

Session: Welcome and Opening
Presentation by: Caroline Gibet, *Jacobs Douwe Egberts*

Title: **Fast-Moving Consumer Goods (FMCG) perception - circular packaging**

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Curriculum:

Caroline Gibet is a packaging specialist in the global Research and Development of Jacobs Douwe Egberts based in Utrecht in the Netherlands. Caroline has five years of experience in packaging development. She has been leading few projects, mainly on the development of sustainable packaging, from the idea to the implementation in the factory. She has worked in the dairy industry before starting in 2017 in the coffee and tea industry. She is currently in the packaging sustainability team, responsible of finding new ideas and support the JDE sustainability strategy.

Abstract:

For more than 265 years, JDE has been inspired by the belief that it's amazing what can happen over a cup of coffee. Today JDE coffee & tea portfolio is available in over 140 countries around the world through iconic household names including: Jacobs, Tassimo, Moccona, Senseo, L'OR, Douwe Egberts, Super, Kenco, Pilao & Gevalia.

JDE is driven by the passion for coffee and tea, respect for the environment and care for people. In order to support the circular economy, JDE has committed "By 2025, all of our packaging will be recyclable and/or compostable".

It is important to understand what does it mean for JDE, what are the packaging that will need innovation and what are the challenges.



8th Circular and Biobased Performance Material Symposium

FAST-MOVING CONSUMER GOOD PERCEPTION

CIRCULAR PACKAGING

19 June 2019 - Caroline Gibet

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JACOBS DOUWE EGBERTS (JDE) group of companies.*



FROM LOCAL PIONEERS TO A GLOBAL PORTFOLIO OF HOUSEHOLD NAMES

1753



1853



1895



1923



1960



1978



1987



1992



2001



2004



2016



FACTS & FIGURES

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A global team of 16000 associates
across 44 countries

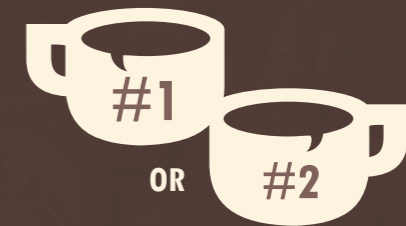


2018 revenue
~€6BN

A PORTFOLIO COMPRISING SOME OF THE MOST WELL-KNOWN HOUSEHOLD COFFEE NAMES



AVAILABLE IN MORE
THAN 143 COUNTRIES
AROUND THE WORLD



Position in 28 retail markets

Position in 14 professional markets

**Based on an average number of FTEs throughout 2018, including roundings*

***Including all completed M&A transactions as at 31 Dec 2018, at constant PEG rate, including roundings*

(Source: Nielsen, 2018)

WE HAVE A WIDE RANGE OF PRODUCTS AND PACKAGING

Roast and Ground



Roasted Whole Beans



Pads



Tassimo Discs



Nespresso Compatible Capsules



Instant



Liquid



Tea



Cross selling items



WE ARE DRIVEN BY OUR PASSION FOR COFFEE & TEA, RESPECT FOR THE ENVIRONMENT AND CARE FOR PEOPLE



COMMON GROUNDS

Addressing the priority issues in our supply chain

Working towards 100% responsibly sourced coffee & tea by 2025

MINIMIZED FOOTPRINT

Reducing our environmental impact step-by-step

100% recyclable or compostable packaging by 2025



CONNECTED PEOPLE

It's amazing what can happen over a cup of coffee

Everyone deserves the coffee they love



EU LAUNCHED COMPREHENSIVE LEGISLATIVE PACKAGE ON CIRCULAR ECONOMY

EU Legislative review of Directives on waste

Increased mandatory recycling targets for packaging waste.

Specific targets for packaging		
	By 2025	By 2030
All packaging	65%	70%
Plastic	50%	55%
Wood	25%	30%
Ferrous metals	70%	80%
Aluminium	50%	60%
Glass	70%	75%
Paper and cardboard	75%	85%

EU Plastics Strategy

By 2030, all plastic packaging is either reusable or can be recyclable in a cost effective manner.

Single-Use Plastic Directive bans or restricts some plastic items.



WE HAVE A CLEAR AMBITION FOR THE END OF LIFE OF THE PACKAGING



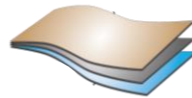
100% RECYCLABLE OR COMPOSTABLE PACKAGING BY 2025



Glass



Aluminium



Flexible multilayer



Carton



Cardboard



Stretch and shrink film

WE PARTNER WITH ORGANIZATIONS TO WORK TOWARDS THIS AMBITION



Consortium to align on a circular economy for flexible packaging.



Community of practice to accelerate sustainable flexible packaging solution.



Support the development of recyclable plastic packaging.



Work group on the sorting and recyclability of small aluminum packaging.

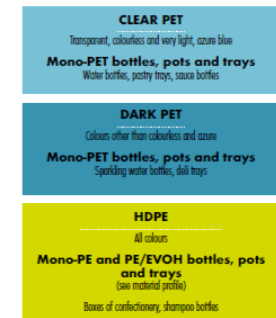
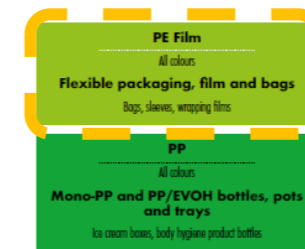
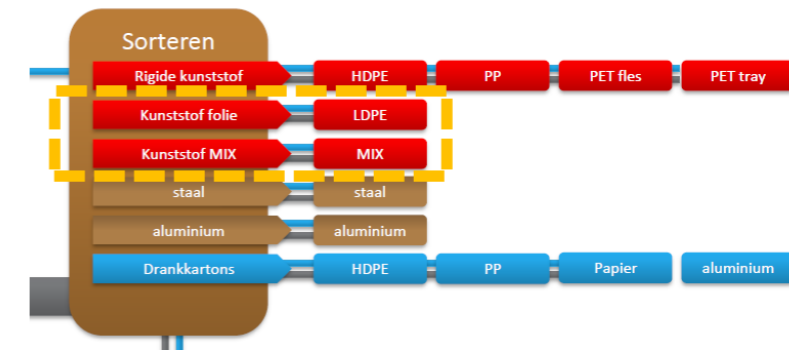
A LOT OF DIFFERENCES IN THE WASTE MANAGEMENT BETWEEN THE COUNTRIES

Netherlands has 2 waste streams for flexible plastic

Polyethylene film and mix plastic film

France has 1 waste streams for flexible plastic

Polyethylene film



→ Different flexible plastic design for recycling guidelines

THE CHALLENGES ON THE ROAD TO A FULLY CIRCULAR PACKAGING ECONOMY

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DEFINITIONS AND CERTIFICATIONS

No clear definitions in the legislation

Standards not always existing

ALIGNMENT BETWEEN THE COUNTRIES

Management of the packaging waste streams

Design for recycling guidelines

REINTEGRATING RECYCLED MATERIAL

Recycled plastic material in food contact



A person in a blue denim shirt is pouring coffee from a silver moka pot into a white cup. The scene is set in a kitchen with a wooden countertop, a sink, and a loaf of bread. The image has a dark, semi-transparent overlay.

Thank you

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JDE

A coffee for *every cup*

