



Hero Group Sustainable Packaging Principles

We develop and source our packaging materials with quality, food safety, and environment in mind. We want to use materials that are ready-to-recycle and are exploring innovations to replace single use plastics.

Our Sustainable Packaging Principles are crucial support in our decision-making.

DEFINITIONS

Recyclability: Packaging is recyclable if it can be collected, sorted, reprocessed, and reused. As the recycling process is determined by its specific context, we define the recyclability of a packaging as ready to recycle. This means that we do not assess whether it takes place or not.

Ready to recycle: Various criteria need to be considered, such as economic efficiency or country-specific regulations and recycling infrastructures. We can only influence all these factors to a limited extent, so we place our definition independently of the market.

Recycled content: This means the total percentage of recovered material in a product, regardless of the origin of that material.

PRINCIPLES

Prevent Develop packaging with a focus on avoiding and cutting unnecessary materials and substances.

Minimize/Reduce Reduce packaging to the smallest possible level

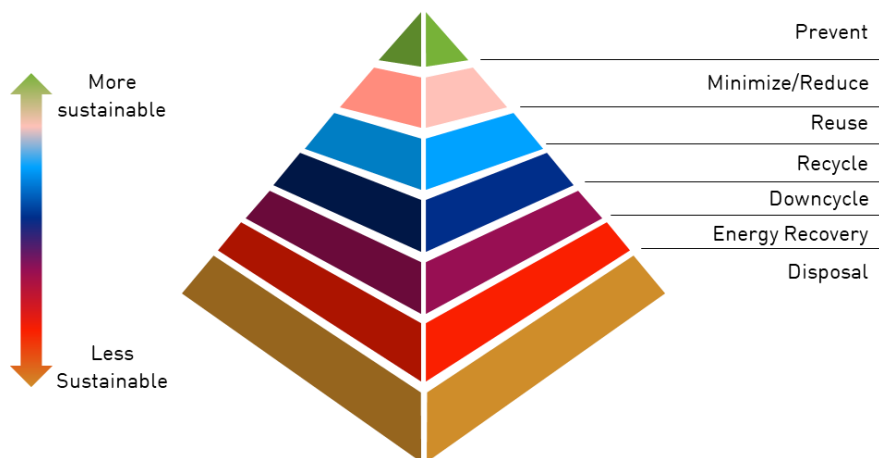
Reuse Reuse the packaging and material as often as technically possible

Recycle Check the possible industrial processes to make materials ready to use again at the same quality

Downcycle Check the possible industrial processes to make materials ready to use again at a lower quality

Energy Recovery Minimize the input of energy and create an energy cycle

Disposal If none of the above is possible, guarantee for the correct disposal of the packaging



CONSIDERATIONS

A) Always evaluate the environmental impact across the full value chain

Environmental impact of packaging in terms of circularity and Greenhouse Gas Emissions occurs along a material's full value chain, from the sourcing of subcomponents, over production to transport and use.

B) Consider context specific conditions

Country specific insights & information can provide a better understanding, of which types of packaging are more sustainable in a given context/for a given market.

C) Assess options with consistent, comparable and reliable data

To evaluate a material, it is important to have access to data that is reliable and consistent – allowing for grounded comparisons.

D) Choose your materials and evaluate alternatives

Material guiding principles provide information on your materials and possible alternatives to support in decision making processes.