



# Safripol Sustainability Conference 2024

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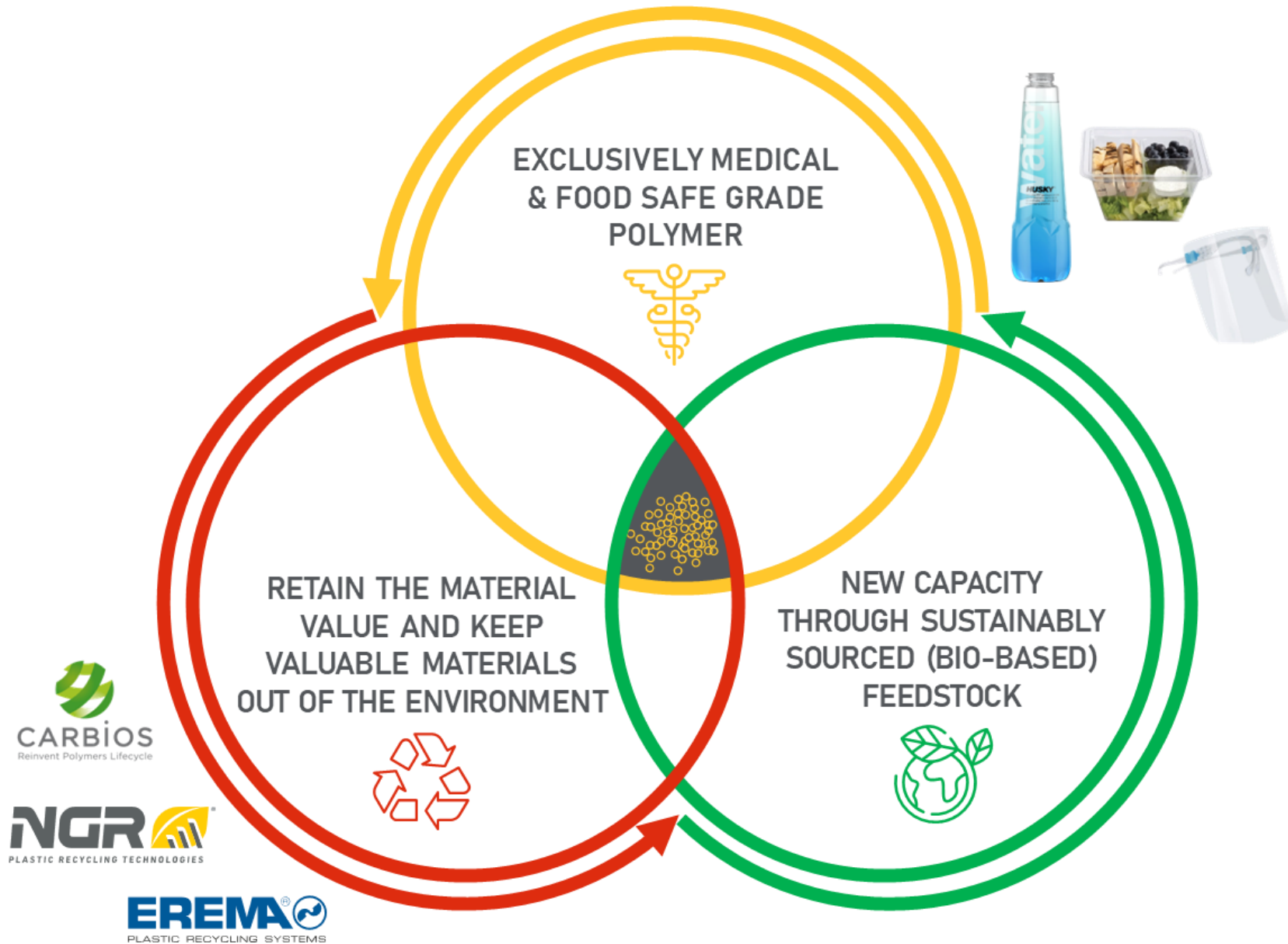
Sustainability

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Husky Technology



# OUR SUSTAINABILITY VISION



# SUSTAINABILITY ADVOCACY STRATEGY AT A GLANCE



# GO TO MARKET TRANSFORMATION – EDUCATION & ADVOCACY



**Be present**  
At every key stakeholder engagement opportunity



**Understand Persona**  
of every key decision maker/audience



**Create Value Proposition**  
for every key persona

**ADDRESSING PLASTIC POLLUTION**

1. Set Recycled Content Targets
2. Establish Responsible and Sustainable Extended Producer Responsibility (EPR)
3. Design for Circularity
4. Consider a Holistic Life-Cycle Evaluation of All Materials
  - **Preserve and Protect** standards to determine how well the material performs its intended function.
  - **LCA environmental impacts** such as waste, carbon emissions, water use, deforestation and, mining.
  - **Availability, affordability, and scalability** of global solutions that considers the needs of all people.

Plastics are often the best and most suitable material when considering these factors.

**Non-Objection Statement Frameworks**



**Efficiently and Effectively reach out**  
to every decision maker/audience



# RECENT ADVOCACY EFFORTS 2024



PET Collaboration Meeting – Mar. 14

U.S., Canada Stakeholder Meetings – March 8 & 15



PLASTICS Fly-In Washington, DC, Mar. 18-20



Canadian Club of Ottawa – Mar. 21



ConferenceDirect Industry Meeting – Mar. 26



Humber College AceConnex Event – Mar. 27



PlastiVan Visits – 2,000+ students engaged to-date



UNEP INC-4 in Ottawa, 30+ Countries engaged (April 19-29)



➤ **Communications Campaign**

- Ottawa airport ads
- Outdoor ads on trucks/billboards
- Conference hotel



# ENGAGING CONSUMERS

**Approach:** To establish trust, impact culture, and drive aspirations through content that changes the sentiment about the use of plastic, particularly PET

**Audience:** US-focused, Millennials, Gen Z

**Campaign live:** May-July 2024

**Influencer TikTok reach:** 9.2 million followers



# PET COALITION



- Officially formed within NAPCOR, Husky has joined forces with Niagara and other influential industry stakeholders to coordinate and collaborate across **4 key work streams**:

## Comms / Public Relations Work Stream (active)

Changing hearts and minds around PET plastic through a broader, longer term, strategic approach and PR partner.

## Recycling Pilot Work Stream (TBC)

Developing a public-private partnership to launch a recycling pilot and show that circularity of PET can be achieved.

## Education Work Stream (active)

Expanding consumer/youth education of recycling, PET, and other relevant topics.

## Government Affairs Share Group (active)

Aligning our gov't affairs strategies and messages sharing best practices, and activities from trade associations.





# INDUSTRY – LEVERAGING TRADE ASSOCIATIONS



- We are actively involved with key trade associations to have our industry voice heard, with Husky team members sitting on several committees including Communications, Public Affairs, Sustainability, and Technical committees.



The Association of  
Plastic Recyclers



CHEMISTRY INDUSTRY  
ASSOCIATION OF CANADA



# SOLUTIONS FOR PLASTIC POLLUTION

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# HOW DO PLASTICS PRESERVE & PROTECT?

- Barrier to natural hazards, light, oxygen, dirt, and 1400 pathogens – 70%+ of medical devices
- Retains nutritional value and quality
- Reduces food waste (and resulting GHG emissions)
- Provides tamper evidence
- Enables clean water access



# HOW ARE PLASTICS SUPERIOR TO OTHER MATERIALS?

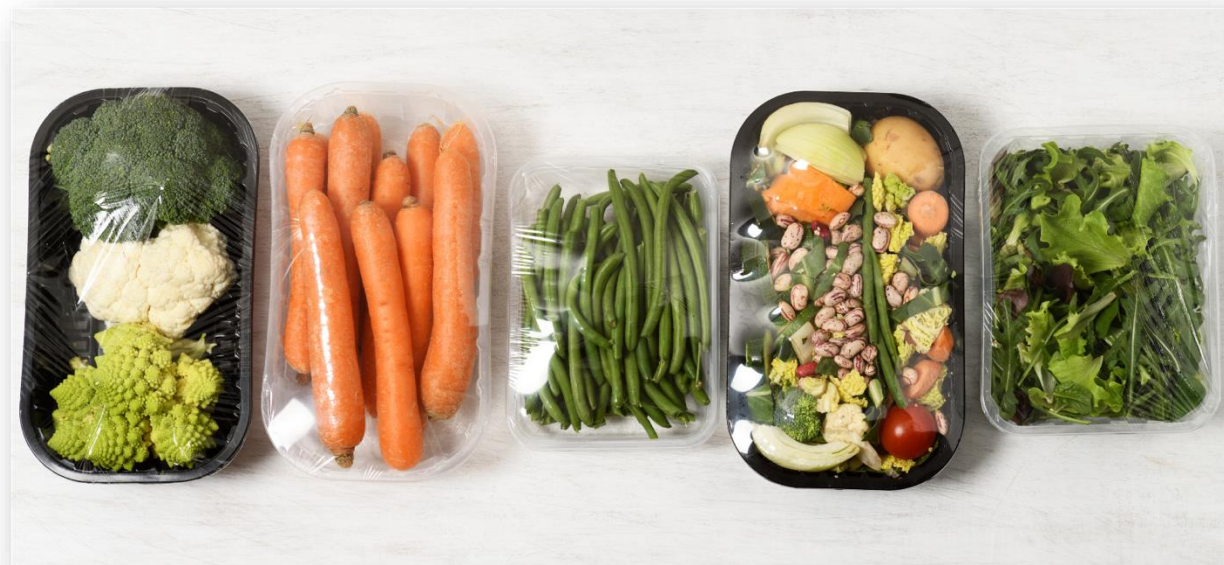
- Select plastics combine medical-grade and superior biostable performance with 100% recyclability
- Lowest carbon footprint, blue water use, and land use compared to alternatives
- Unbreakable, resealable, lightweight, logistical savings
- Lowest total cost – keeps food/beverage/medical devices costs low



# FOOD SECURITY



- Roughly a third of the world's food is wasted. That's about 1.3 billion tons a year.
- The fundamental purpose of packaging is to protect products and preserve nutritional value.
- We need plastic packaging to **preserve and protect** food, extend the shelf life, and protect from 1400 known pathogens.
- **Plastic packaging supports affordability and food security** for households and families by reducing post-harvest losses and extending the shelf life and storage capacity of food.



# AFFORDABLE HEALTHCARE



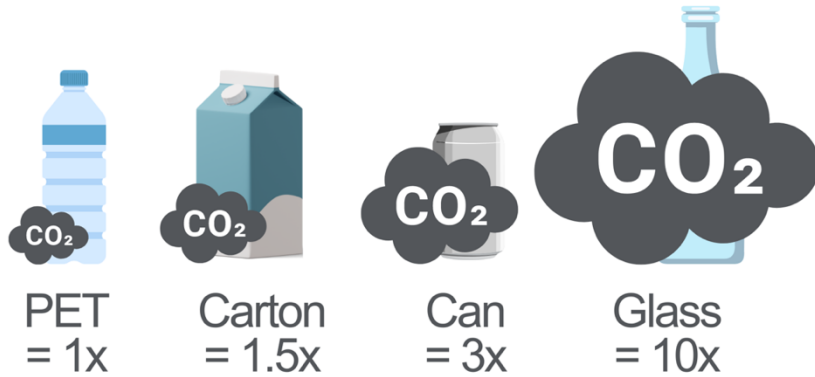
- Plastics have made healthcare **safer, better, and more affordable.**
- Husky is excited to be part of making the essential medical devices that people depend on.



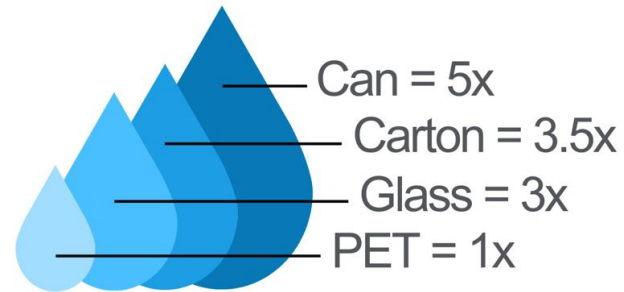
# PET HAS A SUPERIOR ENVIRONMENTAL FOOTPRINT TO ALTERNATIVES



## Greenhouse Gas Emissions:\*



## Blue (Drinkable) Water Consumption:\*\*



Switching to cartons for the current global mix of beverage packaging would require

**620 million trees to be cut down.\*\*\***

Sources: \*NAPCOR PET LCA \*\*Ball Corporation LCA \*\*\*2021 IBWA LCA/World Economic Forum/conservatree.org



Replacing the current mix of beverage packaging with only PET could **reduce global carbon emissions and water use from beverage packaging by 50% and avoid further deforestation.**

# MOVING FROM A LINEAR TO CIRCULAR ECONOMY



## LINEAR ECONOMY



TAKE

MAKE

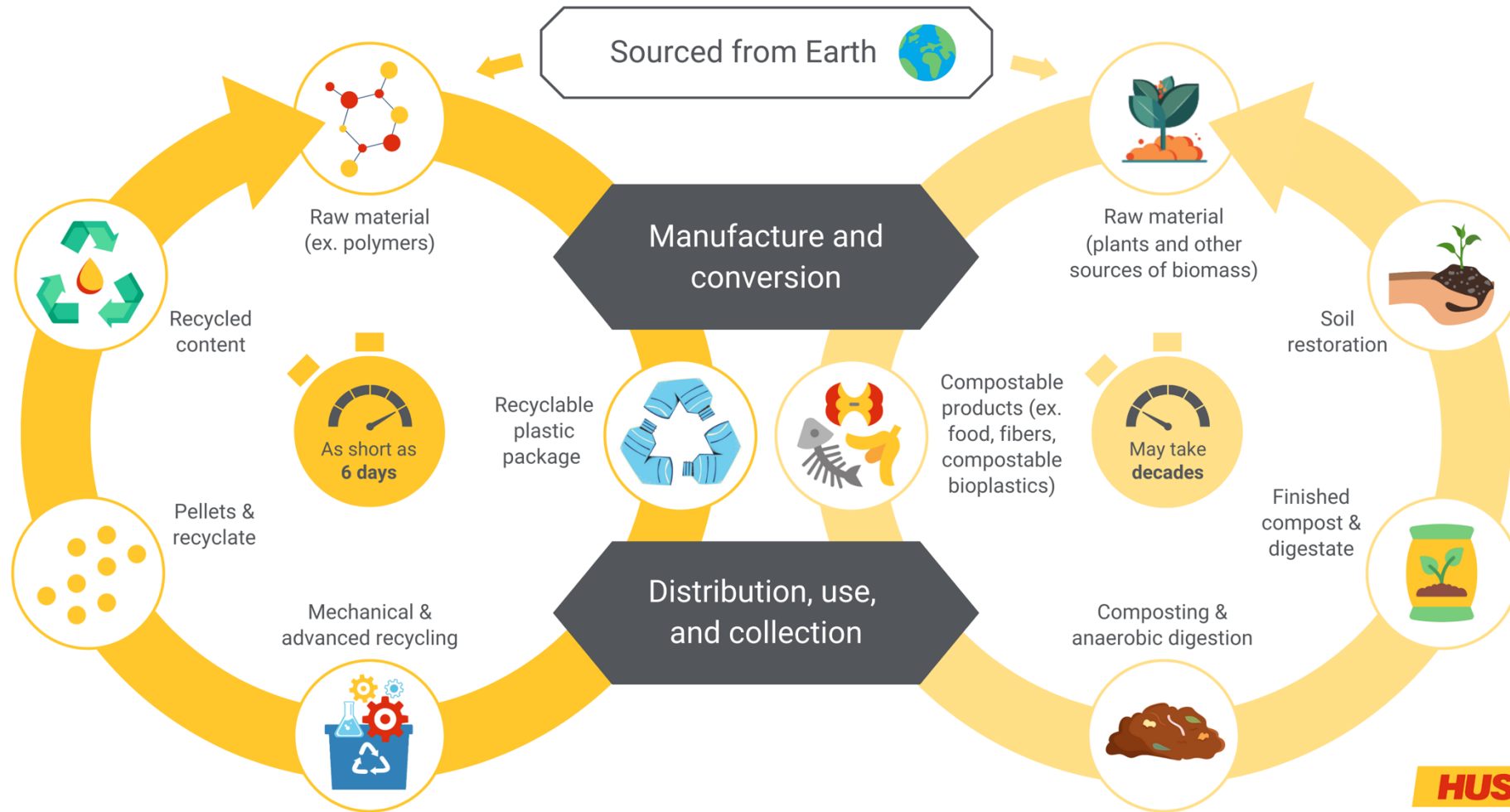
WASTE



## CIRCULAR ECONOMY



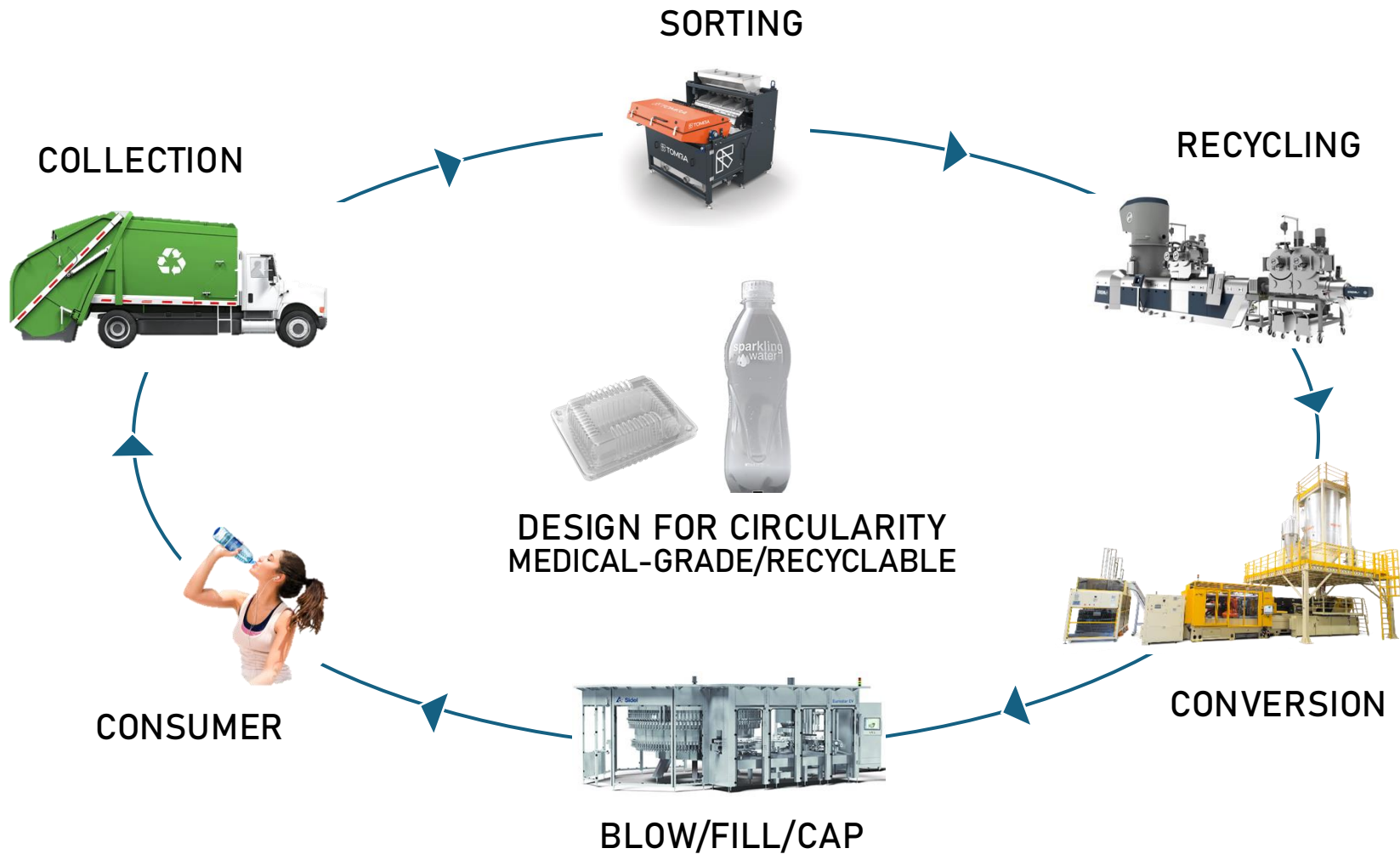
# CIRCULAR ECONOMY & BIOECONOMY



\*Adapted from the Sustainable Plastics Coalition



# OUR GOAL: UNITING THE SYSTEM



# DESIGNING FOR CIRCULARITY: FULL PET PACKAGE



## PET Closure

- One-polymer design improving recyclability

## Label-less

- One-polymer design improving recyclability
- Reducing impact of ink, paper, and glue on recycling

## rPET

- Up to 100% recycled PET



# DESIGNING FOR CIRCULARITY

## LESS MATERIAL, 100% RECYCLED MATERIAL, LABEL-LESS & SINGLE MATERIAL



### PET Closure

- One-polymer design improving recyclability

### Label-less

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### rPET

- Up to 100% recycled PET

# The Future Is Already Here!



100%  
RPET



We're moving to 100% recycled plastic bottles for all our locally-produced brands in the Netherlands and Norway.



\*does not include labels and caps

# The Future Is Already Here!

## TETHERED CLOSURE



## New attached caps

Easier to collect and recycle the whole package



Please recycle the cap with bottle. All rights reserved. COCA-COLA and COCA-COLA ZERO are registered trademarks of The Coca-Cola Company.

# The Future Is Already Here!



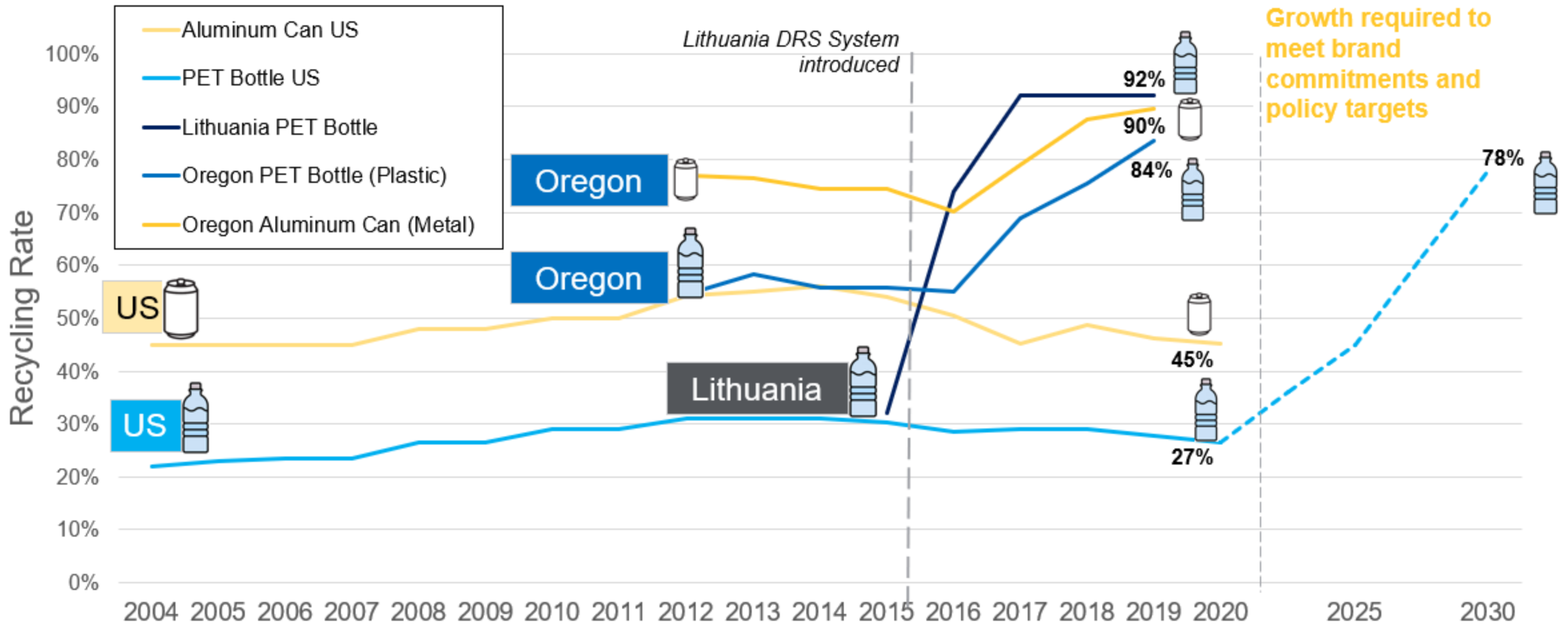
**LABELLESS**



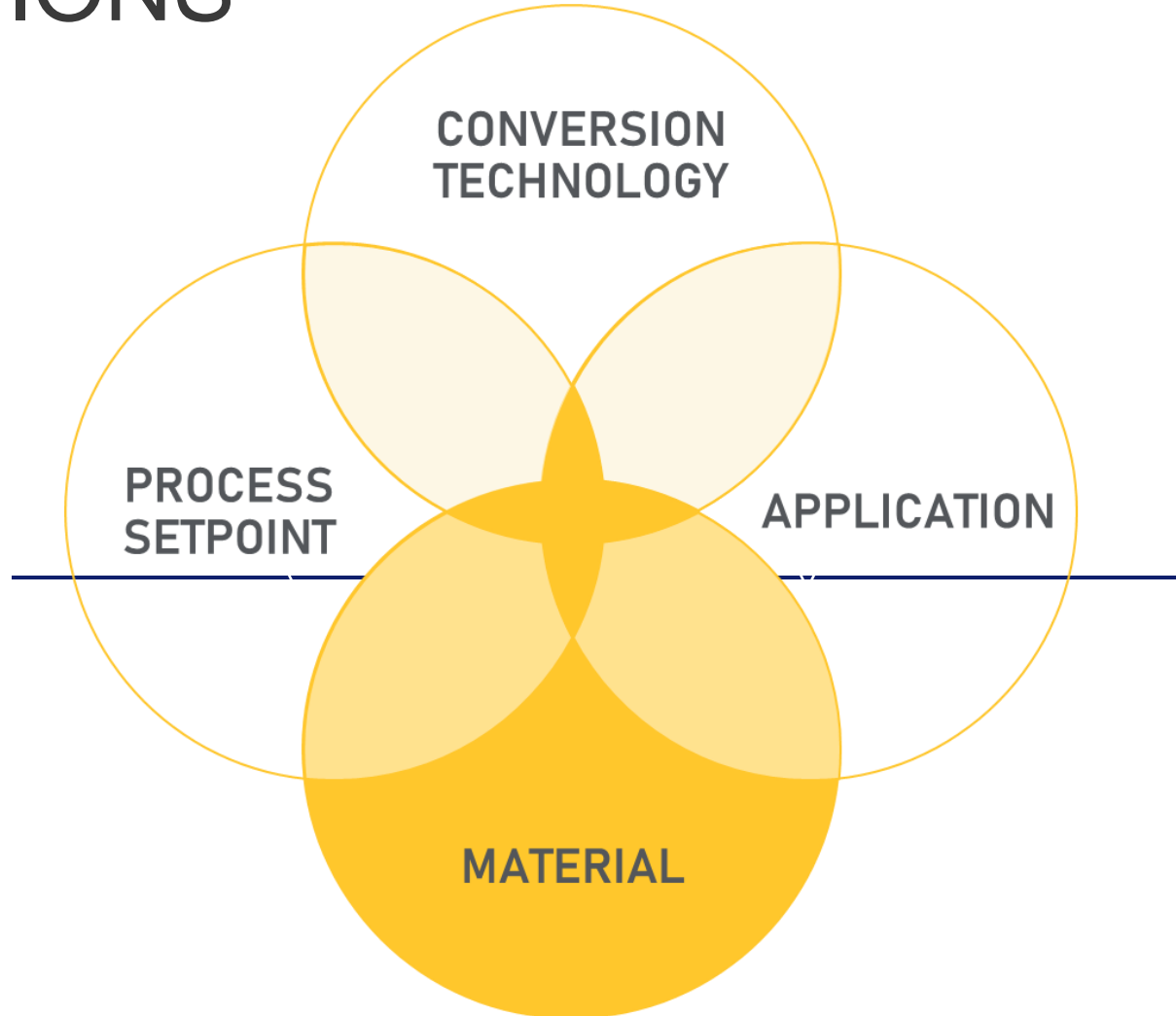


# RECYCLING RATE

- Deposit Return Systems (DRS) are effective at increasing Collection Rates
- Brand owner commitments and policy will drive rapid increase in PET collection rates



# RPET USE IMPLICATIONS



The material adds a new dimension of variability to the current equation



# HyPET6e rPET PACKAGE

## MOST CAPABLE rPET PREFORM SYSTEM



Understand rPET variability influence on:

- Process
- Maintenance
- Preform (and bottle) quality



Preform quality monitoring  
Closed loop color correction



Self-Cleaning Mold  
Mold breathing sensor



Drying designed for rPET

- Increased residence time
- Integrated blender
- Metal separator
- Cyclone filter
- Oil condenser
- Integrated controls



New screw



rPET control Screen  
Recipe & Traceability



Best in Class  
Melt Management

Maximize uptime

Process stability

Minimize incoming contamination

# HUSKY, ENABLING CIRCULARITY THROUGH INNOVATION



## OTHER INNOVATIONS

- ✓ PET closures
- ✓ Label-less bottles
- ✓ Compostable coffee capsules

**~57% of the rPET processed for bottles globally is done through Husky equipment**





Thank you

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