Title:  Fast-Moving Consumer Goods (FMCG) perception - circular packaging

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Curriculum: 
Caroline Gibet is a packaging specialist in the global Research and Development of Jacobs Douwe Egberts based in Utrecht in the Netherlands. Caroline has five years of experience in packaging development. She has been leading few projects, mainly on the development of sustainable packaging, from the idea to the implementation in the factory. She has worked in the dairy industry before starting in 2017 in the coffee and tea industry. She is currently in the packaging sustainability team, responsible of finding new ideas and support the JDE sustainability strategy.

Abstract:  
For more than 265 years, JDE has been inspired by the belief that it’s amazing what can happen over a cup of coffee. Today JDE coffee & tea portfolio is available in over 140 countries around the world through iconic household names including: Jacobs, Tassimo, Moccona, Senseo, L’OR, Douwe Egberts, Super, Kenco, Pilao & Gevalia. JDE is driven by the passion for coffee and tea, respect for the environment and care for people. In order to support the circular economy, JDE has committed “By 2025, all of our packaging will be recyclable and/or compostable”. It is important to understand what does it mean for JDE, what are the packaging that will need innovation and what are the challenges.
FAST-MOVING CONSUMER GOOD PERCEPTION
CIRCULAR PACKAGING

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FROM LOCAL PIONEERS TO A GLOBAL PORTFOLIO OF HOUSEHOLD NAMES
A global team of 16000 associates across 44 countries

2018 revenue ~€6BN

A PORTFOLIO COMPRISING SOME OF THE MOST WELL-KNOWN HOUSEHOLD COFFEE NAMES

AVAILABLE IN MORE THAN 143 COUNTRIES AROUND THE WORLD

Position in 28 retail markets
Position in 14 professional markets

(Source: Nielsen, 2018)
WE HAVE A WIDE RANGE OF PRODUCTS AND PACKAGING

Roast and Ground
Roasted Whole Beans
Pads
Tassimo Discs
Nespresso Compatible Capsules
Instant
Liquid
Tea
Cross selling items
WE ARE DRIVEN BY OUR PASSION FOR COFFEE & TEA, RESPECT FOR THE ENVIRONMENT AND CARE FOR PEOPLE

COMMON GROUNDS
Addressing the priority issues in our supply chain

MINIMIZED FOOTPRINT
Reducing our environmental impact step-by-step

100% recyclable or compostable packaging by 2025

CONNECTED PEOPLE
It’s amazing what can happen over a cup of coffee

Everyone deserves the coffee they love

Working towards 100% responsibly sourced coffee & tea by 2025
EU LAUNCHED COMPREHENSIVE LEGISLATIVE PACKAGE ON CIRCULAR ECONOMY

EU Legislative review of Directives on waste

Increased mandatory recycling targets for packaging waste.

EU Plastics Strategy

By 2030, all plastic packaging is either reusable or can be recyclable in a cost effective manner.

Single-Use Plastic Directive bans or restricts some plastic items.
WE HAVE A CLEAR AMBITION FOR THE END OF LIFE OF THE PACKAGING

100% RECYCLABLE OR COMPOSTABLE PACKAGING BY 2025

Glass  Aluminium  Flexible multilayer  Carton  Cardboard  Stretch and shrink film
WE PARTNER WITH ORGANIZATIONS TO WORK TOWARDS THIS AMBITION

Consortium to align on a circular economy for flexible packaging.

Community of practice to accelerate sustainable flexible packaging solution.

Support the development of recyclable plastic packaging.

Work group on the sorting and recyclability of small aluminum packaging.
A LOT OF DIFFERENCES IN THE WASTE MANAGEMENT BETWEEN THE COUNTRIES

**Netherlands has 2 waste streams for flexible plastic**
Polyethylene film and mix plastic film

**France has 1 waste streams for flexible plastic**
Polyethylene film

→ Different flexible plastic design for recycling guidelines
THE CHALLENGES ON THE ROAD TO A FULLY CIRCULAR PACKAGING ECONOMY

DEFINITIONS AND CERTIFICATIONS

No clear definitions in the legislation
Standards not always existing

ALIGNMENT BETWEEN THE COUNTRIES

Management of the packaging waste streams
Design for recycling guidelines

REINTEGRATING RECYCLED MATERIAL

Recycled plastic material in food contact
Thank you

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A coffee for every cup