



Annalisa Nissola  
Sustainability Commercial Manager



Andrew Sanguinet  
EMEA Chief Design Officer



design[ed]  
for/and  
sustainability

01 June 2023







# Key Takeaways for Today



**Our ESG strategy**

↓

A green line-art icon of a globe with two leaves sprouting from the top, symbolizing environmental sustainability.

**Hybrid business model**

↓

A green line-art icon of a 3D cube with four nodes connected by lines, representing a hybrid or interconnected business model.

**C.O.R.E.**

↓

A green line-art icon of an atom with a central nucleus and three elliptical orbits, symbolizing core or essential elements.

# Why sustainability is critical for businesses today



**Your reputation**

**New generations**

**Risk mitigation**

**Regulatory compliance**



# As the World's Largest Hybrid Packaging Supplier<sup>®</sup>



...we offer both products and services



...we are material and supplier agnostic

**we enjoy best trusted position to advise our customers on fact-based, objective sustainability analysis.**



# Our Global Sustainability Framework



## UNPACKING Y/OUR SUSTAINABILITY POTENTIAL

Working to **reduce our impact** on the environment.

Promoting a **sustainability culture** with our people and suppliers

Supporting our customers in achieving their **sustainability targets**



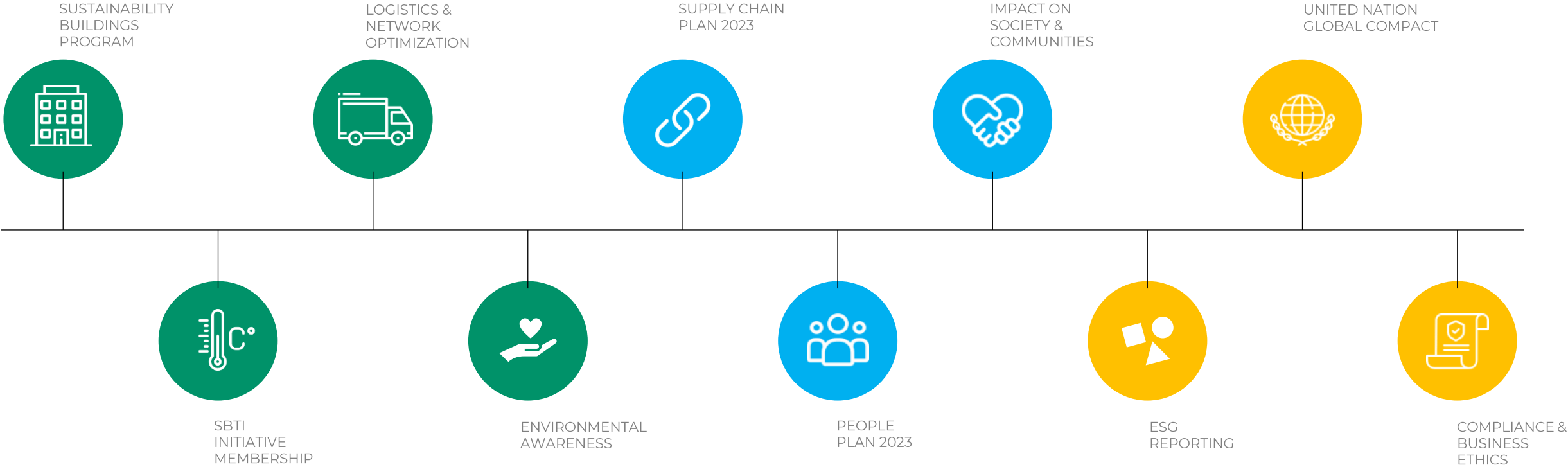
# ESG Milestones



## Environmental

## Social

## Governance



# ESG Milestones **Environmental**

Sustainable Buildings Program



At Berlin Packaging,  
we pledge to improve our  
environmental and social performance.

This building is an important  
sustainability landmark for us.  
It demonstrates our commitment in  
reducing the impact on the environment  
and contributing to our employees'  
overall health and wellbeing.

July 4th 2022

## Main target in 2023

EMEA buildings' assessment  
and action plan to obtain green  
buildings certification





# ESG Milestones **Environmental**

Logistics & Network Optimization



## Main Targets 2023

Measure mileage/CO2 emissions  
and develop reduction plan





# ESG Milestones **Environmental**

Science Based Target Initiative (SBTi) Membership



## **Main Target 2023**

Submit our emission reduction objectives at global level



# ESG Milestones Environmental

Environmental Awareness



**Main target in 2023**

5 key environmental awareness events for our EMEA employees



# ESG Milestones **Social**

People Plan 2023



## Main targets 2023:

Plan of initiatives on people training and management with focus on

- Sustainability
- D&I
- performance management



# ESG Milestones **Social**

Health & Safety



## Main targets 2023

- 100% compliance assessments on H&S
- Roadmap to ISO 45001 Certification





# ESG Milestones **Social**

Supply Chain

## Main targets 2023

- Obtained Ecovadis silver sustainability rating (global)
- ESG assessment of 100 EMEA suppliers by Q4 2023
- Launch the Global Suppliers' Code of Conduct





# ESG Milestones **Social**

Impact on Societies & Communities



## Main targets 2023

- Implement EMEA guidelines on sustainability and CSR
- Support to corporate citizenship programs



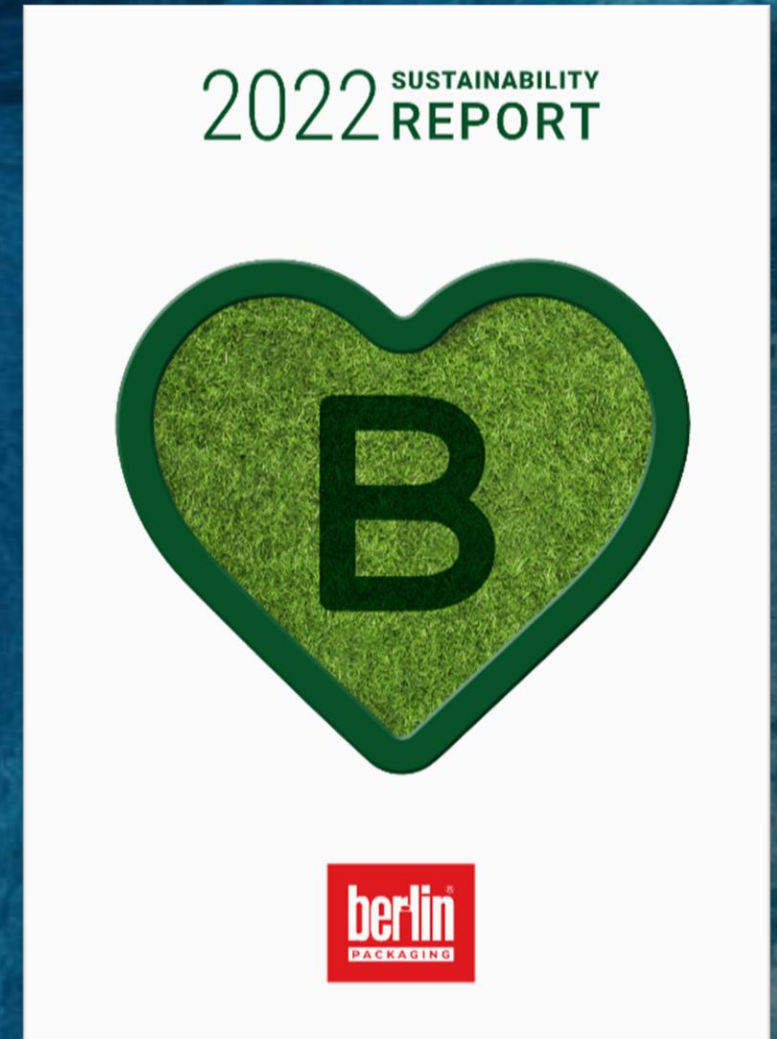


# ESG Milestones **Governance**

ESG Reporting

## Main target 2023

Publishing our first Corporate Sustainability Report





# ESG Milestones Governance

Compliance & Business Ethics



## Main targets 2023

- Integrate Policy Verification Factors
- Compliance training on Ethics & Compliance; GDPR; Anti-bribery; Anti-harassment for Employees; Anti-harassment for Managers

# ESG Milestones **Governance**



United Nations Global Compact Membership



## Main targets 2023

Development of a first dedicated Berlin Packaging ESG reporting based on UN guiding principles



# Our Global Sustainability Framework



## UNPACKING Y/OUR SUSTAINABILITY POTENTIAL

Working to **reduce our impact** on the environment.

Promoting a **sustainability culture** with our people and suppliers

Supporting our customers in achieving their **sustainability targets**

C

CIRCULARITY



OPTIMIZATION

R

REUSE



ENVIRONMENTAL SERVICES

# C

**Circularity** is all about creating closed loops, from raw material selection to design for recyclability

- Recyclability
- Use of Recycled content
- Alternative Materials (e.g. Biobased)







**Optimization** is all about improving technical performance and functionality

- Light-weighting
- Component rationalization
- Local Manufacturing
- Renewable Energy Sources
- Controlled dispensing



# R

**Reuse** is all about new business models that attract customer engagement and increase sustainability by redesigning for alternative use

- Reusable packaging
- In-house refill systems
- On-the-go refill systems
- In-store refill systems







## Environmental services

### STRATEGY & ROAD MAPPING

We help customers anticipate changes in regulations and continuously improve packaging recyclability designs.

### COMMUNICATION STRATEGIES

We help capture and retain value for your brand by assisting with substantiable sustainability claims.

### STOCK SOLUTIONS

We can source components made with any material available on the market via our global network of partners.

### CONSUMER & MARKET INSIGHTS

We track the latest consumer insights, market drivers, and packaging trends.

### QUANTITATIVE ASSESSMENTS

We measure and compare your packaging environmental impact to help drive decision-making

### CUSTOM DESIGN & INNOVATION

We develop and provide fully customized packages, optimized for sustainability, transportation, use, and end-of-life.





# Services **Circular Economy Roadmap**

We help customers anticipate changes in regulations and define their packaging strategy based on circular economy guidelines.

- **CSRD** – Corporate Sustainability Reporting Directive
- **SUP** directive for single-use plastics
- **Mandatory environmental labelling**
- **EPR** - extended producer responsibility contributions
- **Eco-modulation** of EPR fees
- **Plastic Tax** (UK, Spain, and then...?)
- Proposal for EU Packaging Waste Regulation (**PPWR**)



# Services Circular Economy Roadmap



## PPWR Rule Changes

## Response

### OVERPACKAGING / BAN on EMPTY SPACE

We help you find alternatives to comply

### BANS on SMALL FORMATS

### ALL PACKAGING RECYCLABLE by 2030

We innovate following official Design for Recycling (DfR) guidelines

### COMPULSORY EPR and ECOMODULATION

We help you to document your packaging recyclability credentials and recycled content.

### MANDATORY LABELLING

### MINIMUM PCR CONTENT

We source and incorporate PCR while keeping functionality and aesthetics

### REUSE TARGETS

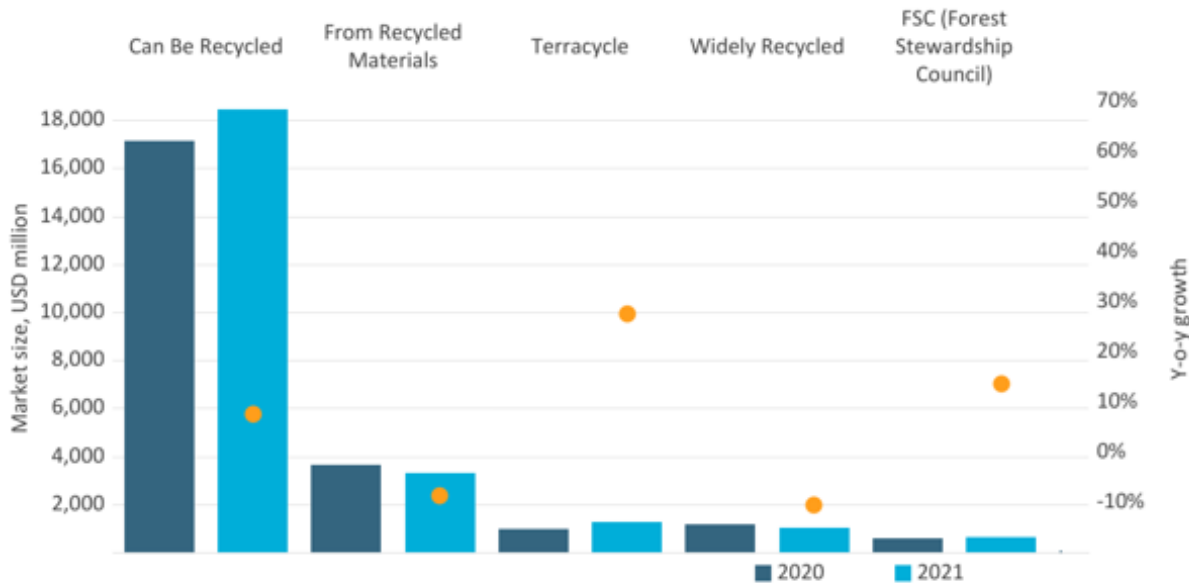
We design practical, future-proof reusable and refillable packaging solutions.

### MANDATORY DEPOSIT/RETURN for BEVERAGE

# Services Communication Strategies



## Top 10 sustainable packaging claims – Global 2021



Source: Euromonitor Sustainability Opportunity Tracker, 2020 and 2021

## Products with Sustainability Claims Encounter Fraud Allegations

Federal complaints mentioning false/misleading sustainable product claims



Source: Bloomberg law keyword docket search as of March 9, 2023. Complaints filtered by nature of suit code 370. Complaints with multiple product sustainability claims are included in all relevant categories.

Bloomberg Law

44%

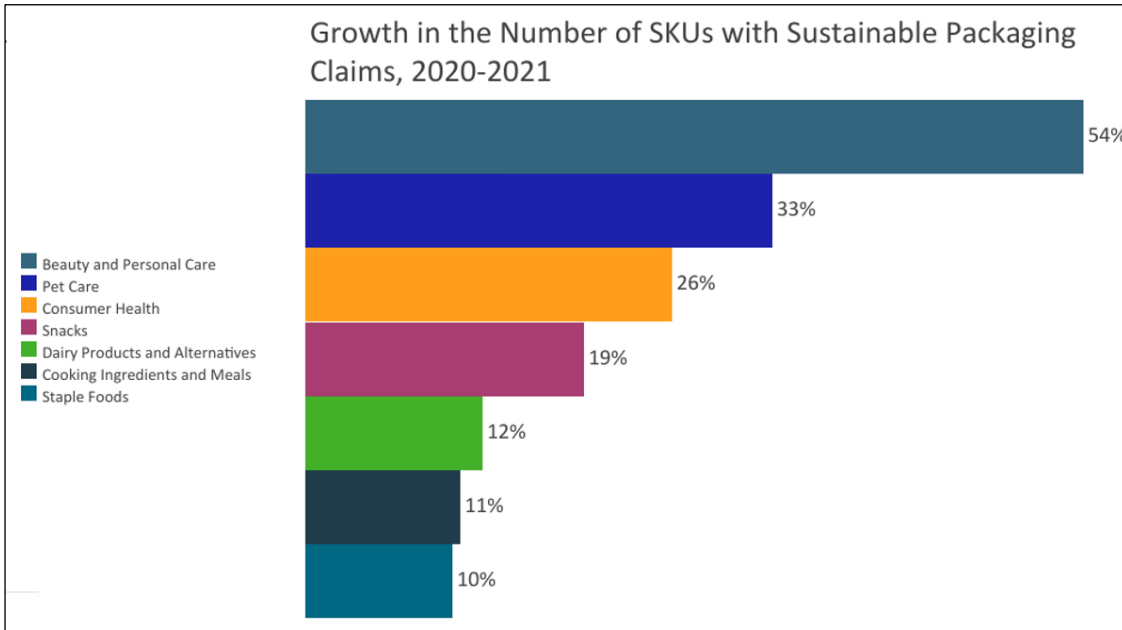
Share of professionals across all industries globally that say their companies plan to invest in certifications to avoid greenwashing over the next five years



# Services Market Insights

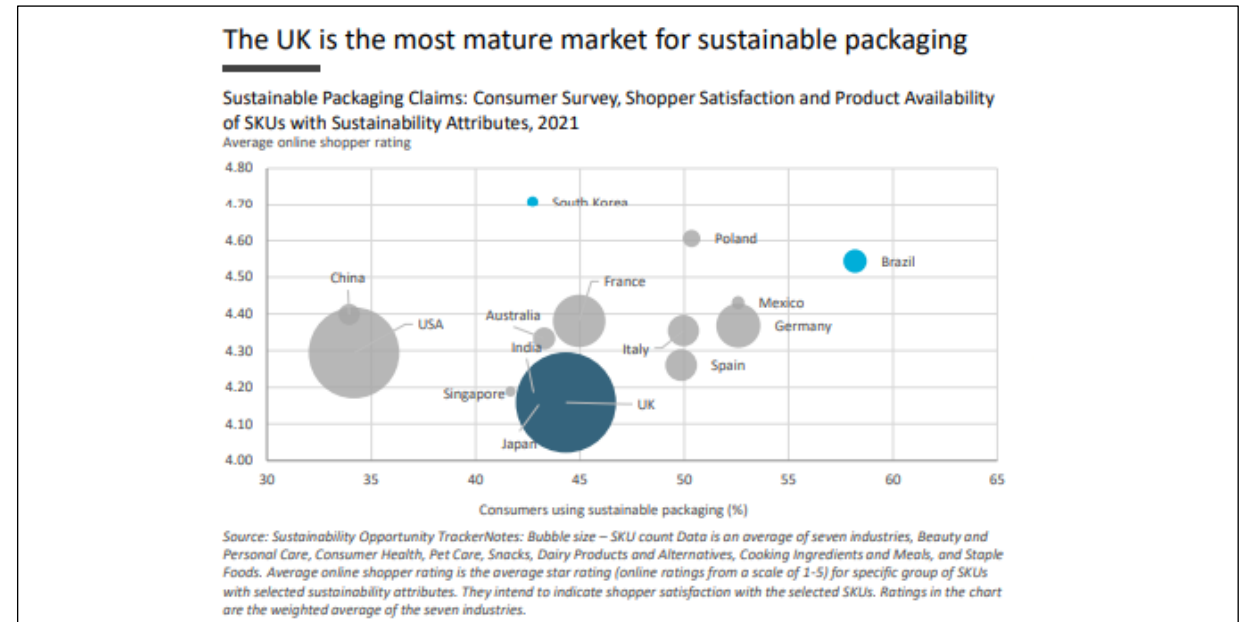


We track the latest consumer insights, market drivers, and packaging trends.



**50%** ...of consumers are hesitant to pay more for sustainable food products

**+15 to 45%** ...price premium of products with sustainable attributes.



# Services Stock Solutions



Home, personal and car care  
**Recycle-ready pouch**

**Circularity** **Refill & Reuse**

- recycle-ready monomaterial pouch
- less raw material needed for manufacturing
- weight saving of 60% compared to rigid containers
- savings are also achieved on the transport of empty packaging



Beauty  
**Airglass Refill & Go**

**Circularity** **Optimization** **Refill & Reuse**

- features reusability paired with airless technology
- one-click to insert different refills in the same body –(ex. progression skin treatments)
- perfect packaging for traveling - the refills have a safety clip



Home Care & Fragrance  
**Elise Revive**

**Circularity** **Optimization**

- 10% post consumer recycled glass certified by a third party (Control Union)
- promoting circular economy with fully recyclable packaging



# Services Stock Solutions



Oil&Vinegar  
**Al-Andalus**

**Circularity** **Optimization**

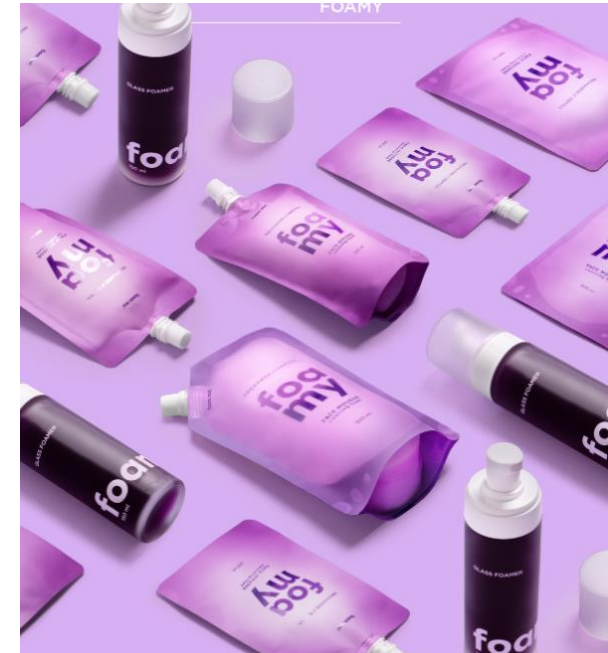
- Produced with up to 100% post-consumer recycled PET material (rPET)
- Fully recyclable
- Significantly lighter than a conventional glass oil bottle.



Wine  
**Aurelia**

**Circularity** **Optimization**

- Carbon-compensated bottle for the wine industry
- Manufactured with renewable energy certified by Eco Power
- Climate Partner offsets the CO2 generated during manufacturing



Beauty  
**Foamy + Sashi**

**Circularity** **Optimization** **Refill & Reuse**

- Perfect packaging combo for beauty products with foaming formulas.
- Foamy: separable and recyclable glass and plastic components - the pump ensures up to 25 reuse cycles.
- Sashi: a flexible, recyclable mono-material refill.

# Services Stock Solutions



Closures

## Vinolok

**Circularity** **Optimization**

- Fully recyclable glass closure, and recyclable EVA sealing ring
- Silicone-, PVC- and phthalates-free.
- Biobased EVA also available.
- The sealing ring and glass part can be easily separated and recycled.



Food

## Le Parfait jars

**Circularity** **Optimization** **Refill & Reuse**

- Reusable food jars that help keep single-use plastic out of landfills and contribute to a circular economy.
- Ideal for reducing food waste – they help storing, preserving and pickling food.



Spirits

## Helium Mixology

**Circularity** **Optimization**

- Timeless design
- Lightweight, half flint glass (up to 75% recycled glass)
- Compatible with Bartop and Vinolok closures.
- Compensation of CO2 emissions certified by Climate Partner.



# Services Stock Solutions



Makeup

## 100% PCR Content: Curie

**Circularity** **Optimization** **Refill & Reuse**

- **Refillable lipstick container**
- Blends elegance, design, and functionality
- Custom decorative options



Beauty

## Miracle Refill Collection

**Circularity** **Optimization** **Refill & Reuse**

- Jar with single insert that can be easily separated, making packaging completely recyclable
- **Smooth refill experience**



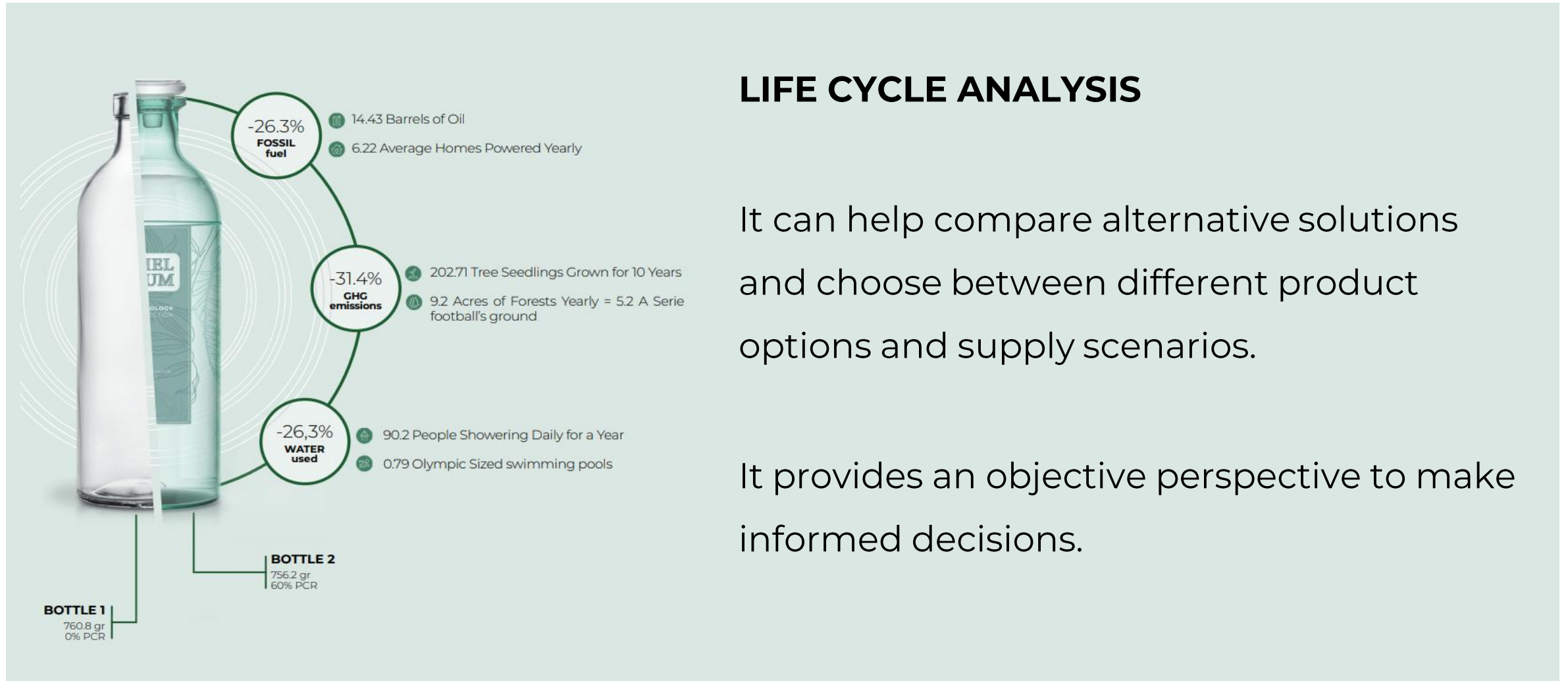
Beauty

## Airglass jar system

**Circularity** **Optimization** **Refill & Reuse**

- Reusable glass jar and push-actuator fitted with **airless** refill cartridge in PP
- The airless technology reduces product waste, protects the content from contaminants, and dispenses accurate product amounts

# Services Quantitative Assessments



## LIFE CYCLE ANALYSIS

It can help compare alternative solutions and choose between different product options and supply scenarios.

It provides an objective perspective to make informed decisions.

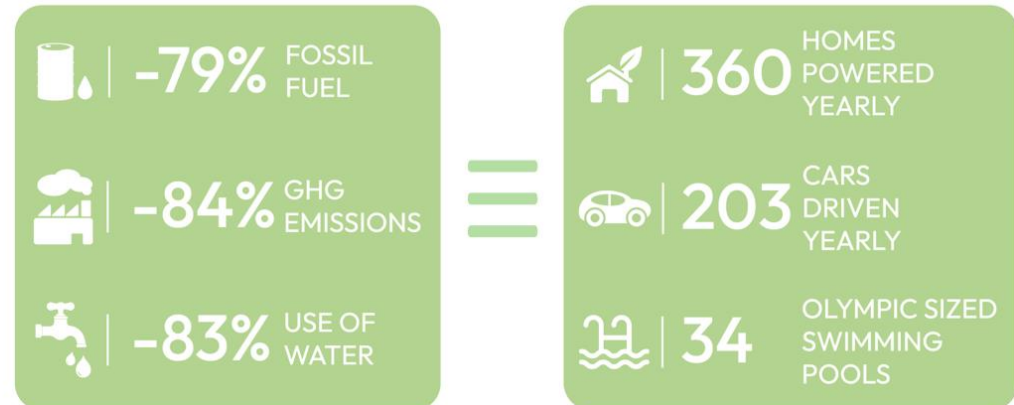


# Services Quantitative Assessments



## AIRGLASS REFILL & GO LIFE CYCLE ASSESSMENT

Environmental benefits compared to other airless bottle not refillable\*



\*Data obtained from the comparison with our Airglass packaging.  
Values based on 1,000,000 bottles

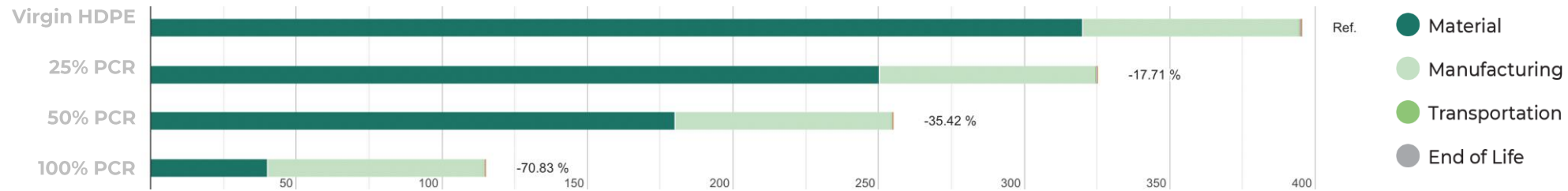
# Services LCA – Life Cycle Assessment



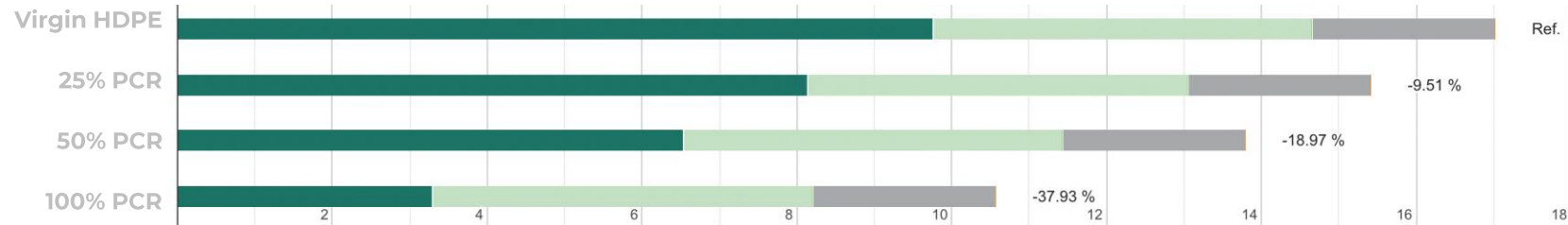
## Example: 250ml HDPE Bottle:

Environmental Impact Reductions with increasing % of recycled content (PCR)

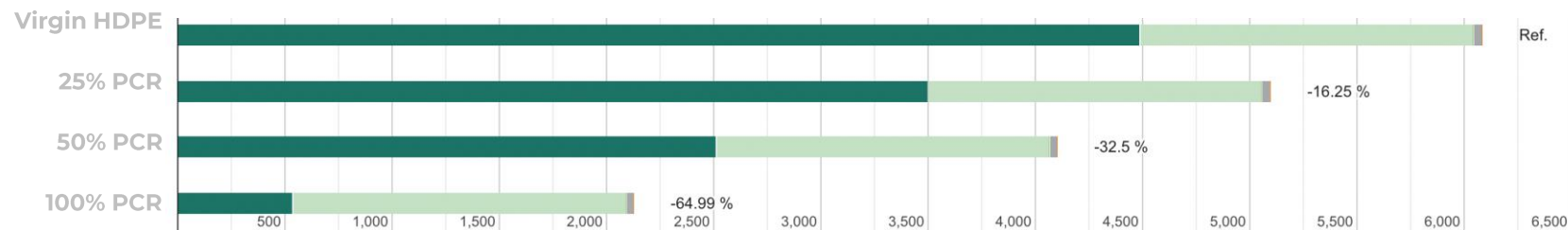
### Fossil Fuel Use: -17.7 – 70.8%



### Green House Gas Emissions: -9.5 – 37.9%



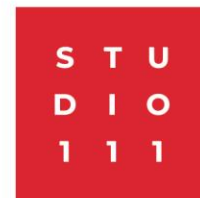
### Water Use: -163 – 65.0%





# DESIGN

## FORWARD



the **INNOVATION**  
of  
**ENGINE**  
BERLIN **PACKAGING**

## WHO WE ARE

---

We are a group of creative experts dedicated to sustain and strengthen Berlin as the one-stop-shop leader in the market. We come in when the level of innovation, complexity, and/or customization requires an out-of-the-box tailor-made approach to packaging.

**WE ARE PRACTICAL  
CREATIVES.**

## WHAT WE DO

---

We create innovative design solutions working closely with all stakeholders involved, providing an advisory role from branding to final product creation that is offered to our customers as evidence of our commitment and partnership approach.

**WE INVEST IN OUR  
CUSTOMERS' SUCCESS.**

## HOW WE DO IT

---

We deliver the most effective result to each of our customers. Our business model maximizes the value chain of the entire product creation. Our capabilities, size, and independence from any material or production process ensure us the freedom to always look for the best.

**WE TRANSFORM  
DESIGN INTO ACTION.**



**60+**

A world class team of designers and engineers in seven locations working across end markets, materials and process in the packaging industry.

USA.  
Huntington  
Beach

USA.  
Chicago

UK.  
Hadleigh

NL.  
Eerbeek  
Wijchen

IT.  
Milano

SP.  
Sevilla



# Studio One Eleven | Services Offered



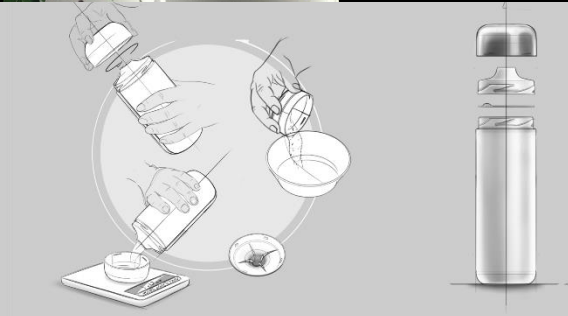
**Strategy &  
Insights**



**Sustainability  
Consulting**



**Brand & Graphic  
Design**



**Product & Package  
Industrial Design**



**Prototyping &  
Decoration**



**Regulatory  
Guidance**



**Engineering &  
Production**



**Fulfillment &  
Optimization**





WINE



SPIRITS

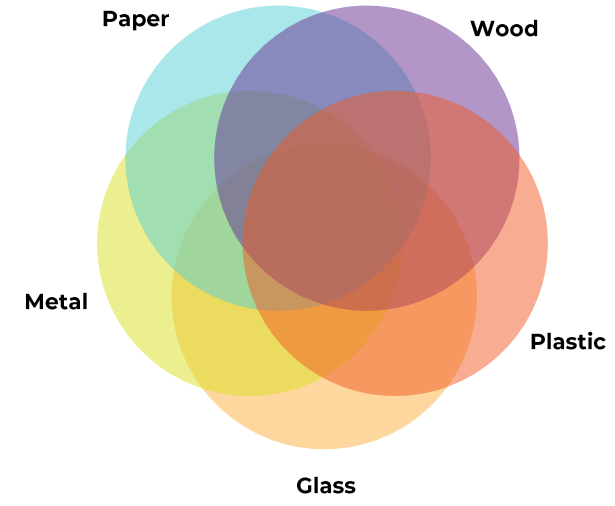


GOURMET



FOOD

Every Material Used



BEVERAGE



PERSONAL CARE



BEAUTY



SKIN CARE

Every Market Served



CANNABIS & CBD



FINE FRAGRANCE

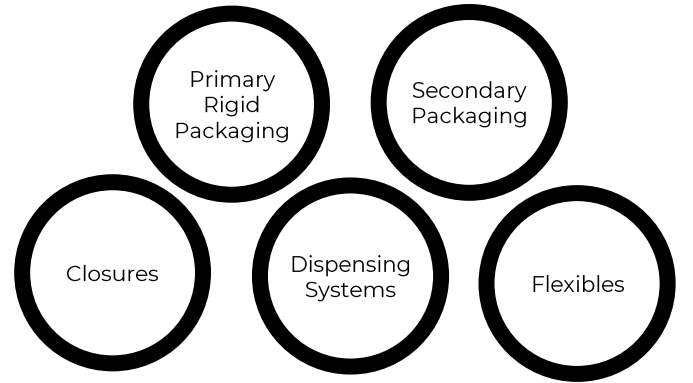


HOME CARE



FRAGRANCE

Every Format Designed



LAWN GARDEN



PET CARE



AUTOMOTIVE



INDUSTRIAL

Analysis

Ideation

Refinement

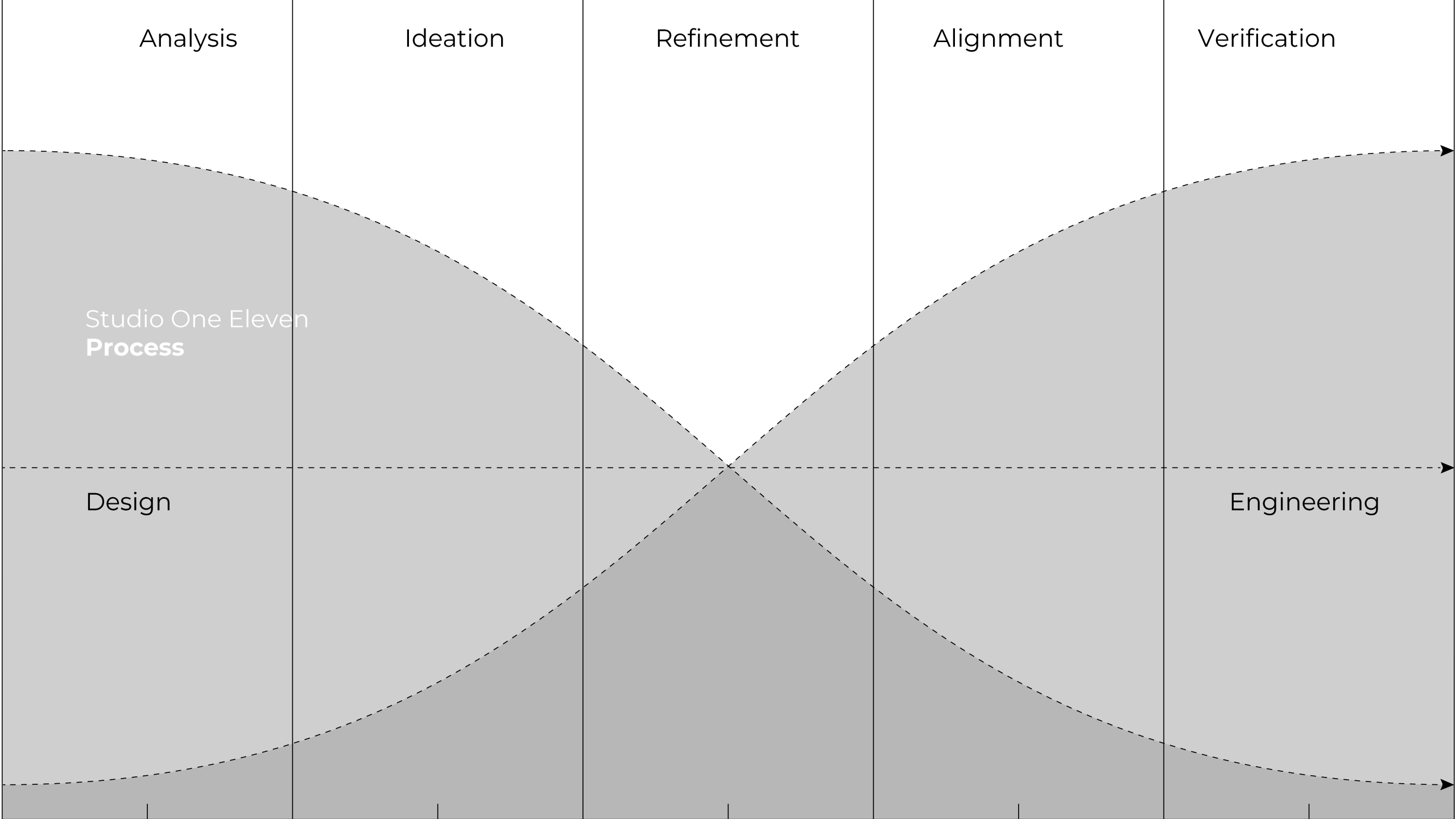
Alignment

Verification

Studio One Eleven  
**Process**

Design

Engineering





Analysis

Ideation

Refinement

Alignment

Verification

**Traditional Agencies**

The better they get, the more they cost  
Not accountable for manufacturing success

???

**Manufacturers**

Focused on Efficiencies and Utilization

working with STUDIO ONE ELEVEN & BERLIN PACKAGING is a **FULL PARTNERSHIP**

Design

Engineering



# Design as an enabler of sustainability

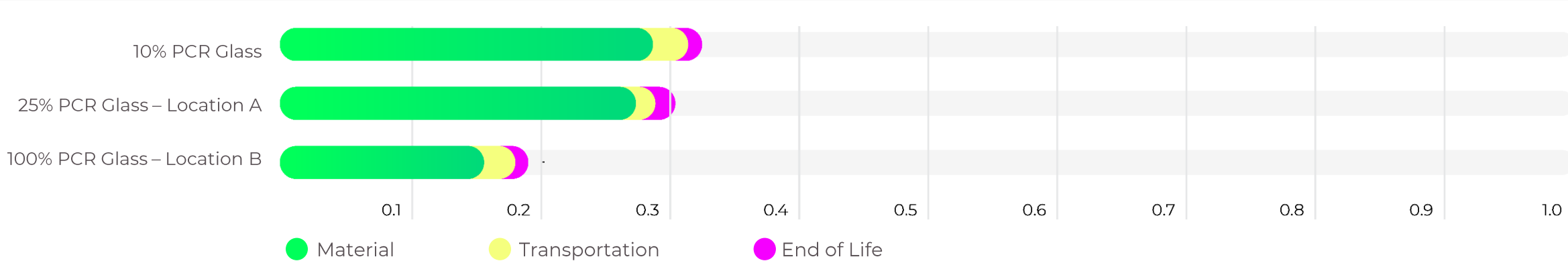
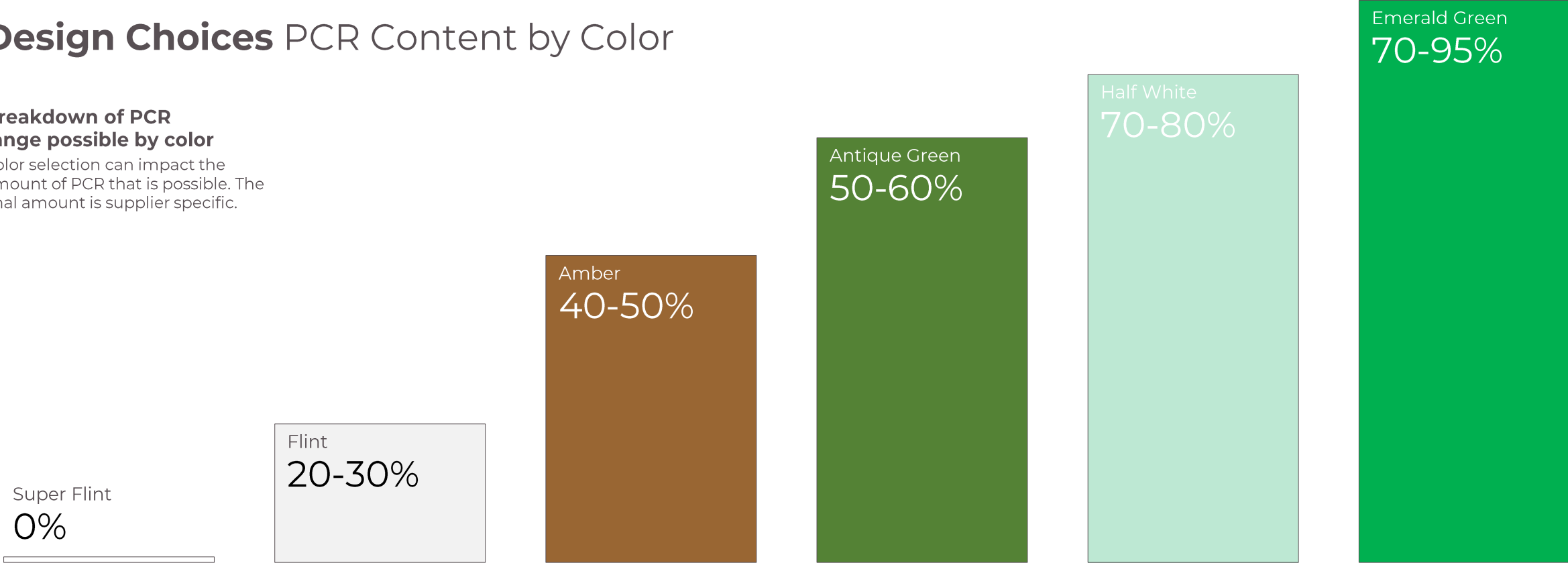


**% PCR & LW**  
Post  
Consumer  
Recycled  
Materials      Light  
Weighting

# Design Choices PCR Content by Color

## Breakdown of PCR range possible by color

Color selection can impact the amount of PCR that is possible. The final amount is supplier specific.





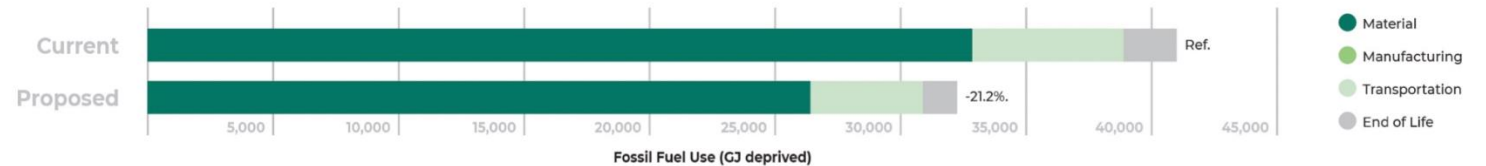
# Impact of Light Weighting



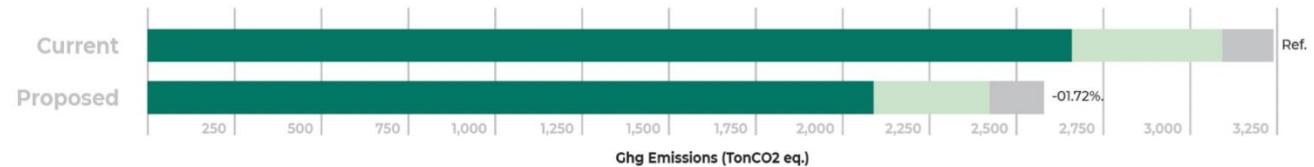
## Sustainability Attributes

- 25% lighter glass wine bottle
- Looking at the life cycle, the new Naked Wine bottle reduces the use of fossil fuel by 21,2% and the CO2 emissions by 20,7%.

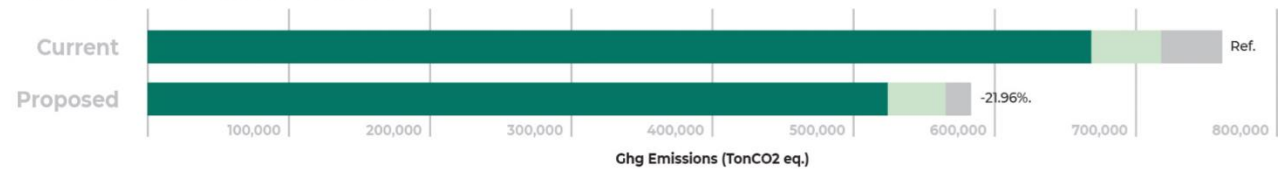
**Fossil Fuel Use: -21.2%** | Breakdown of Fossil Fuel Use (GJ deprived) into Various Components



**Green House Gas Emissions: -20.7%** | Breakdown of GHG Emissions (Ton CO2 eq.) into Various Components

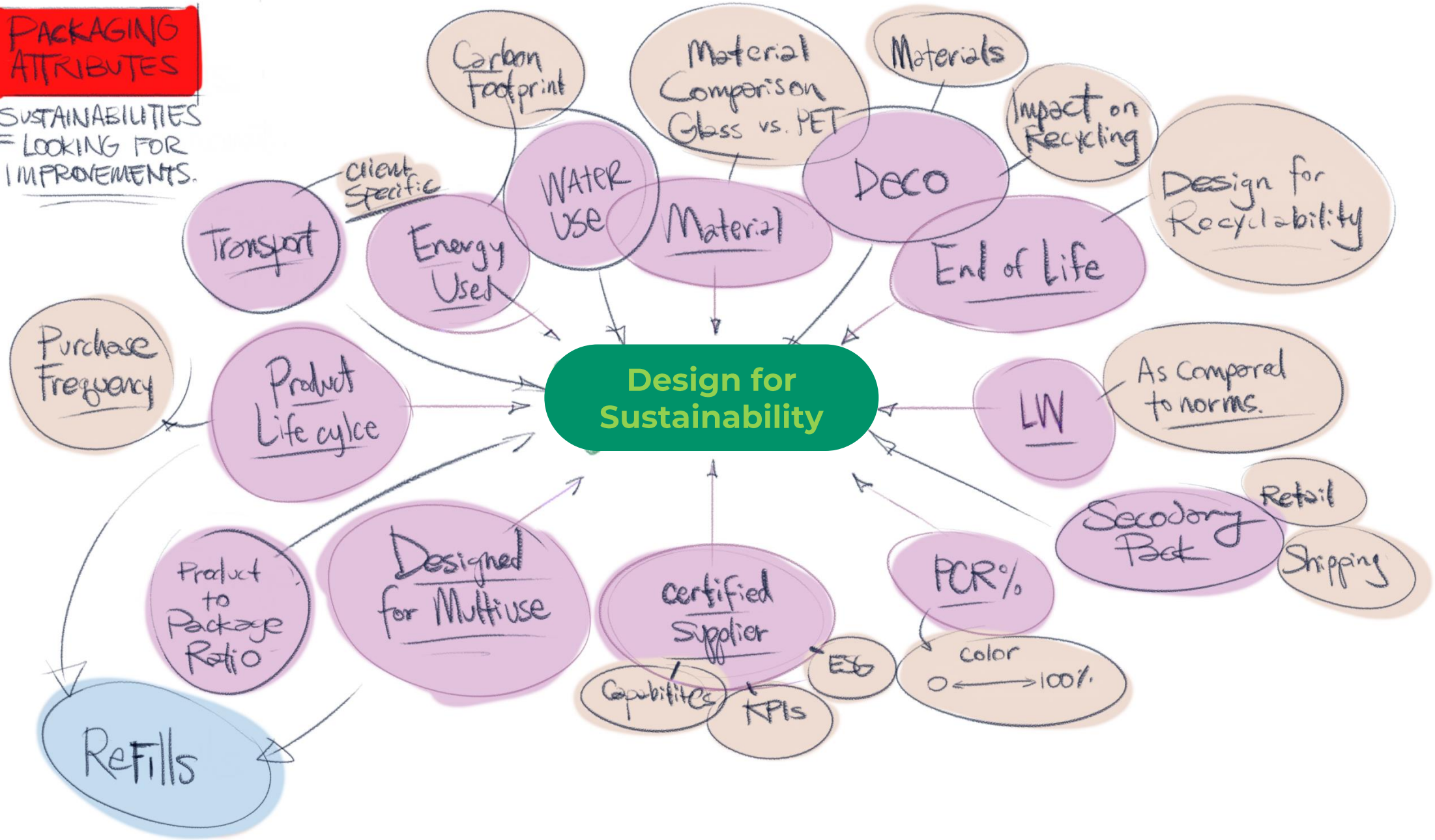


**Green House Gas Emissions: -20.7%** | Breakdown of GHG Emissions (Ton CO2 eq.) into Various Components



# PACKAGING ATTRIBUTES

SUSTAINABILITIES = LOOKING FOR IMPROVEMENTS.





# Studio One Eleven Case Studies

**01** Circularity

**02** Optimization

**03** Reuse

# Studio One Eleven Case Studies

01 Circularity

**02 Optimization in Part Design**

03 Reuse



# LW

Light  
Weighting

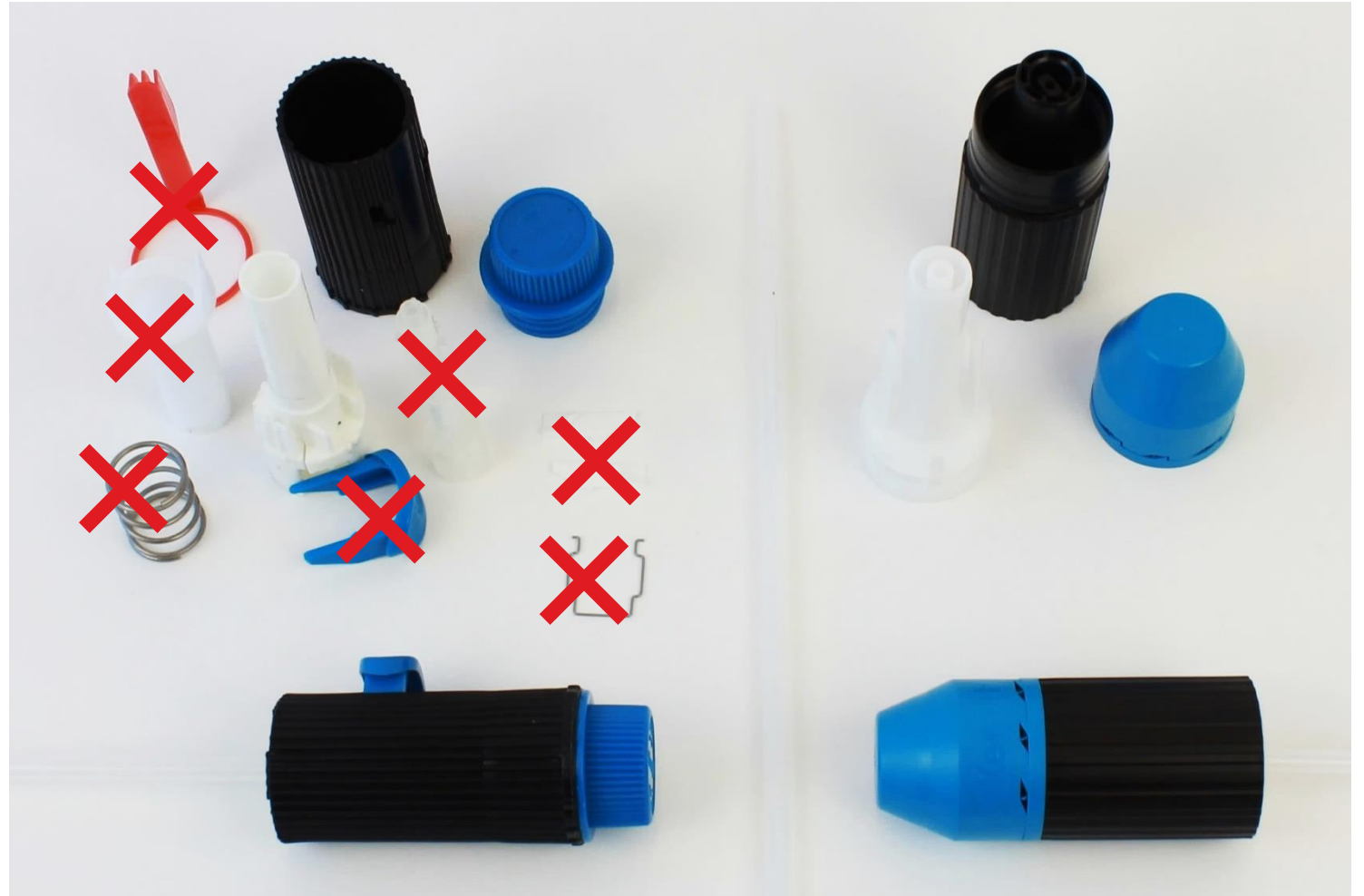
What about  
optimizing  
complexity?

# Optimization Through Part Design

Ad Blue Dispensing System

Circularity

Optimization



**BEFORE**  
10 parts  
Metal & Plastic construction

**AFTER**  
3 parts  
All Plastics



# Studio One Eleven Case Studies

**01 Circularity**

**02 Optimization in Personal Care**

**03 Reuse**

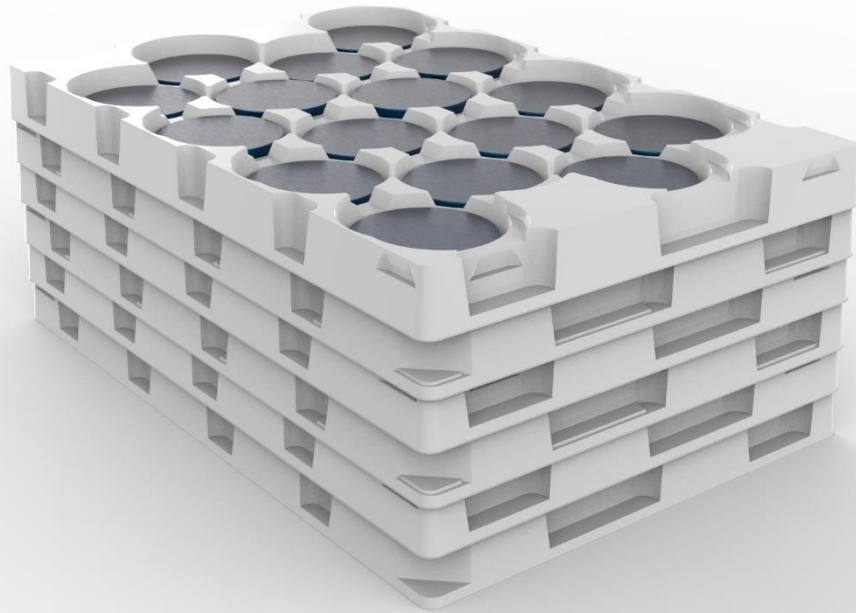
Design can impact the Sustainability of a product during many steps in the distribution journey.

# Returnable Shipping Trays

Circularity

Optimization

Refill & Reuse



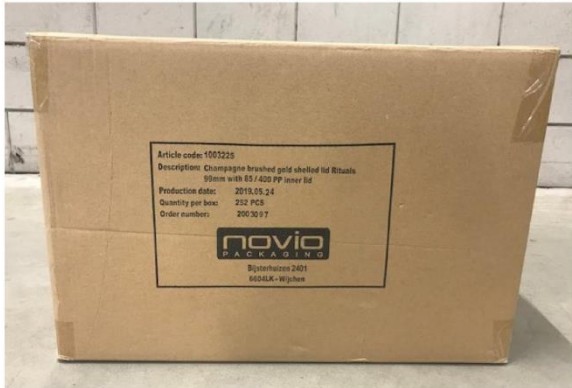
# Returnable Lid Shipping Tray

Circularity

Optimization

Refill & Reuse

PREVIOUS SECONDARY	NEW SECONDARY
Manually handled out of the box	Automation ready
Packed in cardboard boxes, stacked on Euro pallets	Packed in reusable trays
<b>3,000 Closures / pallet</b>	<b>1,728 Closures / pallet</b>
12 Boxes / pallet	108 full trays, 280 empty trays / pallet
<b>Approx. 18 Kg single use secondary packaging</b>	<b>Approx. 3 Kg of single use secondary packaging</b>
	1 tray = 340g of rPET



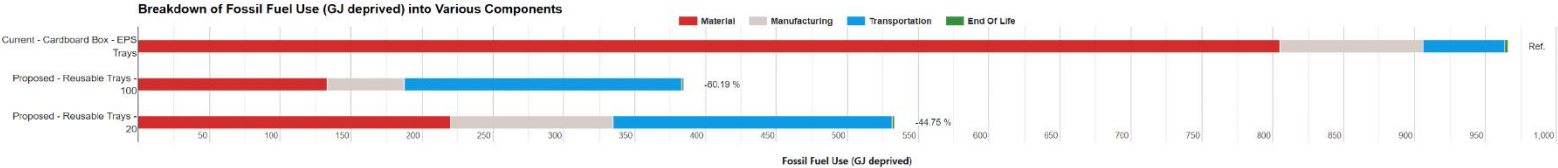


# Returnable Lid Shipping Tray

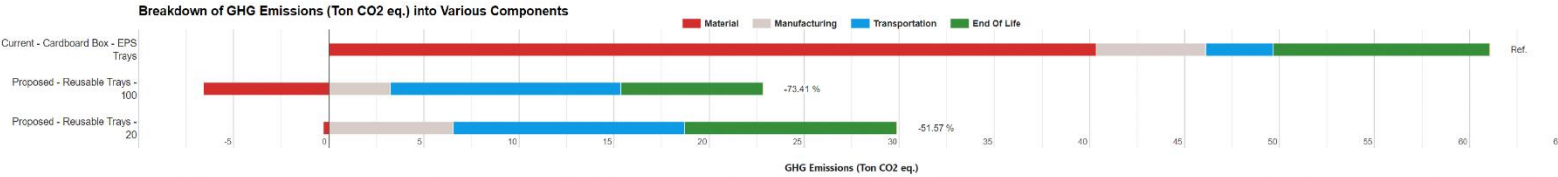
**Circularity** **Optimization** **Refill & Reuse**

Environmental Benefits of Berlin's proposed solution

Fossil Fuel Use:  
 -60.19% (100 reuse cycles)  
 -44.75% (20 reuse cycles)

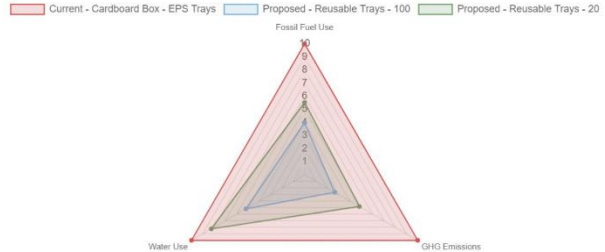
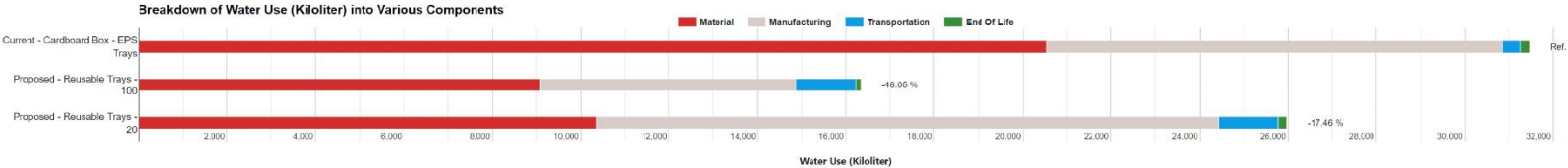


Green House Gas Emissions:  
 -73.41% (100 reuse cycles)  
 -51.57% (20 reuse cycles)



\*All LCA results are indicative and cannot be used to make any claims

Water Use:  
 -48.05% (100 reuse cycles)  
 -17.46% (20 reuse cycles)



# Instruction to package empty trays on pallets

**1.** Take a EUR-pallet (800x1200mm)

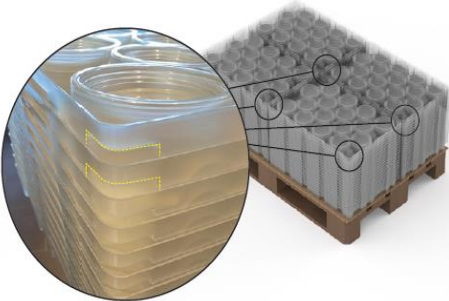


**2.** Put a 800x1200mm cardboard layer (approx. 5mm thickness) on the pallet.  
Re-use the cardboard layer that came on the pallet on arrival

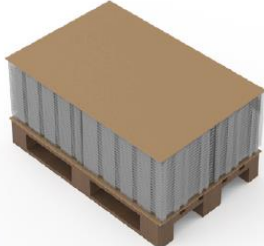


**3.** Put the empty trays on the pallet:  

- Four staples of 21 trays
- Facing downward
- All corners pointing in the same direction

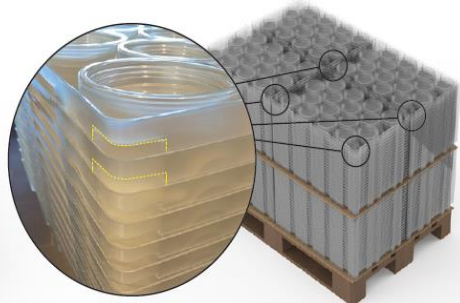


**4.** Put a 800x1200mm cardboard layer (approx. 5mm thickness) on the trays (see step 2).  
Re-use the cardboard layer that came on the pallet on arrival



**5.** Put the empty trays on the pallet:  

- Four staples of 21 trays
- Facing downward
- All corners pointing in the same direction

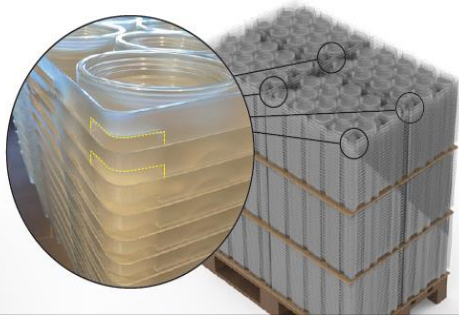


**6.** Put a 800x1200mm cardboard layer (approx. 5mm thickness) on the trays (see step 2).  
Re-use the cardboard layer that came on the pallet on arrival



**7.** Put the empty trays on the pallet:  

- Four staples of 21 trays
- Facing downward
- All corners pointing in the same direction



**8.** Put on the corner profiles (approx. 4mm thickness, pressed cardboard of 100x 100mm width) of 1250mm height on all four corners. Make sure that the profiles are in contact with floor.  
Re-use the corner profiles that came on the pallet on arrival



**9.** Put on the pallet lid, make sure that it is in contact with the top of the corner profiles.  
Re-use the lid that came on the pallet on arrival



**10.**

- Wrap foil around the pallet
- Place label on two sides of pallet with name contract manufacturer and date



# Studio One Eleven Case Studies

**01 Circularity**

**02 Optimization &**

**03 Reuse for Mass Market Food**

When **User Needs** and **Sustainability Goals** align





**Old  
Design**

## **The Redesign of a Classic**

Morton Salt, the leading salt brand in the North American market came to Studio One Eleven to help redesign and relaunch their core product.

The team started with the user experience, leveraging expertise to build a new, version with better usability, improved design and more efficient use of materials.



Pop-open to Shake



Twist Off for Easy Measuring



Easy Pour Lid

Circularity Optimization Refill & Reuse

**Start with the user.** By creating solutions that solved for all cooking scenarios, we developed a useful tool, not just a vessel. Single use can ignore usability needs for the sake of convenience but reuse and refill solutions must be designed with the end user in mind.





## Previous Design

- Not recyclable
- Heavy
- Complex supply chain
- Susceptible to moisture
- Easily damaged
- Not Refillable



## New Design

- Recyclable
- Lighter
- Removable Label
- More durable
- Refillable
- Improved Shopability at retail
- 3 methods of dispensing
- Improved ergonomics



# Studio One Eleven Case Studies

**01 Circularity**  
**02 Optimization &**  
**03 Reuse for Home Care**

Transitioning into Refill

# Refills and Reuse for the Home Care Market

Branch Basics Cleaning Solutions

Circularity

Refill & Reuse



 **BRANCH BASICS**



# Refills for the Home Care Market

Klienr Cleaning Solutions

Circularity

Optimization

Refill & Reuse



Mono Material Pump  
47% PCR Content



100% HDPE PCR Bottle

Direct decoration to  
remove label and  
improve recyclability



Doe een oplosbare tab in een lege Klienr sprayflacon.



Vul de sprayflacon tot aan het streepje met water uit de kraan.



Schroef de kop erop, even schudden en je kunt aan de slag.

Highly Concentrated  
Formulation



# Refills for the Home Care Market

Klienr Cleaning Solutions

Circularity

Refill & Reuse

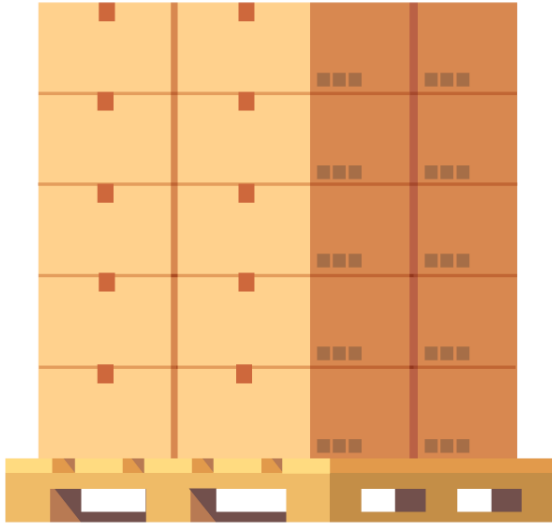
Optimization



**1** Box of Refills  
=  
**1** Pallet of  
Trigger Sprayers



=



**1** Pallet of Refills  
=  
**6** Truckloads of  
Sprayers



=



# Refills for the Home Care Market

Klienr Cleaning Solutions

Circularity

Optimization

Refill & Reuse

## Branding and Decoration

Use of color in the bottle allows the creation of unique SKUs while still using single color decoration.

Further evaluation of laser engraving can remove the inks.



# Studio One Eleven Case Studies

**01 Circularity**  
**02 Optimization &**  
**03 Reuse for Fragrance**

Illustrative example of process integration with LCA tools



BENCHMARK - Refillable candles



BENCHMARK - Refillable candles



**PLASTIC SHAPED**  
+ can be made premium sturdy for retail logistics as primary many label options  
- negative plastic perception

BENCHMARK - Refillable candles



**METAL SHAPED**  
+  
premium look

-  
Flame less visible  
Becomes hot  
Less sustainable production



BENCHMARK - Refillable candles

**LIQUID**  
 +  
 Unique experience

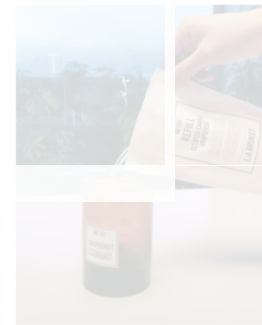
-  
 DIY is off brand  
 Many steps required before use



BENCHMARK - Refillable candles

**ALTERNATIVE REUSE**

- + more engaging with end user = more reuses multipurpose
- steers away from offered product



# RECOMMENDATION OF FORMATS TO DEEP DIVE INTO



**PLASTIC**



**CARDBOARD**



**PULP**







**INCREASE REUSE RATE**



## SUSTAINABILITY - Indicative LCA

■ Best option
 ■ Second best option
 ■ Third best option

SIMPLE Indicators	 Barrels of Oil (saved)	 Average Homes Powered Yearly (saved)	 Passenger Vehicles Driven Yearly (saved)	 Average Showers (saved)
Candle single use	Reference	Reference	Reference	Reference
Candle reuse PP 1x 0% PCR	- 3 000	- 1 310	- 890	- 4 665 000
Candle reuse PP 5x 0% PCR	- 5 050	- 2 180	- 1 490	- 7 775 000
Candle reuse PP 5x 100% PCR	- 5 720	- 2 470	- 1 540	- 8 532 000
Candle reuse Cardboard 1x 0% PCR	- 3 490	- 1 500	- 940	- 4 692 000
Candle reuse, Cardboard 5x 0% PCR	- 5 810	- 2 510	- 1 560	- 7 821 000
Candle reuse, Pulp 1x 0% PCR	- 3 340	- 1 440	- 900	- 3 385 000
Candle reuse, Pulp 5x 0% PCR	- 5 570	- 2 400	- 1 510	- 5 642 000

Based on 6 000 000 units produced  
 This LCA can not be used to make claims of any sort.

## SUSTAINABILITY - Indicative LCA

General conclusion 6 uses/5 refills:

Fossil fuel use, GHG emissions and water usage are improved by 70 - 80 % compared to single use candle



### PLASTIC



- If 100% PCR is used, PP uses 6% less water than cardboard
- Only uses 2% more fossil fuels and produces 1% more GHG gasses than cardboard



### CARDBOARD



- Uses 6% more water than 100% PCR PP



### PULP



- Worst option
- Material production is heavy on all three indicators (fossil fuel use, GHG gass emissions and water use)



### INCREASE REUSE RATE

- Increase in reuse cycles will improve all indicators significantly (see next page for 1 reuse vs. 5 reuses)

# Studio One Eleven Case Studies

- 01 Circularity**
- 02 Optimization &**
- 03 Reuse for Personal Care**

Example of development partnership with a brand





MARIE-STELLA-MARIS  
CARE FOR WATER

# Benchmark



# Ideation



Glass is locally thickened to partner rubber part

- No.10 Rock Roses  
Roses, Kaviyar, Lime
- No.12 Objets d'Amsterdam  
Grapefruit, Citrus, Saffron, Sage
- No.14 Courage des Bois  
Amalfi, Citrus, Saffron, Clove
- No.15 Lemon Notes  
Grapefruit, Citrus, Saffron, Sage



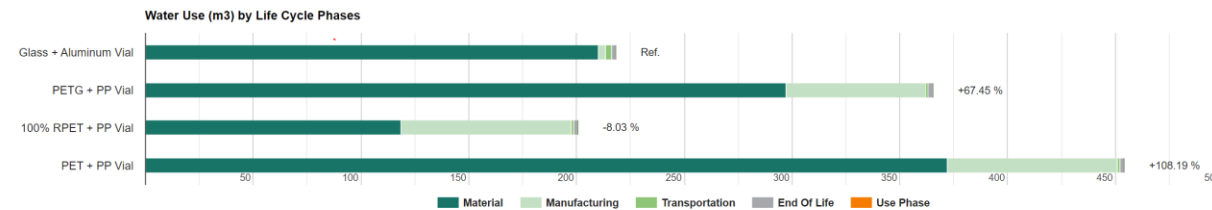
# Refinement



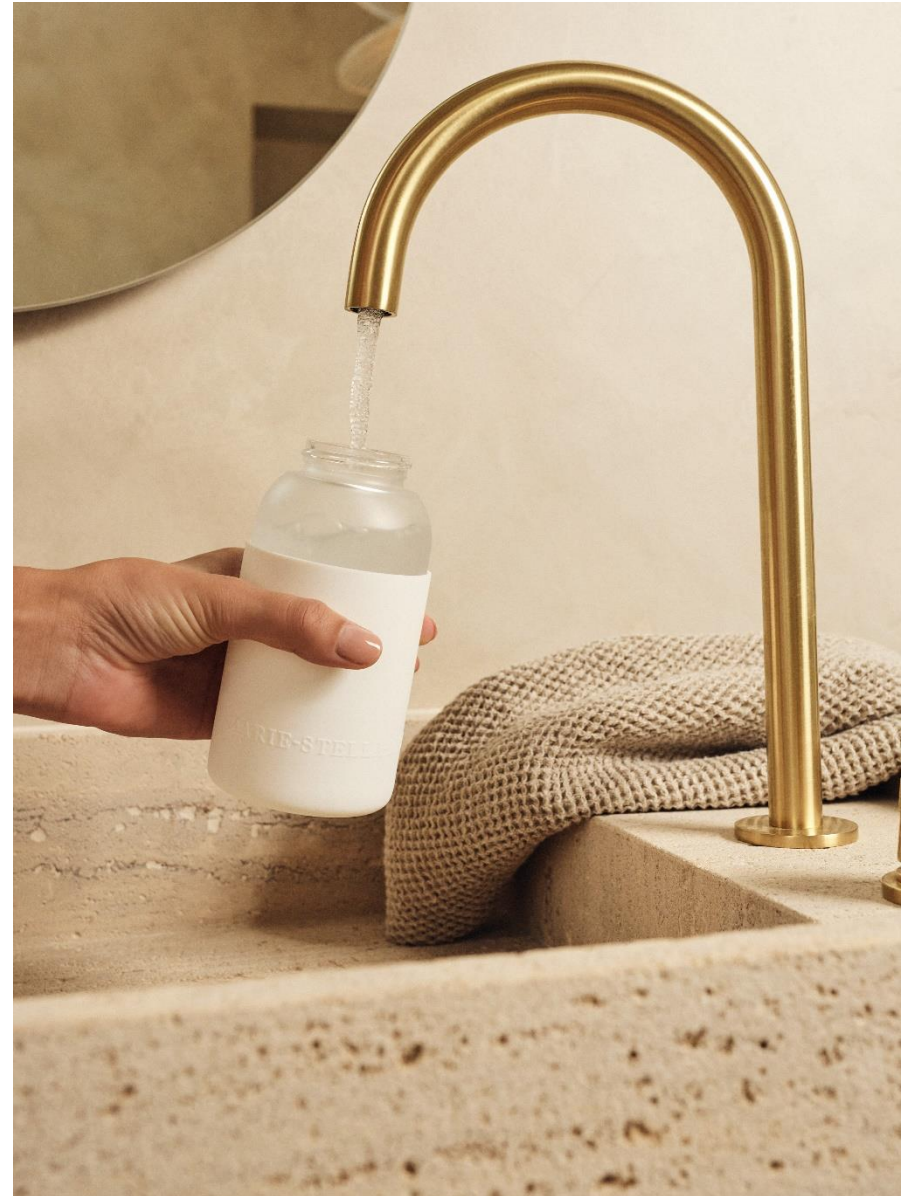
# Artwork



# LCA









# Refill Strategy Across Materials and Formats



Flexible Pouches



Tube Glass Concentrates



Aluminium Bottles



2 Part Jar Refills

# DESIGN

## FORWARD



the **INNOVATION**  
of  
**ENGINE**  
BERLIN **PACKAGING**





design[ed]  
for/and  
sustainability

01 June 2023





Florian Dirkse

Co-founder of the OCEAN CLEANUP





Elegance is an attitude  
"It's time to make dreams come true."  
*AA*  
Andre Agassi

**LONGINES**  
OFFICIAL TIMEKEEPER  
FRENCH OPEN

DUODMIJN OF ZEEPBEL? DE GLIBBERIGE SOAP ROND BOB ULTEE EN ZIJN BEURSFONDS

**QUOTE**  
TOP  
**100**

KEEM RIJK VOOR JE VEERTIGSTE, ZONDER HULP VAN PAPA

**JONGE MILJONAIERS**

...TILL YOU MAKE IT!













FOR SALE

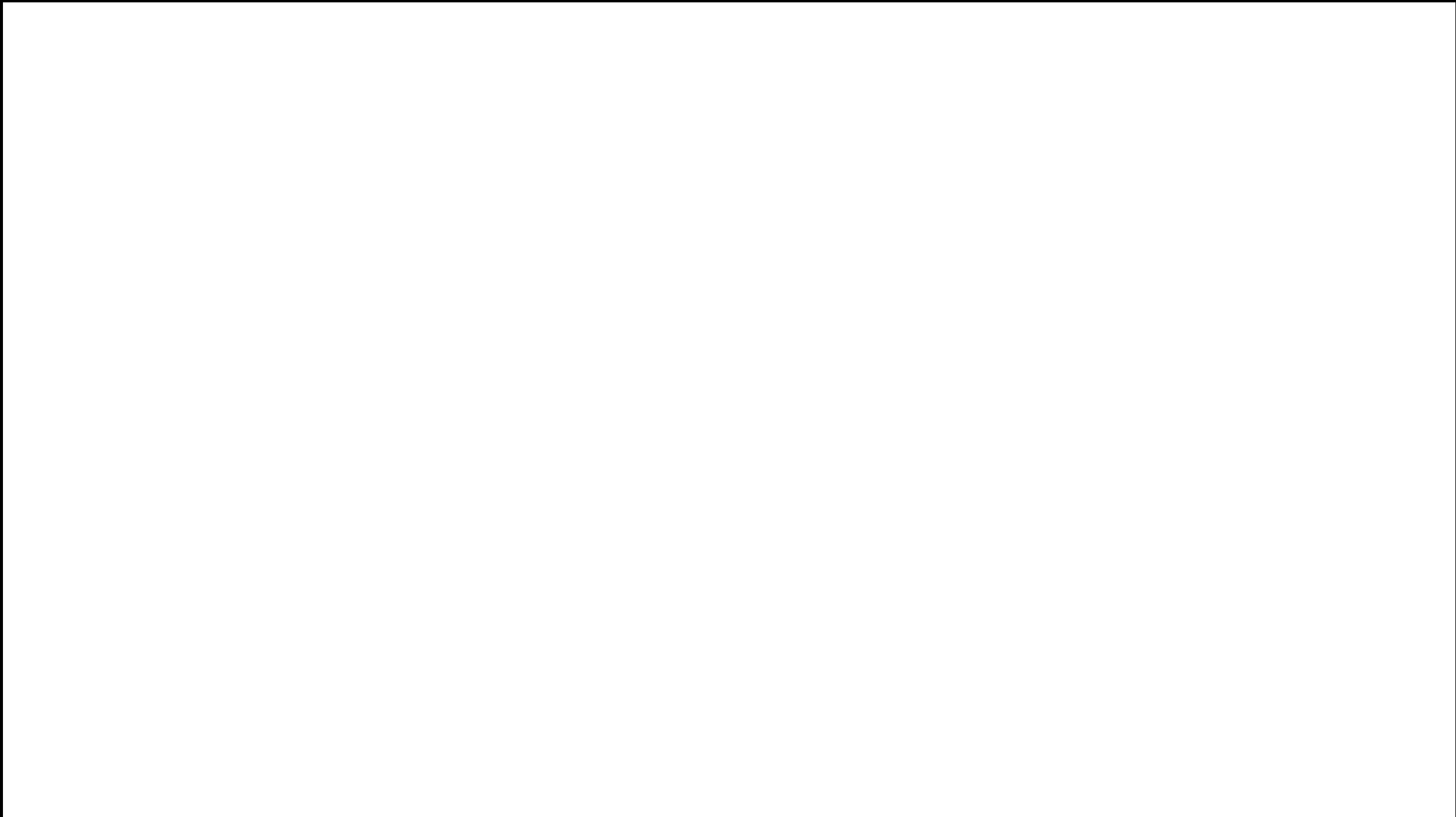


















# The Big Blue

50-70% world's oxygen

+40% CO<sub>2</sub> absorption

Greatest biodiversity

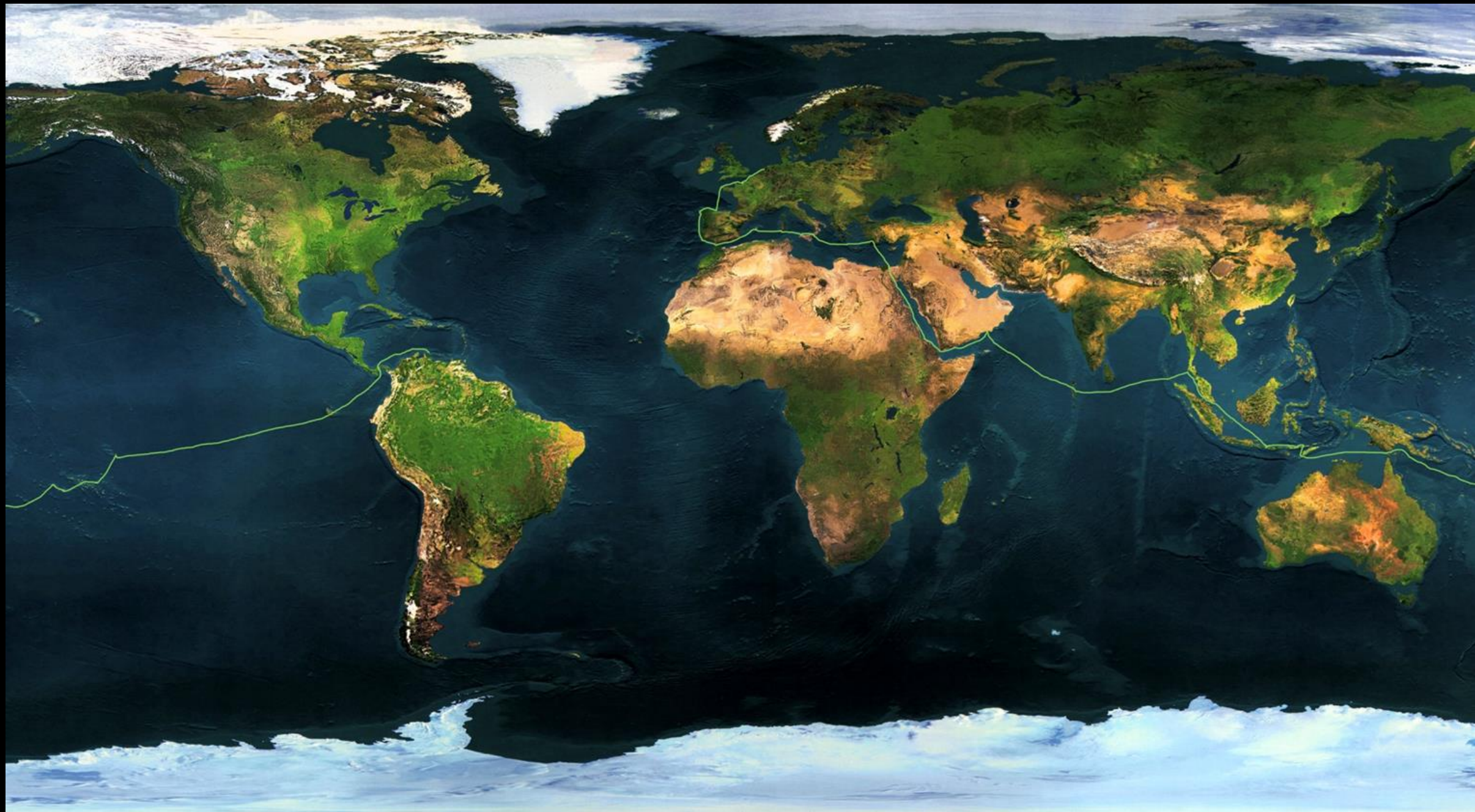


































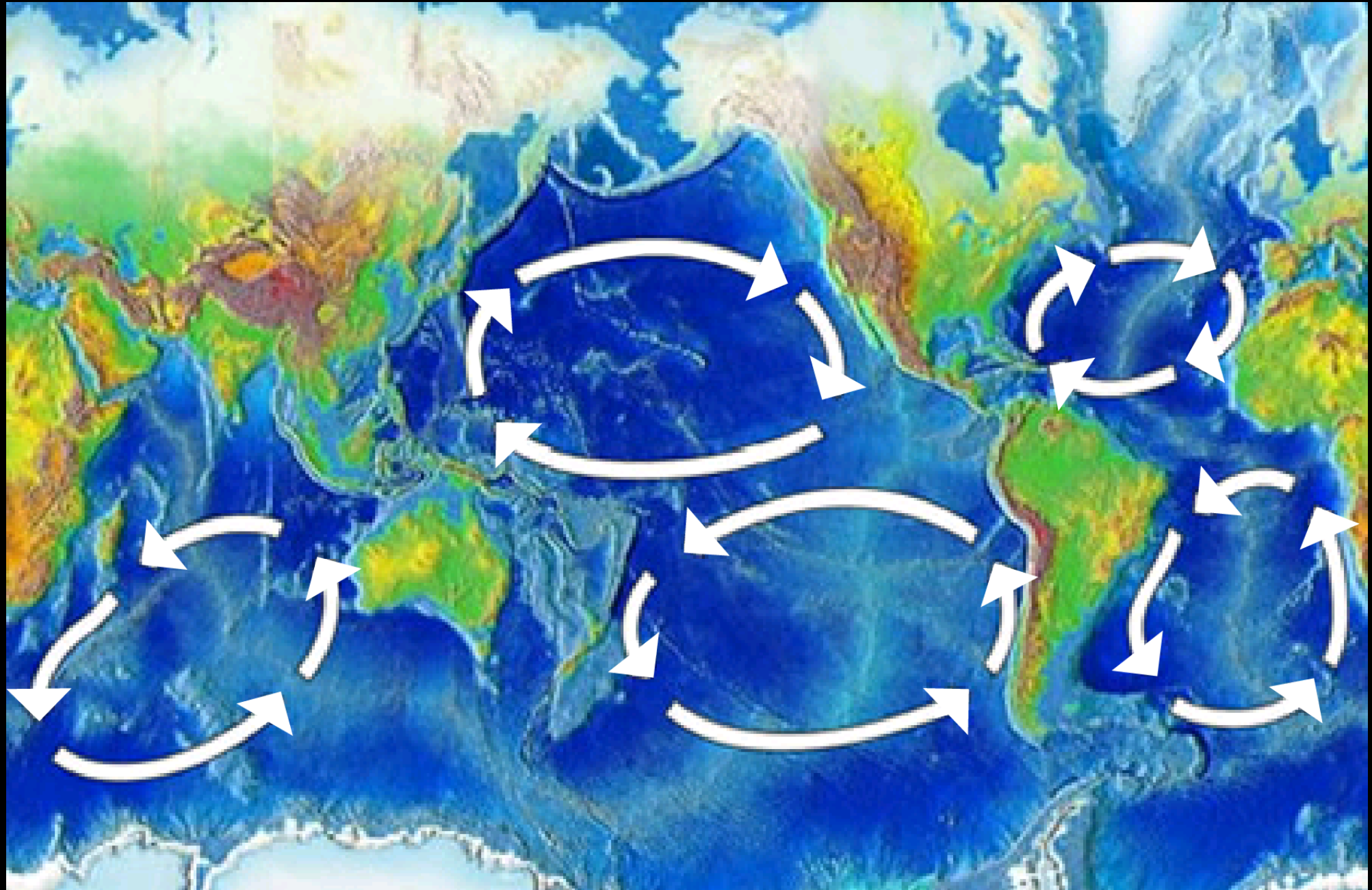






















# THE GREEN MILES

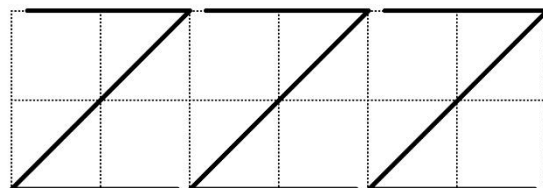
2 vrienden - 1 zeilboot | 3 oceanen - 7 zeeën | 25.000 zeemijl - 26 landen  
1 belangrijk doel: Care for the Ocean

Florian Dirkse en Arjen van Eijk



Hollandia





ZEE  
ZOUT  
&  
ZEILEN































**TED** Delft





THE OCEAN<sup>®</sup>  
CLEANUP







CLOSED

## The Ocean Cleanup: FEASIBILITY STUDY

World's first realistic Ocean Cleanup Concept? Help us determine its feasibility.

PROJECT OWNER



**Boyan Slat**  
Delft, Netherlands  
1 Campaign | [More](#)

**\$89,518** USD raised by 1997 backers

About €76,997 EUR

111% of \$80,000 flexible goal



**STORY**   FAQ   UPDATES **2**   COMMENTS **243**   BACKERS **1,997**

**This campaign has been closed after successfully reaching its target.**

**We want to thank all our Indiegogo supporters for their contributions. Your help to fund**

SELECT A PERK

**\$1** USD

About €1 EUR

THANK YOU













# IT'S FEASIBLE!

» download full report

» download summary

## CROWDFUNDING NOW

**\$ 2,013,249**

Raised of \$ 2,000,000 goal

**37417**

Backers

**2**

Days to go

100%

**FUND**





THE OCEAN  
CLEANUP

THE OCEAN  
CLEANUP

THE OCEAN CLEANUP

THE OCEAN CLEANUP

THE OCEAN CLEANUP

THE OCEAN CLEANUP

THE OCEAN CLEANUP ANCHOR X1A

THE OCEAN CLEANUP ANCHOR X1B

THE OCEAN CLEANUP ANCHOR X1C

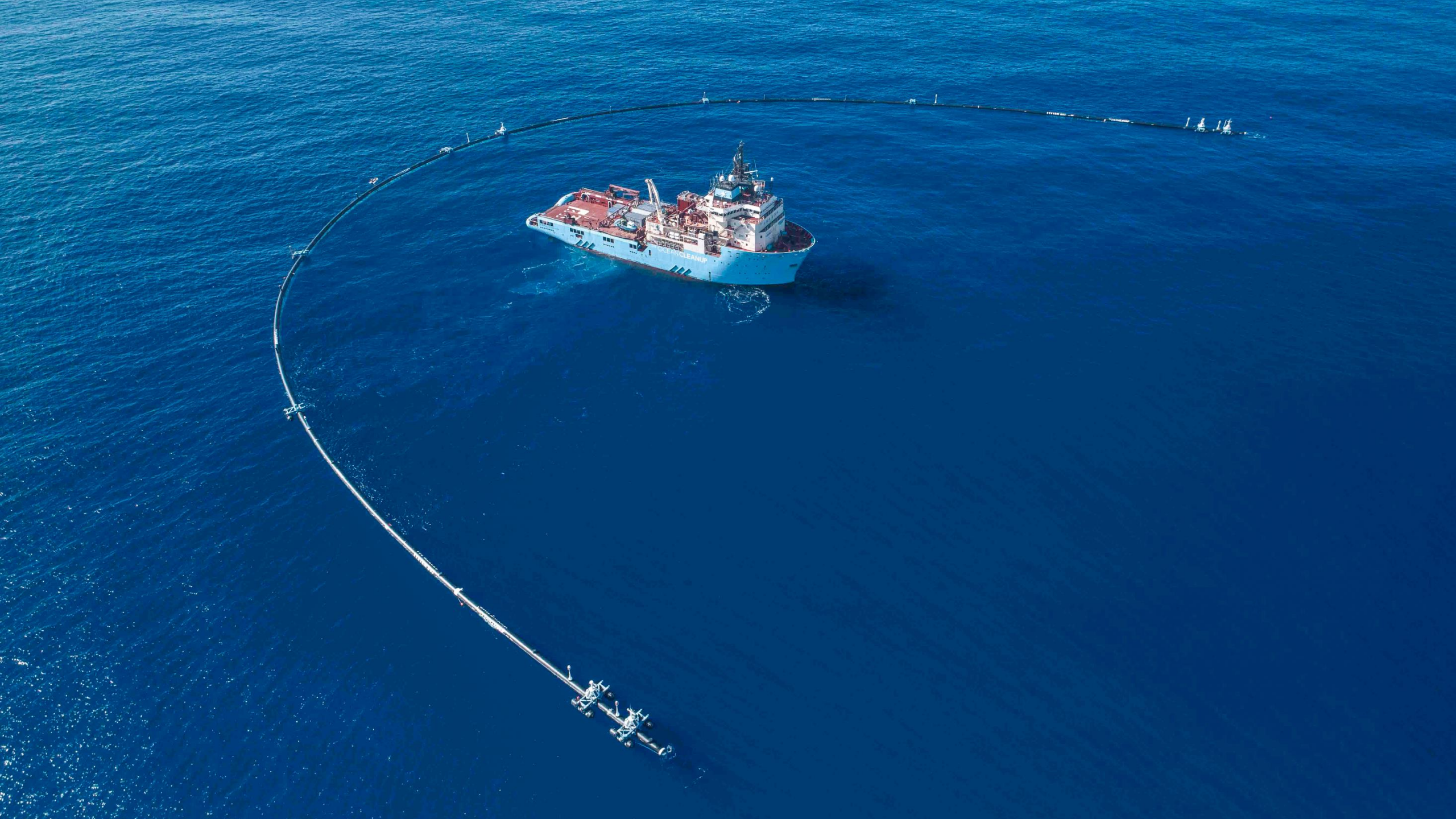
THE OCEAN CLEANUP ANCHOR X1D





THE OCEAN CLEANUP





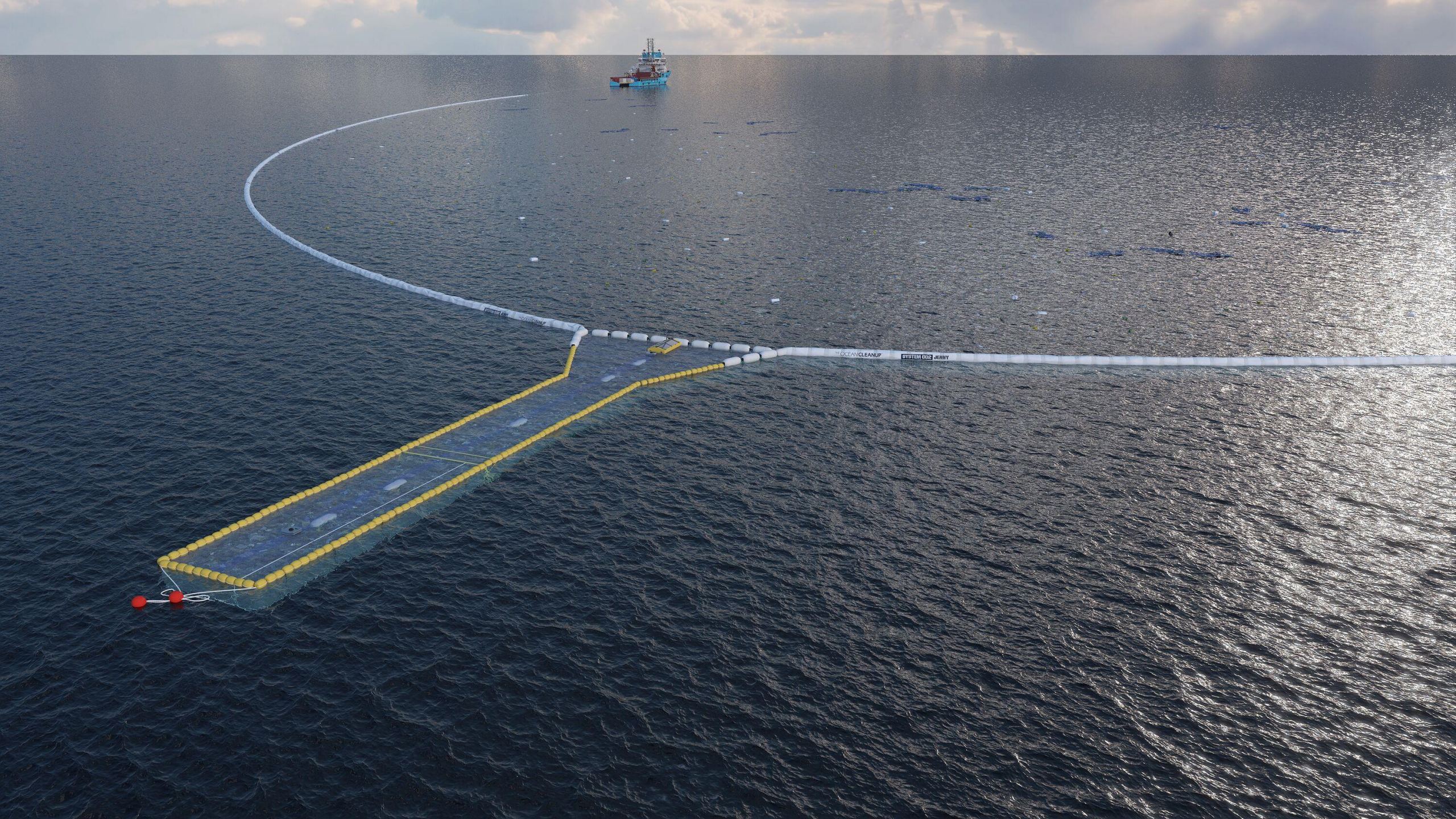




















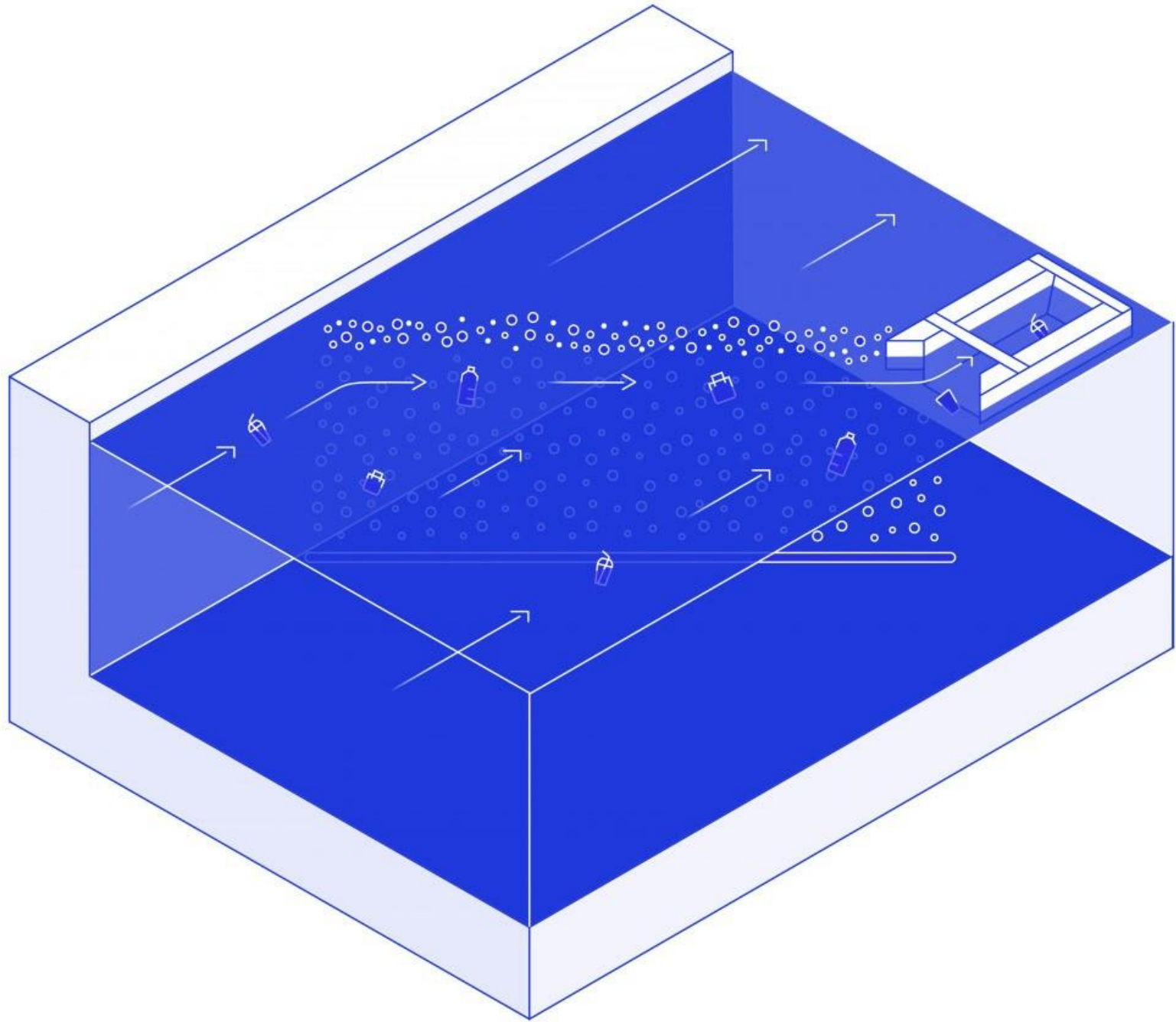






**A smart solution  
to plastic  
pollution.**







**POSTCODE  
LOTTERY**

**GREEN  
CHALLENGE**



**€500,000**

TO THE WINNER OF THE GREEN CHALLENGE 2018















OCTOBER 26

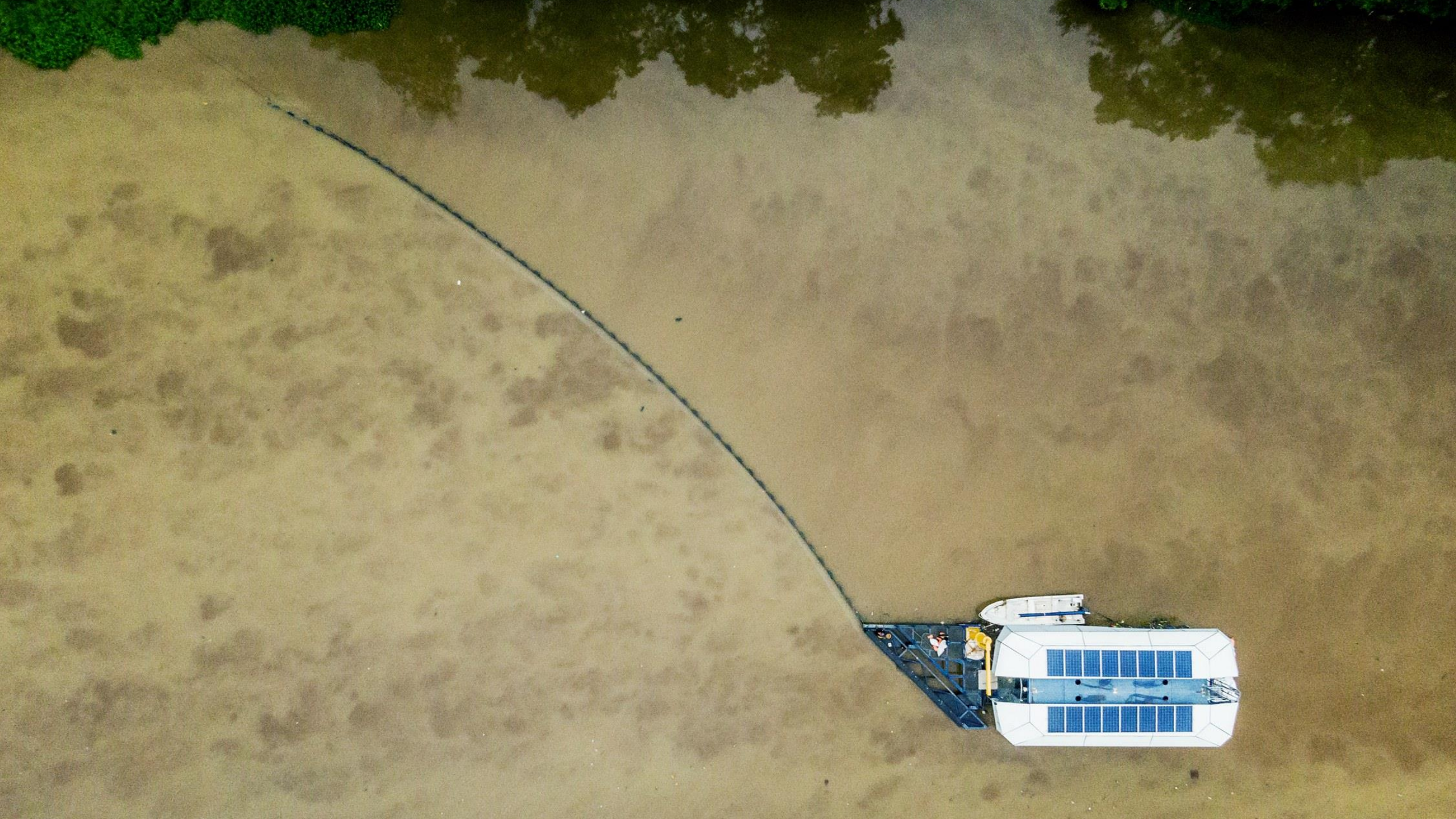


THE OCEAN  
CLEANUP

# INTERCEPTOR™



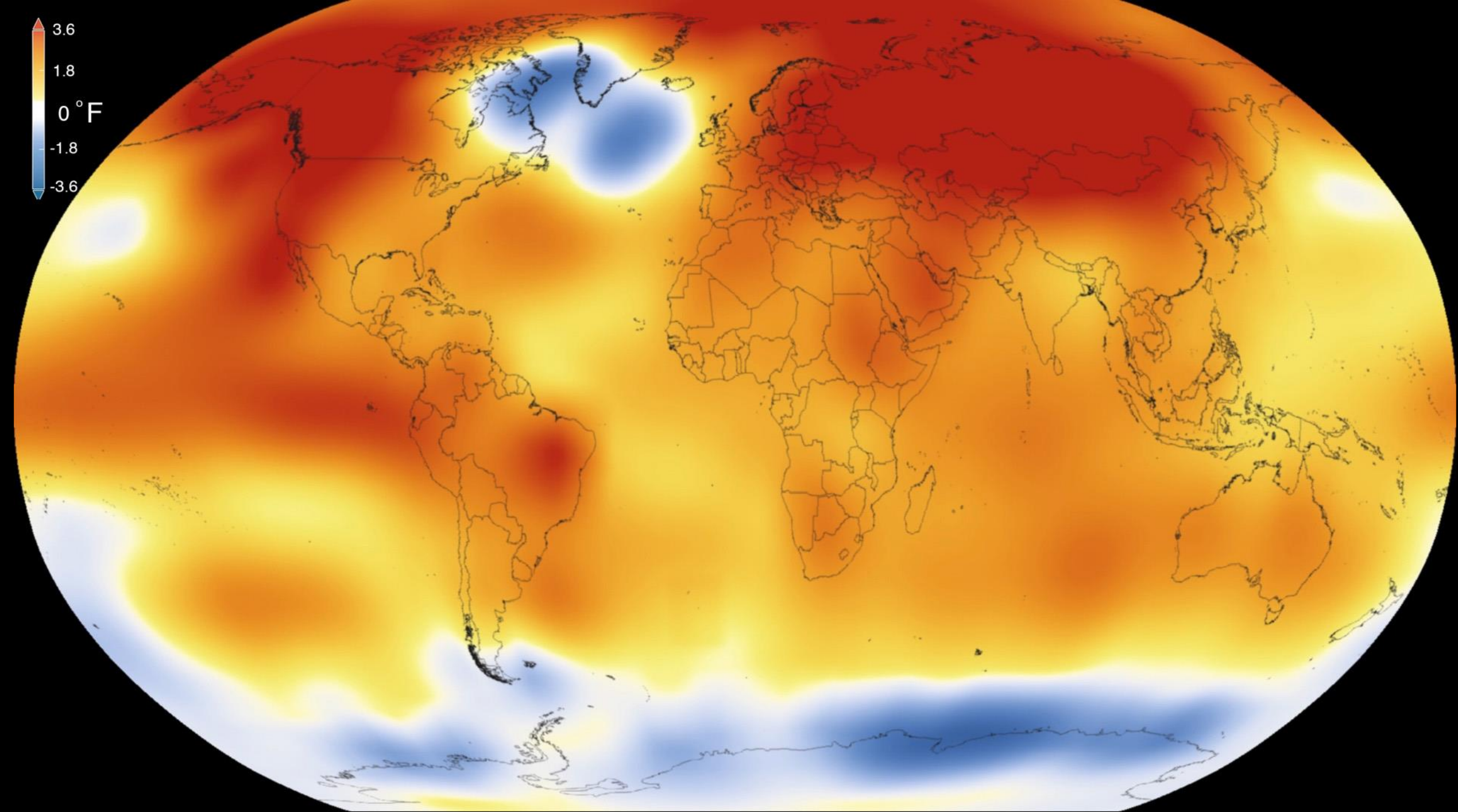
























IF CLIMATE WAS THE EARTH WOULD BE ALREADY



Des études pour vivre  
si un métier c'est bien,  
une planète pour vivre  
tout court c'est mieux

D'ELLE!

SMITH  
y5b10kkey

NO FUTURE





***zeildromen***



DEBONAIR  
M Harris











**iglo**

Met trots presenteren wij u  
**de Nederlandse  
Kapitein iglo**



10 Vissticks

**iglo**

NIEUW  
RECEPT

If you can dream it  
you can do it

WALT DISNEY





Florian Dirkse  
Zeildromen



Florian Dirkse  
Zeildromen



Florian Dirkse



@Floriandirkse

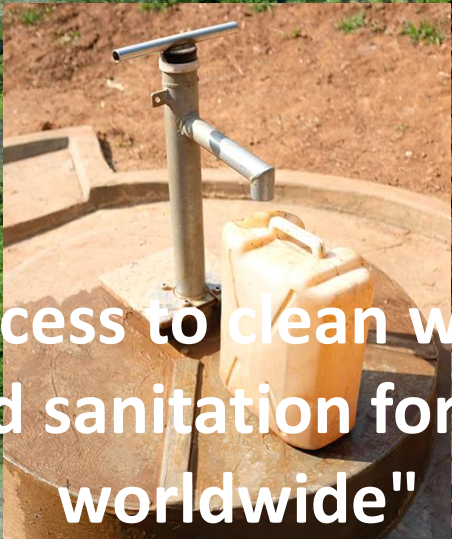


Kees Kok

Project manager United Packaging Forest



# UPF



"Access to clean water and sanitation for all, worldwide"



"We aim to clean up 90% of ocean plastic pollution"



# Why trees in a nutshell

United Packaging Forest



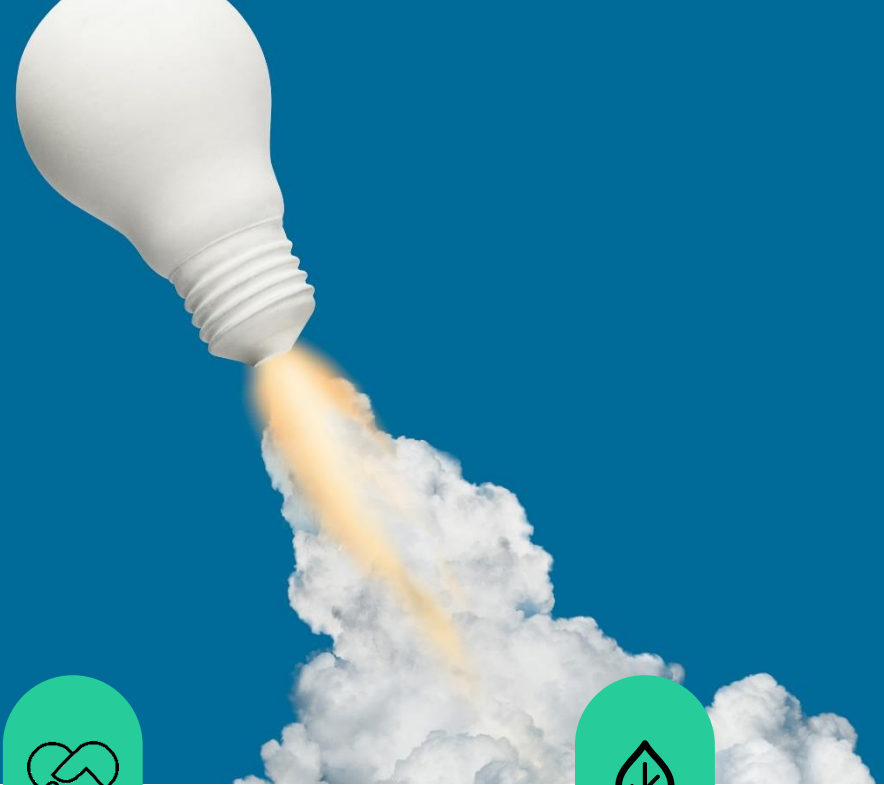
**UNITED  
PACKAGING  
FOREST**

Let's act together





# How did it start...



**By a packaging manufacturer**

Wanted to set up something for the 25th anniversary.



**It became trees via Trees for All**

Their business model appealed to us where both the tree and the people are central!



**Problem too big to solve alone!**

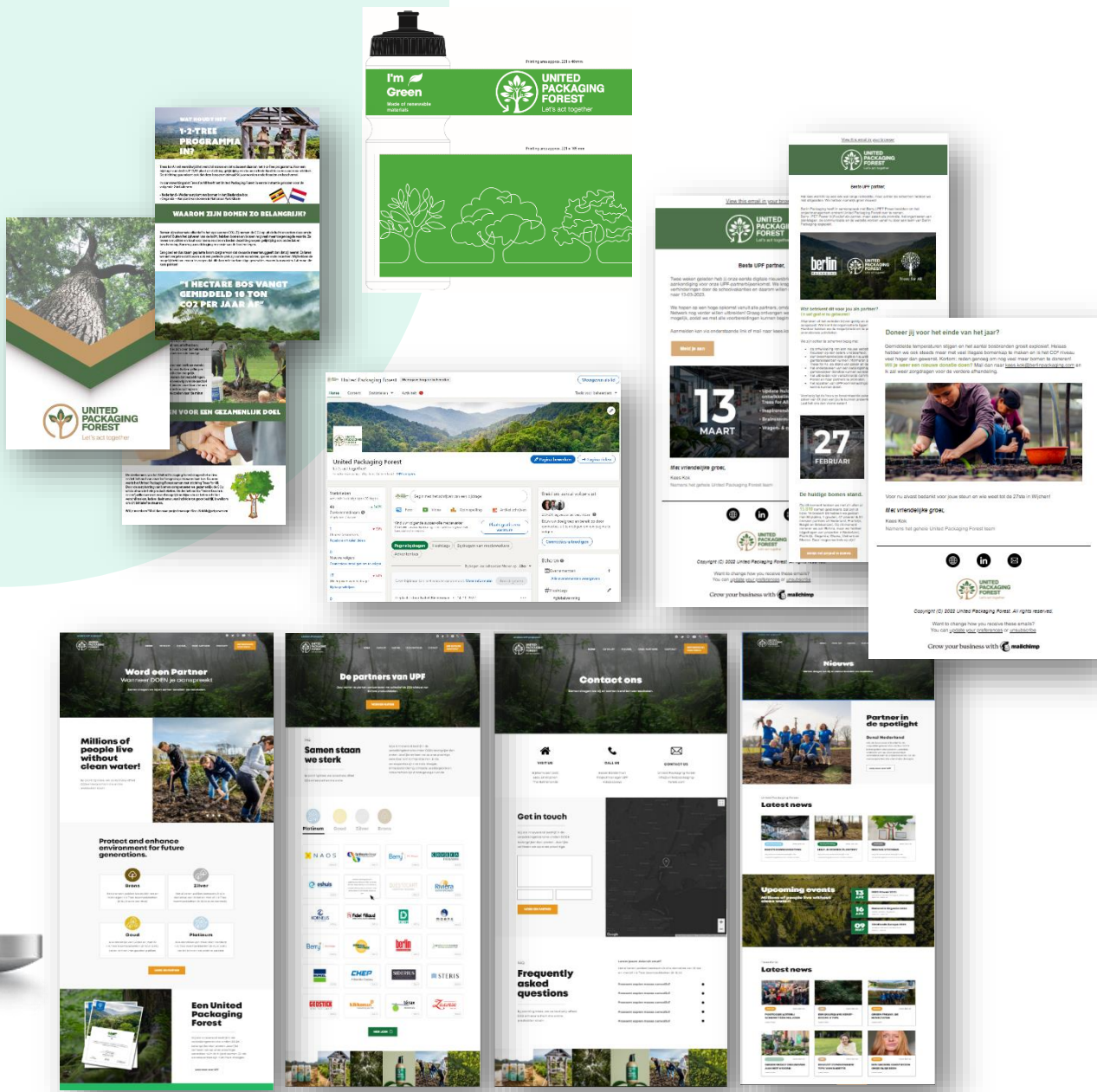
We wanted to create something independent that could be used by any partner without a link to another partner or organisation!



**United Packaging Forest**

Let's act together

# What is our role?



Copyright © 2022 United Packaging Forest. All rights reserved.  
 Want to change more than just these pages?  
 We're here for you. [Contact us](#) or [join us](#).  
 Grow your business with



# What does UPF mean?

“Great things in business are never done by one person. They’re done by a team of people.”



**UNITED  
PACKAGING  
FOREST**

Let's act together



PACKAGING PEOPLE  
UNITED

+



THE REASON  
FOR ACTING

+



SUSTAINABILITY &  
SHARING KNOWLEDGE



U

## United

United means working together without any restrictions! So together with colleagues, customers, suppliers, competitors, etc.

P

## Packaging

Anyone with a packaging link, is welcome as a partner of this sustainable initiative. E.g. Packaging producers, traders, decorators, transporters, sterilisation, users, etc.

F

## Forest! Let's act together

By this we mean working together to offset the global loss of 10 billion trees.

# What are the guiding principles...

1. There are no VETO rights!
2. It may not be used for "Green Washing".
3. You can and may only use it, once you have become a partner yourself first.
4. TfA is leading in all national and international projects.
5. There are 4 different packages to join.
6. Once a partner, means always a partner (unless you want to stop it yourself). There is no competition among themselves in terms of donating!



CORE

VALUES





## Why invest in Trees?

1. Trees purify the air. They absorb the greenhouse gas CO<sup>2</sup> and produce oxygen.
2. 80% of all plant and animal species depend on trees & forests.
3. Almost all our food products come from forest areas.
4. Forests also produce timber, medicines and other everyday products.
5. Forests regulate the rain cycle and prevent soil desiccation and erosion.

But also because the problem is BIGGER than we assume!



### **Global warming**

Earth's average surface temperature has increased by about 1.1C since 1850.



### **Melting poles & vanishing animal habitats**

If not act now, 10% of the animals will disappear in 25 years.



### **Mass deforestation**

Daily losses 27 million trees (>10 billion annually = area comparable to NL)



# Why Trees for All?

1. Because they operate a model, where both the tree and the human are central!
2. Are a foundation, so non-profit!
3. Have both national and international projects.
4. Have an eye for small and larger donations.
5. They have an CBF & ANBI status!





# Their model oversees



## Planting seeds

Seedlings are planted by local residents.



## Re-potting

Small trees are transplanted to larger pots by local staff.



## Growing

Trees are cared for until they reach a proper height to survive.



## Planting

The trees are planted very carefully & cared for the first 5 years.



## Protection

Employees monitor the planted forests against illegal logging.





# We are not alone...

## > 2.200 Business Partners



SYNCHROON



ace & tate



α.S.r.

ProRail

ZwitserLovan

vandebron



accenture





**UNITED  
PACKAGING  
FOREST**  
Let's act together



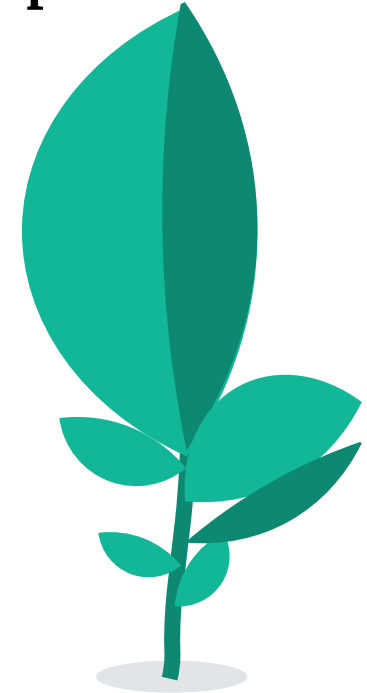
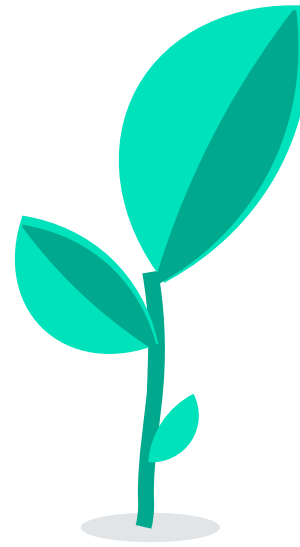
# 1-2-tree program

**3 Items for: €12,00**

Trees for All determines the projects  
and UPF tracks their initiatives  
worldwide.

For example:

- + 1 tree in an European project
- + 1 tree in a Sister project on a dif. continent
- + 50/30jr. Maintenance & protection  
(different per country & project)

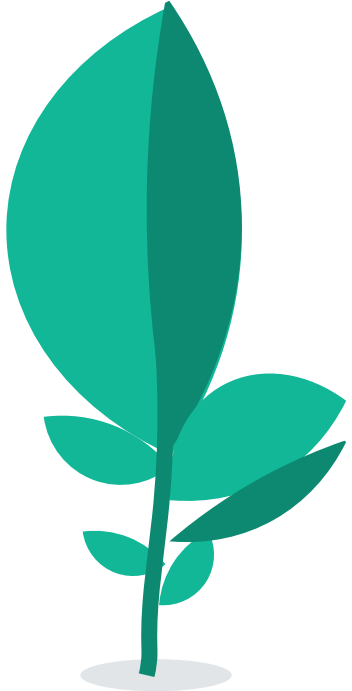




€12,00???

Rein Veldhuizen	Kristien Bogemans	Ivonne Wiegmans	Manja Verbaan
Tia Dalstra	Susanne Lamers	Ivo Hakenkruger	Solange Kamm
Chantal York	Marijke van Druenen	Wiebe de Vries	Robert Holshuijsen
Yaron Toonen	Wilma Sieraad	Judith Ter Weele	Jeroen Rijvordt
Roos Naalden	Lienemijn Verploeg	Damian Stempels	Hans Derksen
Richard van Panhuis	Carlijn Creemers	Ria Westerveld	Yanick Brezet

Price for trees



Voluntary price for this D&S event



Conclusion:

1. Everybody who paid this entrance price is now a Bronze partner of the UPF!
2. Your name can be seen on:

[www.unitedpackagingforest.com/bronze](http://www.unitedpackagingforest.com/bronze)

170

# How many partners are there already?

**Official number of donated Trees**  
= >20.000\*





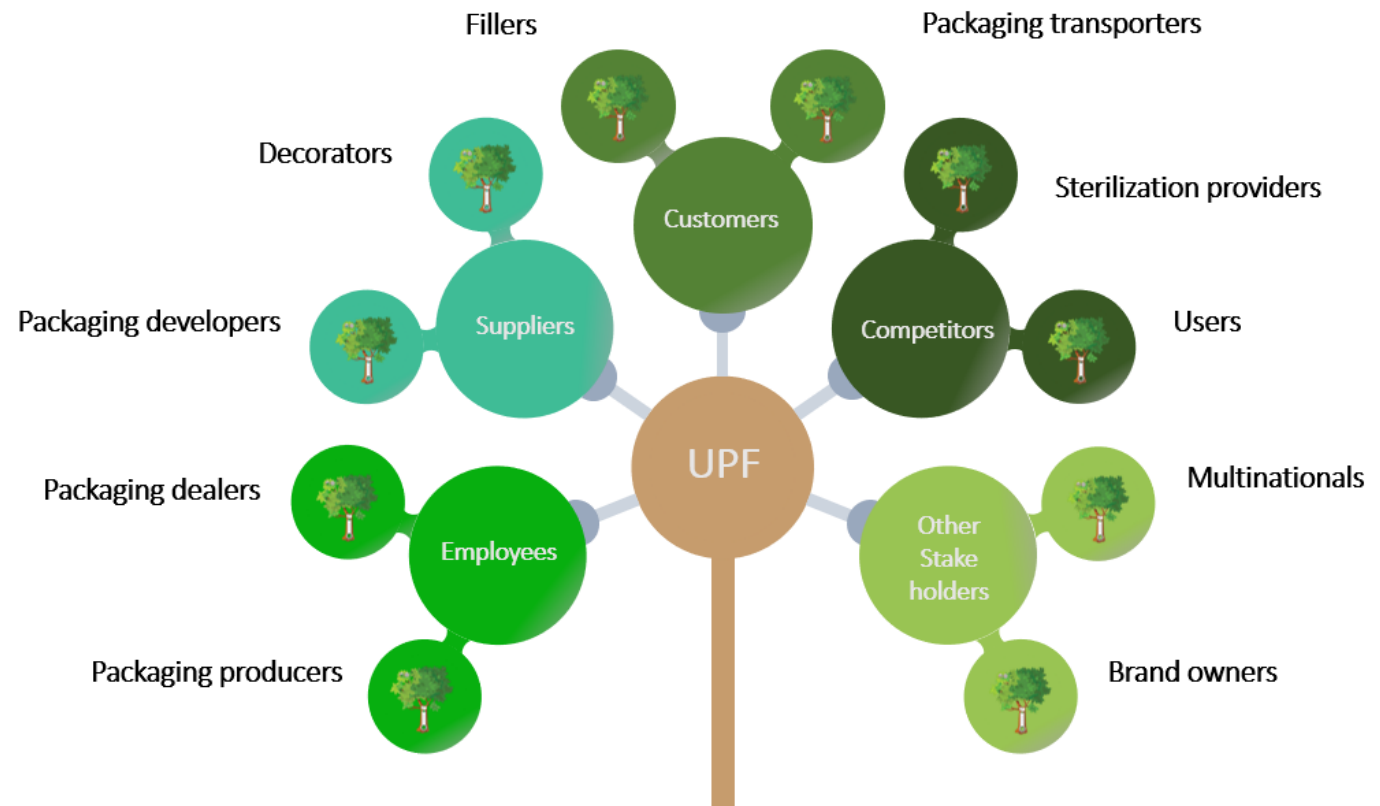
## Our platinum partners



Do you **support**?

# Who are already a partner?

## Of interest to whom?



# Why become a partner?



1. Because you believe that trees are an important tool to address our earthly challenges!
2. Because you want to make a difference for generations to come!
3. Because you want to be part of a packaging initiative, which want to make an "extra" difference!
4. You want to become part of a sustainable packaging network!
5. You also believe in doing instead of talking about it!

Let's act together



# Question?

If you want to know more, visit: [www.unitedpackagingforest.com](http://www.unitedpackagingforest.com)  
or contact me: [kees.kok@berlinpackaging.com](mailto:kees.kok@berlinpackaging.com)





**UNITED  
PACKAGING  
FOREST**

Let's act together

174



Trees for All

# Thanks