

A wide-angle landscape photograph of a mountain range. The foreground shows a dirt path leading up a grassy hillside. Two people are standing on the peak of this hill, looking out over the valley. The background consists of numerous layers of mountain ridges, each appearing progressively more hazy and blue as they recede into the distance under a clear sky.

ESG IN FMCG – WHY IT IS MUST HAVE TODAY

What is ESG?

The abbreviation ESG can be deciphered as "ecology, social policy and corporate governance".

In a broad sense, it is sustainable development of commercial activity, which is built on the following principles:

- responsible attitude to the environment (English, E — environment);
- high social responsibility (English, S — social);
- high quality of corporate governance (English, G — governance).

ESG is not a niche temporary phenomenon (nice-to-have), but a recognized international mainstream, strategically important for business (must-have)



Global trends in FMCG

Transparency

- Full product life cycle.
- Be factual and back-up claims with tangible proofs.
- Coming legislation against green-washing.

Less food waste

- 81% of consumers globally states that it's important to reduce food waste.
- 8–10 per cent of global greenhouse gas emissions are associated with food waste (UNEP 2021).

Recyclability

- Legislation
- R&D efforts globally across the packaging industry. Move to materials that are circular, designed “for recycling”.



The Role of ESG in Dairy Brand Reputation

- Companies that actively demonstrate their commitment to ESG principles tend to build stronger relationships with consumers. This can enhance brand loyalty, trust, and overall customer satisfaction.
- Achieve a competitive advantage in the market, can capture the growing segment of eco-conscious consumers, especially among younger generations such as Millennials and Gen Z. These consumers are more likely to support brands that demonstrate a commitment to environmental stewardship and ethical practices.
- Less exposed to risks associated with regulatory pressures and negative publicity.
- Numerous studies have shown a correlation between strong ESG performance and better financial outcomes. Companies that integrate responsible practices can benefit from lower operational costs, improved risk management, and enhanced reputation, all of which contribute to profitability.



Examples of high-profile dairy brands successfully integrating ESG into their operations

Danone

- Environmental Initiatives: Danone has committed to achieving carbon neutrality across its entire supply chain by 2050. The company emphasizes sustainable sourcing of milk and invests in regenerative agriculture practices.
- Social Responsibility: Danone is known for its commitment to nutrition and health, aiming to provide healthier options and improve access to nutritious food in underserved communities.



Nestlé

- Environmental Practices: Nestlé has implemented a strategy to make all of its packaging recyclable or reusable by 2025. The company is also investing in sustainable farming practices to reduce its environmental footprint.
- Governance and Transparency: Nestlé maintains a strong focus on human rights and fair labor practices throughout its supply chain, regularly reporting on its ESG performance and impact.

Examples of high-profile dairy brands successfully integrating ESG into their operations

Key performance indicators

13.58%

net reduction of **GHG** emissions vs 2018 Baseline

93.4%

primary supply chains for meat, palm oil, pulp and paper, soy and sugar, coffee and cocoa assessed as deforestation-free

15.2%

key ingredients sourced from farmers adopting regenerative agricultural practices

3.0 million m³

water use reduction in our factories

36.2%

key ingredients Responsibly Sourced

127.6 billion

number of servings of micronutrient-fortified affordable nutrition

83.5%

plastic packaging designed for recycling

14.94%

virgin plastic reduction vs 2018 baseline

7.72 million

young people around the world with access to economic opportunities since 2017

46.4%

management positions held by women



EY assured. The EY limited assurance report and conclusion can be found here: [Independent assurance](#).

Our [Reporting Scope and Methodology for ESG KPIs \(pdf, 230 Kb\)](#) document provides details and definitions.

What about Kazakhstan?

Concept of development of the financial sector of the Republic of Kazakhstan until 2030, September 2022

<https://adilet.zan.kz/rus/docs/U2200001021>

- Implementation of ESG principles into risk management and corporate governance.

Concept of Investment Policy of the Republic of Kazakhstan until 2026, July 2022

<https://adilet.zan.kz/rus/docs/P22000000482>

- Implementation of ESG principles into the state planning system, as failure to comply with ESG principles may result in underfunding
- Development of support areas for companies with verified integration of ESG principles into current activities and development strategy
- Development of sustainable financing instruments, including “green” financing, that meet ESG principles.

Strategy for achieving carbon neutrality of the Republic of Kazakhstan until 2060, February 2023

<https://adilet.zan.kz/rus/docs/U2300000121>

- Achieving carbon neutrality by 2060, while reducing GHG emissions by 2030 by 15% relative to 1990 emissions, and reducing them by 25% if international support is received for decarbonizing the economy.
- Net investment in low-carbon development and achieving carbon neutrality is estimated at US\$610 billion (of which 3.8% is public investment), including US\$10 billion in the period up to 2030.

Green financing in Kazakhstan

December 2021 – the classification of green projects subject to financing through green loans and green bonds was approved, namely:

- ✓ Renewable energy,
- ✓ Energy efficiency,
- ✓ Green buildings,
- ✓ Pollution prevention and control (air quality, soil),
- ✓ Sustainable use of water and waste,
- ✓ Sustainable agriculture, land use, forestry, biodiversity conservation and ecotourism
- ✓ Clean transport.

Green international financial initiatives in Kazakhstan:

- EBRD Green Economy Finance Framework GEF initiative, intermediary banks BCC and Shinhan
- Placement of various types of sustainable bonds in the Republic of Kazakhstan.
- Opening of the UN Regional Hub for Sustainable Development Goals for Central Asian and Afghanistan in Almaty.



“The world urgently needs to stop wasting materials, energy and food. Our lightweight packaging solution means more food using less resources”

Ecolean Sustainability Programme

PEOPLE

We have zero tolerance for corruption.

We have zero tolerance for breaches of human rights.

Diversity and equality
- 50/50 gender balance by 2030.

We have a zero accident and work related illnesses target in all our operations.

Training and education for our personnel
- By 2030, our employees will spend an average of one week annually on training.

Customer Health and Safety - We constantly improve the quality of our packaging solutions to maintain zero liability claims.

Accurate and transparent information regarding our systems - Environmental Product Declarations for packages and filling machines.

PLANET

Continue to use 100% renewable electricity in all our production sites.

100% of our products will be transported at sea or on land by 2030.

We will continue to send zero waste to landfill.

All of our packages will comply with 'Designed for recycling guidelines'* by 2030.

Science-Based Target- Reduce scope 1 and 2 GHG absolute emissions by 50%, and measure and reduce our scope 3, by 2030.

Support and establish partnerships to develop recycling infrastructure in all our markets.

2030: 10% renewable and/or recycled polymers in our packages
Long term: 100% of the polymers in all of our packages are from renewable and/or recycled sources.

ECOLEAN SUSTAINABILITY ROADMAP 2030

TOWARDS CIRCULARITY:

Innovative packaging solutions are crucial in the transition towards circularity.

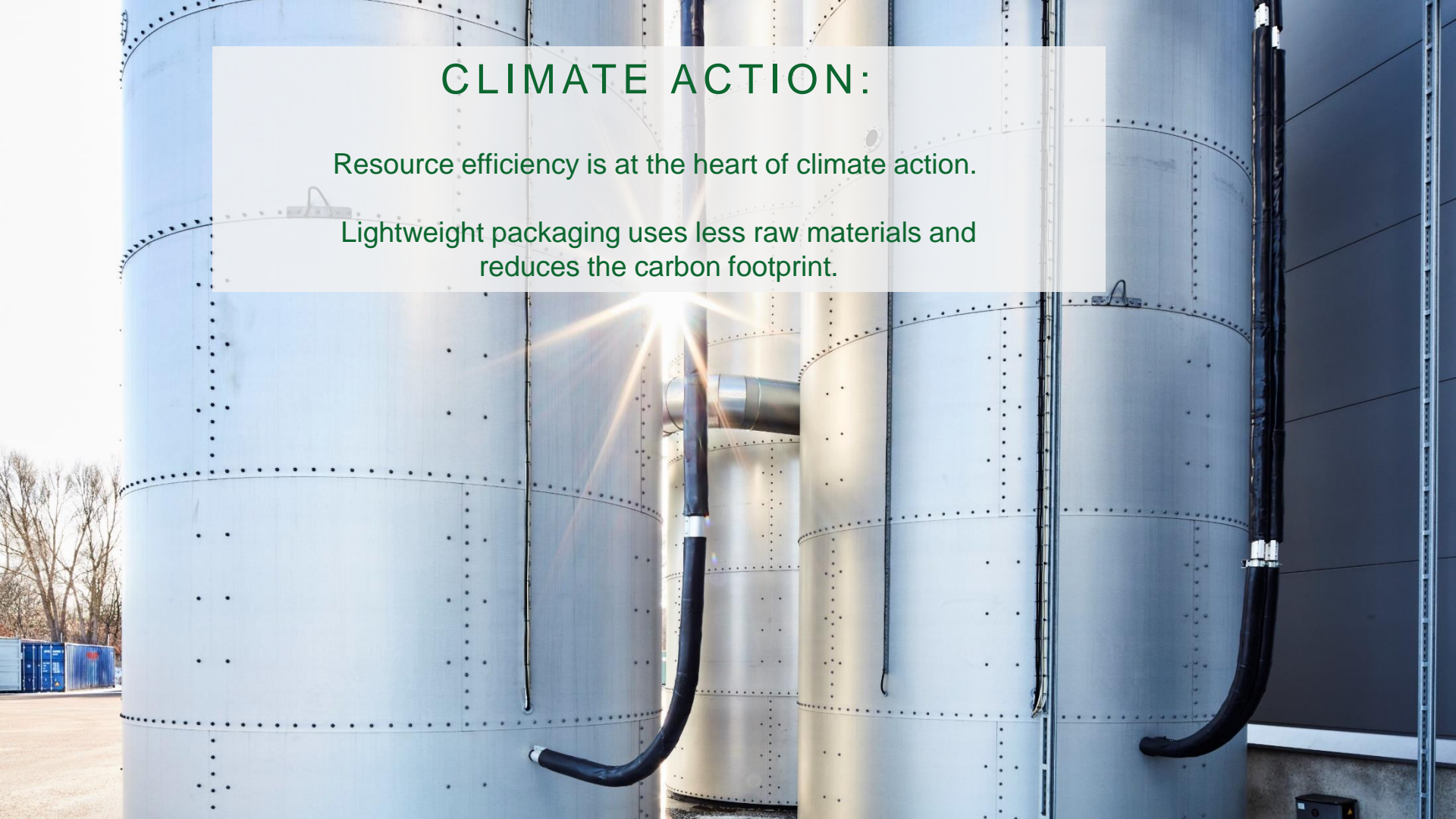
We are developing lightweight packaging that is efficiently produced and easy to recycle by incorporating less components and high-quality materials.



CLIMATE ACTION:

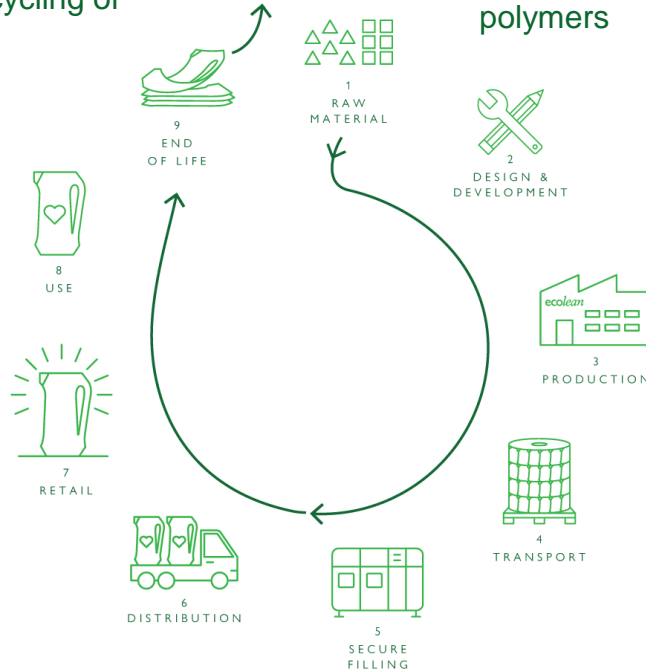
Resource efficiency is at the heart of climate action.

Lightweight packaging uses less raw materials and reduces the carbon footprint.



We assess and reduce our impact

- Collection and recycling of packages



- Start the shift to renewable and recycled polymers

- Lightweight packages
- Efficient filling lines
- Designed according recycling guidelines

- Ambient packaging requires less energy in retail and use

- 100% renewable electricity
- Energy efficiency target
- Less waste

- Recycled materials in filling machines

- 100% transported by sea and land
- Reusable pallets in Pakistan

A woman with dark hair and a green patterned top is smiling and looking down at a young girl with dark hair in a bun. The girl is wearing a white shirt with red polka dots. They are in a warmly lit room, possibly a kitchen or dining area, with a wooden chair and a table with a glass and a bowl visible in the background. A semi-transparent white box with green text is overlaid on the image.

SAFE FOOD FOR ALL:

Each year almost 600 million people fall ill after eating contaminated food.
Safe and convenient food packages are part of the solution.

Our unique system with ready-to-fill-packages, helps our
customers bring safe food to the market.



LESS FOOD WASTE:

One third of all food produced globally is wasted.

Our lightweight squeezable packages make every drop count.

A woman with short dark hair, wearing a dark blue hoodie, is looking down at a smartphone she is holding in her hands. She is standing in a laboratory or office environment. In the background, there is a window with a white frame, and on the windowsill, there are several bags of coffee. One bag is prominently visible, showing a logo and the text 'CROWN ROAST'. The overall lighting is soft and natural, coming from the window. The text is overlaid on a semi-transparent white box in the center of the image.

TRANSPARENCY THROUGH A LIFE-CYCLE APPROACH:

Access to comparable data enables sustainable decisions.

We believe that full transparency from cradle to grave contributes to innovation, sustainability and trust.

Environmental Product Declarations

FILLING MACHINES

PACKAGING, PRODUCTION SWEDEN


PACKAGING, PRODUCTION CHINA

PACKAGING, PRODUCTION PAKISTAN

AMBIENT

ENVIRONMENTAL PRODUCT DECLARATION

ECOLEAN FILLING MACHINES EL3+, EL4+ AND EL6




ecolean
a lighter approach to packaging

ECOLEAN® AIR ASEPTIC 1000ml

WEIGHT: 14.3 g

MORE ABOUT THE PACKAGE



MORE RESULTS BELOW

GWP fossil

31.28g

g CO₂ eq/package

PRINT THE FULL REPORT

ENVIRONMENTAL PRODUCT DECLARATION

ECOLEAN® AIR ASEPTIC PACKAGES

ECOLEAN PRODUCTION SITE: LAHORE, PAKISTAN




ecolean
a lighter approach to packaging

CHILLED

ENVIRONMENTAL PRODUCT DECLARATION

ECOLEAN FILLING MACHINES EL1+ AND EL2+



ecolean
a lighter approach to packaging

CRADLE TO GATE



Category	g CO ₂ eq/package
Raw material	28.56
Ecolean production	2.72
Total	31.28

COMPARE PRODUCTS

The EPD system makes it possible to compare products from different suppliers, by using defined system boundaries. Request EPDs from different suppliers if you want to be able to make a fair environmental comparison between different packaging types.

TO OUR EPDs

- THIRD-PARTY VERIFIED
- BASED ON ISO STANDARD
- FULL LIFE-CYCLE ANALYSIS
- THOROUGH ANALYSIS
- COMPARABLE



FAIR, EQUAL AND INCLUSIVE:

Everyone who works with us – from our own employees to our value chain partners – contributes towards a more sustainable packaging industry.

An open and transparent value chain is key to building a fair, equal and inclusive business.

SNAP QUICK TRIAL

Recognised as Top 1% in Sustainability by EcoVadis



- Ecolean once again recognized as a leading sustainability company
- **Placed in the top 1%** of 100,000 assessed companies, from 200 industries and 175 countries
- Assessment performed by EcoVadis- an independent provider of business sustainability ratings

GREEN SCHOOL PROJECT



This is interactive programme developed by ECO Network for school children that educates about ecology, sustainability, develops the ecological, wise consumption, waste management habits and careful attitude to the natural resources.

Ecolean KZ will support this programme specially designed with the examples of Ecolean packages solutions consumption and recycling together with our customer Milk Project. Managers of Ecolean KZ will make their own lectures for the kids and tell them more about sustainable technologies using Ecolean brand as an example.

The kids over 10-12 years after the first year of the programme will coach the kids aged 7-9 about ecology using the materials of the Green School project.

This project will help to promote sustainability awareness over the new generation and create a strong brand reputation in Kazakhstan market as a provider of healthy and ecological packaging.





JOIN US ON OUR
SUSTAINABILITY JOURNEY!
[HTTPS://WWW.ECOLEAN.COM/SUSTAINABILITY/](https://www.ecolean.com/sustainability/)

a lighter approach to packaging

ecolean