

A SUSTAINABLE FUTURE FOR PLASTICS

~94%

In 2018, we committed to make **100% of our packaging recycle-ready or designed to be recycled** by 2025, and we're already at around 94%

Around a 5th of our packaging is **plastic**. But only 2% of that packaging is recycled in practice and at scale. **We're working on it.**



All our paper and carton board, and some rigid plastics and flexible plastic films are already designed to be recycled



Flexibles keep snacks safe and fresh. They are light, meaning shipping costs and emissions from transport are lower.



From 2022, our Philadelphia tubs in Europe will use recycled plastic content, reducing waste and the need for virgin plastics.

BUT PLASTICS CHALLENGES REMAIN...



PROCESS

Flexible plastics films are difficult to collect, sort and reprocess because they are lightweight, formed from multiple materials and infrastructure is lacking



POLICY

There is a lack of adequate, harmonized policy frameworks and incentives for profitable investment in infrastructure for their collection, sorting and reprocessing



PERCEPTION

Consumers are confused about recycling including recycling flexible plastic films even where the infrastructure to collect and recycle them is in place

STRATEGY AND PARTNERSHIPS

OUR PACKAGING STRATEGY: Our sustainable packaging strategy tackles the issue of plastics recyclability proactively with three key interventions designed to close the gap and help to create a more circular plastics economy.



INNOVATE DESIGN

Innovate to win by designing packaging to be recycled, as well as optimizing packs to reduce excess packaging

KEY ACTIONS:

Eliminating unnecessary plastic where climate change impact is favorable while delivering product safety and quality

2025 GOAL:
100% PACKAGING
DESIGNED TO BE RECYCLED



ENABLE RECYCLING

Enable the recycling of materials, particularly flexibles, by improving infrastructure for collection and recycling

KEY ACTIONS:

Investing in waste management and increase post-consumer recycled material in our plastic packaging

2025 GOAL:
5% RECYCLED CONTENT
IN OUR PLASTIC PACKAGING



ENGAGE CONSUMERS

Advocate for sound policy and take a leading position in on-pack communication for recycling with relevance to consumers' local context

KEY ACTIONS:

Advancing local and global plastics pacts and treaties to inform effective policy frameworks and placing guidance on pack

2025 GOAL:
RECYCLING LABELLING
ON ALL PACKS

SCALING UP SOLUTIONS WITH GLOBAL AND LOCAL PARTNERS



We are advancing public and private partnerships, recycling programs and our advocacy efforts to build better infrastructure so that these materials are not only designed to be *recycled*, but actually *get recycled*.

