

Elopak Environmental Guide

What everyone can do

- Turn down the heating and turn the air conditioning up by 1°C (2°F)
- Change to energy efficient light bulbs.
- Turn all electric machines off at the wall.
- Turn off lights whenever you leave a room.
- Minimise washing and ironing.
- Turn off the water when brushing your teeth or shampooing.
- Run appliances at more economical temperatures: fridge – 3-5°C, hot water – 60°C, washing machine – 30-40°C
- Get a free 'Home Energy Check' and consider greener energy sources: wind, solar, biomass, geothermal etc...
- Improve insulation in walls, windows and loft and insulate water pipes.
- Grow plants and trees where possible and collect rain to water them.



At Home

The UK alone spends nearly 1 billion Euros on electric appliances left on standby.

Waste

- Donate unwanted items to charity shops or advertise them to avoid unnecessary landfill.
- Read magazines and newspapers online
- Use envelopes or post cards as note paper
- Recycle wherever possible
- Always recycle all cartons
- Buy rechargeable batteries rather than disposable ones
- Send cards, invitations etc by email or via social networking sites
- Make use of local recycling schemes and centres
- Compost kitchen and garden waste



A family of 4 will contribute to the creation of 8.8 tons of CO₂ by flying from London to Thailand and 3.7 tons from Amsterdam to Tenerife.

Preparing white meat for human consumption produces 10 times less CO₂ than red meat

Holidays and Air Travel

- Take holidays closer to home.
- Consider taking trains or coaches instead of the airplane.



Lighting accounts for up to 15% of household electricity use

Shopping

- Buy less.
- Take reusable bags to the supermarket instead of bringing disposable ones home.
- Buy fewer single-serving drinks and foods.
- Use products in economy size packaging or concentrated form, they produce less waste.



Driving to a store 3km away from home in a family car creates around 1.2 kg CO₂.

Travelling by car

- Do you have to? Try and take the bus or train instead. Walk or cycle, both are great exercise.
- Share the car with others.
- Drive more efficiently.
- Evaluate electric or hybrid cars.



Wearing a shirt for 2 days instead of 1 saves an average of 72g CO₂ in washing (41g) and ironing (31g).

Food

- Go organic to ensure less pesticides and fertilizers are used.
- Buy fair trade products and locally produced foods with fewer 'food miles'.
- Avoid heavily processed foods.
- Drink tap water rather than bottled water.
- Try growing your own vegetables at home!



Elopak and WWF Norway work together to reduce carbon emissions. Elopak has committed to reduce carbon emissions by 15% by 2010.

This folder is printed on paper produced from recycled beverage cartons



we can do it – together



What can you do to reduce CO₂ emissions – at work and at home

Dear colleagues

Welcome to Elopak's first Environmental Guide which has been produced in association with our partner, the World Wide Fund for Nature Norway (WWF) as part of our 'Green Challenge'. It aims to help you play your role in achieving our company goal to reduce CO₂ emissions by 15% by 2010, and in reducing your own impact on our world's resources.

We want you to understand the environmental impacts of our business and have identified ways to reduce our carbon footprint and collected them here. The guide is full of hints, tips, advice and recommendations that we can all include in our daily lives – at work, at home and on the move.

Elopak's world is diverse, and from talking to our people across over 100 countries, it is clear that due to cultural and economic differences, there is no one 'universal guide'. For example, we know that in some countries organic and fair-trade products are too expensive or simply unavailable.

The Environmental Guide and its contents will mean different things to different market units, but it is the responsibility of everyone within the Elopak Group to use as many recommendations as they can to help us as a company and as individuals make a difference to the future of our planet. **We can do it – together!**

Why should Elopak care about the environment?

Simply because climate change is already influencing both our business and our lives. As a result, consumers expect companies to be 'green' and our customers are demanding that we have sustainability as a central business issue. Packaging is coming under greater scrutiny, and Elopak recognises the industry's impact on the global climate.

It is a fact that our main product, the Pure-Pak® gable top carton, has a very favorable CO₂ footprint compared to other packaging material commonly used such as cans, glass and plastic bottles. Elopak is committed to reducing the environmental impact of all its business activities.

Climate change and the need for major cuts in CO₂ emissions is a part of everyday politics and everyday life. We believe that only low carbon industries will survive in the long term and that the way we deal with environmental issues will contribute significantly to our competitive edge.

Everything we do at home and at work will make a difference to the future of Elopak.

How to reduce your carbon footprint and waste...

Overall recycling at Elopak is 50% but we think we can do better than that!

Here's how...

At work...

What everyone can do

- Turn down the heating and turn up air conditioning/ cooling by 1°C (2°F) to save 5% energy.
- Examine low CO₂ forms of energy: wind, solar, biomass, geothermal etc...
- Turn office equipment and machines off at the wall (computers to hibernate).
- Install motion sensors for lights.
- Change to energy efficient/compact fluorescent light bulbs, which last 10 times longer. They also use 66% less energy, give off 70% less heat and reduce number of bulbs thrown away.
- Plant trees around offices and increase the number of indoor plants. Collect rain to water them.
- Review water usage to ensure fittings are efficient. Consider waterless urinals and other water-saving devices.



Travelling for work

Elopak aims to cut every 20th business trip in 2009, and every 10th in 2010 to create a reduction of 600 tons CO₂ over two years.

- **Do you have to fly?**
 - Use video conferencing or conference call facilities if possible
 - Take the train or bus on shorter trips
- **Ask yourself:**
 - Am I critical to the success of the meeting?
 - Do we need more than one person from Elopak at this meeting?
 - Is the objective of the meeting clear?
- **If you have to fly then:**
 - Travel in the daytime as flights in daylight produce fewer carbon emissions.
 - Fly economy class; more people in one plane means fewer planes in the sky.
 - Pack light, as the heavier the plane the more fuel it uses.
 - Combine your trip with another if possible.



Travelling by car

- Take the bus or train instead. Walk or cycle, both are great exercise.
- Share the car with colleagues. Set up a car driving scheme or rota system.
- Drive more efficiently; avoid excess speed, rapid acceleration and excessive braking which all use more fuel. Ensure that your tyres are properly inflated.
- Evaluate electric or hybrid cars next time you change car.
- Work from home one day a week if you can.

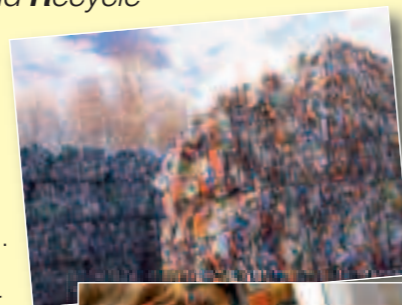


The Toyota Prius emits less than half the CO₂ of a BMW X5

Waste

The 3 'Rs' - **Reduce, Reuse and Recycle**

- Put recycling bins in the office for paper and other products: batteries, cartons, organic waste, glass bottles etc...
- Choose reusable products instead of disposable ones.
- Buy in bulk to reduce packaging.
- Buy only what you need.
- Think before you throw – another member of staff might be able to use your waste.
- Refill toner and printer cartridges.
- Reduce board waste. There is more than 30,000 tons of board waste in Elopak.



Paper

- Use waste paper for writing notes
- Copy and print on both sides of the paper and avoid printing blank pages. (get IT to put it as a default)
- Change font size or margins to save paper
- Share files, reports, documents etc by email instead of making copies. Add a mail signature saying 'do not print unless necessary'.
- Send invoices via email.
- It is company policy to use recycled paper for note books, stationery, business cards



Forgetting to turn off lights and office equipment at night costs 95 Euros (\$170US), producing 350kg of CO₂ per hour for the average small office for 1 year

Driving to meetings produces around 20kg of CO₂ per gallon of fuel for the average company vehicle.

Food and drink

- Make your own sandwiches!
- Use the canteen - where there is one - cut down on fast food with excess packaging. Get the canteen to use organic food – it is healthier and uses less CO₂
- Ban plastic bottles and single use cups for coffee machines. Consider ordinary tap water where possible to save on vending machine waste.
- Use mugs for water
- If the tap water is not drinkable, refillable plastic bottles are as good as one-way bottles. Avoid one-way glass. Always send all used packs to recycling.



The airline industry is responsible for about 10% of the world's carbon emissions

Recycling paper uses 90% less energy than manufacturing it from trees.

How we measure Elopak's footprint

For the foreseeable future, both in our personal and business lives, we will increasingly be asked 'What's your footprint?'. A Carbon Footprint is a measure of the impact human activities have on the environment in terms of the amount of greenhouse gasses produced. This is measured in units of carbon dioxide – CO₂. In order to actively reduce Elopak's carbon footprint, we of course had to first measure it and as we work towards our goal of 15% reduction in CO₂ emissions by end 2010 we continue to do so.

Therefore, in March 2008 we implemented the Footprint Measurement System, a performance reporting system that has been incorporated into the existing financial reporting system. It collects facts from every corner of our organization so that we are able to determine at any one time Elopak's carbon footprint and identify what we need to do to achieve our goals.

Activities and operations are measured in terms of energy use and waste production. The process itself has helped to identify many of the simple hints and tips listed in The Environmental Guide, and it will continue to tell us how we are doing and how all of us can help. What's your carbon footprint? – go to www.carbonfootprint.com.

Elopak's CO₂ footprint for 2008 indicate 65 000 tons of CO₂e (excluding Elopaks joint ventures). Final figures will be published after audit by Deloitte