

A MILESTONE

On the Road to a 100%
Plastic-Free World

IN THE FIGHT AGAINST
PLASTIC POLLUTION



Where this journey started?

https://www.youtube.com/watch?v=ka5_0v5T0Eg

- Leading Organic Food Retail BeNeLux
- Over 100 stores
- Cooperation Plastic Soup Foundation, Plastic Planet



- “We don't want a product that never breaks down in nature and in the meantime damages the environment and health”

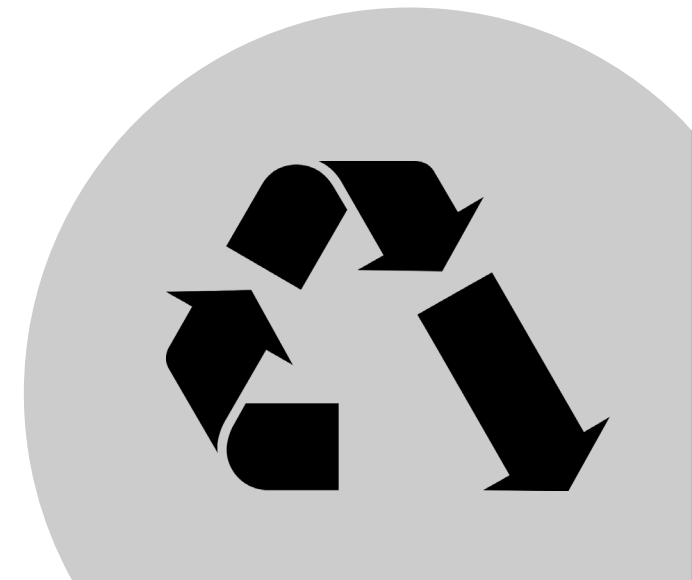


- Just Recycling is not the solution:

currently only down cycling

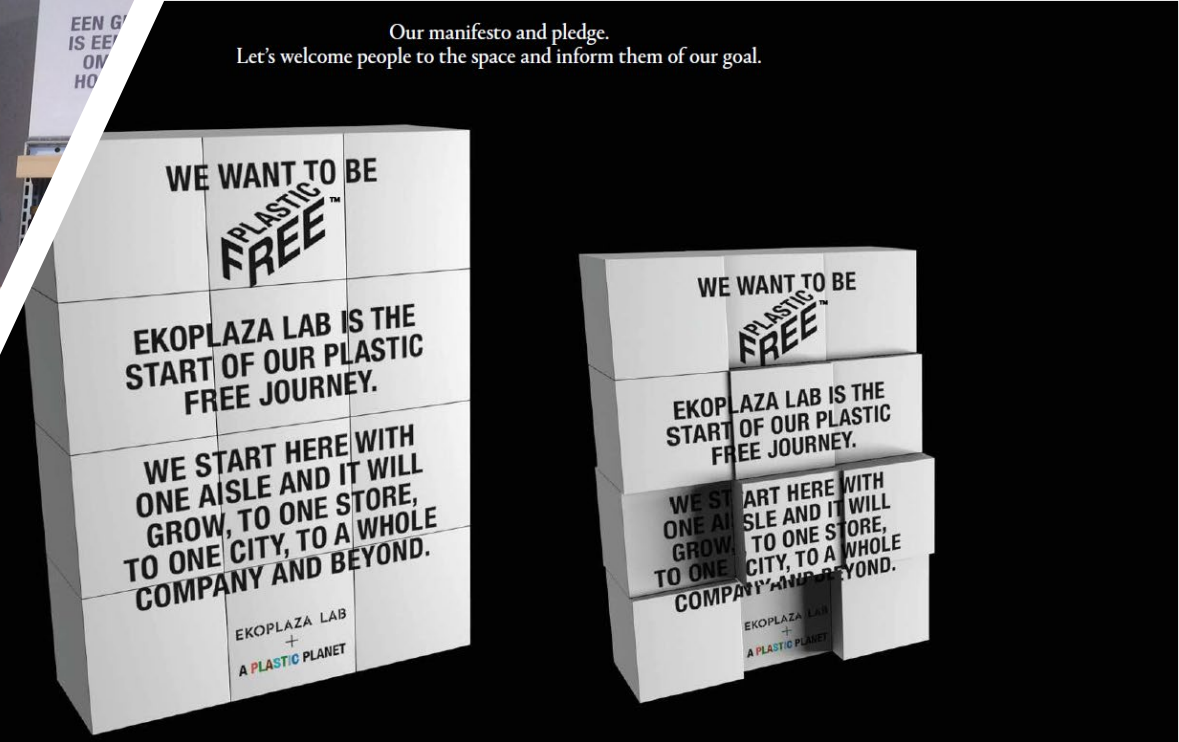
quality is always less. Virgin is always needed (not circular).

The end-of-life phase of plastic is incineration..
Recycling is an interim solution.



Biobased plastics can play a vital role in a sustainable circular economy. Together, a high recycling rate and the substitution of the remaining inputs by sustainable bio based resources provide an attractive vision for a sustainable future.





Our manifesto and pledge.
Let's welcome people to the space and inform them of our goal.



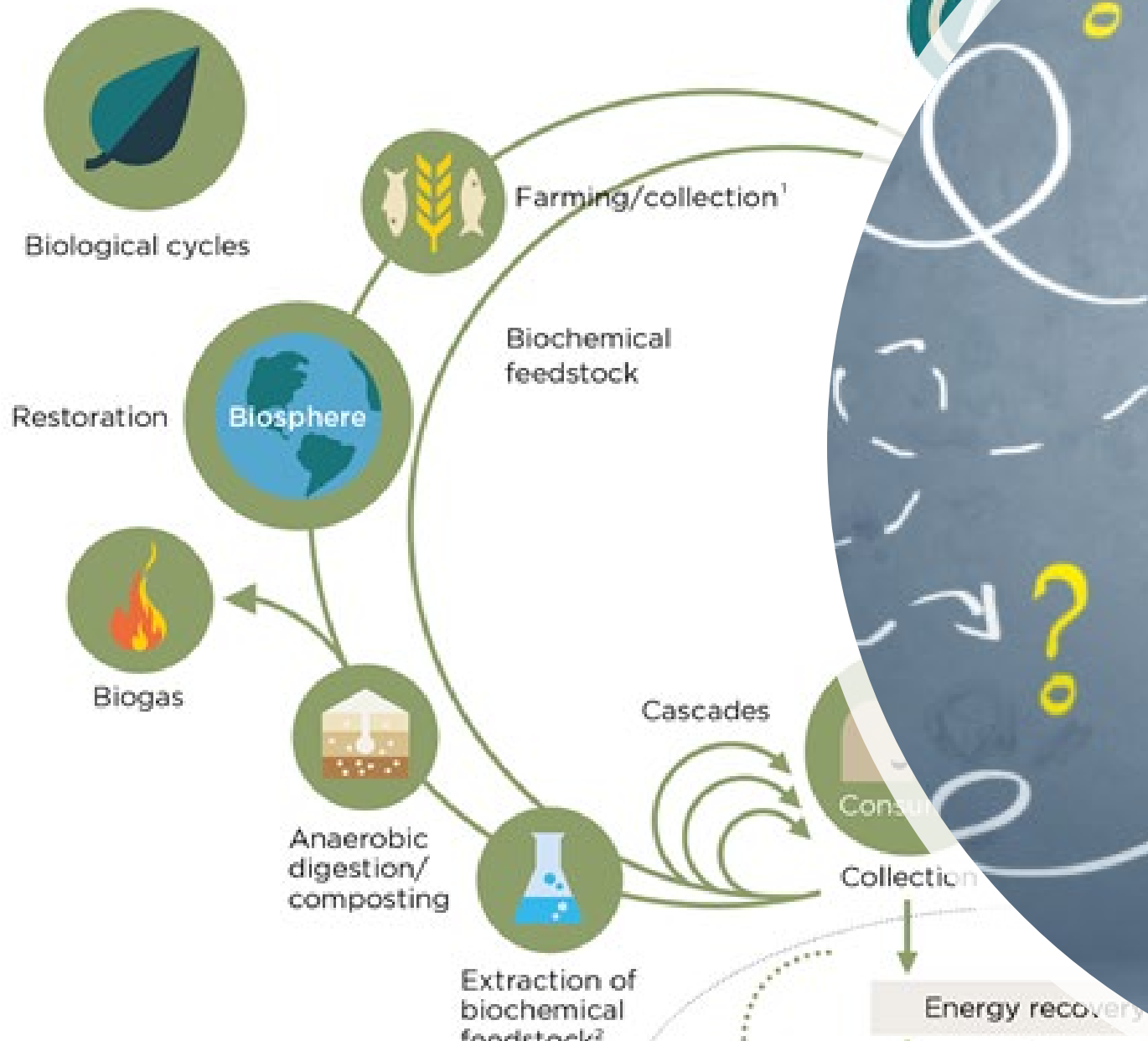
Information points within the store space to educate the consumer



RIGHT NOW THERE ARE

1 4 2 1

PRODUCTS IN OUR ASSORTMENT AND COUNTING...



Increasingly powered by renewable energy



What do we already have

- BIO Plastic Packaging
- Labels
- Paper Packaging
- Glass Packaging
- Cardboard Packaging
- Sugar Cane



What's still a challenge

- Aluminium Packaging
- MAP Packaging
- Seal Packaging
- Dairy Packaging
- Coffee Packaging
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Challenges

Supply and demand

Packaging that requires specific applications (MAP, Dairy, Shelftime, stretch)

Certification (100% Plastifree, Compostable, OK home compost)

What could
be better?

fully biobased, recyclable and
compostable

Better biodegradation

Better score on Life Cycle
Assessment

Right way of waste management



It's just a matter of willpower.
The day you decide it's over,
it's over. You never get over it.

Junot Díaz

Importancy
to
cooperate

Economical scale to buy and innovate in
sustainable packaging

Quality assurance

Share knowledge

Supplier, product knowledge base

To establish cooperation between
European leading Organic Retail Companies



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