

THE VIEW FROM AMERICA

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Realização:

Instituto
SustenPlást

Plastics Today

An Industry under Various Challenges...

- **Public**
- **Companies**
- **NGOs**
- **Governments**

...Current Complications and a Promising Future



3^o Congresso
Brasileiro
do PLÁSTICO™

O plástico na vida moderna

Realização:



4 Key Messages and 1 Recommendation

- Growth of Plastic Packaging accompanies economic growth, urbanization and suburbanization
- Convenient consumption dominates modern retailing, and Millennial Moms and their single counterparts seek out easier approaches to domestic responsibilities
- Worry about the impacts on the Environment is common among the economically emerging population, but they exert lesser influence on purchasing
- Plastic packaging enables Consumption of many products highly sought out by consumers
- Consumers demonstrate significant concern with the quantity of plastic consumed and our Objective must be the Conscientious Use of plastic and consumer education

Consumers



- Can the Plastics Industry Meet the Public's Appetite?
- Does the public understand what's happening?
- Does the public truly want what the NGOs are asking for?

Plastics Today

Scientific Reality versus Public Opinion

- **Life Cycle Analysis (LCA)**
- **Use and Impact**
- **Food Safety**
- **Public Health**

Attitudes and Actions

Plastic

“From the moment in which a man brushes his teeth in the morning until the moment in which he lies down in bed, everything he touches, sees, and uses will be made of this material of innumerable uses”

Time, 1924

Public

Plastics Use in Daily Life

- **Volume and Permanence**

Ocean Pollution

- **Macro-plastics**

Concerns over Plastic Waste

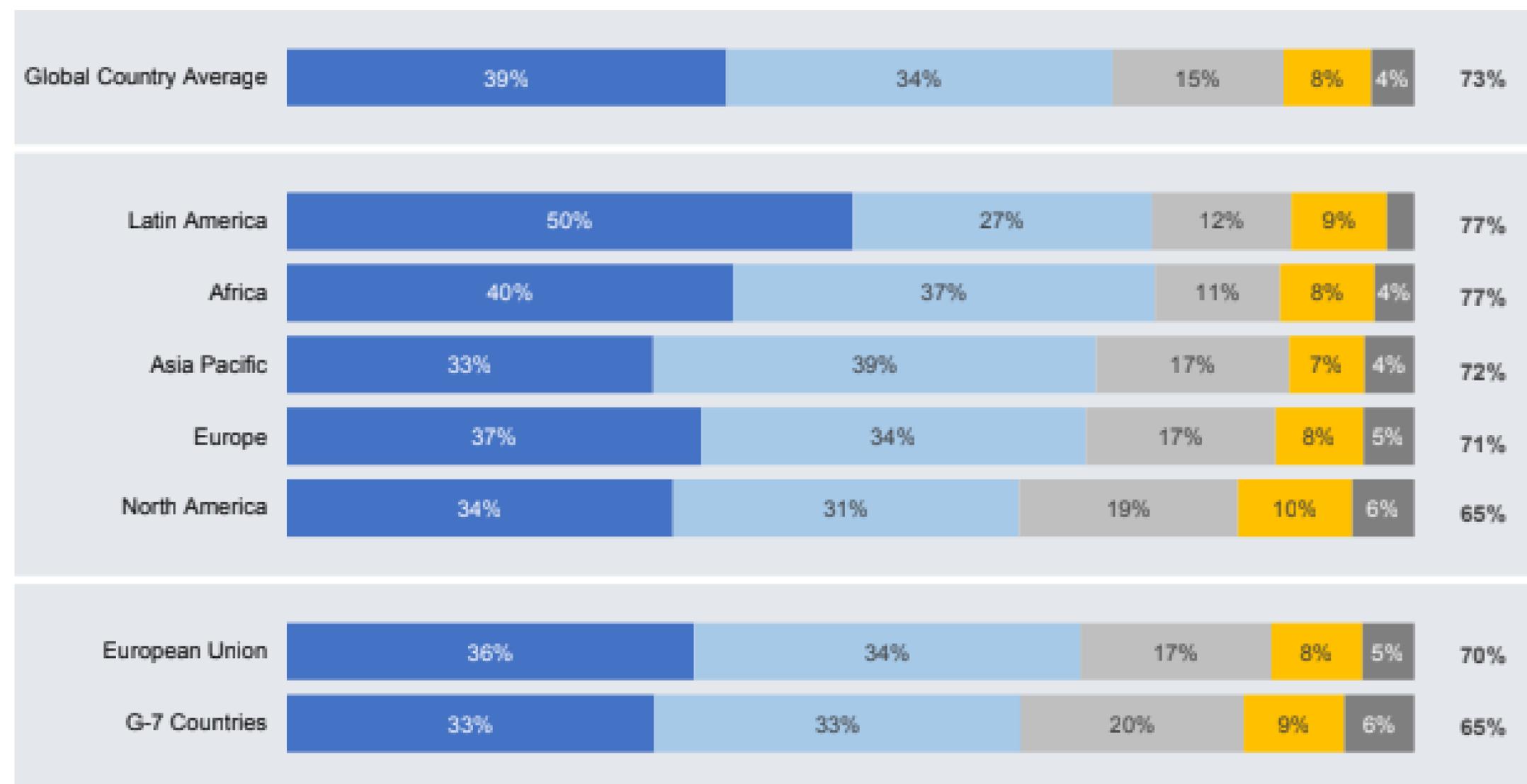
- **Micro-plastics**

Consumers Will Decide

- **Scientific Sophistication**
- **Acceptance of New Information**

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Make plastic producers accountable for reducing waste and plastic pollution from their products?



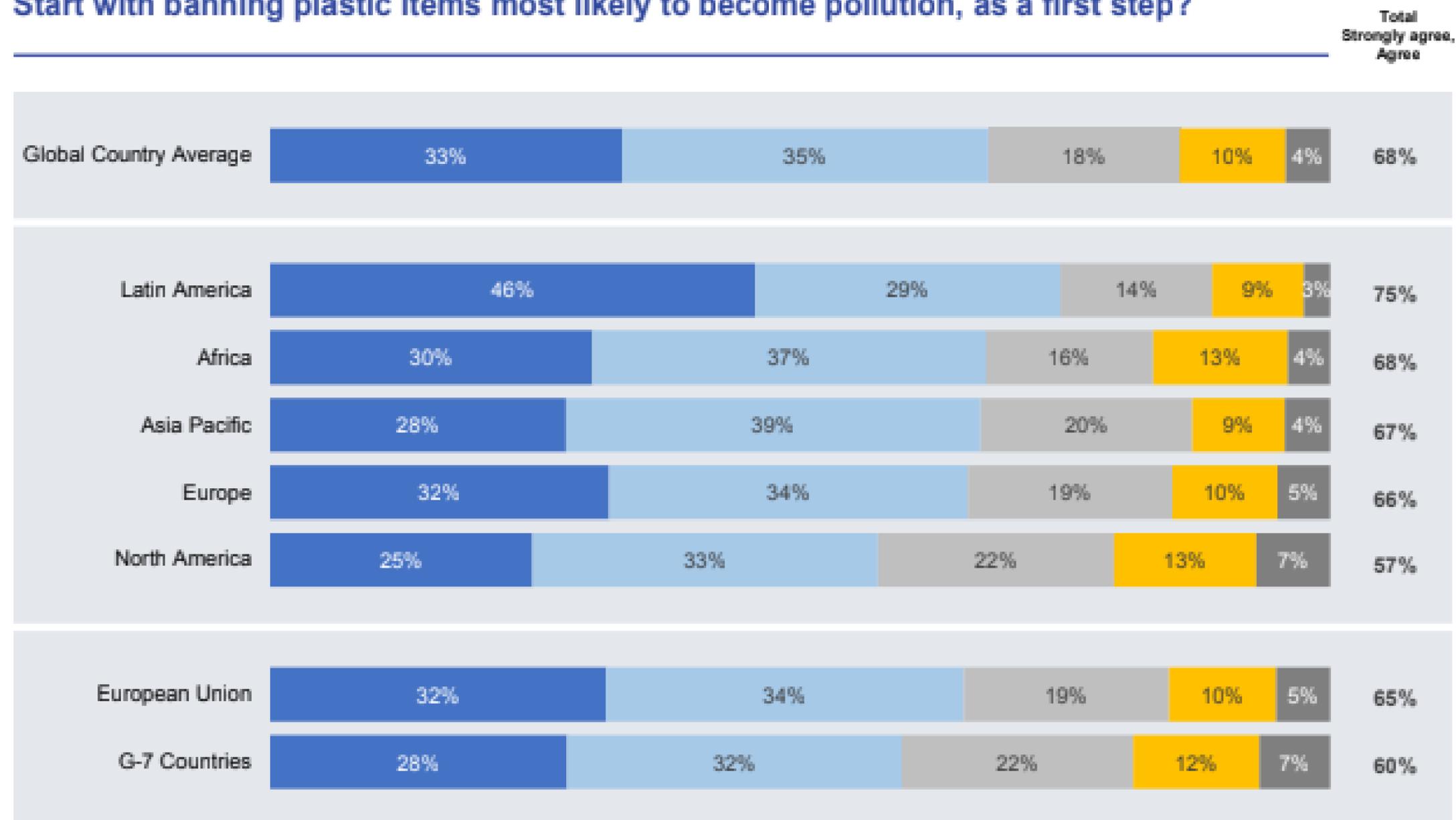
Region Comparison

Support for making plastic producers accountable for reducing waste and plastic pollution from their products is highest in Latin America and Middle East/ Africa.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree/Strongly disagree
- Don't know

The United Nations agreed in 2022 to develop a global treaty to end plastic pollution. To what extent do you agree or disagree that these rules should...

Start with banning plastic items most likely to become pollution, as a first step?



Region Comparison

Support for starting by banning plastic items most likely to become pollution is highest in Latin America and Middle East/ Africa.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree/Strongly disagree
- Don't know

Companies

Clients (Companies and Brand Owners)

- **Adoption of Programs to Reduce, Recycle or Eliminate Plastics**
- **Substitution of Packaging Materials**

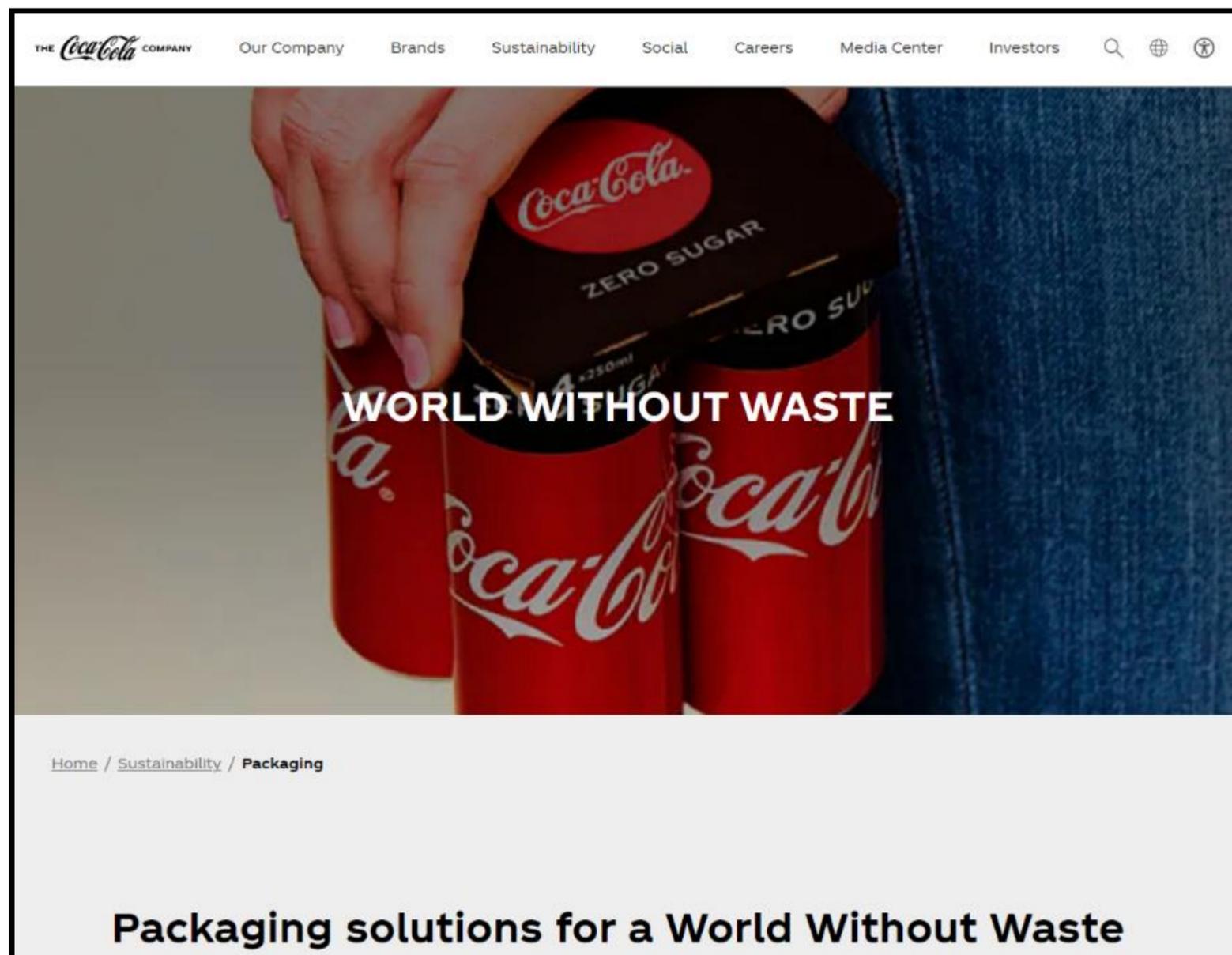
Retailers

- **Meeting Place among Products and Consumers**
- **Consumer Loyalty is a Key Priority**

Packaging Producers

- **Alternatives**

The Coca-Cola Company



Mars

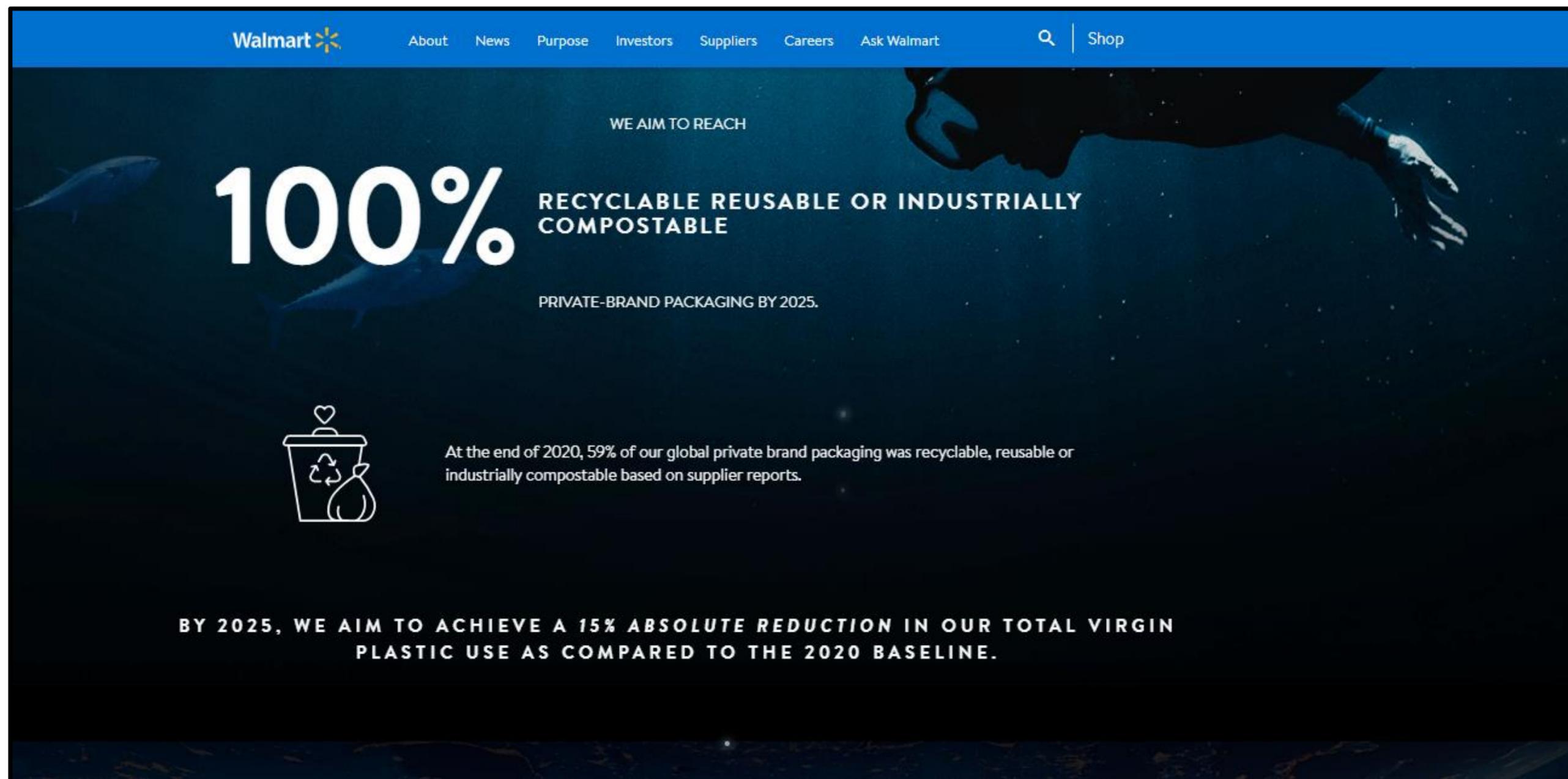


In the world we want tomorrow, no packaging becomes waste.

Packaging waste is a global problem that threatens our oceans and the health of the planet. For Mars, packaging waste doesn't align with our vision for a world where the planet is healthy.

To address the issue, we are investing hundreds of millions of dollars to reimagine and redesign our packaging.

Walmart



Walmart  About News Purpose Investors Suppliers Careers Ask Walmart  Shop

WE AIM TO REACH

100%

RECYCLABLE REUSABLE OR INDUSTRIALLY COMPOSTABLE

PRIVATE-BRAND PACKAGING BY 2025.



At the end of 2020, 59% of our global private brand packaging was recyclable, reusable or industrially compostable based on supplier reports.

BY 2025, WE AIM TO ACHIEVE A 15% ABSOLUTE REDUCTION IN OUR TOTAL VIRGIN PLASTIC USE AS COMPARED TO THE 2020 BASELINE.

Carrefour



The screenshot shows the Carrefour website's sustainability page. The navigation bar includes 'GRUPO CARREFOUR BRASIL', 'O GRUPO', 'SUSTENTABILIDADE', 'FLORESTA FAZ BEM', and 'RELAÇÕES COM O INVESTIDOR'. The main content area features two articles: 'Fundo de Florestas' and 'Inovação em Embalagens de Marca Própria'.

GRUPO CARREFOUR BRASIL | O GRUPO | SUSTENTABILIDADE | FLORESTA FAZ BEM | RELAÇÕES COM O INVESTIDOR

Fundo de Florestas

Com a criação do Fundo de Florestas, a Companhia destina R\$ 50 milhões até 2027 para impulsionar a rastreabilidade e a conformidade de commodities, além de promover produtos oriundos da sociobiodiversidade.

Inovação em Embalagens de Marca Própria

O Grupo Carrefour Brasil está comprometido em transformar suas embalagens de marca própria, com o objetivo de que, até 2025, todas sejam feitas de materiais recicláveis, reutilizáveis ou compostáveis. Além disso, a Companhia se compromete a utilizar 30% de plástico reciclado em suas embalagens, a reduzir o uso de embalagens em 20 mil toneladas e a garantir que todas as embalagens de papel e papelão estejam alinhadas com a política florestal da empresa. Essas metas ambiciosas refletem o compromisso do Grupo com a mitigação dos impactos ambientais e com a promoção de uma economia circular no Brasil.

GPA (Grupo Pão de Açúcar)

REDUÇÃO E SUBSTITUIÇÃO DE EMBALAGENS



Atuamos para reduzir o uso e substituir as embalagens em nossas lojas e produtos de Marcas Exclusivas. Para isso, contamos com o desenvolvimento de projetos que apresentam novos formatos para os(as) consumidores(as). Desenvolvemos iniciativas em três linhas: redução de embalagens plásticas, substituição de embalagens e ações com Marcas Exclusivas.

PROGRAMA NOVO DE NOVO



REDUÇÃO DO USO DE EMBALAGENS PLÁSTICAS NAS LOJAS



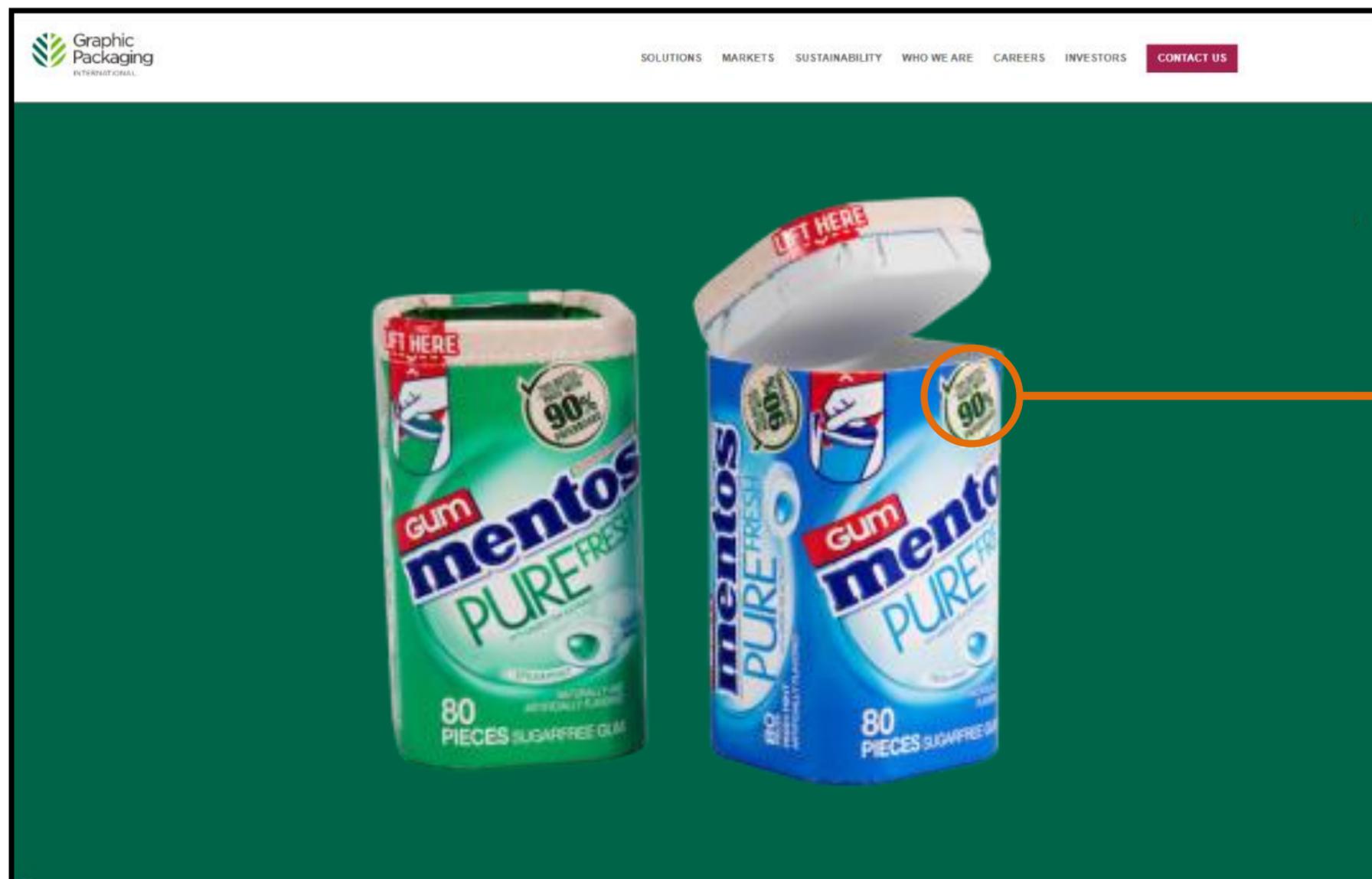
SUBSTITUIÇÃO DE EMBALAGENS



Smurfit Westrock

The screenshot shows a web page from WestRock. At the top left is the WestRock logo. To its right are three navigation links: 'OUR PACKAGING SOLUTIONS', 'OUR SUSTAINABILITY STORY', and 'OUR COMPANY', each with a dropdown arrow. Below the navigation is a breadcrumb trail: 'Home / Blog / Replacing plastic trays for ready made meals to meet sustainability targets'. Underneath the breadcrumb are three social media sharing icons: Facebook, X (Twitter), and LinkedIn. The main heading of the post is 'Replacing plastic trays for ready-made meals to meet sustainability targets'. Below the heading is a photograph of three packages of 'planteus' plant-based meals. The central package is 'Smoky HOR FUN NOODLES', described as 'Tinged with a smoky, charred touch of fire called 'wok hei' paired with a flavourful combination of plant-based seafood and vegetables'. It is 'PREPARED BY CHEFS', contains 'NO ADDITIVES' and 'NO PRESERVATIVES', and weighs '350g'. To its left is a package for 'Tasty REND BIRY' and to its right is one for 'Ricy KSA NOODLES'. Both side packages also mention 'PREPARED BY CHEFS', 'NO ADDITIVES', 'NO PRESERVATIVES', and '350g'.

Graphic Packaging Intl.



The new Boardio paper bottle for Mentos Pure Fresh is the first product in the gum category from a major global confectioner to be delivered in a paperboard bottle. Using a customized paperboard laminate, the package consists of more than 90% renewable fibers from sustainably managed forests replacing the previous Mentos 100% rigid plastic container.

Klabin

MOTIVADORES DO CRESCIMENTO DO MERCADO DE CARTÕES

Diversos *drivers* sustentam o forte crescimento esperado da demanda por cartões



Aumento de renda



Embalagem renovável e *premium*

Preocupação crescente com consumo de produtos mais sustentáveis



Urbanização, rapidez e praticidade

Tendência de aumento do consumo via delivery e *to go food*



Embalagem como ferramenta de marketing

Primeiro ponto de contato entre o cliente e a marca



Substituição ao plástico de uso único

Cartão como o principal beneficiado do movimento de substituição do uso de plástico



Legislação

Proibição do contato de papel reciclado com alimentos

Mercado de Cartões exige mais tecnologia, processos e aprovação técnica



LPB (Liquid Packaging Board): caixa para líquidos



FBB (Folding Boxboard): utilizado em caixa de alimentos

NGOs

U.S. Plastics Pact – Road Map 2.0

5 Objectives:

- **Eliminate items on the list of Unnecessary Materials and Reduce the use of Virgin Plastic by 30% through 2030**
- **100% of Plastic will be reusable, recyclable or compostable**
- **Recycle 50% of plastic packaging**
- **30% post-consumer resin in the packaging industry**
- **Foster the re-use of packaging and reduce virgin plastic usage**

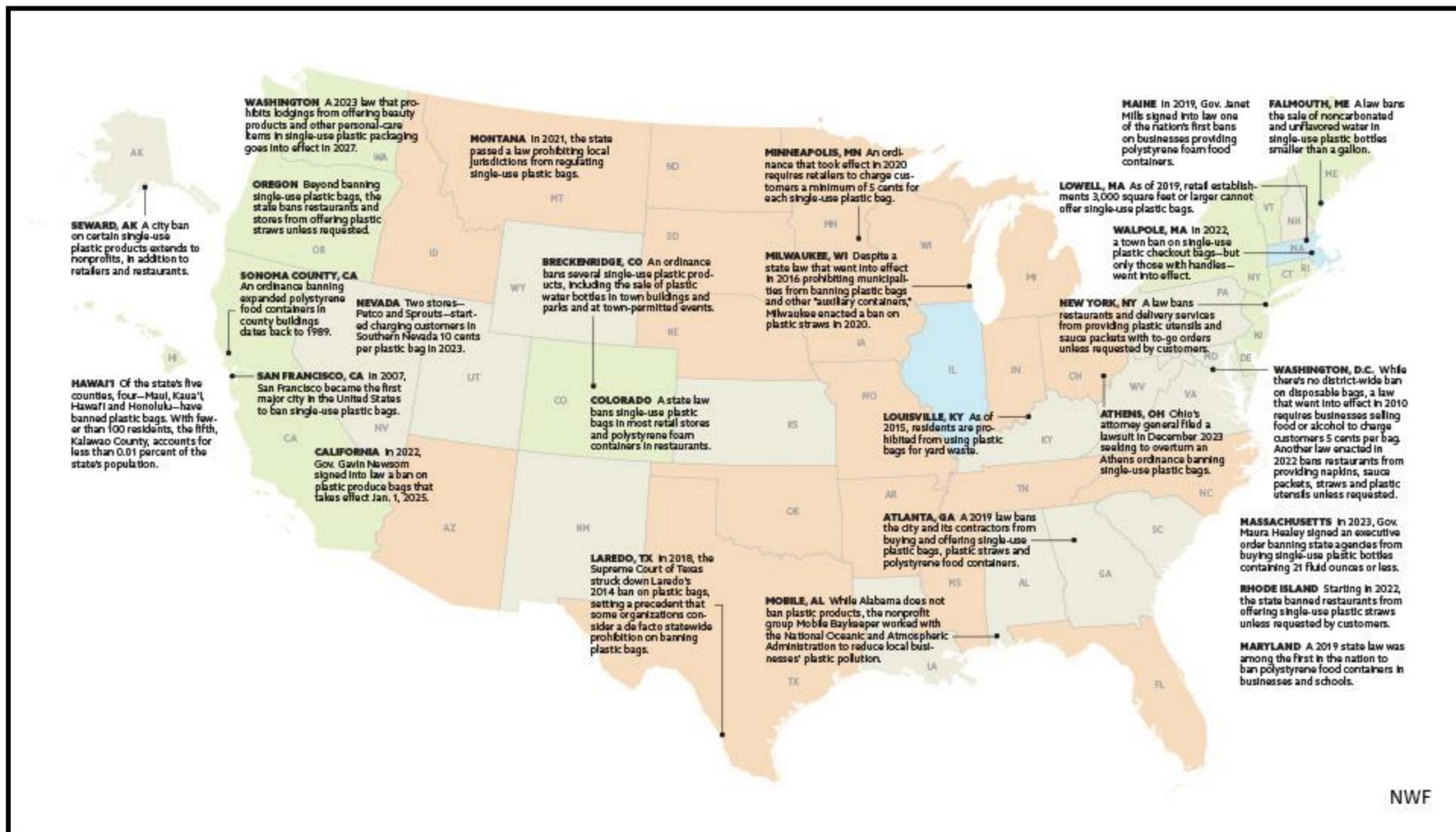
Governments

Local

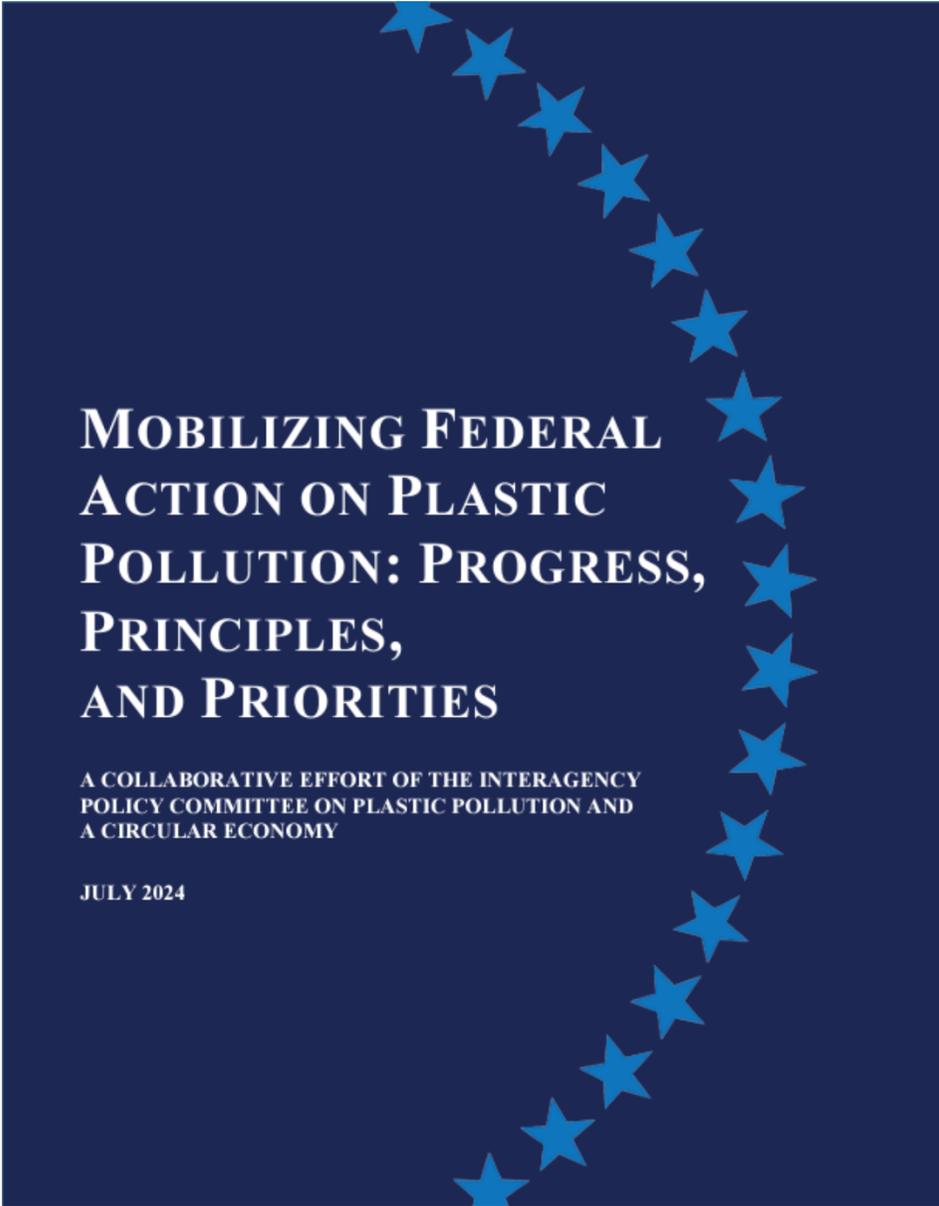
Nationals

Global Plastics Treaty (UN)

Local Governments



National Governments



**MOBILIZING FEDERAL
ACTION ON PLASTIC
POLLUTION: PROGRESS,
PRINCIPLES,
AND PRIORITIES**

A COLLABORATIVE EFFORT OF THE INTERAGENCY
POLICY COMMITTEE ON PLASTIC POLLUTION AND
A CIRCULAR ECONOMY

JULY 2024

- **Assess and Reduce Pollution derived from Plastic Production**
- **Materials Innovation and Product Design**
- **Reduction in the Generation of Plastic Waste**
- **Improvements in Plastic Waste Management**
- **Retrieval of Plastic Residue in the Environment**

Governments – Global Treaty

Objectives

- **Circular Economy of Plastics**
- **Treaty to End Plastic Pollution**

Actor

- **Countries in favor of Production Limits**
- **Countries opposed to Production Limits**
- **Companies (220+)**

Next Steps

- **INC-5 (Busan, South Korea)**

Governments – Global Treaty



**BUSINESS COALITION
FOR A GLOBAL
PLASTICS TREATY**

*based on where the organisations are headquartered

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THANKS

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