

PRESENTATION

SUSTAINABILITY SUMMIT
ABRISO JIFFY

11/06/2024
GHENT



Agenda

1:00 PM - 1:15 PM

Jean-Baptiste De Ruyck: CEO Abriso Jiffy

Introduction

1:15 PM - 2:00 PM:

Christoph Vanderstricht: Expert Circular Economy & Sustainable Value Chains PWC

Update regulatory policies on protective packaging at EU & local level

2:00 PM - 2:45 PM:

Nathalie Cartiaux: Product Development Mgr for Sustainability LyondellBasell

Showcase new technology developments from PE resin supplier

2:45 PM - 3:00 PM:

Coffee Break

3:00 PM - 6:00 PM:

Goutam Challagalla: Professor Sustainability and Marketing Strategy IMD

How to develop a winning sustainability strategy: case studies & cocreation session

6:00 PM - 6:15 PM:

Ulrich Van de Woestyne: General Manager Western Europe Abriso Jiffy

Overview sustainability goals and strategy Abriso Jiffy

6:15 PM - 9 PM:

Dinner in Ray: Klein Turkije 20, 9000 Ghent



The plastics economy:

The regulatory drivers for an increased circular economy

Christoph Vanderstricht , Lead expert Circular Economy and Sustainable Value Chains, Strategy & Transformation

11th June, Gent





Christoph Vanderstricht

Lead Expert Circular Economy and Supply Chains | Strategy & Transformation.



Relevant experience

Throughout his career, [name] has gained key experience in:

- Development and implementation of (transformational) strategies for corporates; industry sectors and regions of solutions and instruments towards circular economy and sustainable sourcing strategies* (incl. EPR / EUDR / EUCSDDD) across following dimensions: governance; finance and control; technologies; infrastructure and operations; communication; regulatory; stakeholders (+80 projects)
- EPR and End of Life strategies for governments and companies / industry sectors for 12+ product categories of which are ELV, packaging, batteries; tires; WEEE (+40 projects / 50 countries)
- Development, implementation and optimization of resource and EoL products management strategies and platforms for corporates (cross departmental: procurement / marketing / R&D / sustainability / legal / etc.) (+40 projects)
- Development of European Industry wide / International performance monitoring and management control tools (REACH / European Detergents / Conflict Minerals / EPR.) 7 projects
- Supply chain performance and security improvement and optimization across countries (+30 projects)
- Reputation Assurance & Strategy (Brand / Corporate) (15 projects)
- Environmental Due diligence and M&A (120 assignments)
- Sustainable vendor audits (35 projects)
- EH&S audits / EMAS / ISO14001 (+/-20 projects)
- ESG reporting (+/- 20 projects)
- Development and implementation of (transformational) 360° strategies for industry sectors and policies for public authorities (incl. Master Planning) in the field of economic instruments and policies for resources (+35 projects) :
- Green field development and implementation of resource strategies (country level) (+15 projects)
- Development and implementation of strategies to connect and integrate the chains to create shared value dynamics and sustainable markets for sectors and countries. (+20 projects)

Summary + 30 years of experience

- Global lead expert in the field of Circular Economy and resource management: Business / Country strategy and Transformation, performance optimisation; policy development, M&A. 360° Green field development of circular resource markets focusing on design and end of life. Governance, risk and compliance strategy and implementation and scope 3 climate transformation.
- Vast experience in the OECD countries, Middle East and Emerging markets (+50 countries) in multiple sectors
- Christoph also served as expert consultant at several occasions for the EU, the OECD, UNECE and UNEP in the field of EPR and represented PwC at several Professional bodies and international organisations.
- He has been an assistant professor at the Law Faculty of the University of Ghent and also a guest lecturer at the Free University of Brussels; University of Montpellier (Aix-en-Provence) (ICREI) and the Eotvós Lorand University of Budapest (Hu)

christoph.vanderstricht@pwc.com
m. +32 477 61 92 52

Education & Certification

- MBA (VIGMS) 1999
- MSC in Environmental technology (Ugent) 1995
- MSC in international trade and Finance (Ecole de Commerce Solvay) 1994
- Master of Laws (UGent) 1990

Specialisation

- Sustainability Strategy and transformation
- Sustainable supply chains (compliance & strategy)
- Circular Economy
- Reputation management
- Governance, Risk and Compliance

Language

- English, Dutch, French; Spanish, German, Portuguese



THANK YOU

Christoph Vanderstricht

Lead expert

Circular Economy & Sustainable value chains ||
Strategy & Transformation

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+32477619252



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***Nathalie Cartiaux:
Showcase new technology developments***

LyondellBasell's Focus on Polyolefins & Sustainability

Nathalie Cartiaux
Sr Application and Product Development Mgr, C&LCS

Abriso Jiffy Sustainable Summit
Gent, June 11th, 2024

Agenda for Today

- LYB Sustainability Goals
- Brand Owners, Retailers and Demand for Recycled Content
- Circularity Value Chains and LYB Integrated “Hubs”
- *Circulen* Portfolio Value Propositions
- AbrisoJiffy – LyondellBasell

Who We Are



Solutions for a
better tomorrow

Business strategy

Grow & Upgrade
the Core

Build a Profitable Circular
& Low Carbon Solutions
Business

Step Up Performance
& Culture

Purpose

Creating solutions for everyday sustainable living

Commitments

- Sustainability-focused innovation
- Ever-better performance
- Outside-in perspective
- Impactful collaboration

Values

- We champion people
- We strive for excellence
- We shape the future

Competencies

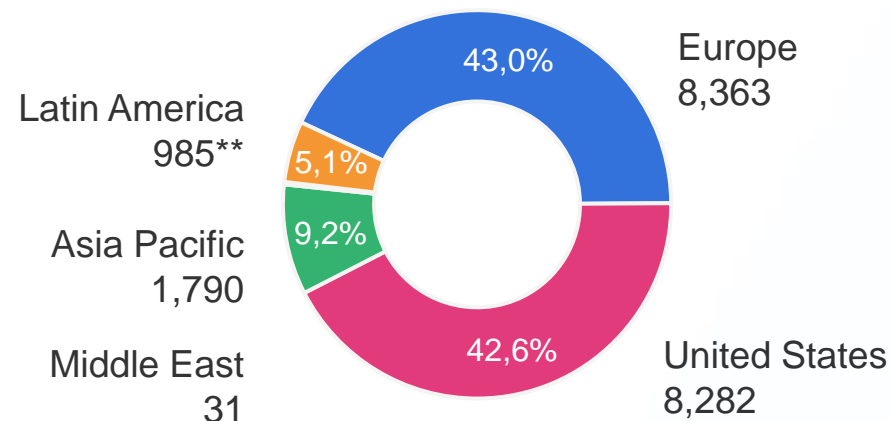
- Build Partnerships
- Deliver Results
- Drive Innovation
- Grow Capabilities
- Promote Inclusion

Our Goal**ZERO** mindset enables our strategy

Who We Are

We are LyondellBasell (LYB) – a leader in the global chemical industry creating solutions for everyday sustainable living. Through advanced technology and focused investments, we are enabling a circular and low carbon economy. Across all we do, we aim to unlock value for our customers, investors and society. As one of the world’s largest producers of polymers and a leader in polyolefin technologies, we develop, manufacture and market high-quality and innovative products for applications ranging from sustainable transportation and food safety to clean water and quality healthcare. For more information, please visit www.lyb.com or follow @LyondellBasell on LinkedIn.

Our 19,451 employees globally:*



#1

largest producer of polyethylene (PE) and polypropylene (PP) in Europe

21

countries with manufacturing sites and joint ventures

6,000

patents and patent applications worldwide

#2

largest producer of propylene oxide (PO) worldwide

\$34M+

in charitable investments globally over the past four years through 4,500 grants

23 TONS

of waste collected in the environment during our 2021 Global Care Day events



*Full-time and part-time employees as of December 31, 2022.

**Including Mexico

WE CREATE. WE SUSTAIN. WE PROTECT.

Our Industry-Leading Sustainability Ambitions and Actions

Leading the way to profitably advance and innovate sustainable solutions

ENDING PLASTIC WASTE

- **2 MM+ TONS**
of recycled and renewable-based polymers produced and marketed annually by 2030
- **FOR EVERY \$**
we will invest in venture funds that address the plastic waste challenge; we help catalyze \$5 from co-investors
- **ZERO**
plastic pellet loss to the environment from our facilities

TAKING CLIMATE ACTION

- **NET ZERO**
greenhouse gas emissions from operations by 2050¹
- **42%**
absolute scope 1 and 2 greenhouse gas emissions reduction from operations by 2030²
- **30%**
absolute scope 3 greenhouse gas emissions reduction by 2030²
- **50%**
minimum of electricity produced from renewable sources by 2030²

SUPPORTING A THRIVING SOCIETY

- **ZERO**
incidents, injuries and accidents
- **ACHIEVE**
gender parity in global senior leadership by 2032
- **INCREASE**
the number of people from underrepresented groups in U.S. senior leadership roles to reflect the general population ratio by 2032
- **ASSESS**
a minimum of 70% of our key global suppliers using sustainability criteria by 2025



1. Our 2050 net zero greenhouse gas emissions goal includes scope 1 and 2 emissions.
2. Relative to 2020 baseline.

Society, consumers and regulations are driving brand owner commitments for circular and low carbon solutions

Changing global landscape is driving demand for recycled content and reductions in GHG emissions

CHANGING GLOBAL LANDSCAPE

1 Societal Aspirations

- Growing societal aspiration for reductions in GHG emissions and plastic waste

2 Consumer Awareness

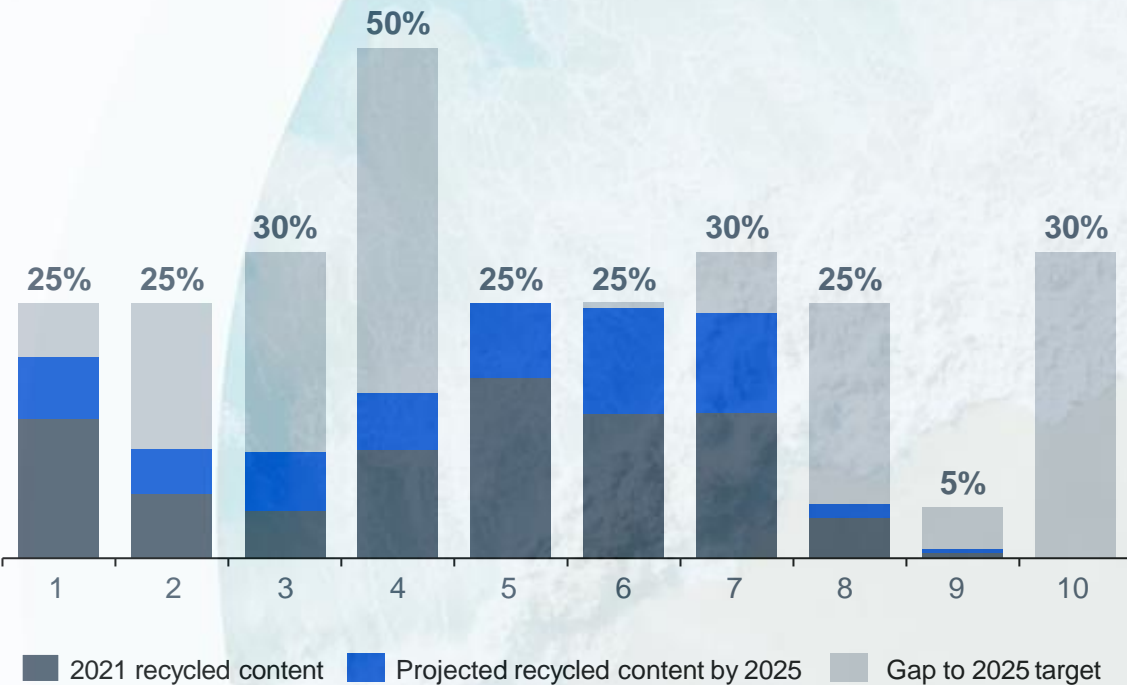
- Increasing consumer awareness and willingness-to-pay for circular and renewable products

3 Evolving Regulations

- New requirements across the world, including North America and Europe
- Recycling targets, plastic taxes, Extended Producer Responsibility (EPR) schemes and climate regulations are also driving demand and economics

BRAND OWNER COMMITMENTS¹

Top 10 Global Brand Owner Recycled Content Targets by 2025 and Projected Share at Current Pace
% of total packaging content

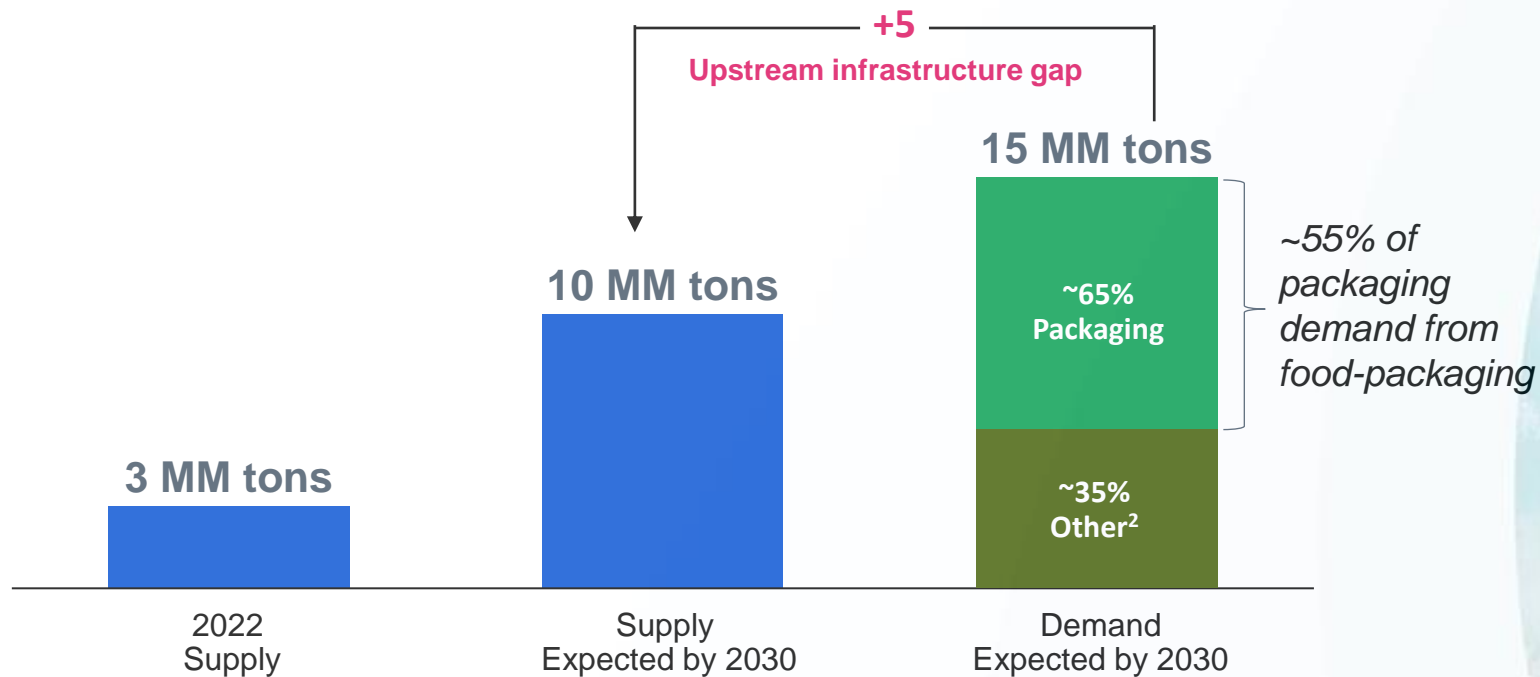


1. The 10 top companies' commitment represent ~12% of total recycled content demand in packaging by 2025. Source: Ellen MacArthur Foundation Global Commitment 2022 Progress Report.

Persistent supply shortage creating a strong business case for investment

Our target of 2 MM+ tons per year of recycled and renewable-based polymers by 2030 would establish our market leadership in North America and Europe

UPSTREAM INFRASTRUCTURE GAP IS CREATING A SIGNIFICANT SUPPLY SHORTAGE

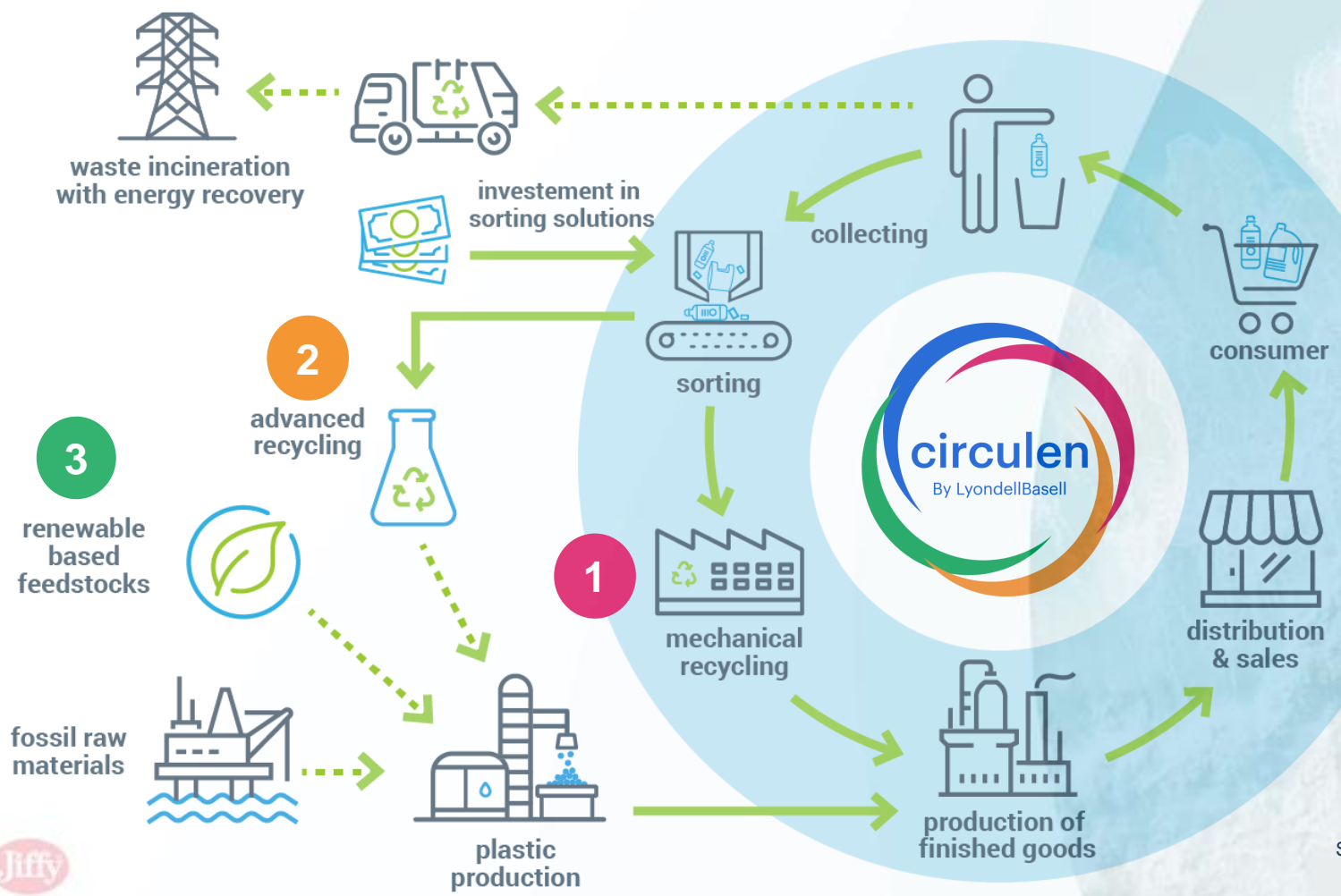


MARKET ASSESSMENT

- More than **50% of total demand growth for PE/PP** driven by recycled and renewable-based content
- **Consumer packaging sector** has the highest growth in demand for recycled content
- **New capacity** is needed to bridge the supply gap
- Persistent shortage of supply is expected to sustain **healthy margins**
- Customers (food packaging, healthcare etc.) are increasingly seeking higher quality recycled content from plastic waste that **only advanced recycling can address**

Pathways to circularity of plastics

We are helping to advance the circularity of plastics through three complementary pathways: mechanical recycling, advanced recycling and use of renewable-based feedstocks.



Improving the Sustainability of Consumer Products



Polymers made from plastic waste through a **mechanical recycling process**



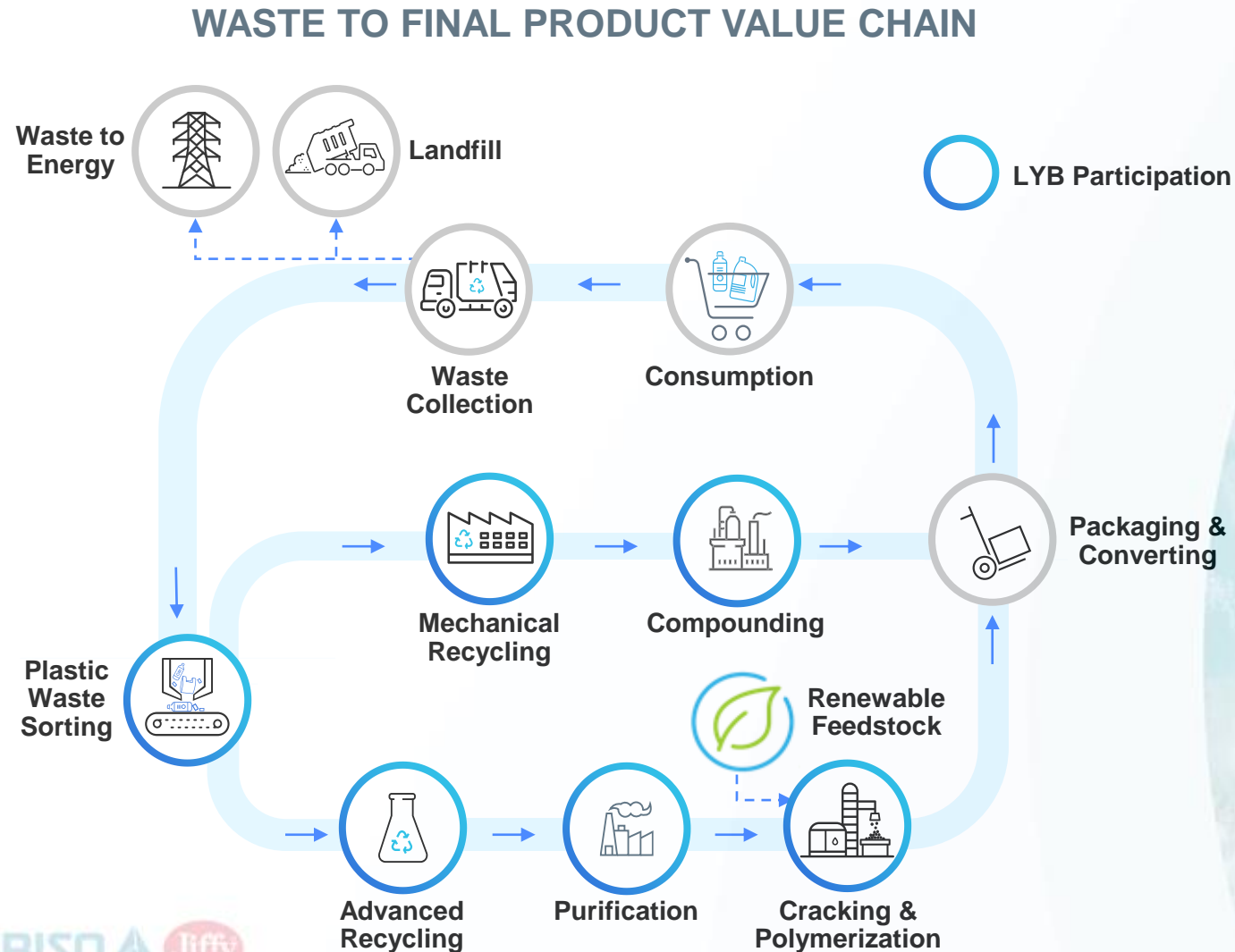
Polymers made by converting plastic waste into feedstock to produce new polymers using an **advanced (molecular) recycling process**



Polymers made from **renewable feedstocks** such as used cooking oil

Today's Circularity Value Chain

LyondellBasell is participating across complex and complementary value chains



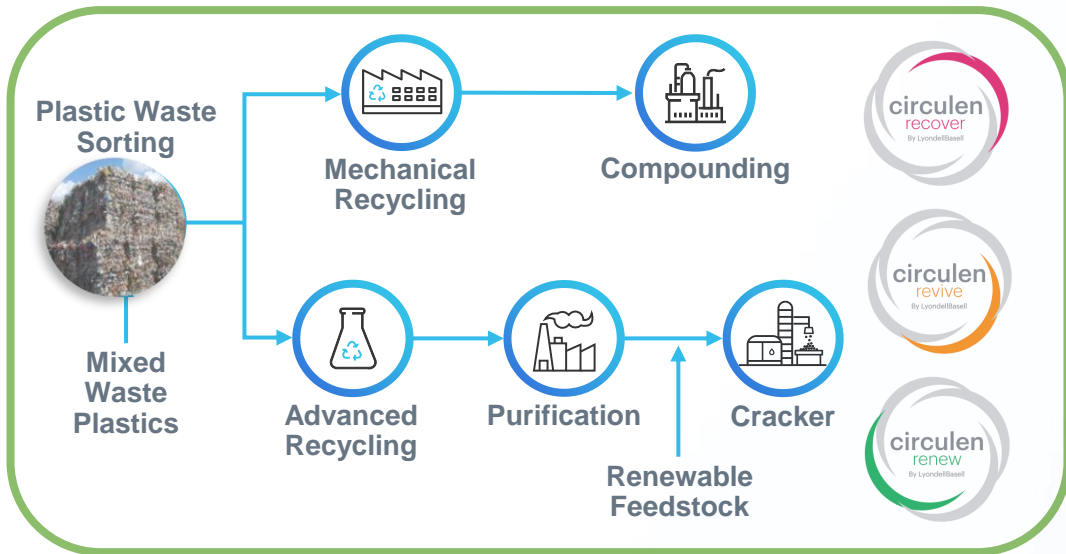
KEY DYNAMICS








- Plastic waste is localized and extremely fragmented
- **Regulations vary by region**
- Opportunity to **divert plastic waste from incineration and landfills**
 - Underdeveloped sorting technologies in highly populated areas do not optimize the value of recyclable feedstock at scale
- **Mechanical recycling is complementary to advanced recycling**
- **Existing advanced recycling technologies are in early stages** and face higher cost, smaller scale, and lower energy and carbon efficiency

Our integrated hub model establishes leadership in circular solutions


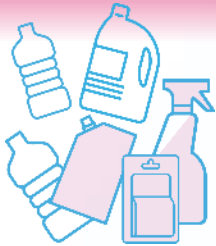










- Integrated Hub Concept**

- Building scale, reducing cost and capturing value to establish leadership in circular solutions
- Regional hubs to access and supply feedstock into integrated hubs
- Preferred strategic partner to feedstock owners
- Leveraging existing capabilities at Cologne and Houston sites
- Differentiated and advantaged technologies (e.g., *MoReTec*)
- Collaborating with brand owners to provide a range of optimal solutions via *Circulen* brands




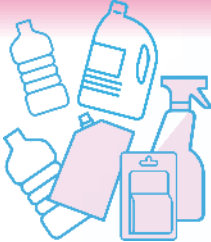


	Cologne, Germany	Houston, Texas
 Plastic waste Sorting	<ul style="list-style-type: none"> • Source One JV • EEW partnership 	<ul style="list-style-type: none"> • Cyclyx agreement • Houston Recycling Collaboration
 Advanced Recycling	<ul style="list-style-type: none"> • Semi-industrial pilot plant running in Ferrara • <i>MoReTec</i> 50 KTA completion by end of 2025 • Third-party pyrolysis oil offtakes in place 	<ul style="list-style-type: none"> • Studying <i>MoReTec</i> 100+ KTA • Third-party pyrolysis oil offtakes in place
 Purification	<ul style="list-style-type: none"> • Pursuing various options 	<ul style="list-style-type: none"> • Potential repurpose of Houston refinery
 Cracker	<ul style="list-style-type: none"> • LYB cracker and polymer sites 	<ul style="list-style-type: none"> • LYB cracker and polymer sites
 Mechanical Recycling	<ul style="list-style-type: none"> • QCP 100% ownership • APK investment • AFA Nord JV 	<ul style="list-style-type: none"> • Third party offtake • Mechanical recycling options in progress
 Compounding	<ul style="list-style-type: none"> • Mepol acquisition • APS sites 	<ul style="list-style-type: none"> • APS sites
 Renewable Feedstock	<ul style="list-style-type: none"> • Multiple renewable diesel feedstock agreements 	<ul style="list-style-type: none"> • Multiple renewable diesel feedstock agreements

Our circular and low carbon solutions

	Technology	Feedstock	Process	End products
Circular Recycling	 <p>Mechanical Recycling</p>	<p>Post-consumer plastic material</p> 	<p>Requires highly sorted and cleaned waste stream</p> 	 <p>Consumer packaging & goods*</p>
	 <p>Advanced Recycling</p>	<p>Hard to recycle plastic material</p> 	<p>More tolerant of mixed plastic waste</p> 	 <p>Incl. food packaging and healthcare applications</p>
Low Carbon Solution	 <p>Renewable bio-based source material</p>	<p>Renewable bio-based material</p> 	<p>Requires liquid bio-based feedstock such as used cooking oil</p> 	 <p>Incl. food packaging and healthcare applications</p>





* This product is not intended for highly regulated applications including food contact, potable water contact, medical and pharmaceutical applications.

Advancing Circularity through Mechanical Recycling

	Technology	Feedstock	Process	End products
Circular Recycling	 <p>Mechanical Recycling</p>	<p>Post-consumer plastic material</p> 	<p>Requires highly sorted and cleaned waste stream</p> 	 <p>Consumer packaging & goods*</p>





- **CirculenRecover** products are made from plastic waste through a **mechanical recycling** process
- Mechanical recycling upgrades plastic waste into usable materials through mechanical processes including **sorting, washing, grinding, melting and forming new pellets**
- LyondellBasell offers customers **high quality PP and PE** with mechanically recycled content under our *CirculenRecover* brand
- Our Mechanical Recycling footprint includes our **Quality Circular Polymers (QCP)** business in Europe, and planned joint ventures in **China and India**

Advancing Circularity through Advanced Recycling

	Technology	Feedstock	Process	End products
Circular Recycling	 <p>Advanced Recycling</p>	<p>Hard to recycle plastic material</p> 	<p>More tolerant of mixed plastic waste</p> 	 <p>Incl. food packaging and healthcare applications</p>

- **CirculenRevive** products are made from plastic waste through an **advanced (chemical) recycling** process
- **Advanced recycling is complementary to mechanical recycling** as it expands end use application options and can be used to process a wider and broader variety of waste
- Advanced recycling converts **plastic waste back to its molecular form**, which is then used as a feedstock in our conventional production processes to produce new polymers
- Advanced recycled feedstock is mixed with conventional feedstock during the production process, and allocated to the final polymer using a mass balance approach
- LyondellBasell provides **solutions for highly regulated food and medical applications** with advanced recycled content under our *CirculenRevive* brand
- We are developing our own advanced recycling technology, *MoReTec* which combines scale with a leading energy efficiency and carbon footprint

Advancing Circularity through Renewable Feestock

	Technology	Feedstock	Process	End products
Low Carbon Solution	 <p>Renewable bio-based source material</p>	 <p>Renewable bio-based material</p>	<p>Requires liquid bio-based feedstock such as used cooking oil</p> 	 <p>Incl. food packaging and healthcare applications</p>

- Products with certified bio-based content and reduced CO2 footprint (based Life Cycle Assessment (LCA) providing an objective, science-based technique for calculating environmental performance according to ISO 14040 and ISO 14044. The study was critically reviewed by an independent panel of experts)
- ISCC Plus Bio-Circular certificate and measurable renewable content (C14)
- Second generation feedstock from renewable sources not in competition with food production
- Same properties as their fossil-based equivalents suitable for food-contact packaging, consumer goods and healthcare
- Drop in solution which doesn't require any modification of existing processing equipment

Our *Circulen* brand of products provides solutions for our customer's sustainability needs and everyday sustainable living



Products made from **mechanical recycling processes**, including QCP JV



SAMSONITE
Magnum ECO
suitcase¹



Products made from **advanced recycling processes**, including proprietary *MoReTec* technology²



L'OCCITANE EN
PROVENCE cosmetic
packaging tubes¹



Products made from **renewable bio-based feedstocks**³



CORINE DE
FARME personal
care packaging¹

Building business and operating models to support rapidly growing customer demand

with over 100 employees dedicated to business unit by end of 2024

123,000 Tons

of recycled and renewable-based polymers produced and marketed in 2023

2,000,000+ Tons

of recycled and renewable-based polymers produced and marketed annually by 2030

Approximately 20% of 2022 PE and PP sold globally by LyondellBasell



1. Customer applications using *Circulen* products.

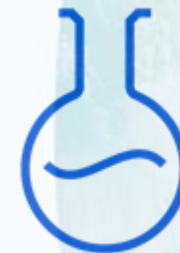
2. The advanced recycled feedstock is mixed with conventional feedstocks in our process and allocated to CirculenRevive products using a mass balance approach certified according to the International Sustainability and Carbon Certification (ISCC) PLUS standard.

3. These feedstocks are used in our conventional production processes along with conventional feedstocks and are allocated to CirculenRenew products using an ISCC PLUS-certified mass balance approach.

Abriso & LyondellBasell



Foam PE



GX5112
at least 50% PCR

Sustainability | LyondellBasell



2023 Sustainability Report

Everyday
sustainability



Solutions for a better tomorrow



LyondellBasell



***Professor Goutam Challagalla:
How to develop a winning sustainability strategy***

What sustainability game are you playing?

Goutam Challagalla

Dentsu Group Chair of Sustainable Strategy
and Marketing

IMD / Real learning
Real impact



1. The issue and complications
2. ESG ratings – what they mean
3. The three mindsets toward sustainability



The shift in perspective

3
0

January

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

					1	2 DRC
3	4 Somalia Burundi	5 Chad CAR	6 Malawi Rwanda	7 Niger	8	9 South Sudan Madagascar
10 Sierra Leone Uganda	11 Ethiopia	12 Guinea-Bissau	13	14 Afghanistan Tanzania	15 Burkina Faso	16 Mozambique Eritrea
17 The Gambia Guinea	18	19 Liberia	20 Togo Mali	21 Haiti	22 Comoros	23 Yemen
24 Cameroon	25 Kenya	26	27 Cote d'Ivoire	28	29 Nepal	30
31 Zambia						

Consider the average carbon footprint by a citizen in Africa (e.g., Kenya) in a year.

How many months will it take an average UK citizen to have the same carbon footprint?

3
1



January

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

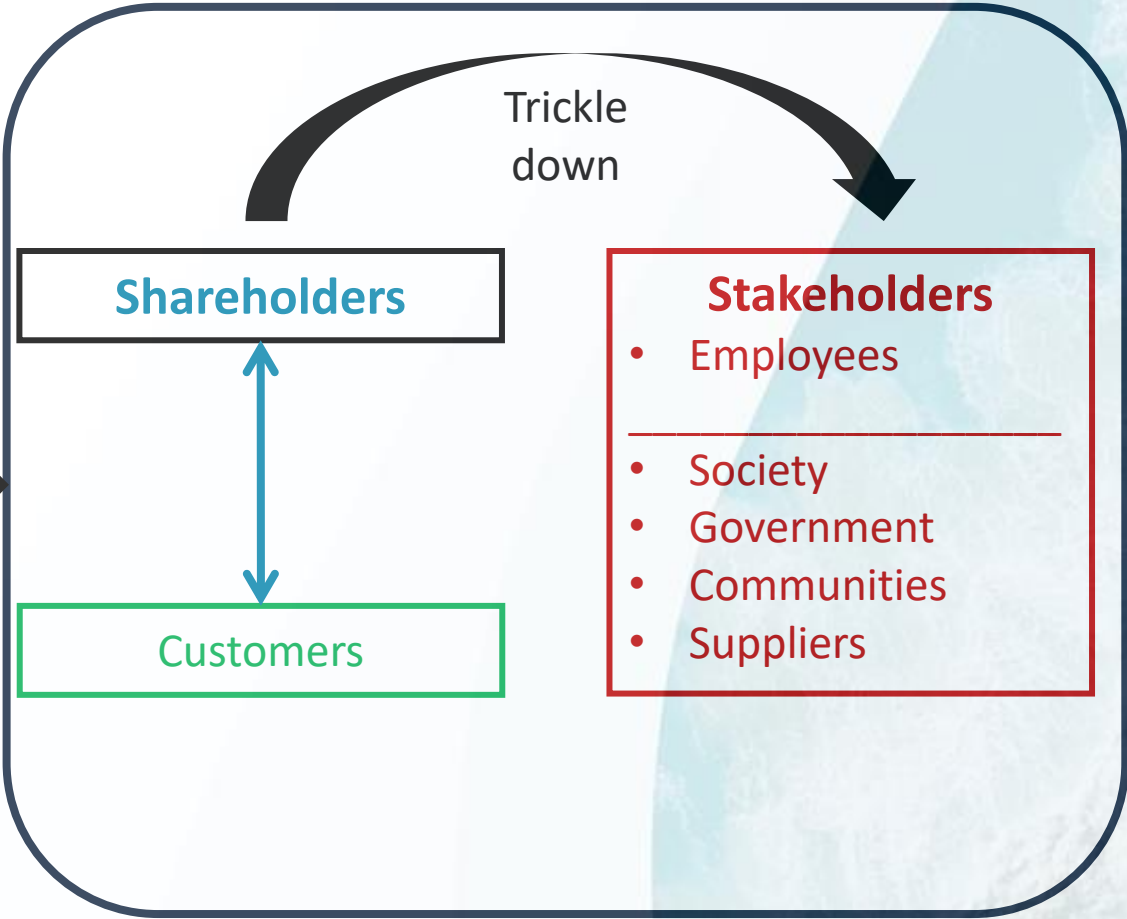
					1 DRC	2 Somalia Burundi Chad CAR
3 Malawi Rwanda Niger	4 South Sudan Madagascar Sierra Leone Uganda Ethiopia Guinea-Bissau	5 Afghanistan Tanzania	6 Burkina Faso Mozambique Eritrea The Gambia	7 Guinea Liberia Togo	8 Mali Haiti Comoros Yemen	9 Cameroon Kenya
10 Cote d'Ivoire	11 Nepal Zambia	12 Sudan	13 Timor-Leste Djibouti Bangladesh Ghana	14 Solomon Islands	15 Myanmar Congo, Rep. Vanuatu Senegal	16 Sao Tome and Principe Nigeria
17 Cambodia Benin Kiribati North Korea	18	19	20 Tajikistan Nicaragua	21 Zimbabwe Papua New Guinea Tuvalu	22 Angola Mauritania	23 Eswatini
24 Pakistan Sri Lanka	25 Honduras	26 El Salvador	27 Guatemala	28 Cabo Verde	29 Paraguay	30 Lesotho

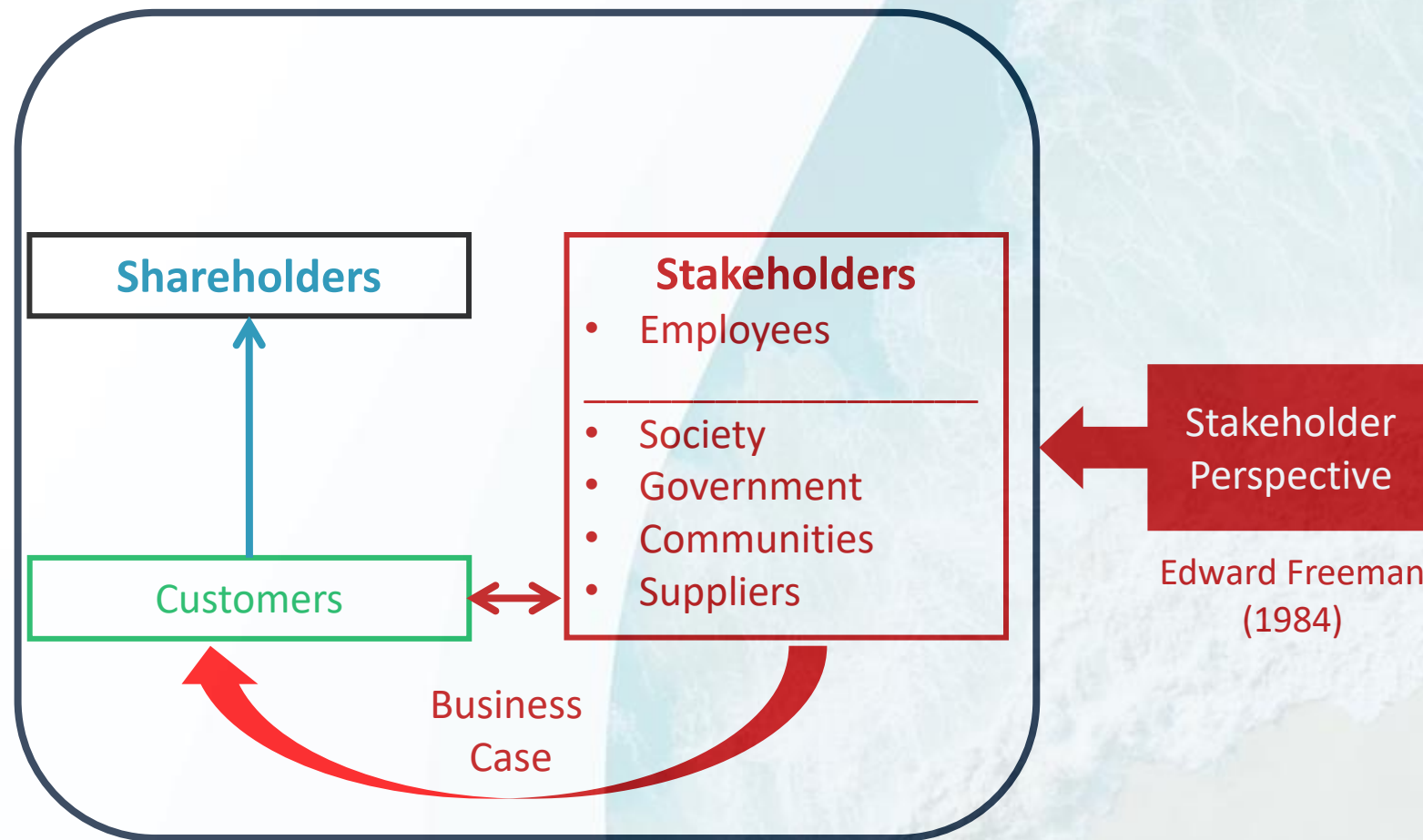
Days by which an average US citizen will have produced the annual carbon dioxide emissions of a citizen in other countries



Shareholder
Perspective

Milton Friedman
(1970)






Business Case for Sustainability

- Mitigate risk
- Build public reputation and relevance
- Enhance innovation impact
- Transform mission (purpose) and employee motivation

**Jean-Sebastien
Jacques**
■ RIO TINTO CEO

Bloomberg

ABRISO  

WE CREATE. WE SUSTAIN. WE PROTECT.

**RIO TINTO CEO: WELL POSITIONED IN TERMS
OF BALANCE SHEET, GROWTH**



5th largest FMCG firm

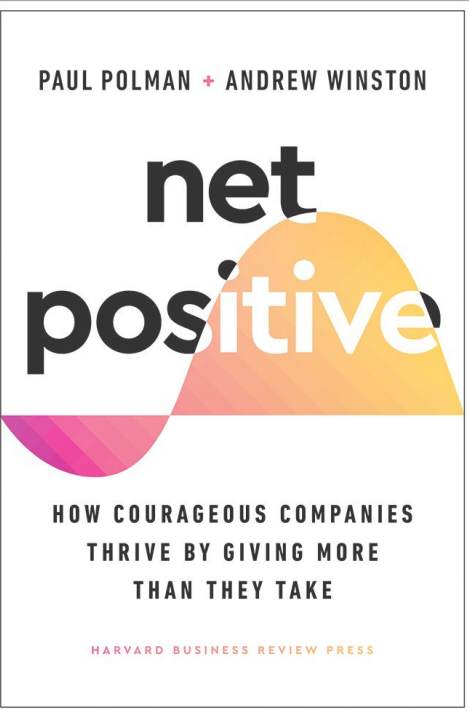
€60.1B revenue in 2022



Unilever spent €7.8 billion on branding and marketing investments in 2022



Unilever



“Sustainable
Capitalism”

Five Core Principles

1. Ownership of all impacts and consequences, intended or not
2. Operating for the long-term benefit of business and society
3. Creating positive returns for all stakeholders
4. Driving shareholder value as a *result*, not a goal – no more reporting of quarterly results
5. Partnering to drive systemic change (e.g., deforestation goals to be achieved in partnership with NGOs, Governments, Suppliers)



ERGO K860 for Business

11.14 kg CO₂e



ERGO K860S Wireless

11.14 kg CO₂e



K275 Wireless

5.38 kg CO₂e



K295 Silent Wireless

5.41 kg CO₂e



K380 Multi-Device Bluetooth Keyboard

5.98 kg CO₂e



K380 Multi-Device Bluetooth Keyboard for Mac

5.98 kg CO₂e



K580 Multi-Device Wireless

6.43 kg CO₂e



K835 TKL Mechanical

12.71 kg CO₂e



K845 Mechanical Illuminated

17.85 kg CO₂e



MX Keys for Mac

16.92 kg CO₂e



POP Keys

15.05 kg CO₂e



Keyboard K120

4.02 kg CO₂e



MX Keys Wireless

16.92 kg CO₂e



MX Keys Mini Illuminated Wireless

10.78 kg CO₂e



MX Keys Mini for Mac Wireless

9.96 kg CO₂e



K780 Multi-Device Wireless

9.48 kg CO₂e



K400 Plus Wireless Touch

4.90 kg CO₂e



K280 Pro Corded

7.56 kg CO₂e

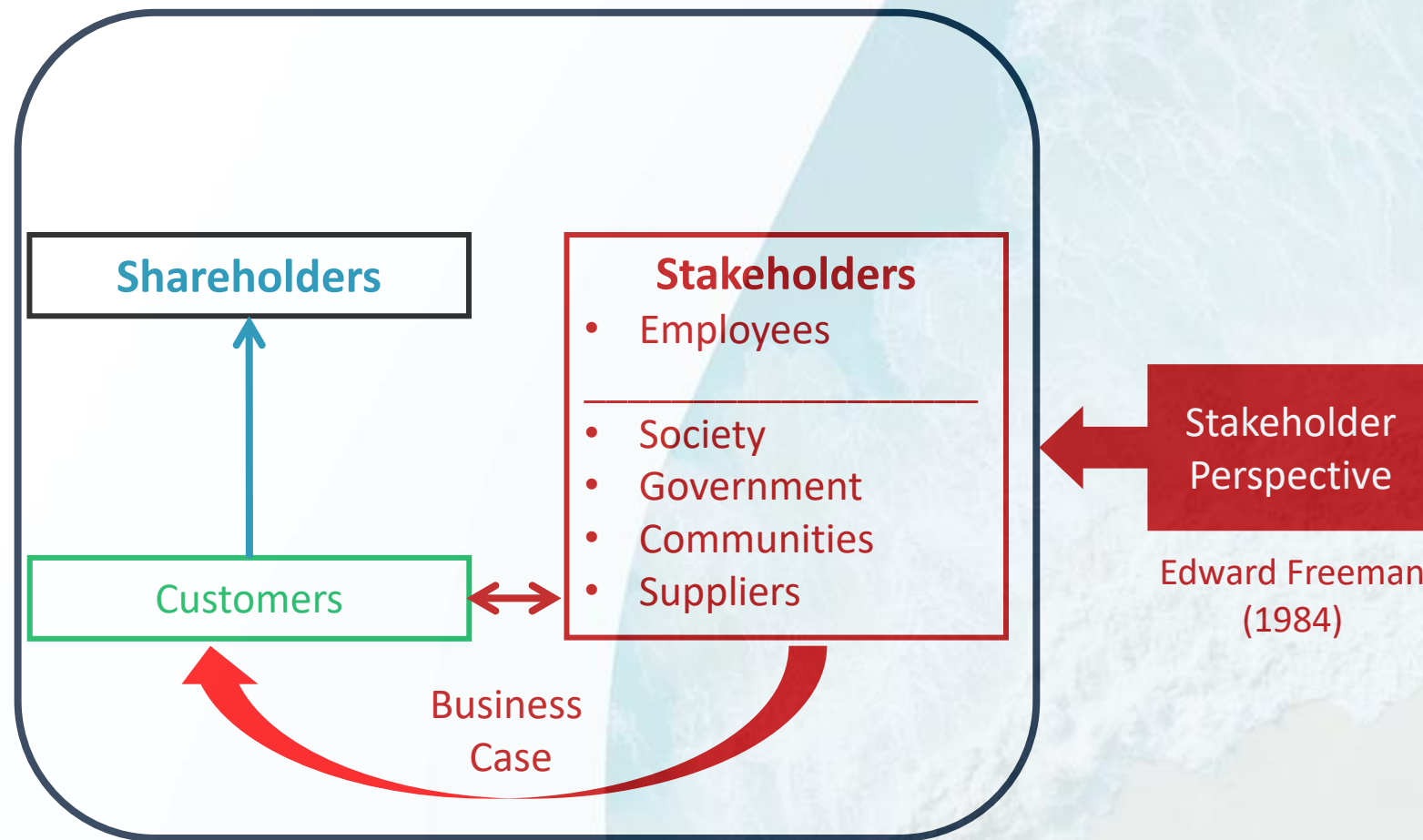


Ergo 860 Wireless

11.14 kg CO₂e

Sustainability Mindsets & the Business Case for Sustainability

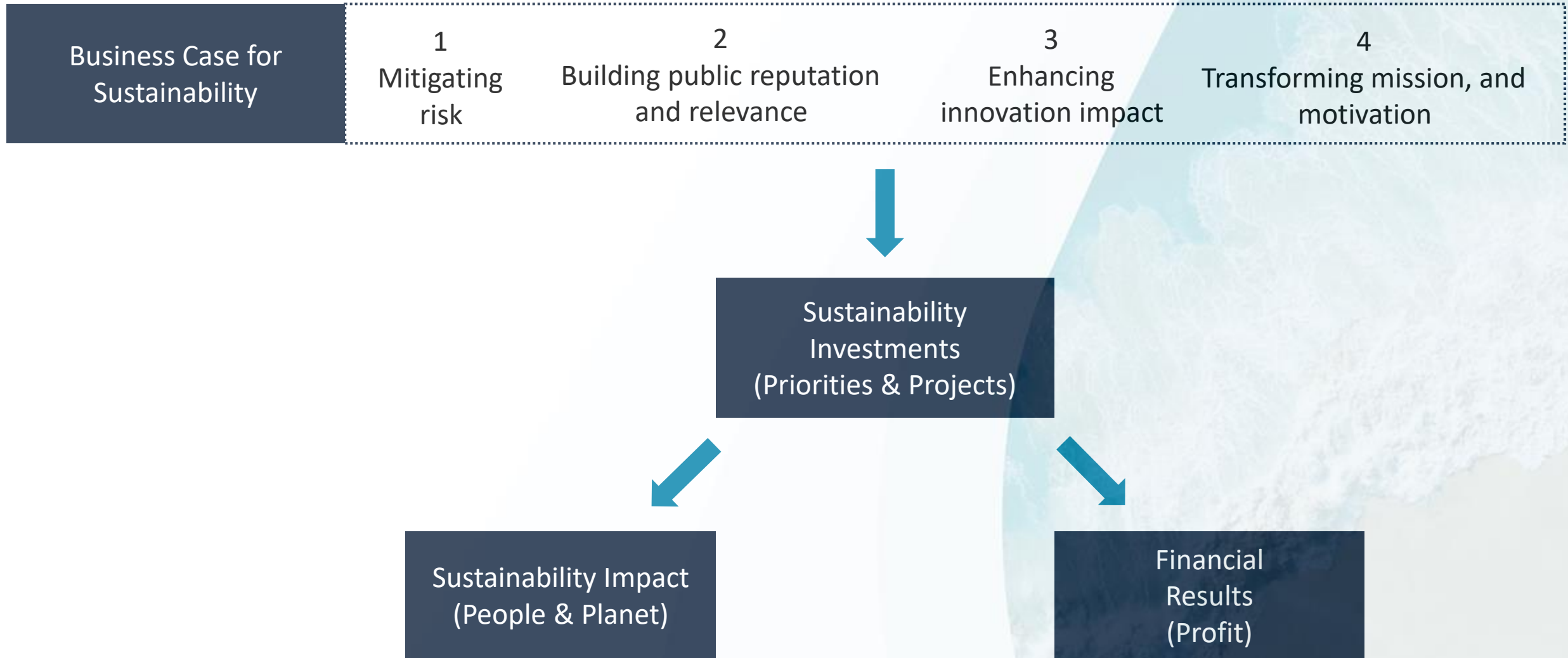
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Business Case for Sustainability

- Mitigate risk
- Build public reputation and relevance
- Enhance innovation impact
- Transform mission (purpose) and employee motivation

Sustainability Mindsets, Investments, and Impact



Mindset determines business case priorities



1

Sustainability
Minimalists

2

Sustainability
Trenders

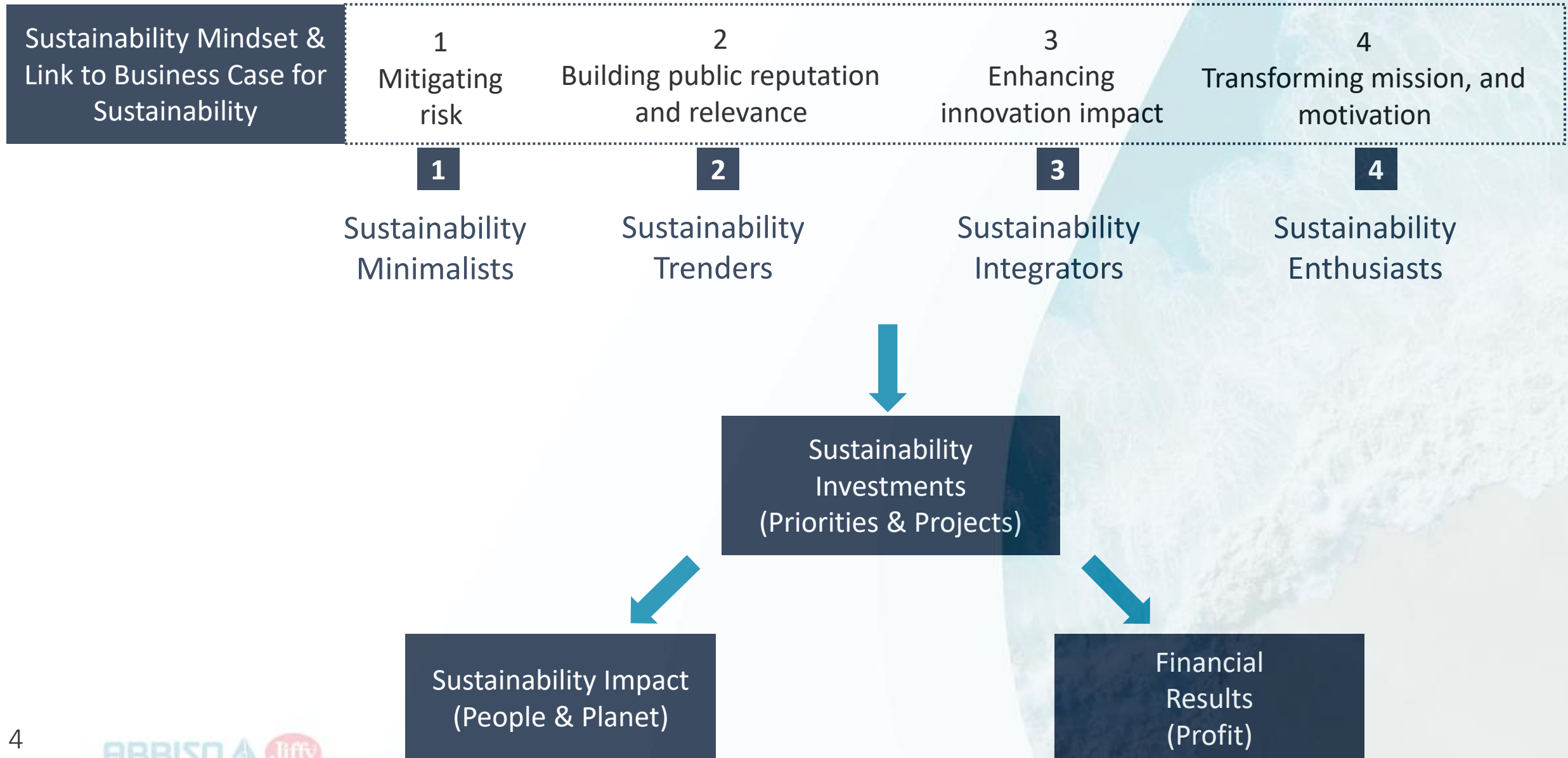
3

Sustainability
Integrators

4

Sustainability
Enthusiasts

Sustainability Mindsets, Investments, and Impact



Mindsets: Effort and Recognition

Reputation for Sustainability
(e.g., Awards)

'Sustainability Enthusiasts'

'Sustainability Integrators'

'Sustainability Trenders'

'Sustainability Minimalists'

Effort into Sustainability
Beyond Compliance

Mindsets: Effort and P&L Results

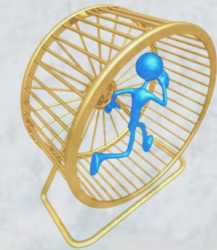
P& L Results

'Sustainability Minimalists'

'Sustainability Trenders'

'Sustainability Integrators'

'Sustainability Enthusiasts'



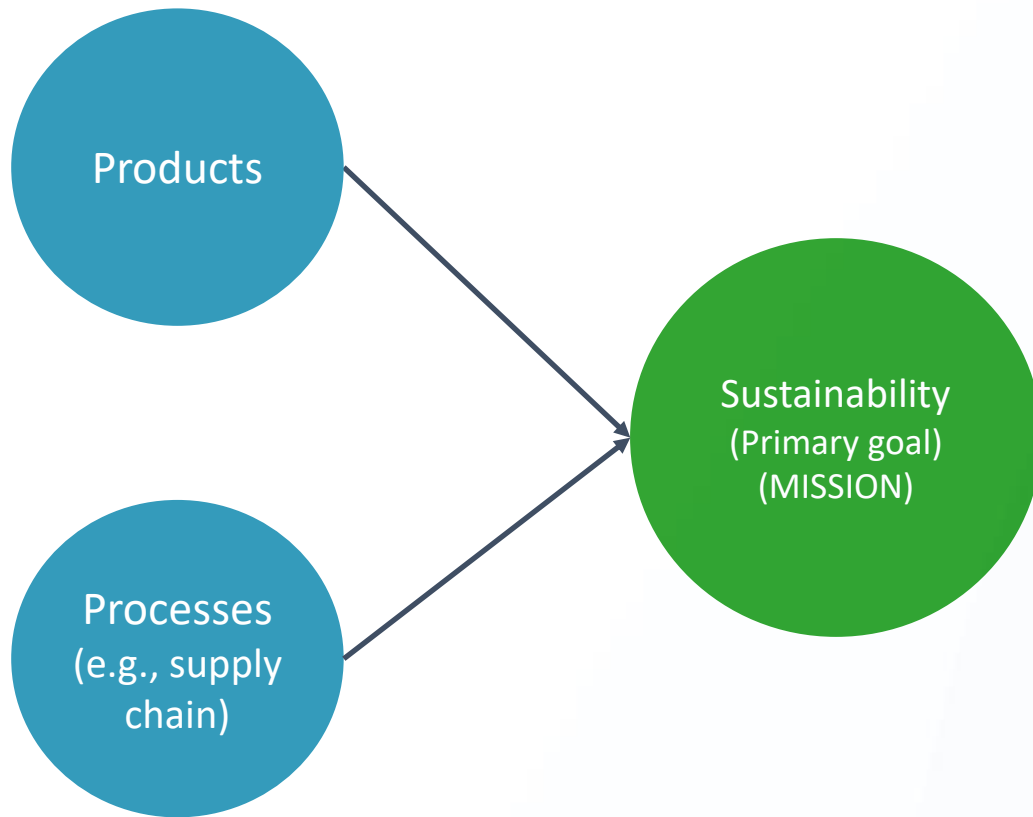
Effort into Sustainability
Beyond Compliance

Busy Effort
'Sustainability Enthusiasts'

Good Effort
'Sustainability Integrators'

Busy Effort 'Sustainability Enthusiasts'

How do we become *more* sustainable?

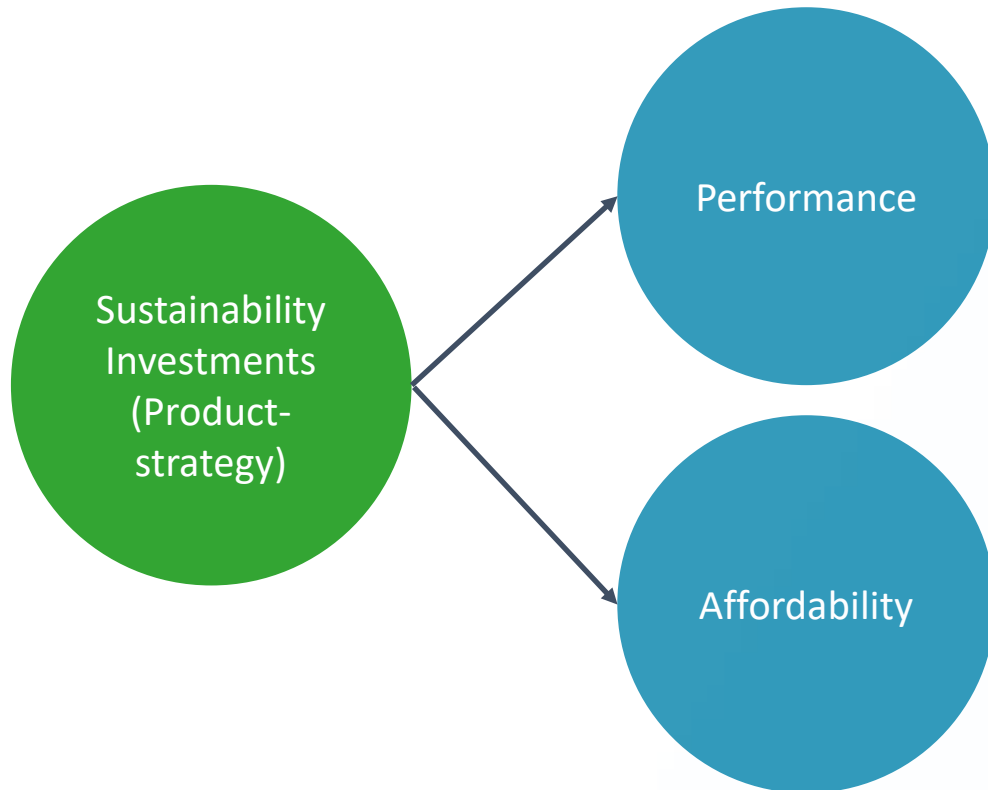


Sustainability Enthusiasts

- 'Sustainability' is "an end" in itself
- Become the sustainability leader – raise the 'overall' bar on sustainability internally and with partners
- Develop a sustainability strategy
- Achieving sustainability target is the primary goal and major 'customer value' tradeoffs are made in preference of sustainability

Good Effort 'Sustainability Integrators'

Traditional Benefits



BY investing in sustainability, how do we improve core benefits of our products?



Sustainability Integrators

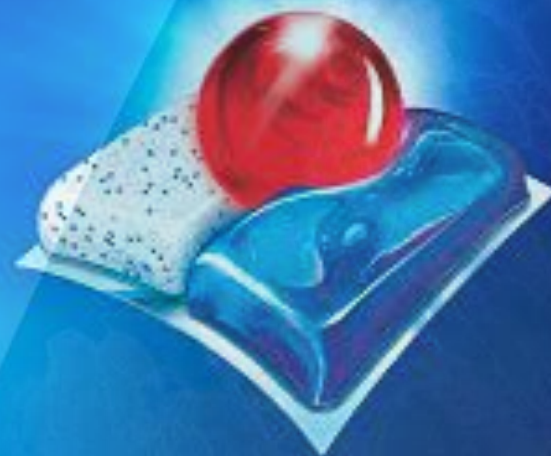
- Sustainability is never the primary need of customers
- No sustainability strategy – it enables your strategy
- Recognize customer differences – 'Green,' 'Blue,' and 'Grey' customers
- Sustainability investments are directed toward improving 'traditional' (core) benefits and/or affordability

NEW TUB PACKAGING TUB IS RECYCLABLE*



ABRISO  

*TUB USES A SPECIAL BLACK DYE WHICH MEANS IT CAN BE RECYCLED.
CHECK YOUR COMMUNITY LOCALLY. REMOVE PLASTIC SLEEVE BEFOREHAND



**SOLUBLE
WRAPPER-FREE TAB
WITH BIODEGRADABLE
100% WATER-SOLUBLE FILM**



**HAND
DISHWASH**
(Only 20% HHs)



**AUTO
DISHWASH**
(87% of HHs)



**DISH PRE
RINSING**
(+50% HHs)

 **103** LITERS

 **57** LITERS

 **10** LITERS







A TAB SO POWERFUL

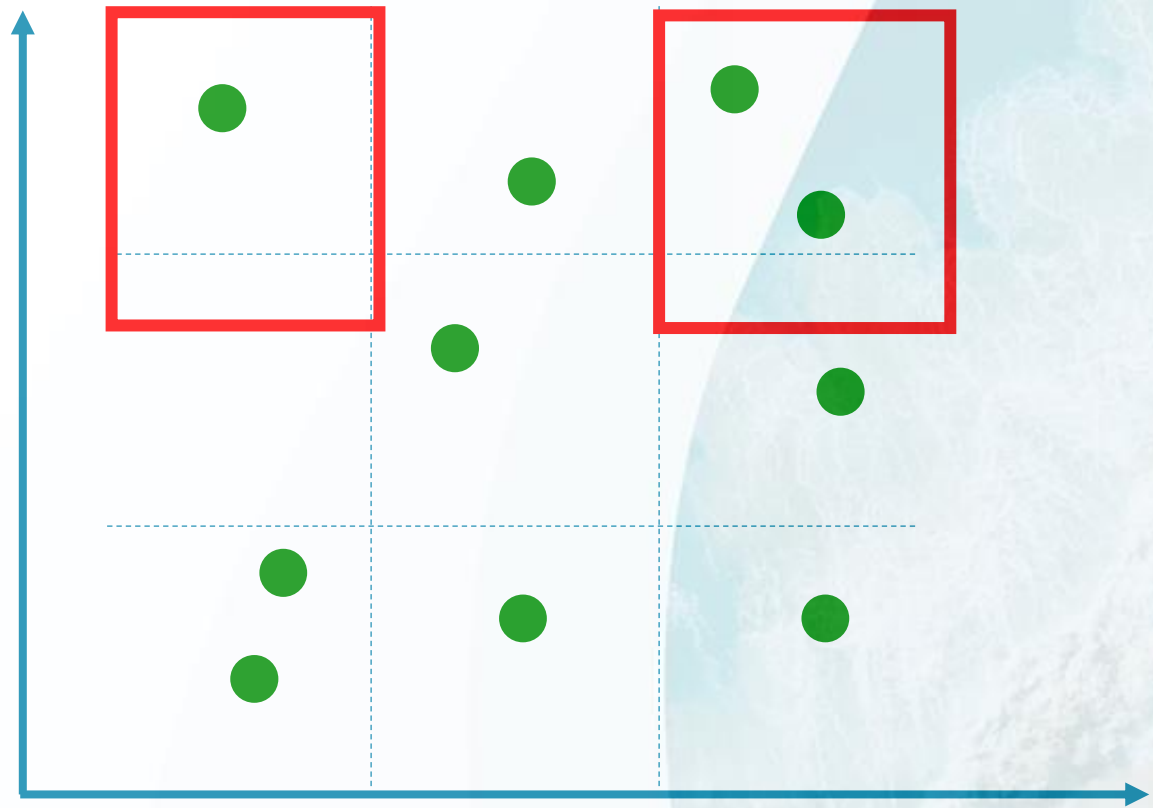
You Can
#SkipTheRinse



**SAVE UP TO 75L
OF WATER PER LOAD**

SUSTAINABILITY
MINDSET

Customer Value
(Performance and
Affordability)



Impact on Sustainability

● Sustainability investments (projects)

1. What is the dominant mindset in your firm?
2. What questions do you need to ask in your firm to become an Integrator?
3. How can Abriso Jiffy and clients help each other integrate sustainability into your strategy?



Thank you

Goutam Challagalla
goutam.challagalla@imd.org

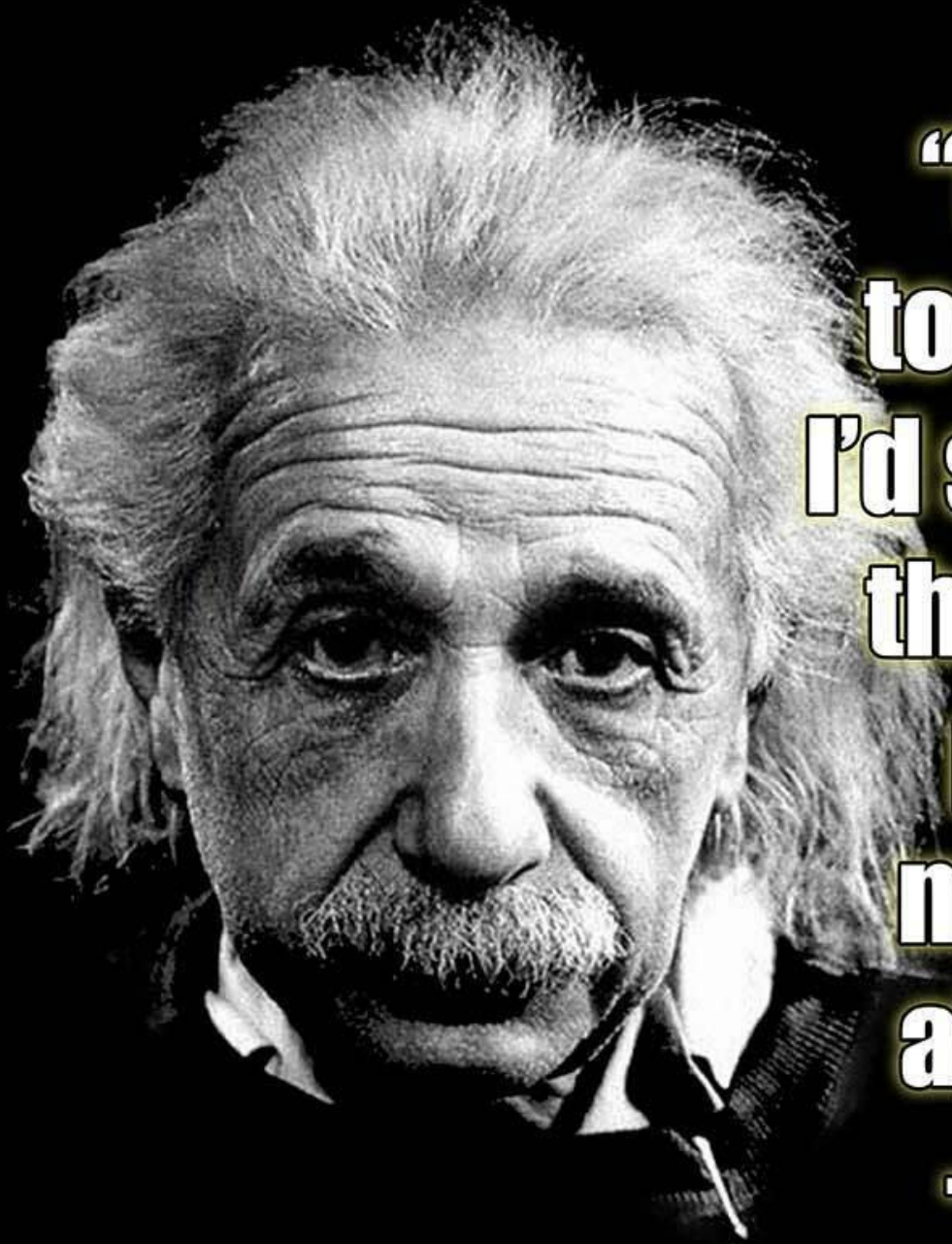


IMD / Real learning
Real impact

WE CREATE. WE SUSTAIN. WE PROTECT.



***Ulrich Van de Woestyne:
Overview sustainability strategy Abriso Jiffy***



**“If I had an hour
to solve a problem
I’d spend 55 minutes
thinking about the
problem and 5
minutes thinking
about solutions.”
- Albert Einstein**

Unfortunately, the debate of sustainability is full of emotions and wrong statements



December 2021: Minister of Energy ask the parliament to close all nuclear power plants Belgium

Minister Van der Straeten wil alle kerncentrales sluiten: “Als coalitiepartners dit aanvaarden, zijn ze medeplichtig aan de gevolgen”, zegt De Wever

Federaal minister van Energie Tinne Van der Straeten (Groen) bepleit de sluiting van alle zeven kernreactoren van ons land.

March 2023: Minister of Energy investigates to build new nuclear power plants in Belgium

Groen zet deur toch open voor bouw nieuwe kleine kerncentrales: “We kijken met een open blik naar de toekomst”



Federaal energieminister Tinne Van der Straeten (Groen) laat uitdrukkelijk een opening voor de nieuwste generatie kleine kerncentrales. Ze heeft een wetsontwerp klaar dat de energiemix voor de periode 2035-2040 moet regelen en daar is ook plaats voor die nieuwste generatie als die er tegen dan zijn. Zo wil Van der Straeten ook komaf maken met het verwijt dat ze dogmatisch tegen kerncentrales is. “We kijken met een open blik naar de toekomst”, klinkt het.

What is the problem that the packaging industry wants / needs to solve?

Create a circular supply chain to reduce the use of natural resources

Reduce the CO2 footprint of our circular supply chain

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Convey a simple, resonating **fact-based** message

Even multinationals in the paper and plastic industry still commit greenwashing

“Up to 90% recycled content”

“100% Recyclable Recycled”

“Made out of recycled content”

...

Abriso Jiffy statements are certified by a third-party auditor in line with the European norm (EN 15343)

“Made out of recycled content”

“Up to 90% recycled content”

“100% Recyclable Recycled”

...




VERIFICATION STATEMENT

Based on the certificate BQA_Q14-CER_C_20221115 issued by the third party conformity assessment body BQA NV on 2022-03-10 with validity date 2025-03-09 assessing the traceability procedures and historical data gathered, the following environmental claims issued by Abriso-Jiffy:


ABRISO 

WE CREATE. WE SUSTAIN. WE PROTECT.

are estimated to be true and trustworthy:


Declaration of recycled content following definitions and traceability requirements as laid down in EN ISO 14021:2016 and EN 15343:2007 in the products identified under the product family names in annex, (issue date 2024-04-29)

This statement has been issued by BQA NV according to its quality manual concerning the certification of systems, and after concluding the contract N° CER_A14_Q14-CER_rev2_14-9-2022_1115_N under which the company accepts a regular control of its management system.

Issue date: 2024-04-29
Valid until: 2025-03-09

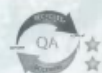

 Dirk Swinnen
 Director


 All previous issues of history of this statement may address history of BQA NV. This statement may only be disclosed in its entirety BQA nv - Technologiepark, Ringwoud 10 - 3052 Kortrijk - Belgium


VERIFICATION STATEMENT

Annex to verification statement
Issue date: 2024-04-29
Page: 1/1

Product name	Product Code	Percentage of recycled content
Flat foam Ocean Greenlight	FF 4-12mm	30%
Bubble foil Ocean Greenlight	BF 204 40 foil	30%
320		
Bubble foil Ocean Greenlight	BF 3612	30%
Bubble foil Ocean Greenlight	BF 1808	30%
Profile Ocean Greenlight	U101	30%
Profile Ocean Greenlight	U112	30%
Profile Ocean Greenlight	OP130	30%
Profile Ocean Greenlight	R16700	30%
Profile Ocean Greenlight	LS0150	30%
Profile Ocean Greenlight	L27070	30%
Profile Ocean Greenlight	U1761	30%
Profile Ocean Greenlight	U1220	30%
Profiles Ocean Green		100%
Profiles Ocean Green (3112/9-815/9-8114/113-1112-40210)		0%
Technical profiles		0%
Other coloured profiles		0%

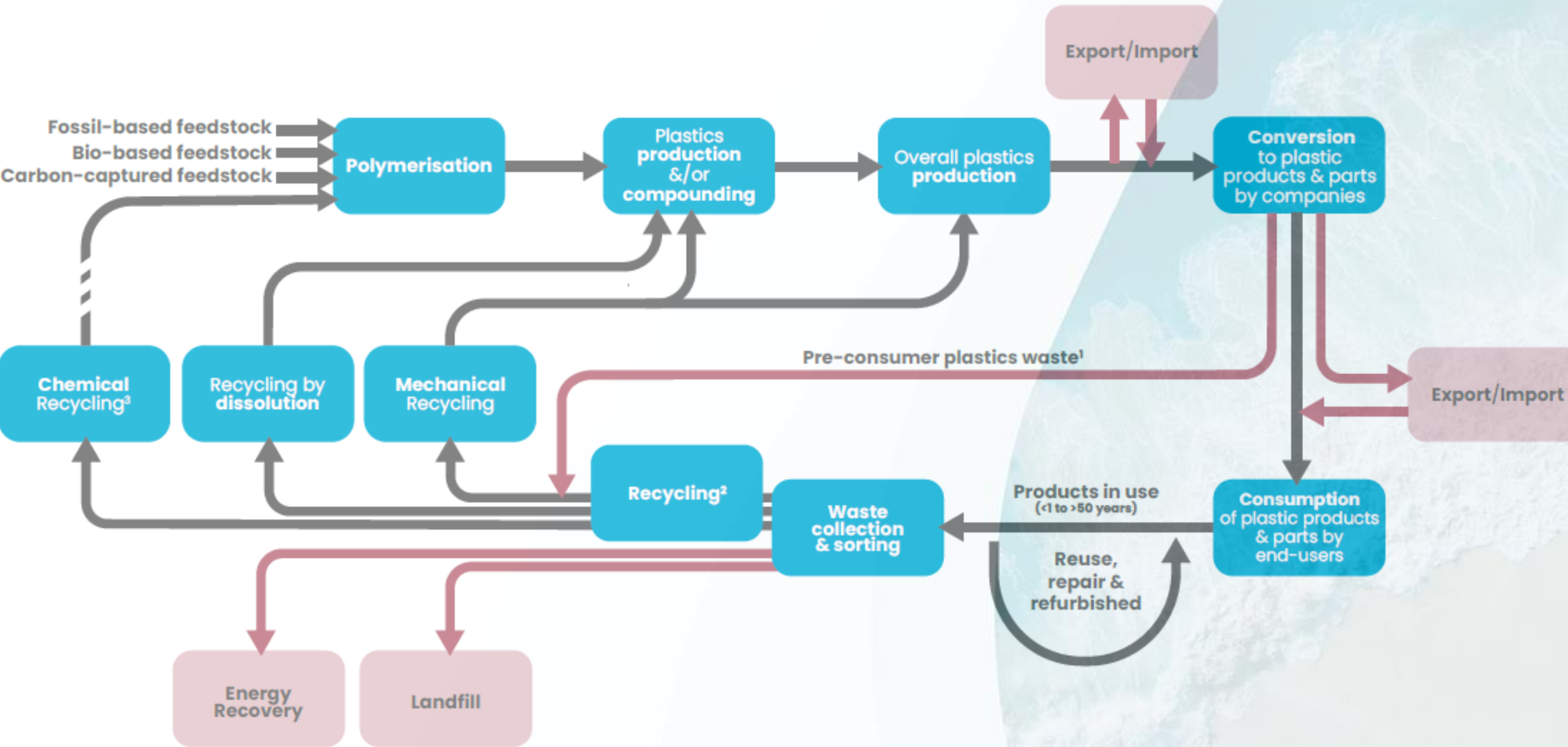

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What is the problem that the packaging industry wants / needs to solve?

Create a circular supply chain to reduce the use of natural resources

Reduce the CO2 footprint of our circular supply chain

Convey a simple, resonating **fact-based message**

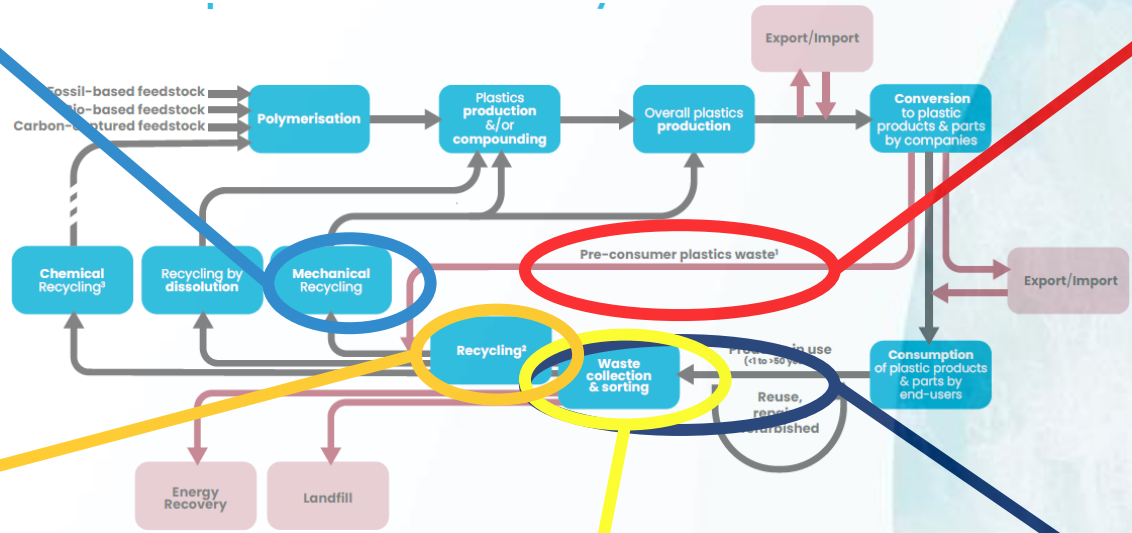


Our main initiatives to create a circular supply chain and increase our recycled content

R&D to boost MFI to increase access to general household LDPE waste (PMD bag)

RENEW program set-up with our clients to collect material that is discarded because of trimming, faulty items, etc. re-enters the supply chain

Upgrading our recycling assets with additional filters to increase access to polluted waste streams



Direct waste collection of stretch film and PE foam from end users

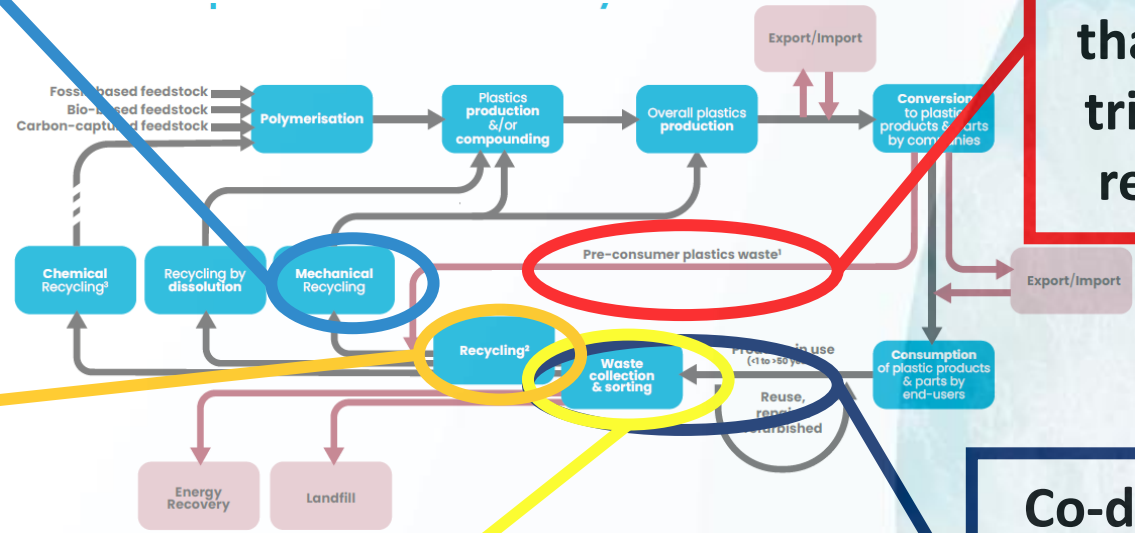
Co-development of mono-material products:
Unilin: PE foam & PE Film
Scania: PP Foam & PP Film

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Direct waste collection of stretch film and PE foam from end users

Co-development of mono-material products:
Unilin: PE foam & PE Film
Scania: PP Foam & PP Film

Those efforts are the foundations to grow our sustainable product offering

	Bubble	Foam (20-35 kg/m ³)	Profiles (33-50 kg/m ³)
Virgin	0%	0%	0%
Ocean Green Light	30%	30%	30%
Ocean Green	70%		100%

	Technical Foam
Virgin	0%
Renew Light	30%
Renew	80%

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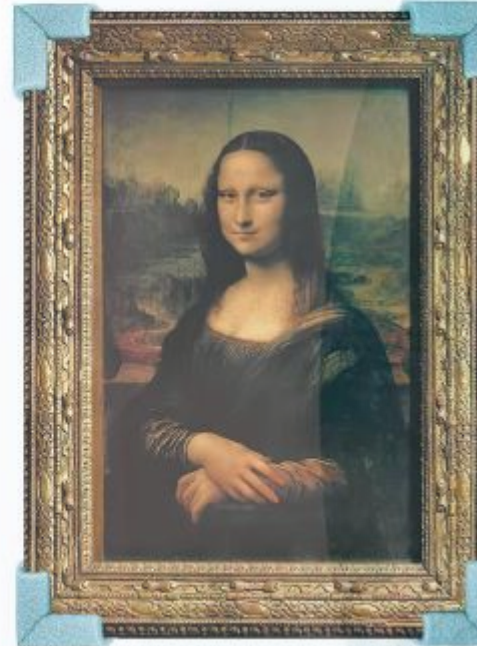
Convey a simple, resonating **fact-based** message

Question: What has the lowest CO2 footprint: recycled cardboard corners or foam corners?

Recycled cardboard
corners: 36.4 g CO2
to protect the Mona Lisa



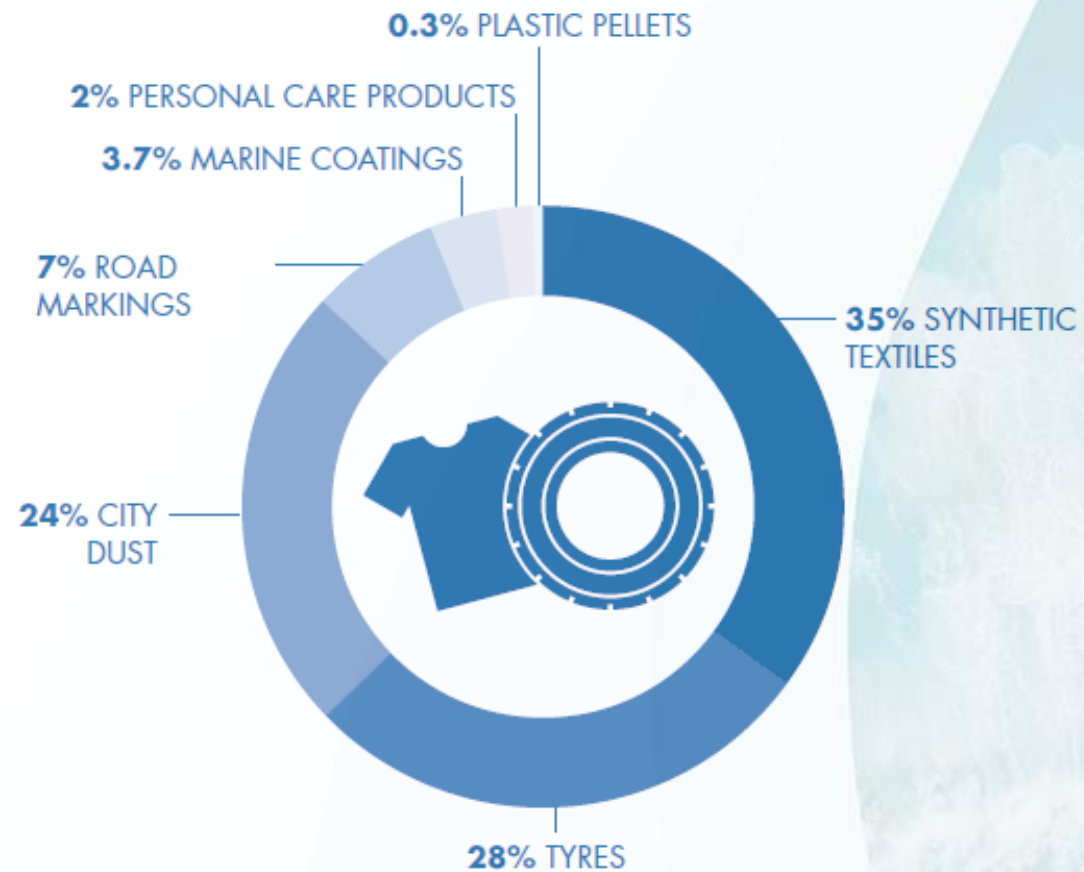
OCEAN GREEN® Foam
corners: 3.8 g CO2
to protect the Mona Lisa



Furthermore, a lot of R&D effort is spent to reduce CO2 footprint of our production process

R&D project	Project name	Project description	Status
2	MFI boosting of PCR waste streams	<p>Research impact of PCR content in our foam/bubble materials.</p> <ul style="list-style-type: none"> - What are the processing restrictions - What are the PCR material requirements - PCR supply - Which types of PCR is available on the market and specifications 	<ul style="list-style-type: none"> - Trials on-going to use general PCR material as feedstock in foam processing. - Project will be started to investigate use of PCR from multiple sources for foam applications
5	Recycled content in thin foam	Currently recycled content in thin Foam has technical limitation on 30% - review new recipes to increase the recycled content	Analysing the issues in thin foam production with higher recycled content %. Trials planned to increase the recycled content amount in technical foams (Polylam + Nopaplank)
7	Bio (degradable) resin	<p>PLA for foam production:</p> <ul style="list-style-type: none"> - What is the possible application? - (dis)advantages? - processing restrictions and capabilities 	Bio-renewable resins available for commercial production, testing on-going for evaluation of impact on material properties of final products. Research regarding PLA as a possible feedstock for foaming application and products
23	Change I-butane as foaming gas to CO2	Replacement high carbon footprint blowing gases with low carbon footprint blowing gases (DME, isobutane, HFK152a)	Investment in new CO2 pressure pump – research ongoing with extruder suppliers
27	End-of-Life analysis	LCA analysis of our products with University Gliwice	Meeting set up with University to investigate the possibilities and potential.
...

All good, but what about micro plastics?



Thank You...