



# REdesign for REcycling

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**Speaker:**

Götz Brandau

Head of Brussels Office

# Schwarz Group

Pioneer & initiator in retailing

SCHWARZ



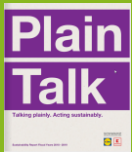
450.000  
 employees worldwide

12.100   
stores  
worldwide

110 bn. € \*  
sales 

represented  
in 33  countries

7.5 bn.   
customer p.a.



Making the  
Group sustainable



Europe's largest  
trading company



Less plastic –  
closed loops

\*Net sales in FY 2019

# Schwarz group

Unique positioning: We close loops

SCHWARZ



All decisions count on our common vision:  
**LESS PLASTIC – CLOSED LOOPS**



Production



Retail



Valuable  
materials

# REset Plastic Targets for 2025



**20%**

less plastics used until 2025



**100%**

of own-brand packaging  
maximum recyclable by 2025



**20%**

recycled content in primary  
food-contact packaging by 2025

75 % PCR in own-produced PET-Bottles by 2025

# REset Plastic – the plastics strategy of the Schwarz group

Fields of action and strategic guidelines



## **REduce**

We reduce – wherever sustainably possible – plastic.

## **REdesign**

We design recycable packaging and close loops.

## **REcycle**

We collect, sort and recycle plastic to close loops.

## **REmove**

We support the removal of plastic waste from the environment.

## **Research**

We invest in research and the development of innovative solutions and educate on recycling.

# REdesign

We design recyclable packaging and close loops.



**There is a continuous trade-off between**

environmental friendliness

functionality

profitability





**We want to move away from  
non-recyclable materials:**

biodegradable

compostable

black plastic

# Challenges Food Packaging

Recycled Content in Food Packaging



#1 Food and beverage safety

consumer confidence

costs of recyclate → incentives are needed



**Circular economy can only succeed if  
all players participate**



# Optimised Food Packaging

Examples from the Schwarz Group



**Bottle = 100% rPET**

**Light weight**

**All steps of the loop inside  
the Schwarz Group**



# Optimised Food Packaging

Examples from the Schwarz Group



**Winner of  
„Deutscher  
Verpackungspreis  
2020“**

(German Packaging Price -  
Kategorie New Material)



**Bottle = 100% rPET**

**Sleeve = easily removable for  
recycling**

# Optimised Food Packaging

Examples from the Schwarz Group



Abdication of black plastic





**Winner of  
„Deutscher  
Verpackungspreis  
2020“**

(German Packaging Price -  
Category New Material)

**Made of fibers of the renewable,  
regionally grown Silphie plant**



# Framework for a Circular Economy

## Our positions

- Common EU-definition of “recyclable”
- Promote circularity in materials and design
- Boost quality of sorting (innovation & harmonization)
- Harmonised quality standards for recyclates
- Establish a EU single market for recyclates
- Raise the bar: Recycled content quota



**Conserve resources. Close cycles. Live responsibly**



**Keep in loop.**

[www.reset-plastic.com](http://www.reset-plastic.com)

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