

# Pack2Go Europe Guiding Principles

*Food and beverages packaged for consumption on-the-go are vital to today's active lifestyles. These products are consumed every day by millions of people across the globe, allowing them to live the way they want to live.*

*Packaging for food-on-the-go thus enables modern lifestyles providing safety and hygiene, comfort and convenience.*

*Manufacturers of convenience packaging for food and drink are forward-looking, providers of innovative packaging products and solutions which provide the choice, convenience and functionality that Europeans demand.*

*Like any product, packaging for food-on-the-go can have an impact on the environment. Leaders of the industry gathered in Pack2Go Europe are committed to making measurable, documented progress in reducing this impact.*

*Members of Pack2Go Europe will abide by a set of guiding principles and a series of commitments agreed among them and made publicly available.*

## Operational Standards

Pack2Go Europe expects its Member to practice and promote high professional standards in carrying out its business and in its relationships with other Members, suppliers, customers, stockholders and other associations. The operational standards laid down in these Guiding Principles relate to the business and social responsibilities of the members, and the specific commitments of Members relate to the features of the products they sell and the impact of their operations on the environment.

### **Ensuring the safety of our plants and of our products**

Members of Pack2Go Europe are committed to: providing safe and healthy working conditions for their employees in line with relevant guidelines recommended by the International Labour Organisation and as required by local laws; banning any practice of forced, compulsory or child labour in their own plants or (through relevant supplier policies) the plants of their suppliers; promoting the safe design, use and handling of their products; and complying with laws relating to

the protection of the environment. Members of Pack2Go Europe treat each employee with equality, respect and dignity. They meet or exceed the laws, rules and regulations in the countries in which they operate. Members are expected to promote these goals in carrying out their business.

### **Conducting our business with integrity**

Our standards imply a commitment of Members of Pack2Go Europe to act with integrity and with respect for the many people, organizations and environments, in which they carry out their business, and to comply with the laws and regulations of the countries in which they operate.

### **Honesty in relationships between Members and with the outside world**

Members of Pack2Go Europe place a premium on honesty and fair dealing in relationships with and among Members and in conducting their business activities. Members are expected to be truthful in dealing with others. All reports or responses to questions provided within the Association or to outsiders (customers, suppliers, financial institutions, governmental agencies of all kinds, other organizations and/or people with a need or right to receive information) are expected to be truthful, accurate and not misleading in any way.

### **Promoting fair competition**

The products and services promoted by the Members of the Association will be sold on their merits. Members will compete vigorously and fairly in the markets they serve. They will not enter into illegal arrangements nor engage in illegal concerted activities with their competitors or with others. Products will be described truthfully and accurately. Misleading stakeholders through deceptive acts or practice, false advertising or claims, misinterpretation of other members' products or other unfair methods of competition are in conflict with these guidelines.

### **Providing accurate information**

Pack2Go Europe relies on the integrity of the records and information reported to it by its Members so that it can, in turn, produce and provide information and reports to international and government agencies and to other associations. So it is essential that all records are accurate and complete. Pack2Go Europe in turn guarantees the absolute confidentiality of the records and information reported by its Members, unless this information is in the public domain at the time of disclosure. In so doing, Pack2Go Europe and its members will respect relevant competition/anti-trust laws.

### **Spreading our standards**

Member of Pack2Go Europe and their subsidiaries and affiliates throughout the world will support the Association's principles of business ethics and behave in a manner consistent with these high operational standards.

## **Governance**

Pack2Go Europe will investigate any reported matter of no compliance and, if the Association determines that violation has occurred, its Plenary Assembly will take immediate appropriate action.

## **Specific commitments of Members**

Members of Pack2Go Europe are committed to making constant efforts and showing tangible progress in promoting the environment, health, safety, convenience and citizenship within the convenience food and beverage packaging industry. In this way, we aim to meet or surpass relevant public expectations.

### **Enhancing product features**

#### ***High quality products***

Members of Pack2Go Europe aim to provide branded products and services which consistently offer value in terms of functionality, convenience and quality, and which are safe for their intended use. In line with relevant regulations, standards or guidelines, and where this is appropriate and relevant, these products will be accurately and properly labelled to facilitate their identification and specific appropriate treatment in the packaging waste stream.

#### ***Safe products***

As consumers would expect, Pack2Go Europe Members are committed to providing healthy and safe products, ensuring their products meet and, where possible, exceed national and European safety regulations. Wherever safety is compromised, Members will act without delay to ensure that the risk to consumers is minimized or eliminated. Members of Pack2Go Europe communicate on their products through proper labelling, informative and accurate advertising, and other appropriate methods.

### **Minimizing the impact on the environment**

#### ***Environment***

Members of Pack2Go Europe will strive to operate in a sustainable way. In this regard, they are committed to making measurable, documented progress in reducing the impact of their products in the environment in the short term and to developing a sustainable industry model in the medium-long term. As the most efficient short term way to reduce the impact of packaging in the environment, Pack2Go Europe promotes and supports the development of appropriate source reduction, recyclability and recovery policies for products by the Members of the Association, in line, notably, with the EU packaging and packaging waste directive and the essential requirements it promotes.

### ***Measured progress***

Members of Pack2Go Europe will develop a resource and manufacturing waste reduction, recyclability and recovery policy specific to its operational activity and strategic focus and will communicate progress annually to the Association. This will be done in line with a common performance measurement system agreed upon by its members and validated by third party associations and partners identified for this purpose on account of their solid public reputation in environmental protection. With the help of the common performance measurement system, Pack2Go Europe will monitor annually the progress of its members in the implementation of its specific source reduction, recyclability and recovery policies.

### **Communication**

In order to respect the confidentiality of the information communicated by individual members, Pack2Go Europe will publish aggregated information of progress made by the members on each of the performance measures, taking into account the weight of packaging materials processed by individual member. These weighted average annual statistics will be published on the web site of Pack2Go Europe.

### **Partnership with governments, agencies and other organisations**

Pack2Go Europe will co-operate with governments, their agencies, and other stakeholders, both directly and through its Members, in the development of proposed legislation and other regulations in relation to litter, packaging waste treatment, and initiatives to promote environmental care, to increase the understanding of environmental issues and to disseminate good practice.

### **Citizenship**

Pack2Go Europe and its Members will contribute to the education of consumers and users of packaging regarding the proper use and disposal of packaging for food and drinks consumed on-the-go. It will do so by providing understandable and relevant information - on the package, through the internet and, wherever possible, through educational programmes for local communities where the Members' premises are established.

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*Adopted in Brussels, 14th November 2008*