of plastic is fully decoupled from the consumption of finite resources
- All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.