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SUSTAINABILITY

The Positive Academy #3 The Holistic View – Key Definitions



The urgent need for climate action has brought with it a whole new vocabulary to describe and support sustainable actions, targets and goals. ‘Carbon neutral’, ‘Net Zero’, ‘offsetting’ and ‘sustainability’ have become buzzwords for whenever we talk about climate action, but what do these terms really mean and how do they relate to climate impact?

Today...

#1 We will have a look at Life Cycle Assessments (LCA), Carbon Zero/Net zero, Offsetting

#2 What are our customers doing?

#3 What is CCL doing? – intro Corporate Social Responsibility Tea, (CSR) with Alexandra Joesten

Life Cycle Assessment...WHY?



Why ask?

Management

Make sustainable decisions

Product Development

Develop sustainable products

Sales & Marketing

Prove sustainable claims

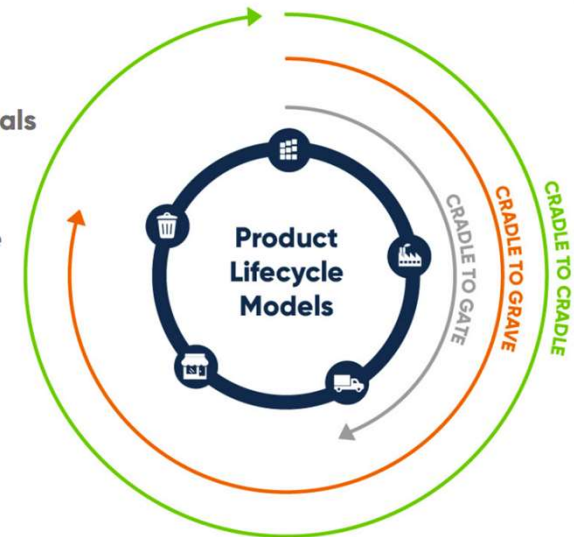
Supply Chain

Find better suppliers

What is the „Life Cycle“?

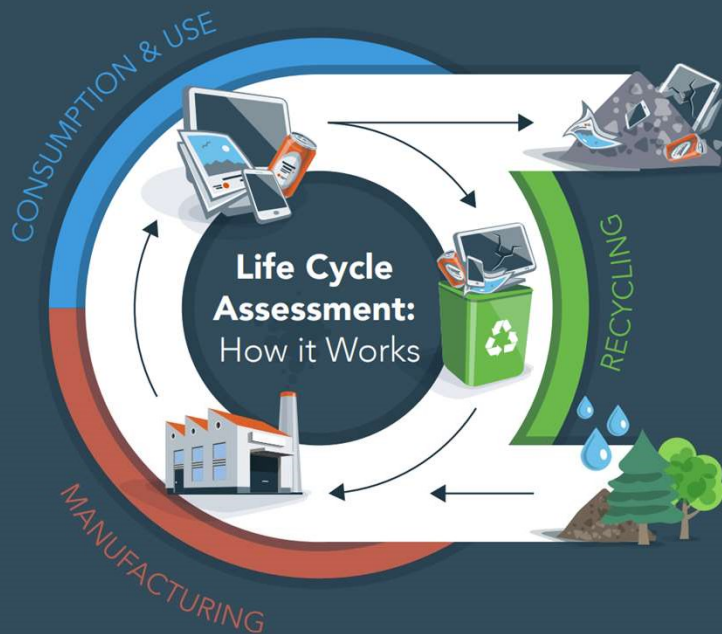
Stages:

- Raw Materials
- Processing
- Transport
- Retail / Use
- Waste



Life Cycle Assessment...WHAT?

1. Life Cycle Stages



2. Life Cycle Inventory

→ EMISSIONS

← RESOURCES

3. Life Cycle Impact Assessment



Global Warming



Water Consumption



Eutrophication



Acidification



...

Life Cycle Assessment...HOW?



A Life Cycle Assessment (LCA) is defined as the systematic analysis of the potential environmental impacts of products or services during their entire life cycle

Carbon Neutral vs Net Zero – what's the difference?

In a carbon neutral organization there is a commitment to evaluate the CO2 emissions produced. This is coupled with finding ways to reduce those emissions and with compensating for these by reducing emissions elsewhere, or by removing an equal amount of CO2 from the atmosphere.

This balancing practice is known as carbon offsetting and could involve planting new trees or investing in renewable energy, or with for example bioenergy carbon capture and storage (BECCS).

Net zero is all about 'balancing' or cancelling out any carbon we produce. We reach net zero when the amount of greenhouse gas we produce is no more than the amount taken away. Zero carbon concerns the emissions produced from a product or service – it means no carbon is given off at all.

“ Net Zero is considered the gold standard for corporate climate action. ”

Net Zero on the other hand means that a company reduces its absolute emissions across its whole supply chain, in order to support the target to limit global temperature increases to 1.5 degrees Celsius, as agreed in the [2015 Paris climate](#) summit.

The Science Based Targets initiative (SBTi), a partnership between CDP, the United Nations Global Compact, World Resources Institute and the World Wide Fund for Nature, has set out the world's first Net Zero standard, providing companies with a framework and tools to effectively implement the Net Zero target.

Race to Net Zero: What are our customers doing?

HEINEKEN AIMS TO BE CARBON NEUTRAL IN PRODUCTION BY 2030 AND FULL VALUE CHAIN BY 2040

15 April 2021



HEINEKEN has launched the "Packaging the Future" programme aimed at accelerating the carbon transition of its top 50 suppliers.



Pepsico doubles down on climate goal and pledges net-zero emissions by 2040

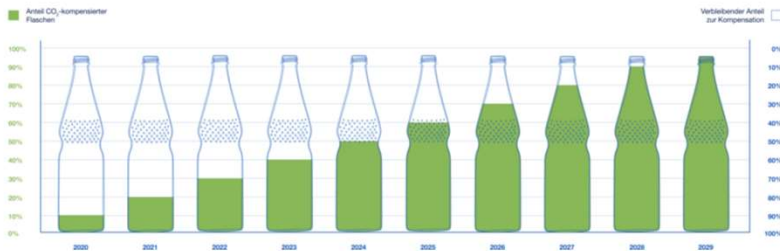
14-01-2021



COCA-COLA HBC COMMITS TO NET ZERO EMISSIONS BY 2040

Der Weg in die Klimaneutralität

Logik des Projektes „Klimaneutrale Poolflaschen“
Schrittweise Kompensation der Glas-Pools bis 2029



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CIRCULARITY












The Sustainable Product Family can Contribute...



Impact of Beverage Packaging

A Comparison

	 PET Water Bottle	 Aluminium Can	 Beverage Carton	 Glass Bottle	 PET Soda Bottle
 Average container weight	8.3 grams	19.7 grams	21.8 grams	300.6 grams	22.2 grams
 Greenhouse gas emissions	50 tons CO ₂ eq.	155 tons CO ₂ eq.	75 tons CO ₂ eq.	383 tons CO ₂ eq.	141 tons CO ₂ eq.
 Fossil fuel use	958 GJ consumed*	1,342 GJ consumed*	1,056 GJ consumed*	4,320 GJ consumed*	2,639 GJ consumed*
 Water use	4.6 million gallons	7.5 million gallons	13.7 million gallons	28.9 million gallons	12.5 million gallons

Source: Life Cycle Assessment for the International Bottled Water Association by Trayak (2021)
 Weights are for individual 16.9 oz containers. Other values represent 1 million 16.9 oz containers each.
 * Gigajoule consumed = total quantity of fossil fuel consumed throughout the life cycle

Offsetting – as a solution to reduce the footprint

A carbon offset broadly refers to a **reduction in GHG emissions – or an increase in carbon storage (e.g., through land restoration or the planting of trees) – that is used to compensate for emissions that occur elsewhere.**

Carbon Offsetting is important because **it allows people to make a positive contribution to the environment when their emissions can't be avoided.** In addition, the increased funding these causes receive can change lives, bringing economic, social and health improvements to whole communities.



Coming Up Next:

Sustainability

#1 Explained: Our Sustainable Product Family

May 5, 2pm CET

#2 Update: Recycling Technologies and Legislation

May 19, 2pm CET

#3 The Holistic View: Material LCA's, Carbon Net Zero and Emission Targets

June 10, 2pm CET

#4 Sustainability Trends

July 14, 2pm CET

Marketing

#1 Marketing Toolbox Explained

June 24, 2pm

CET

Basics

#1 Basics: Inks and Adhesives tbd

#2 Basics: Printing Technologies tbd

#3 Basics: Materials - Plastics

Explained tbd

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PROGRESS

Thank you very much!

