

# REWE GROUP PACKAGING REDUCTION STRATEGY

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REWE Group Brussels Office – 19 October 2020

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„If the vegetable section in the supermarket was a video game or a Hollywood movie, the cucumber would be the final boss.“

*Die Welt (2019): Der Verpackungsbann macht die Gurke zum Streitgemüse*



# ENDLICH UNVERPACKT

**Greifen Sie jetzt zu** **REWE Bio**  
unverpacktem Obst & Gemüse von

**Sticker anstelle Verpackung**

**REWE DEIN MARKT**

Unser Unternehmen ist Bio-zertifiziert durch DE-ÖKO-006.

## AGENDA

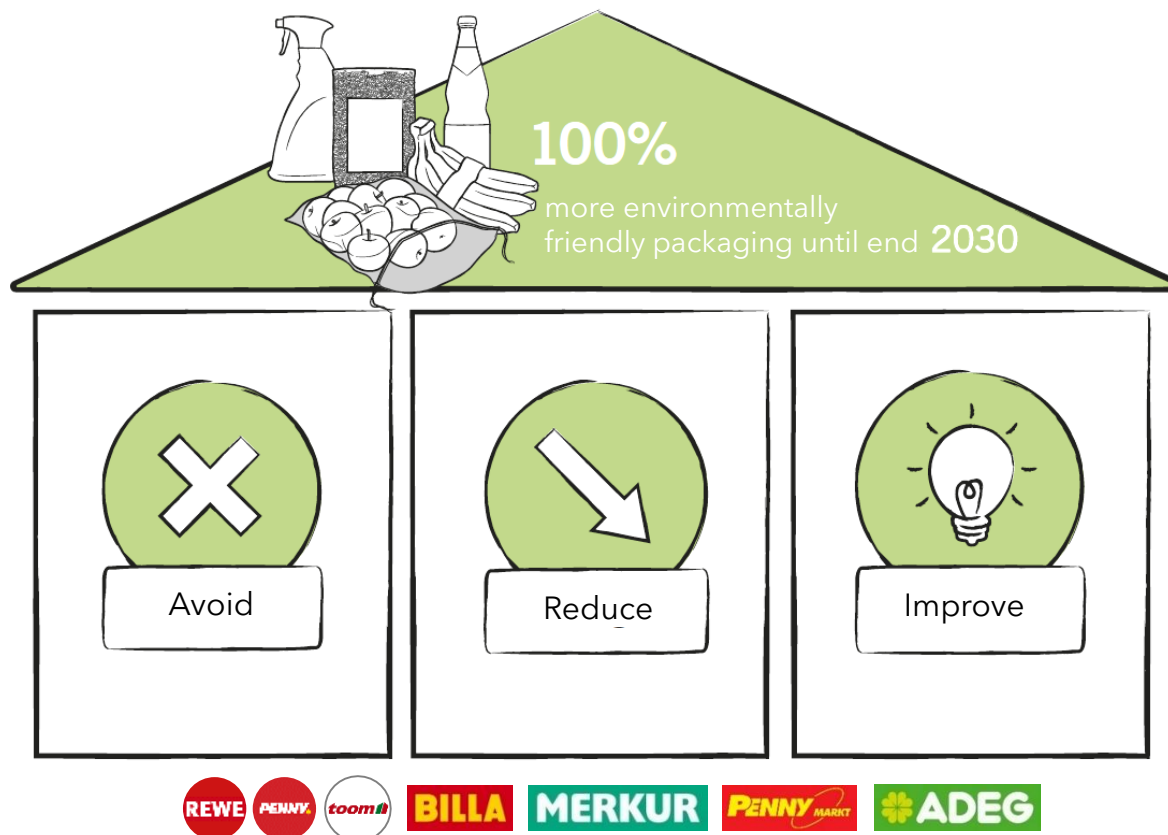
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1/ Strategy and Examples

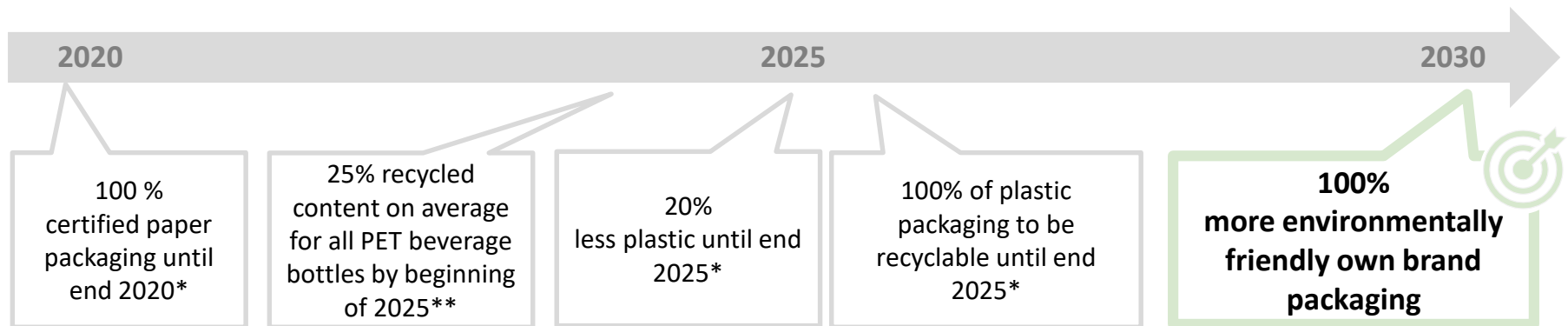
2/ Remaining Challenges

# REWE GROUP COMMITMENT TO ACHIEVE ENVIRONMENTALLY FRIENDLY OWN BRAND PRODUCT PACKAGING

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## DEFINITION OF CONCRETE SUB-TARGETS TO ACHIEVE CHANGE



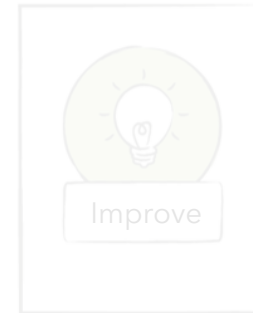
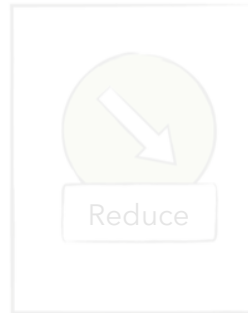
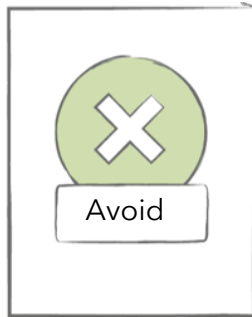
## USE OF GUIDELINES TO SUPPORT CHANGE: EXAMPLE GERMANY

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- 1 **Promotion of reusable alternatives**
- 2 **Reduction in material usage**
- 3 **Promotion of recyclability**
- 4 **Use of secondary raw materials**
- 5 **Use of alternative materials**
- 6 **Use of certified raw materials**

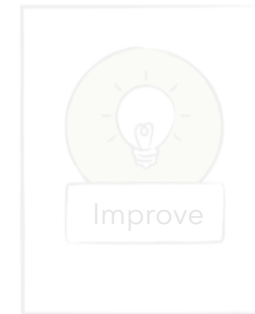
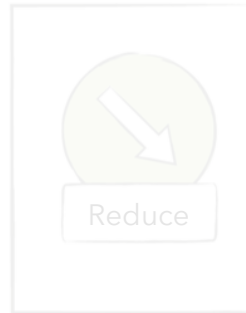
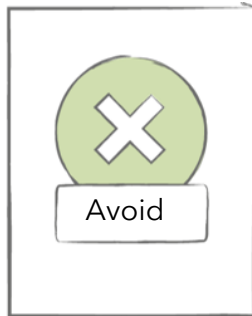
## EXAMPLES „AVOID“



©REWE Group



## EXAMPLES „AVOID“



REWE Region Südwest

Via our packaging initiatives

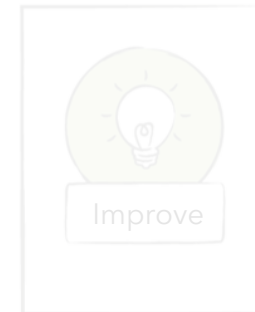
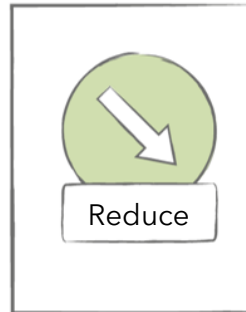
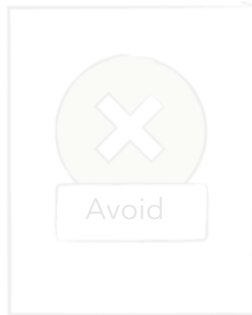
**... annual packaging savings of  
210 t Plastic and 80 t Paper**  
by end 2020

in organic fruit & vegetable REWE BIO  
product line





## EXAMPLES „REDUCE“



5,76 t paper-savings  
p.a.

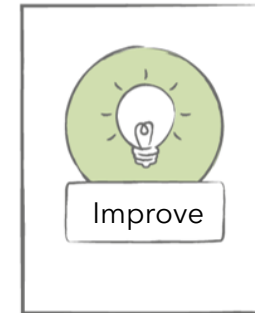
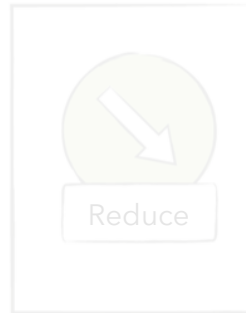
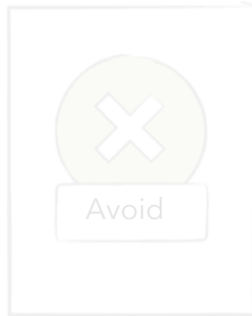


3 t plastic-savings p.a.



11 t plastic-savings  
p.a.

## EXAMPLES „IMPROVE“



15,4 Mio. pieces p.a.  
recyclable



100 % recyclate (20%  
German Yellow Bags)



## FOR MANY YEARS, WE ACTIVELY ENGAGE IN REDUCING BARRIERS TO THE USE OF RECYLCATES IN FMCG PRODUCT PACKAGING



Wir für Recyclat  
RECYCLAT-INITIATIVE



Until end 2021 all PET-packaging in the washing-, care and cleanin segment to be made of 100% recyclate (20% from the German Yellow Bag, where possible)\*\*

# OVERALL PACKAGING ACHIEVEMENTS AT REWE & PENNY DE SO FAR



>2.000 **Product- & Service Packaging** items made more environmentally friendly



**Plastic packaging savings** of around 8.900 t of plastic p.a.



~ 207 product and service packaging **contains recycled plastics**, saving ~ 6.400 t of virgin plastic material p.a.

October 2019

## 2020: INTRODUCTION OF PACKAGING LABEL\* TO INCREASE TRANSPARENCY AND CONSUMER INFORMATION



**Reduction of Material**



**Use of secondary raw materials**



**Use of alternative Materials**



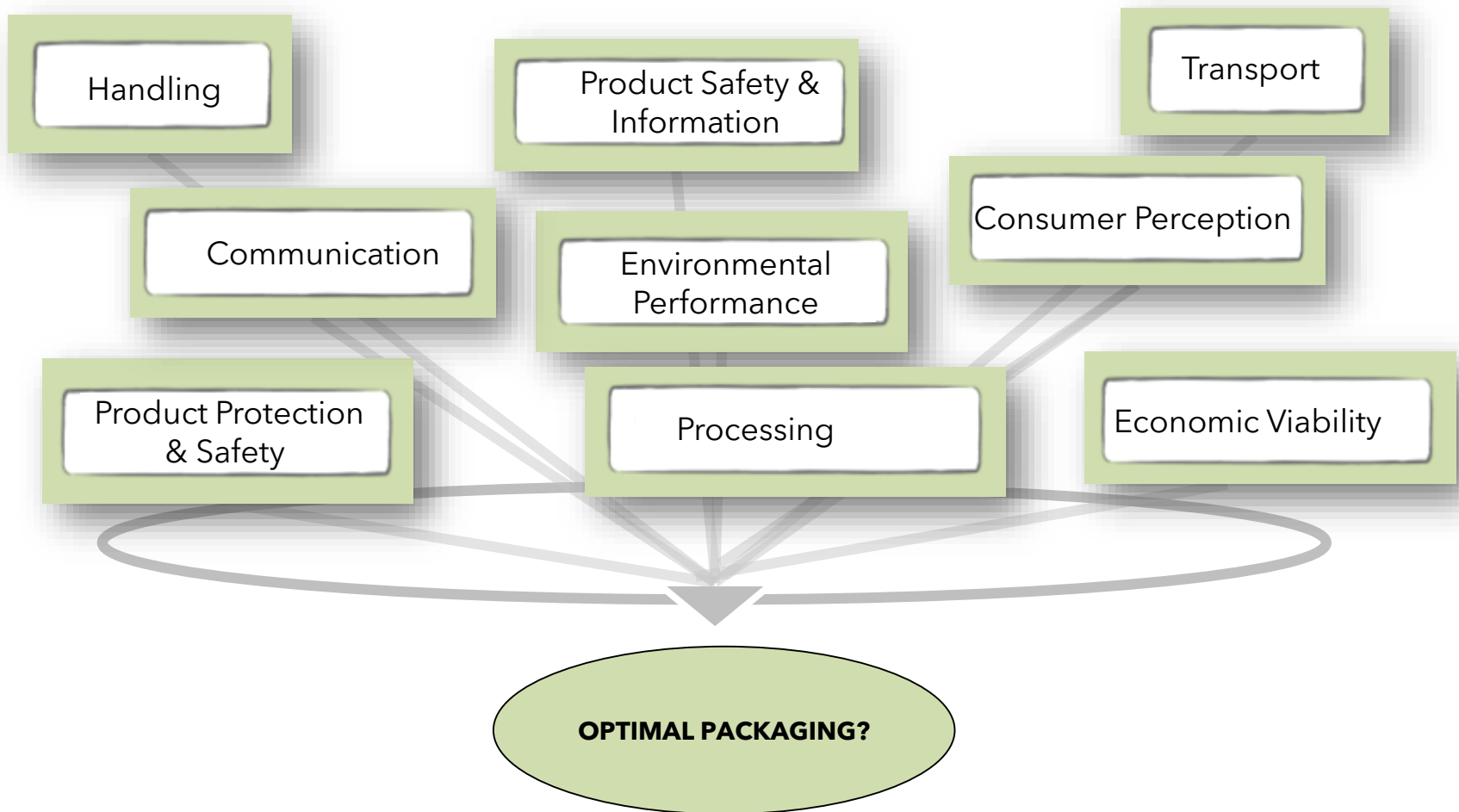
## AGENDA

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1/ Strategy and Examples

2/ Remaining Challenges

# NUMEROUS REQUIREMENTS FOR PACKAGING RESULT IN **CONFLICTING OBJECTIVES AND CHALLENGES**





# UNFORTUNATELY, NO ONE-SIZE-FITS-ALL APPROACH

Plastic Container



Plastic container with paper wrapping („K3 “)



Material

100% Plastic

Material mass

Weight of plastic

Recyclability

Yes

Production costs

Plastic + Paper

Plastic Reduction / Increased overall mass

In principle yes, **no good rating (customer does not separate)**

**Additional costs**

## MAIN CHALLENGES TODAY

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**Missing uniform and recognised standard that indicates recyclability**



**Need for EU sustainability criteria for bioplastics**



**Existing barriers and challenges for using recyclates**

