



# Hero Group Sustainable Packaging Principles

*"We source our packaging with nature in mind, too. We want to use materials that are easy to recycle and are exploring a variety of innovations that can replace single use plastics. Our Sustainable Packaging Principles are crucial support in our decision-making."*

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## DEFINITIONS

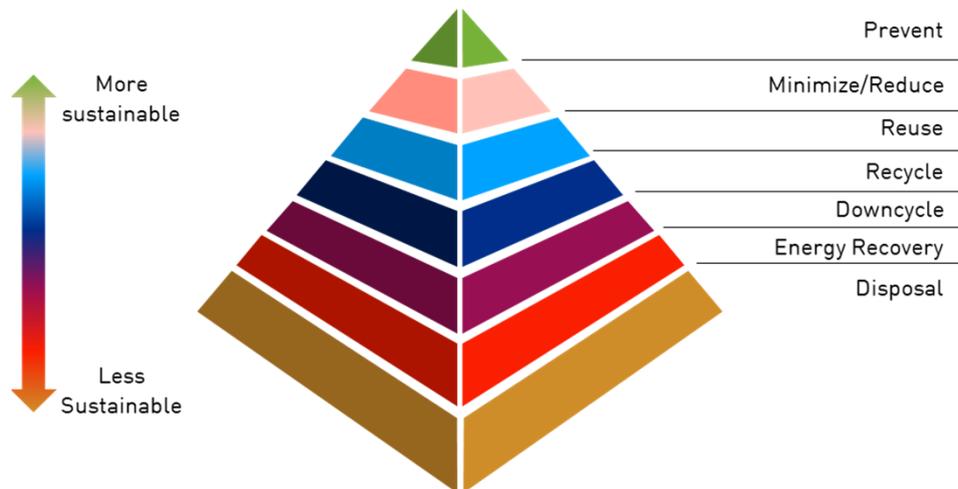
**Recyclability:** Packaging is recyclable if it can be collected, sorted, reprocessed, and reused. As the recycling process is determined by its specific context, we define the recyclability of a packaging as ready to recycle. This means that we do not assess whether it takes place or not.

**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)