



碳减排先锋
Defensores do Clima
クライメート・セイバーズ
Climate Savers



Fresher products – and a fresher approach to sustainability.

Elopak is one of the world's leading companies in liquid food packaging, with customers in more than 100 countries.



How Elopak has promised to fight climate change

Elopak's Climate Savers commitment is to reduce the group's carbon emissions by 15% from 2008 levels by 2011. WWF will coach and verify Elopak's efforts to achieve this goal.

Elopak acknowledges that climate change is real and it is here. Elopak also understands that the changes are cumulative and the effects could be irreversible on a global scale; and that today's inactivity will be our children's problem. Hence, as a socially responsible industry group, Elopak has committed itself to reduce its impact on the environment.

Working to deliver Elopak's Climate Savers commitment

During 2008 Elopak established and documented its carbon footprint in detail from all relevant entities in the group. This means that detailed data was collected and evaluated from 80 sites around the world, from Mexico to Ukraine. Elopak involved all employees in this environmental effort.

The Climate Savers program gives Elopak the confidence to speak publicly about sustainability in its own production, to both internal and external audiences, in a trustworthy manner: the company is committed to genuine action on the environment.

In parallel with signing the partnership agreement, Elopak has embarked on several focused activities to work on what is needed to fulfill the commitment under the Climate Savers program.

The key areas for action are:

- Reducing energy consumption through efficiency measures (including energy for heat production, process heat systems, cooling systems, cooling and heat distribution systems, compressed air systems and electrical motor and drive systems)
- Reducing business travel
- Changing printing processes and installing VOC-captures (Volatile Organic Compounds) to reduce the impact from emissions of VOCs
- Improving the efficiency of the transportation of goods (load factors, distribution distances, evaluation of transport companies, transportation vehicles)
- Purchasing low impact energy.

“We have chosen WWF to be our partner and support us in taking the right measures in this journey to reducing emissions and increasing sustainability. The challenge will be very real at all our locations and involve all of our staff, and we will challenge everyone in the company to do their bit in achieving our CO₂ reduction goal.”

Niels Petter Wright CEO

World leader in fresh liquid packaging aims to lead on carbon cuts too

Elopak is a Norwegian company and one of the world's leading companies in liquid food packaging, with customers in more than 100 countries. Carton packaging comprises around 60% of the world market for liquid food packaging (liquid dairy and juice) and Elopak's products are widely recognized by the Pure Pak® trademark. Elopak's main market segment is fresh products.

In addition to having what is thought to be the most environmentally friendly primary packaging for liquid food, Elopak also aims to be an environmental leader with regard to its industrial operations.

Elopak's motivation: the climate is changing

Elopak recognizes that the climate is changing – and not just the Earth's climate. The climate of consumer and customer opinion is changing too. Elopak will meet these demands by offering the most sustainable products as well as by striving for the most environmental operations in producing these products.

Sustainability is an important part of the group's business, both operationally and strategically, and Elopak recognizes the packaging industry's impact on the global climate, even though Elopak's main product – carton containers for liquid food – has a favorable CO₂ footprint.

Commitments and plans

Elopak has set targets for the continuous improvement of environmental performance in processing, transport and energy consumption. Elopak's main objective is to reduce the emission of greenhouse gases through decreasing the consumption of energy while at the same time maintaining profitable growth in the beverage carton business. This is the key element in the 15% CO₂ cut target. Elopak has also included environmental evaluations in its decision criteria for investment and R&D projects.

Elopak has initiated a 'Green Challenge' initiative that will involve all sites with more than 15 employees. A meeting schedule is agreed with all relevant units, and this will involve representatives from Corporate HQ and local environmental representatives.

Elopak has also started a technical audit of all production sites in the group to find and document potential projects for the reduction of CO₂ emissions. This audit is performed by external specialists together with local Elopak employees. Projects are prioritized according to this sequence: 1) lower CO₂ emissions – lower costs; 2) lower CO₂ emissions – same costs; 3) lower CO₂ emissions – 'green investments'; 4) evaluations of new sources of energy supply.

Elopak's activities are based on reducing consumption and improving operational efficiency. When all possible operational cuts are taken, Elopak will consider changing to low-impact energy supplies to further reduce CO₂. Offsetting CO₂ emissions is not a part of Elopak's approach. The focus for Elopak's carbon emission reduction goals will be energy efficiency at the company's 16 production sites around the world. The energy consumption arising from the processes of coating of raw materials and converting of cartons adds up to approximately 70% of the total carbon footprint.