



FROM SEED TO SUSTAINABLE PACKAGING

Green Management Institute promotes a sustainable packaging supply chain with:

Asia Pulp and Paper
Coop Italia
Lavazza S.p.A
Lurisia- Acque Minerali s.r.l.
Marr S.p.A.
Novamont S.p.A.
The Level Group

WHEREAS

- Business, in any society, has economic, social and environmental impacts in terms of the exploitation of natural resources; more and more companies are working to reduce their environmental, economic and social impact
- Environmental issues can impact a company's reputation. Such reputational issues can threaten a company's relationship with regulators, customers, employees, interest groups and the general public

GIVEN THAT

- tra il 2010 e il 2015 la perdita netta di foresta globale è stata di 3,3 milioni di ettari all'anno (FAO 2015)
- The FAO estimates that annual net forest loss averaged 3.3 million hectares from 2010-2015 and that deforestation is responsible for about 20% of the planet's emissions of CO₂ (IPCC, 2007), equal to more than the total greenhouse gas emissions of the European Union;
- Deforestation has a negative impact on the environment, the economy and society in general (climate change, biodiversity, etc.);
- Tropical forests are home to about half the world's plant and animal species and play a fundamental role in the functioning of the biosphere (European Commission Memorandum 2008);
- The ongoing process of deforestation causes significant loss of biodiversity, including the extinction of species and the associated loss of natural goods and services, and in the absence of any intervention, it is estimated (COPI 2008) that the loss of goods and services connected with the forests will amount to 5% of the world's GDP by 2050;
- Green Management Institute is partner of Belantara Foundation in conservation and restoration programs in Indonesian forests;

According to FAO from 2000 to 2015 Indonesia has lost between 2.4 and 6 million hectares, especially in Sumatra, habitat of many endangered species as such as the Sumatran Tiger, the rhinoceros and the orangutan (Greenpeace)

CONSIDERING THAT

- Nel 2014 in Italia l'immesso al consumo di imballaggi sul mercato, secondo i dati presentati dal - In Italy, in 2014, the market introduction of packaging products, according to data presented by CONAI, reach nearly 11.9 million tons, showing an increase of about 388 thousand tons compared to 2013 (+ 3.4 %);
- In Italy, the use of cellulose-based packaging tops 4 million tons per year (Ispra 2015);



The initiative is one of the best practises of Milano City Food policy



BECAUSE

- Using virgin fiber from forests that have been independently certified using reliable standards and using post-consumer recycled paper protects forest resources and biodiversity
- Today, we have the technology and the materials to produce renewable packaging that will ensure consumer safety, protection of the environment and correct downstream waste management;
- Using sustainable packaging is a fundamental communications tool demonstrating the commitment of the Italian companies to the protection of ecosystems

IN LIGHT OF THE ABOVE CONSIDERATIONS,

the parties agree in sharing the following goals:

1) SCOPE

The main goal of this Memorandum of Understanding is the promotion of a sustainable culture within the paper production and supply chain; this goal will be achieved through the development and publication of research activities on the following topics:

- Efficient and sustainable forest management;
- The balance between conservation and sustainable exploitation of forests;
- Examples of sustainable packaging and their economic and environmental impacts.

2) OBLIGATIONS OF THE PARTIES

The Parties agree to promote these goals through communications actions targeting increased sustainability in the packaging production and supply chain.

3) ORGANIZATIONAL AND MANAGEMENT ASPECTS

The specific activities associated with the achievement of the objectives will be defined by technical annexes provided by the Parties to the agreement and the Green Management Institute, with registered offices in Piazza Grandi 24, Milan, VAT no. 02686580248, which acts as technical partner for this Memorandum of Understanding.

The present document can be signed by companies, institutions and associations that share the objectives indicated above.