Beyond the Bottle
Helping achieve a more circular economy for plastic
March 21, 2019

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Plastic – Rubbish or Resource?
What is a Circular Economy?
Vision

Plastics made from recycled/renewable materials

Plastic recognized as valuable, renewable resource

Less plastic waste and misuse
Challenges

- Inefficient resource recovery / recycling systems
- Lack of demand for recycled or renewable materials
Challenges

Lack of food grade quality supply

Need for improved standards and new technology
Reshaping the Journey of a Bottle

- Design
- Inspiring Consumers to Recycle
- Recycling Infrastructure
- End Markets
- Reimagining the Bottle
Designing for **source reduction, recycling and environmental impact**

Following the Association of Plastics Recyclers and European PET Bottle Platform design for recyclability guidelines

**Innovating and encouraging** – from smart technology to new, unconventional ideas
Inspiring Consumers to Recycle

Brands, consumers, & customers and the public need to share why participation in recycling is important and how to recycle properly.

Expand our engagement initiatives to increase recycling, reduce litter and promote a circular economy.
Recycling Infrastructure

**Invested in production infrastructure** to blend virgin plastic with rPET in almost 25% of our factories in North America

**Continue to invest in infrastructure**, including MRF infrastructure and equipment, with a $6M commitment over a 5-year period to the Closed Loop Fund

**Explore** vertical integration
Disclosing our targets and making long-term investments with suppliers – to ensure certainty and show that we are in this for the long-haul.
Reimagining the Bottle

- Working to create zero-impact bottles
- Reviewing emerging technologies
- Formed the NaturALL Bottle Alliance
- Creating Nestlé Institute for Packaging Sciences
Staying Curious
Working Toward a Sustainable Future – Together

**Design** for source reduction, recycling and minimal environmental impact

**Create** 100% recyclable packaging materials

**Inspire** consumers to recycle

**Invest** in suppliers with shared sustainability goals

**Collaborate** across the industry

**Be open** to new ideas