



Tetra Pak India Pvt Ltd

Establishing Ecosystem for Recycling of Post-Consumer Tetra Pak Cartons



CASE STUDY

Summary

Waste management in India is characterized by lack of waste segregation at source. Recycling is left on to informal waste collectors who are largely unorganized. Despite these challenges, Tetra Pak has been able to actively drive up recycling of post-consumer cartons by actively establishing the ecosystem of sustainable recycling by partnering with NGOs, waste pickers for collection network, partnering with recyclers and investing in recycled end-product development and educating consumers on waste management practices. Tetra Pak India has been working for more than a decade in this area. It is estimated that more than 16,000 waste pickers have got associated with the initiative so far. Roughly 30 per cent of used cartons are recycled in India and with improvements in segregation of waste and better waste management practices, recycling rates can be improved.

Objective of Intervention

Our efforts on recycling are an investment in our future. The focus of our thrust has to reflect consumer, customer and market sentiments and so our conscious emphasis so far in India has been on recycling. Landfills around our cities are filling up fast. We are aware that waste is a serious issue. Our responsibility doesn't end with supplying packaging material. For our long-term competitiveness, it is critical to ensure there is a sustainable recycling value chain for used cartons, so that all stakeholders know that beverage cartons are recyclable and are being recycled.

Type of Intervention and Location

Establishing ecosystem for recycling of post-consumer Tetra Pak cartons

Description of Intervention



Tetra Pak carton recycling initiative takes a four-pronged approach: (i) Partner with recyclers that see the benefit of recycling post-consumer cartons; (ii) Establish collection networks by engaging waste pickers , (iii) Invest in educating consumers and others in the waste chain about the recyclability of Tetra Pak cartons and proper waste management practices, and (iv) Driving thought leadership on waste management

Intangible or Tangible Benefit

Due to our persistent efforts over last 10 years, we estimate that more than 30 per cent of used cartons are getting recycled in India. More than 16,000 waste collectors associate themselves to collecting cartons. We believe our interventions go well beyond the recycling agenda to other aspects of sustainability and social and economic development. The recycling facilities generate additional livelihoods. Separate collections of used cartons provide an additional source of income/ waste collectors

About Tetra Pak India Pvt Ltd

Tetra Pak is the world's leading food processing and packaging solutions company working closely with our customers and suppliers to provide safe food.