

# Packaging Sustainability

The importance of introducing more PCR and Partnerships

**Gian De Belder**  
P&G, Packaging R&D - Sustainability

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# Agenda

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1. Who we are
2. Sustainability Vision, Goals & Strategy (focus packaging)
3. LW and PCR innovations
4. Partnerships: Petcore Europe & The New Plastics Economy
5. Circular Economy: key requirements
6. What's next?





# Who We Are



# P&G at a Glance

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Sales  
**\$65.3 Billion**

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Countries of Operations  
**~70**

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Countries Where Our Brands Are Sold  
**180+**

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Consumers Served by Our Brands  
**Nearly 5 Billion**

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**P&G** | EST. 1837

Some of the world's  
most trusted brands





# Our Sustainability Vision, Goals & Strategy

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# Our 4-Point Vision

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One Day We Will...



Powering all our plants with  
**100%** renewable energy



Using **100%** renewable or  
recycled materials for all  
products and  
packaging



Designing products that delight  
consumers while maximizing  
the **conservation** of  
resources



Having **zero** consumer and  
manufacturing waste go to  
landfills



# Our goals

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“Put simply, our objective is to design products that delight consumers while maximizing the preservation of resources.”

**Virginie Helias**  
VP, Global Sustainability

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# Our Sustainability Strategy

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3 pillars:



Climate



Water



Waste

Focus on packaging !





# Our 2020 Goals related to packaging:

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- **ZERO** manufacturing waste to landfill
- Use **100%** recycled or 3<sup>rd</sup> party certified paper packaging
- **90%** of packaging is either recyclable or programs in place to recycle it
- Create technologies to substitute petroleum-derived raw materials with renewable materials
- **20%** packaging reduction per consumer use
- **Double** our use of recycled resin in plastic packaging

 **Waste**

**“Same Performance,  
Less Materials”**





# Light Weight & PCR innovations



# Lightweight



# Pampers

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Over the last 20 years, we have reduced the weight of Pampers by around **50%** and packaging weight by **70%**.

“Box-to-Bags” innovations unveiled in Western Europe in 2015 :

- 80% less packaging
- 160 metric tons less CO<sub>2</sub>

Pampers Baby Dry with Magical Pods (2016) uses **16%** less materials vs. the previous.

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# Mr Proper

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Mr. Proper 2.5x concentrated formula with new dosing cap resulted in **45%** less packaging and **64%** less water per bottle.

LW bottle (ISBM) and Packaging reduction



# Mr Proper – award winning innovation



Greener Packaging Award 2013

Oscar D'Emballage 2013

SPE Best Plastic Design



DuPont Packaging Award 2014



Worldstar Winner 2015



Ameristar & Visionary Award 2014



Product of the Year (B & UK)



# Fairy/Dreft/Yes

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Virtual assessment of 2 new designs : optimize performance



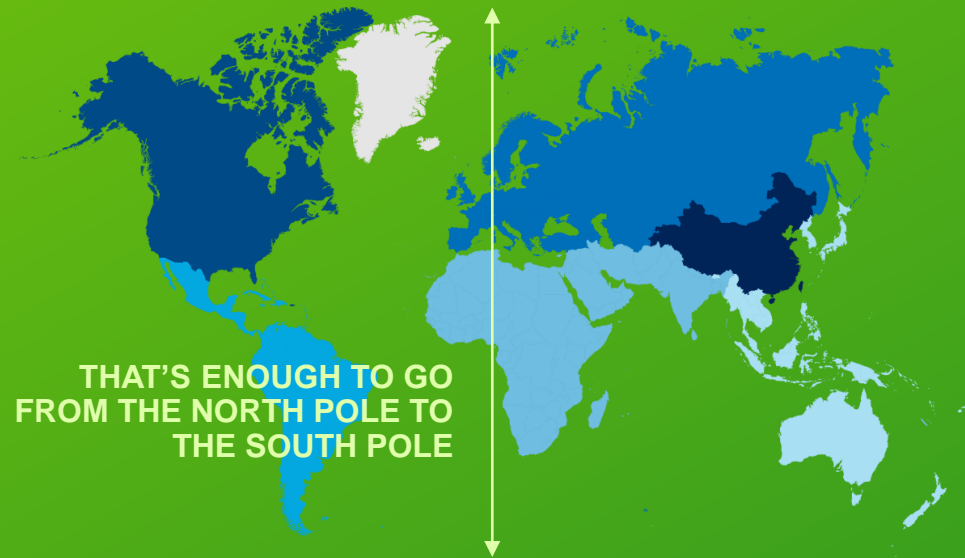
# PCR



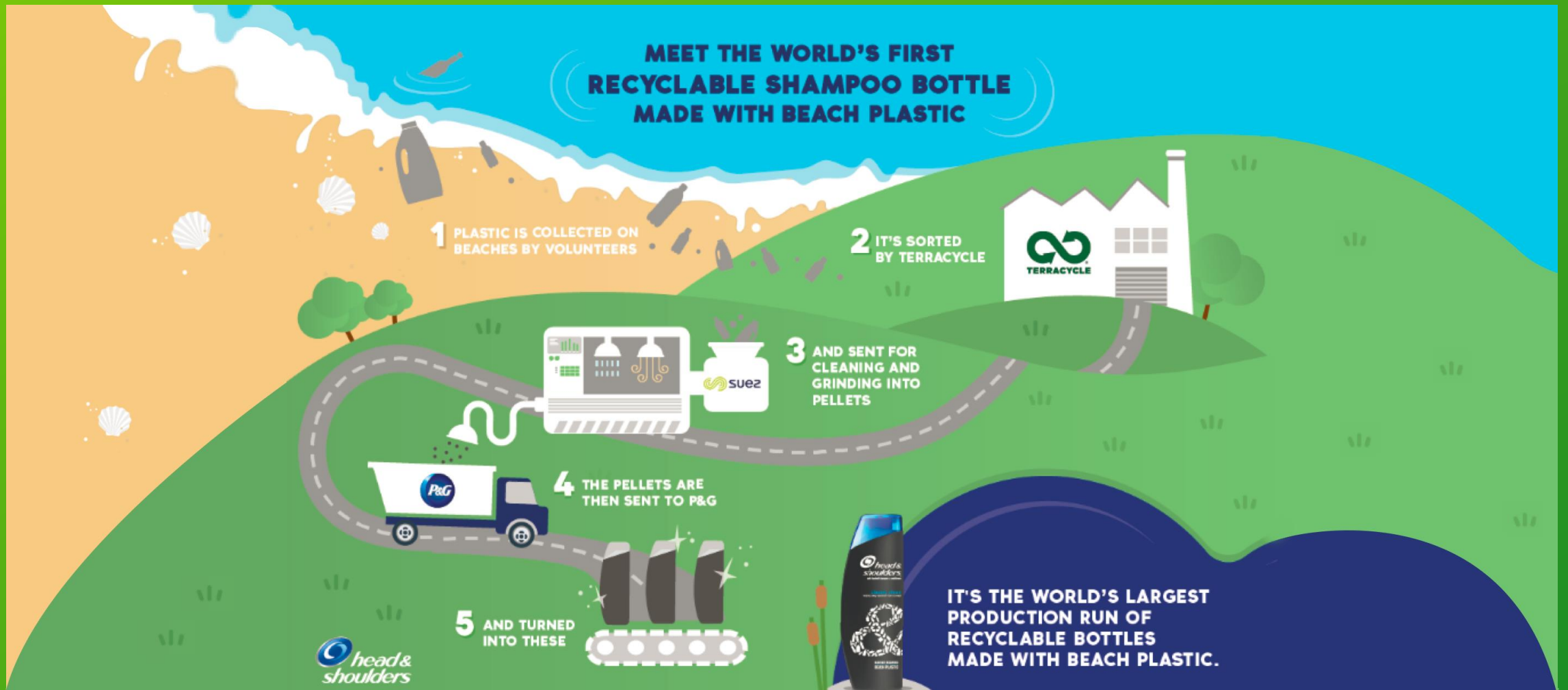


# PCR in Fabric Care

- Ariel, Dash and Lenor will be made with up to **50%** post consumer recycled content.
- Equals **230 million** packs



# PCR in Hair Care



# PCR in Hair Care

- WEF Davos 17: announcement of the world's first recyclable shampoo bottle made from up to **25%** recycled beach plastics.
- Available in **summer 2017** in Carrefour France
- By end 2018: **> 0.5 bn bottles/yr**  
(>90% of all EU Hair Care bottles of Pantene™ + Head & Shoulders™)





# Partnerships



# Stretched Sustainability Vision

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- We can not do it on our own...
- We actively seek suppliers to go beyond Europe and North America
- Partnerships with industry leaders/suppliers/organizations are KEY!
- Aim to educate consumers better what they can and should recycle



# P&G, founding member of



a multimillion-dollar fund to expand recycling in US



Encouraging the responsible development of plant-based plastics



# More Winning Partnerships



Plant PET Technology Collaborative



The Near-Zero European Waste Innovation Network



Flexible Film Recycling Group (FFRG)



The Association of Postconsumer Plastic Recyclers





# Circular Economy/ The New Plastics Economy

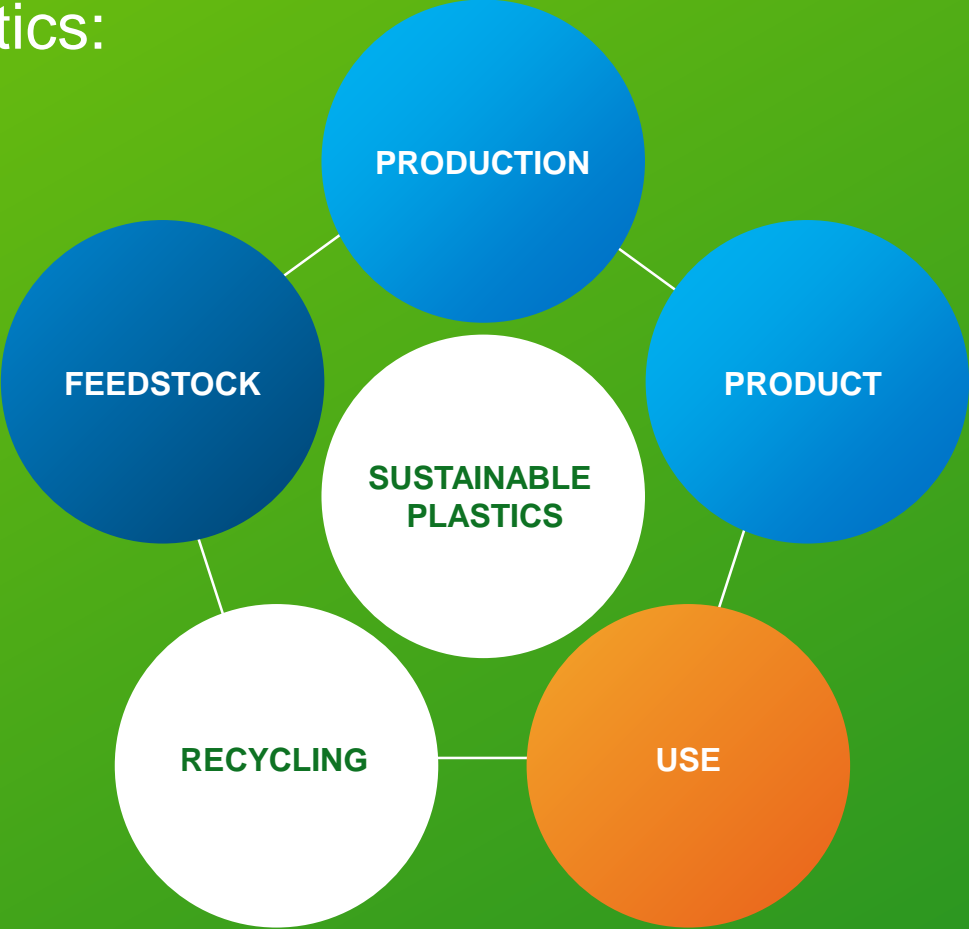




# Circular Economy

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More sustainable plastics:  
A circular approach



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Source: European Commission, DG Grow & DG Environment



# 5 pillars for a Circular Economy

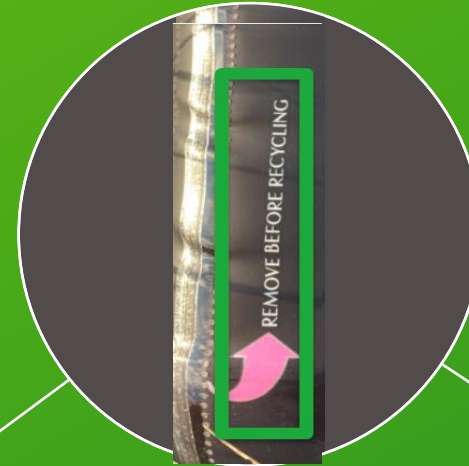
- Recycling & recyclability
- New partnerships needed to achieve CE!



# Design-for-Recycling

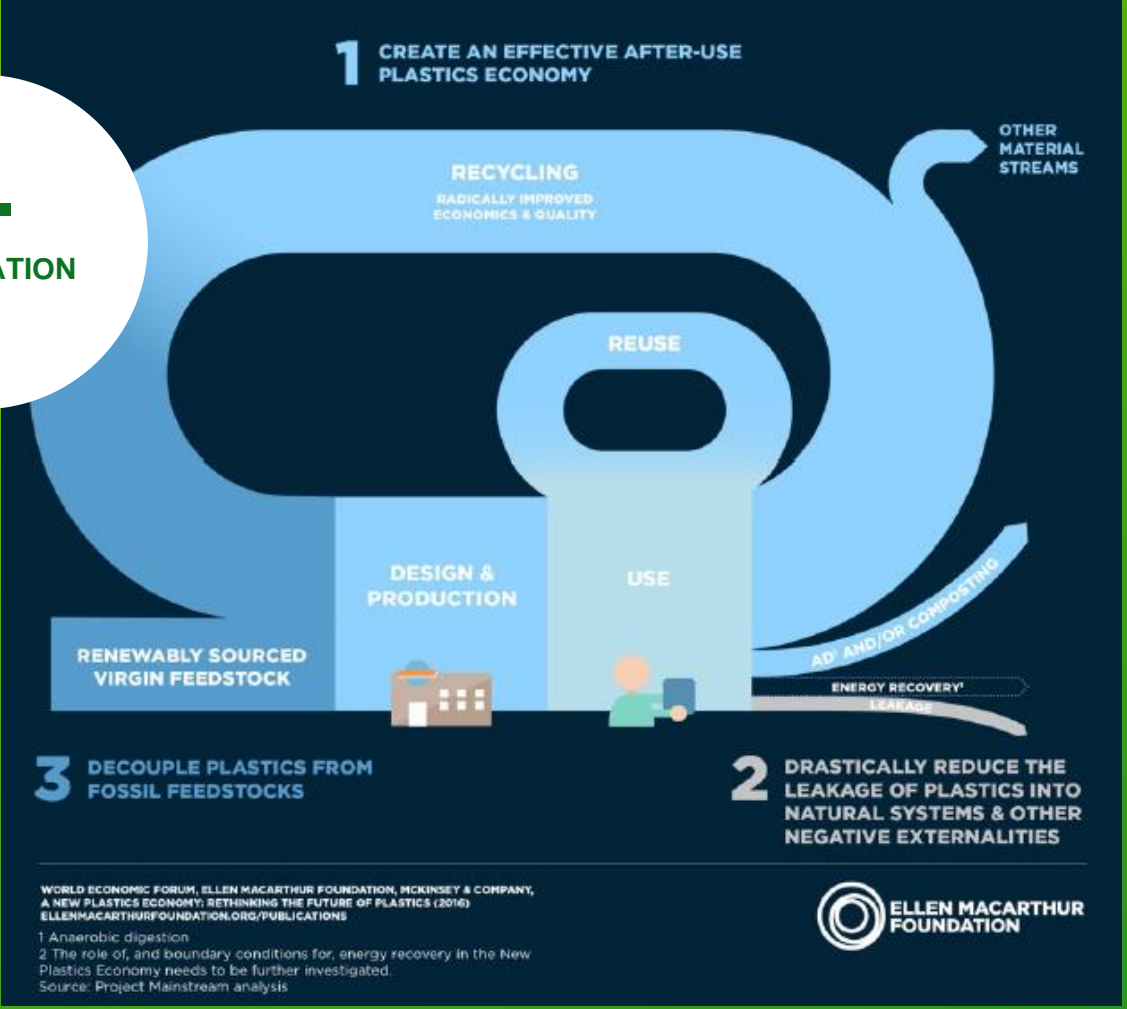
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DESIGN-FOR-RECYCLING  
(Eco-design)



# New Plastics Economy

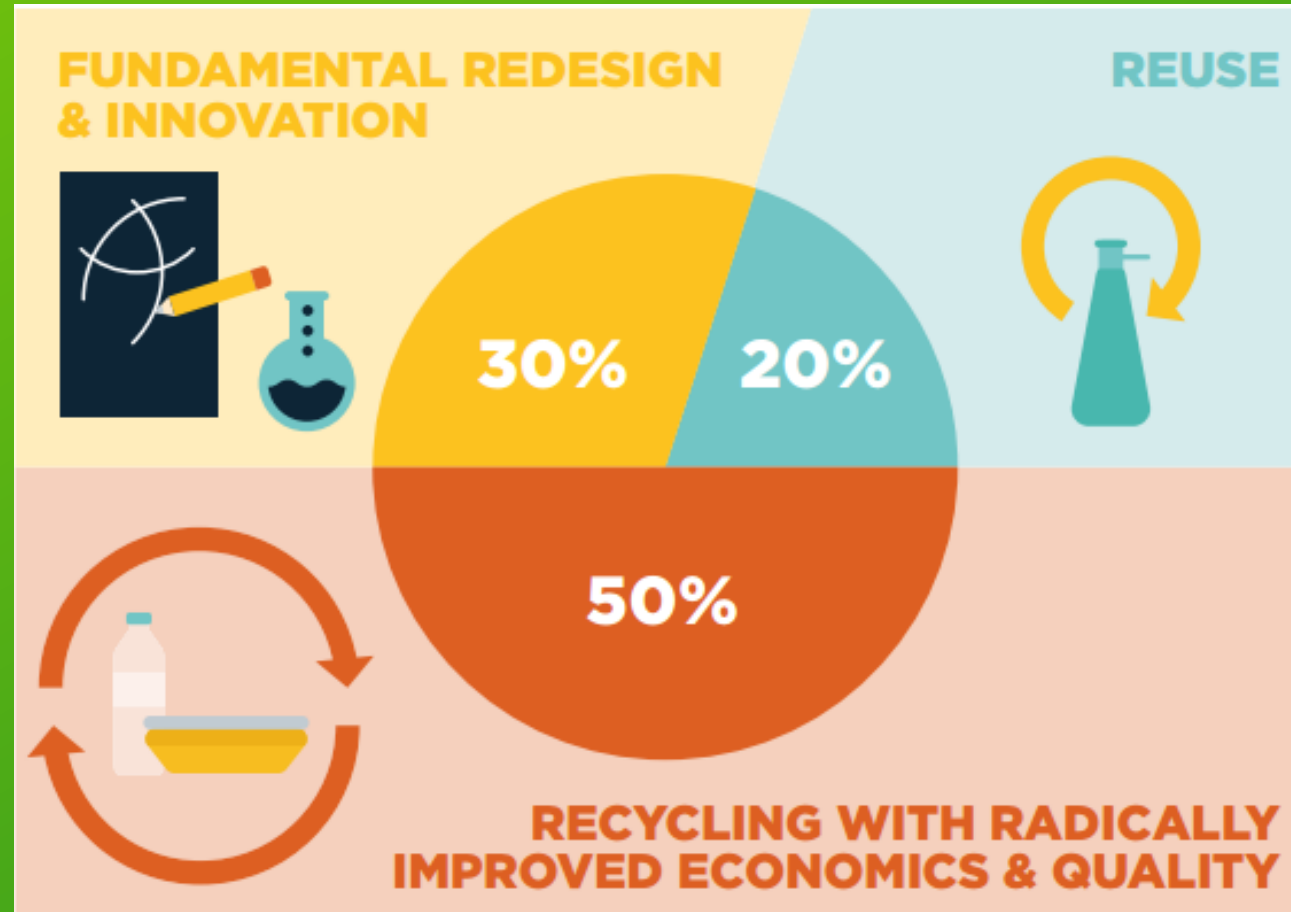
**3.**  
**SEPARATION**



Source: World Economic Forum, Ellen MacArthur Foundation and McKinsey & Company, *The New Plastics Economy — Rethinking the future of plastics*(2016,<http://www.ellenmacarthurfoundation.org/publications>)



# New Plastics Economy



**3.**  
SEPARATION



Source: World Economic Forum and Ellen MacArthur Foundation, *The New Plastics Economy – Catalysing action* (2017, <http://www.ellenmacarthurfoundation.org/publications>)



# New Plastics Economy

- New Plastics Economy:
- P&G : Active participant in New Plastics Economy
  - Standardization of Tracer/Watermark sorting ;

 DANONE	L'ORÉAL	 P&G	 PEPSICO
 SUEZ	 VEOLIA	 TERRACYCLE	 wrap
 BOREALIS Keep Discovering	 RPC bpi recycled products	 Constantia Flexibles	 TOMRA SORTING SOLUTIONS   RECYCLING
 Think Beyond PLASTIC	 nextek SUSTAINABLE SOLUTIONS FOR POLYMER & RECYCLING	 eapro European Association Of Plastics Recycling & Recovery Organisations	 HTP Recycling Renewables Technical Consulting



# Participant-led innovation project: HolyGrail

- 2 technology routes
- Public workshop to identify top 5 needs:
- Demo runs on digital watermarks required
- (draft) White paper



Looks like this



Performs like this





# What's next?





# New Petcore Working Group: ODR

## New Petcore Working Group on ODR Opaque and Difficult to Recycle PET Packaging

- Platform for discussion  
(full value chain approach)
  - Chair: P&G ; Co-Chair: PRE
  - 6 task forces
- Objective: allow and increase market share recyclable ODR
- Current focus: opaque and SSL

### 34 PARTICIPANTS:



# New Petcore Working Group: ODR

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## Scope:

- EU market data Opaque and SSL
- Fit-for-use end applications
- Challenges and Eco-designs
- New end markets
- Current best practices from MS
- Update D-f-R guidelines

# Recent P&G PET innovations



# Working towards successful CE

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## EU Plastic Strategy:

- Clearer definitions
- Eco-design: should be LCA-driven
- Need for EU EoW (End-of-Waste) criteria
- Scale & Harmonization
- EU financial incentives



Making Every Moment Count

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**Thank You!**



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