



Drive beverage carton's recycling across the value chain

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Drive recycling across the value chain

Increasing
consumer
awareness



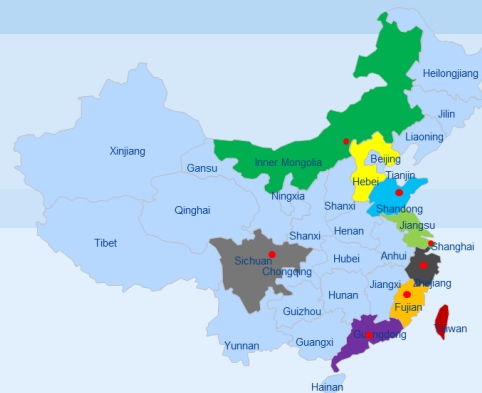
Supporting
collection & sorting
infrastructure



Boosting recycling
business



Work together with
whole industry to
implement EPR



Consumer awareness

Increase awareness of key stakeholders to profile BC as a renewable, recyclable and low carbon packaging choice



- Partnership with NGOs, customers, collectors & recyclers to increase awareness at schools, communities, etc.

Collection & Sorting

Initiate collection expansion through recyclers' self-owned collection network and explore sustainable collection & sorting models by promoting BC collected & sorted as recyclable waste



Collection with collectors/recyclers

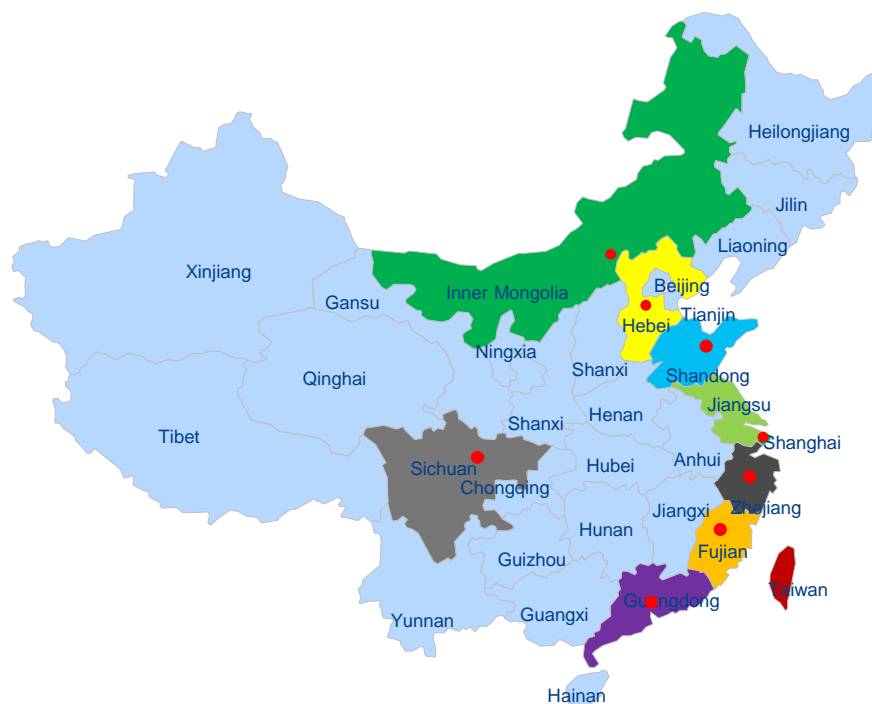


New collection channels/models



Joint collection with customers
(Vitasoy, Oatly, MN, YL, Bright, etc.)

Recycling map & End products



- 10 recyclers with above 350kt recycling capacity



- Fibre, PolyAl & Full carton recycling solution



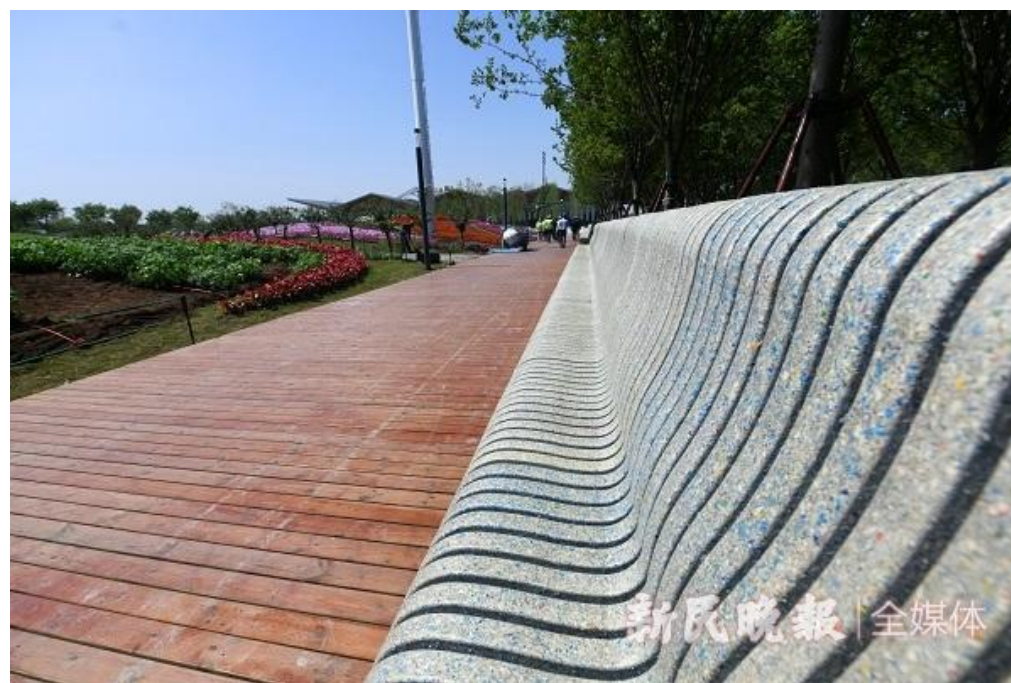
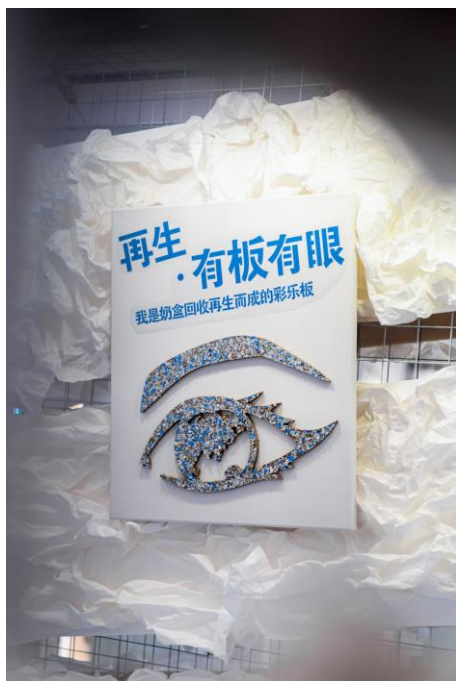
End products





Application cases

- Chip board in exhibition on Earth Day
- Chairs at China Flower Expo





EPR for Beverage Carton in China

- Carton Recycling Industrial Coalition (CRIC) is formed in May 2018
- Market-led and government guided scheme.
- Package producers, fillers, retailers and recyclers are encouraged to form a coalition to drive recycling of the package.
- Goal: Strive to reach 40% recycling rate by 2025.

Regulate industry

Call for participant

Promote recycling

Raise awareness

CRIC EPR report



First collection pilot in Shanghai was launched in 2022 and passed expert review



饮料纸基复合包装
生产者责任延伸
履责报告

2021



饮料纸基复合包装
回收利用专委会

Recycling rate * : 33.3% in year 2021
*Calculation method is based on NDRC's guidelines

The background of the slide is a close-up photograph of green grass blades. Many of the blades are covered with small, clear water droplets, suggesting a morning dew or rain. The lighting is soft and natural, creating a fresh and vibrant atmosphere. The grass blades are in sharp focus in the foreground, while the background is slightly blurred.

Thank You

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