



THE ALLIANCE FOR  
BEVERAGE CARTONS  
AND THE ENVIRONMENT

# THE BEVERAGE CARTON ROADMAP TO 2030 AND BEYOND

MARCH 2021

# OUR ROLE IN A BETTER TOMORROW



Our world is facing major challenges. We know that climate change is a serious threat to human existence, driving a call to change the way we produce and consume.



As a key part of our daily life, packaging offers essential functionalities protecting food and beverages, allowing their safe use and transport and preventing food waste.



At ACE we believe packaging can and should contribute to the EU Green Deal ambitions while not compromising on health and safety for consumers.



# OUR PROGRESS TO DATE

Today, beverage cartons are a recyclable, low carbon packaging solution with an essential role to play in enabling sustainable food supply systems.



Made from 75% renewable material (on average)



Made from sustainably sourced fibres (100% CoC)



Designed for recycling



Recycled on average at a rate of 51% (EU, 2019)



Designed to contribute to sustainable food systems



A low carbon packaging solution (transport efficiency & low quantity of plastic)



Supported by the ACE members' commitment to reduce their carbon footprint (in line with SBTs)



# ACHIEVING OUR AMBITIOUS INDUSTRY VISION



We deliver the most sustainable packaging for resilient food supply systems which is renewable, climate positive and circular.

2030



Delivered to every home, our recyclable and recycled packaging is the lowest carbon packaging solution available and enables sustainable food systems.



Our packaging is sourced from sustainable forests, increasing the biodiversity of our ecosystems.

2020

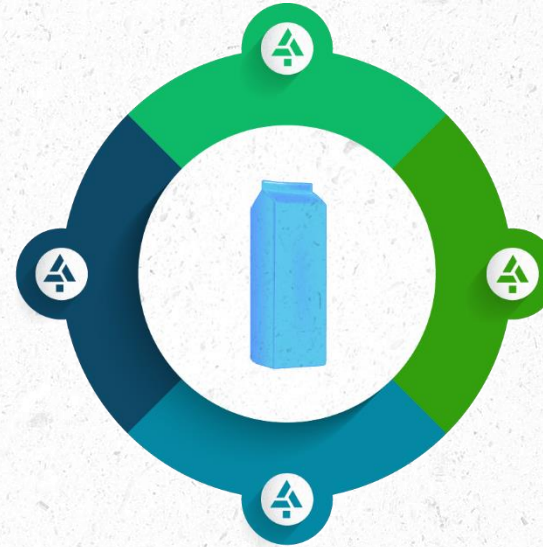
# BEVERAGE CARTON ATTRIBUTES



**In line with our vision, every beverage carton will be:**

**Made only from renewable material AND/OR made from recycled material**

**The lowest carbon packaging solution**



**Made entirely from sustainably sourced raw materials**

**Fully recyclable and recycled**

# BRINGING OUR 2030 VISION TO LIFE

Our journey to 2030 - The beverage carton industry commits to:



## PRODUCE

beverage cartons only from renewable materials



## AND/OR PRODUCE

beverage cartons from recycled materials



## USE

more fibre and less plastic



## DECARBONISE

our value chain in line with the 1.5°C target



## DELIVER

the lowest carbon footprint packaging



## DESIGN

for circularity



## ACHIEVE

a 90% collection rate of beverage cartons for recycling



## ACHIEVE

at least a 70% recycling rate verified by third parties



## MEET

the highest sustainability sourcing standards for all materials



## INCREASE

carbon sequestration, enhance biodiversity and increase forest growth

# CLOSE UP ON OUR COMMITMENTS FOR 2030



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## Our commitments by 2030



Beverage cartons are only made from renewable material and/or from recycled content.



Beverage carton producers use more fibres and less plastic.



All materials used to produce beverage cartons meet the highest sustainability sourcing standards.



### We call on the EU to

- ▶ Promote low carbon packaging solutions.
- ▶ Set mandatory recycled content requirements only where market driven recycling is not well-established.
- ▶ Promote the use of renewable materials in existing and upcoming EU policies such as circular economy or climate policies.



## Our commitments by 2030



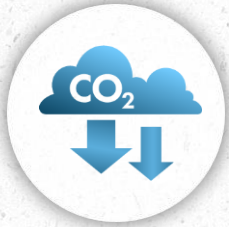
The beverage carton forest supply chain increases carbon sequestration, enhances biodiversity and increases forest growth and enables the transformation towards decarbonization.

### We call on the EU to

- Adopt mandatory due-diligence requirements for all materials, not only forest based ones.
- Enhance the transparency and traceability of global value chains.

# CLIMATE: DELIVERING THE LOWEST CARBON PACKAGING SOLUTION

## Our commitments by 2030



The beverage carton industry decarbonises its value chain in line with the 1.5° C science-based target (SBT).



The beverage carton industry delivers the lowest carbon footprint packaging solution.

### We call on the EU to

- Recognise the contribution of low carbon materials to climate neutrality.
- Incentivise low carbon packaging solutions such as cartons.

# RECYCLING: RECYCLED AND RECYCLABLE

## Our commitments by 2030



90% of all beverage cartons are collected for recycling and at least 70% of all beverage cartons are recycled.



Beverage carton industry comply with its stringent Design for Recyclability Guidelines.


### We call on the EU to

- ▶ Adopt a mandatory beverage carton collection target.
- ▶ Ensure harmonised implementation of mandatory separate collection of all packaging.
- ▶ Set requirement for packaging to be low carbon and recyclable or reusable by 2030.

# TRACKING OUR PROGRESS

**Our journey to 2030: the beverage carton industry commits fully to measurement and certification to achieve Roadmap 2030 goals.**


 Beverage carton converters report on existing globally recognised sustainability sourcing standards for all materials


 Beverage carton converters report on renewable material and recycled content in cartons

 ACE update of the industry's Design for Recycling Guidelines

 Beverage carton recycling rates verified by an external third party

 Beverage carton industry to identify sound metrics on plastic content in 2021

 Beverage carton converters to report on value chain GHG emissions in line with the 1.5°C science-based target (SBT)

 ACE to report on the beverage carton system climate balance

 ACE to join forces with stakeholders/partners to develop the metrics to assess the impact on biodiversity, carbon sequestration and the forest growth



# VISION

We deliver the most sustainable packaging for resilient food supply systems which is renewable, climate positive and circular.

- ▶ Made only from renewable material and/or from recycled material
- ▶ Fully recyclable and recycled
- ▶ Made entirely from sustainably sourced raw materials
- ▶ The lowest carbon packaging solution

# KPIs

We deliver the most sustainable packaging for resilient food supply systems which is renewable, climate positive and circular.

- ▲ Report on existing globally recognised sustainability sourcing and traceability standards for all materials every two years
- ▲ Report on the use of renewable material and recycled content every two years
- ▲ Update annually the industry's Design for Recycling Guidelines
- ▲ Annual recycling rates verified by a third party
- ▲ Identification of sound metrics on plastic content in 2021
- ▲ Report on GHG emissions in line with the 1.5°C science-based target (SBT)
- ▲ Report on the beverage carton system climate balance
- ▲ Develop metrics to assess the impact on biodiversity, carbon sequestration & forest growth

# COMMITMENTS

Our journey to 2030: The beverage carton industry commits to

- ✔ Produce beverage cartons only from renewable materials
- ✔ And/or produce beverage cartons from recycled content
- ✔ Use more fibres and less plastic
- ✔ Design for circularity
- ✔ Achieve a 90% collection rate of beverage cartons for recycling
- ✔ Achieve at least a 70% recycling rate for beverage cartons
- ✔ Decarbonise the value chain in line with the 1.5°C target
- ✔ All materials meet the highest sustainability sourcing standard
- ✔ The beverage carton supply chain increases carbon sequestration, enhance biodiversity, increases the forest growth



# THANK YOU

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