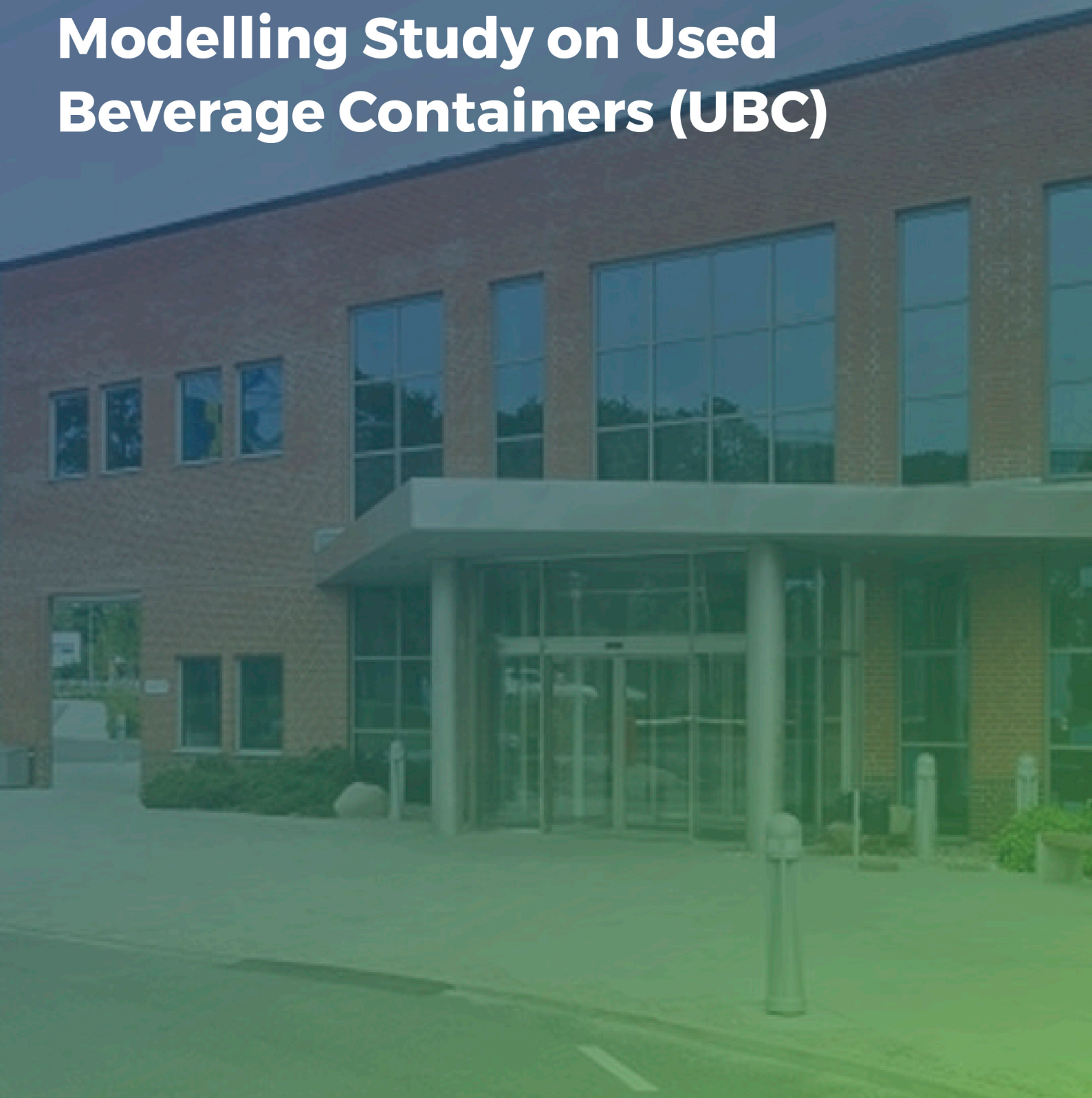




Success Story:

# Sustainovation - Strategic Modelling Study on Used Beverage Containers (UBC)



## The Client:

Tetra Pak is a world leading food processing and packaging solutions company. It operates in more than 160 countries, providing packaging solutions, food processing, plant maintenance, automation and digital services amongst a range of other associated services. Tetra Pak is a sustainability leader with majority of its packaging range being fully renewable.



## The Project:

Abacus was engaged by Tetra Pak to map and evaluate the flow of UBC, initially for Lahore (as a pilot city) and propose solutions to help the client in meeting its strategic objectives for recycling. Phase-1 of the assignment involved conducting a qualitative market survey to study the waste collection and recycling market and map the UBC recycling sector from generation to recycling. Typical Tetra Pak packaging includes several recyclable materials including sugarcane, cellulose and tree which can be recycled into paper. Additionally, the material also contains aluminium which can be separated and recycled, a high demand metal. The rest of the plastic material from the packaging can be compressed into planks that then go into plastic furniture. The survey highlighted the importance of scavenger community at cluster locations across Lahore city, as well as middlemen and junkshops dealing in UBCs and also recyclers. Data collected from the survey was used to propose sustainable recycling models for Tetra Pak to help achieve target of 40% UBC recycling by 2020.

Phase-2 involved a diagnostic study of Tetra Pak's existing recycling policies and strategic recommendations on plugging gaps and developing locally coherent recycling models. Data collected from the survey in Phase 1 was used to develop options for UBC recycling models for Tetra Pak Pakistan. Tetra Pak's local recycling strategy has contributed to Tetra Pak Pakistan achieving 41% UBC recycling rate as of 2021, as compared to 27% globally (Source: Tetra Pak).

## Project Highlights:

- Diagnostic study on Tetra Pak's existing recycling policies
- Qualitative market survey (primary research) to study waste collection & recycling market
- Strategic recommendations on developing locally coherent recycling models
- UBC recycling flow mapping from generation of waste to recycled products

## Benefits to the Client:

- Facilitating Tetra Pak in improving understanding of the recycling value chain for UBCs in Pakistan (Lahore in particular)
- Improvement of the local recycling strategy to include the informal sector
- Refining the recycling strategy helping achieve the target recycling rate set by the corporate headquarters, beating the international average

