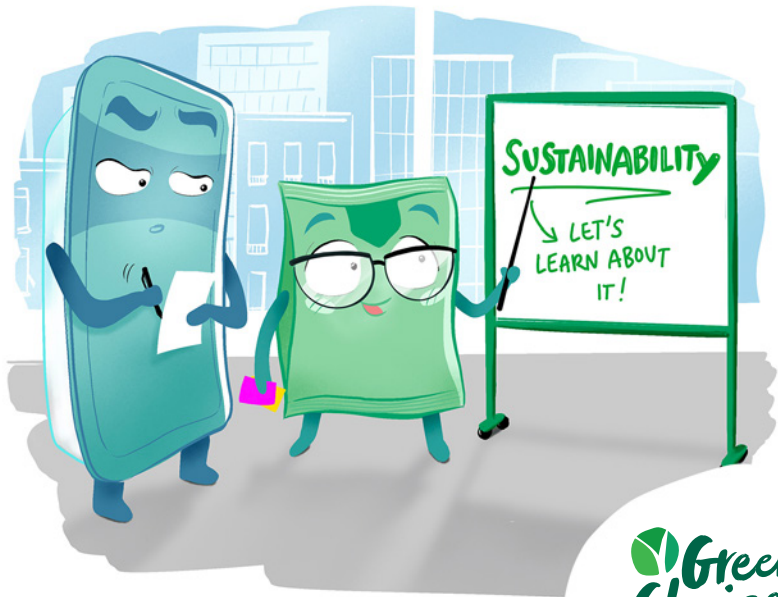


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LET'S TALK SUSTAINABILITY!

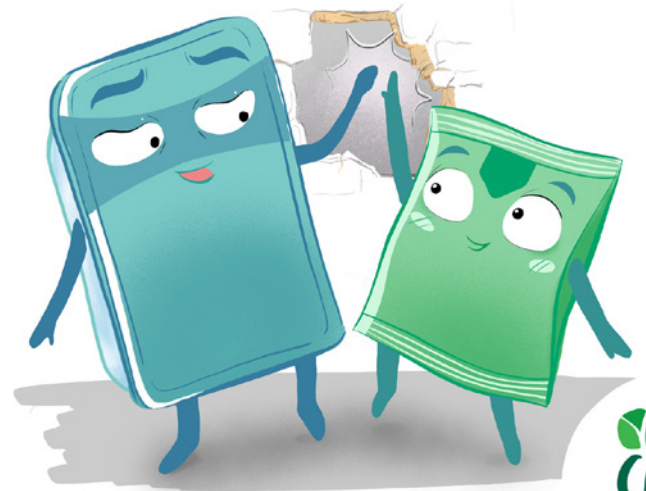


**Green
Choice**
by WIPAK

***"...IF WE DON'T TAKE THE TIME
TO DO OUR RESEARCH AND EVALUATE...
HOW WILL WE EVER LEARN HOW TO
ACTUALLY HELP OUR PLANET?"***

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CHAPTER 4: ALLIES



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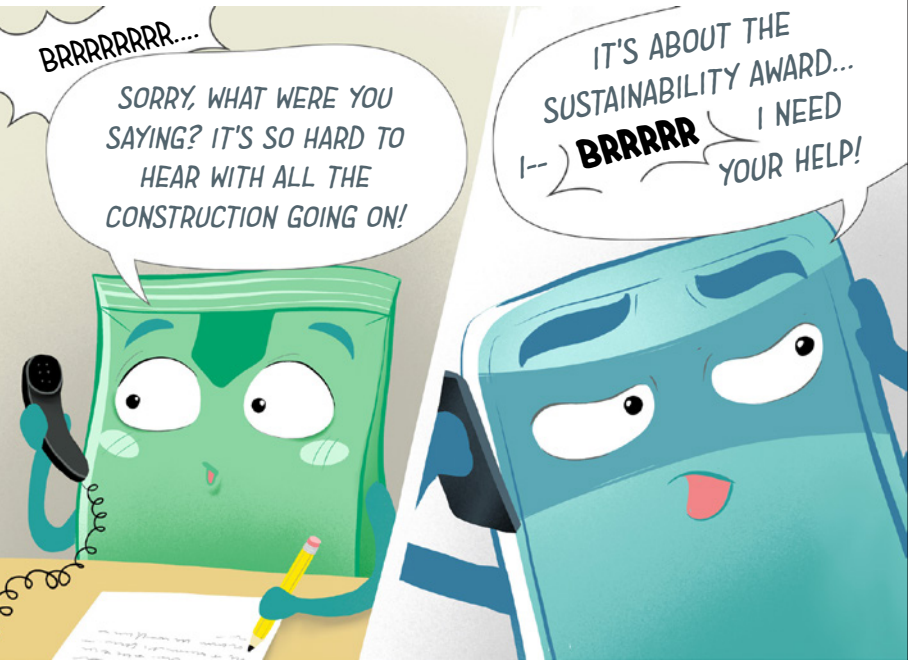
LISTEN UP, TEAM...
HAVE YOU ALL SEEN THE
LATEST TREND CHARTS?



WHAT ARE WE GOING TO DO?



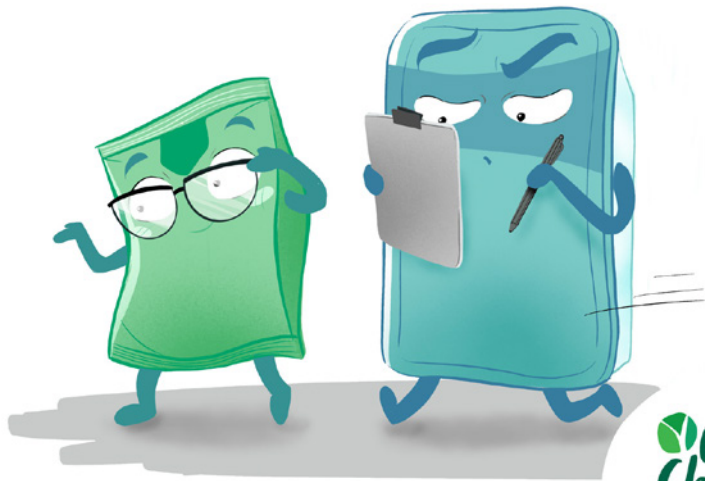




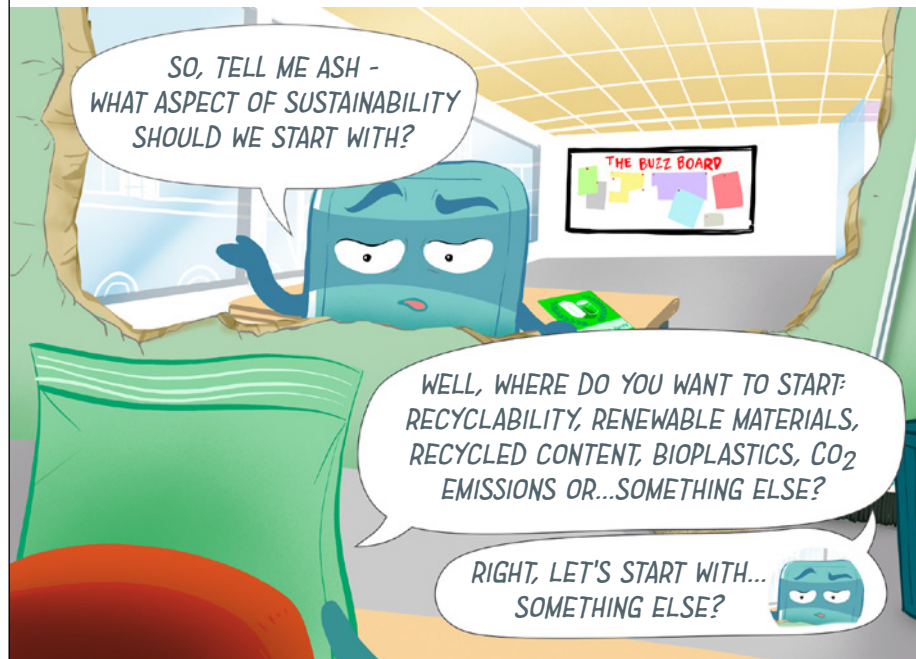


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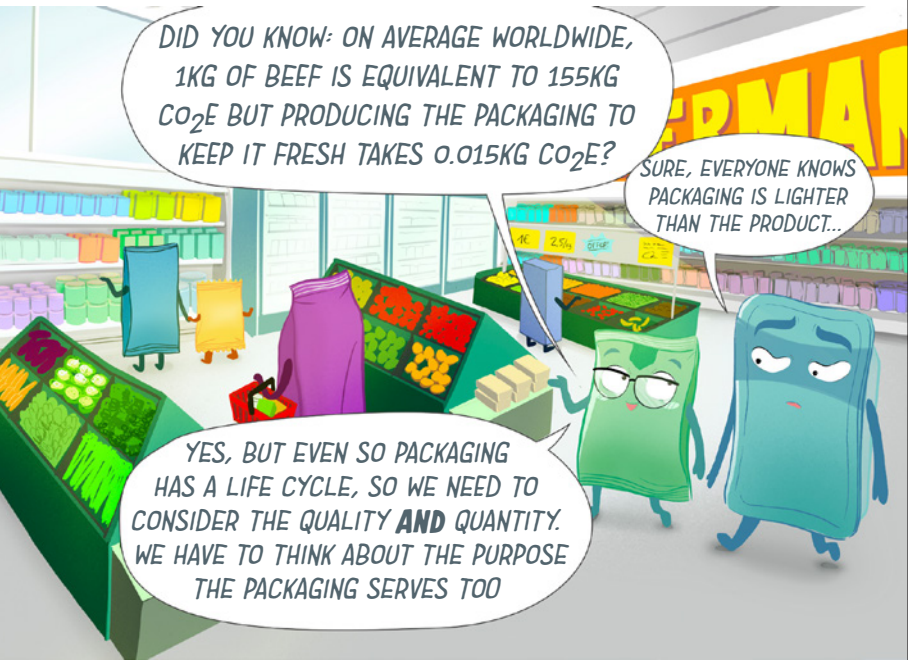
CHAPTER 5: EXPLORING SUSTAINABILITY IN PACKAGING



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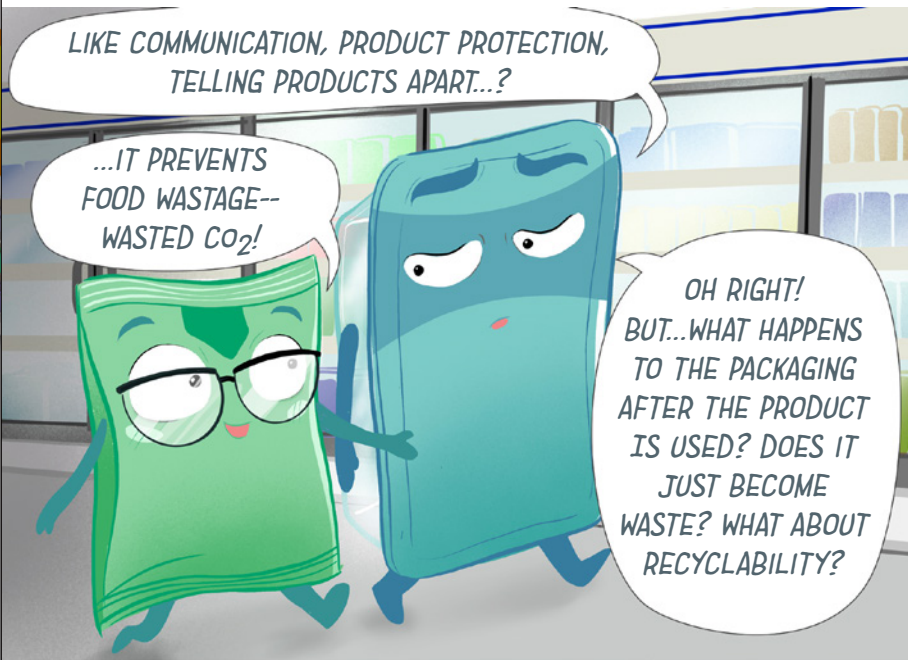
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DID YOU KNOW: ON AVERAGE WORLDWIDE, 1KG OF BEEF IS EQUIVALENT TO 155KG CO₂E BUT PRODUCING THE PACKAGING TO KEEP IT FRESH TAKES 0.015KG CO₂E?

SURE, EVERYONE KNOWS PACKAGING IS LIGHTER THAN THE PRODUCT...

YES, BUT EVEN SO PACKAGING HAS A LIFE CYCLE, SO WE NEED TO CONSIDER THE QUALITY **AND** QUANTITY. WE HAVE TO THINK ABOUT THE PURPOSE THE PACKAGING SERVES TOO



LIKE COMMUNICATION, PRODUCT PROTECTION, TELLING PRODUCTS APART...?

...IT PREVENTS FOOD WASTAGE-- WASTED CO₂!

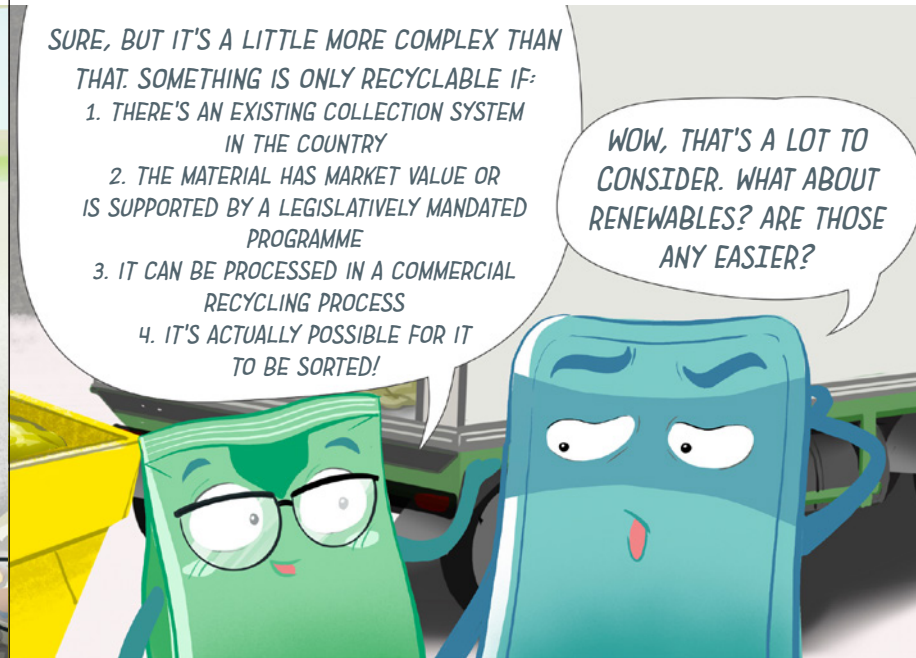
OH RIGHT! BUT...WHAT HAPPENS TO THE PACKAGING AFTER THE PRODUCT IS USED? DOES IT JUST BECOME WASTE? WHAT ABOUT RECYCLABILITY?

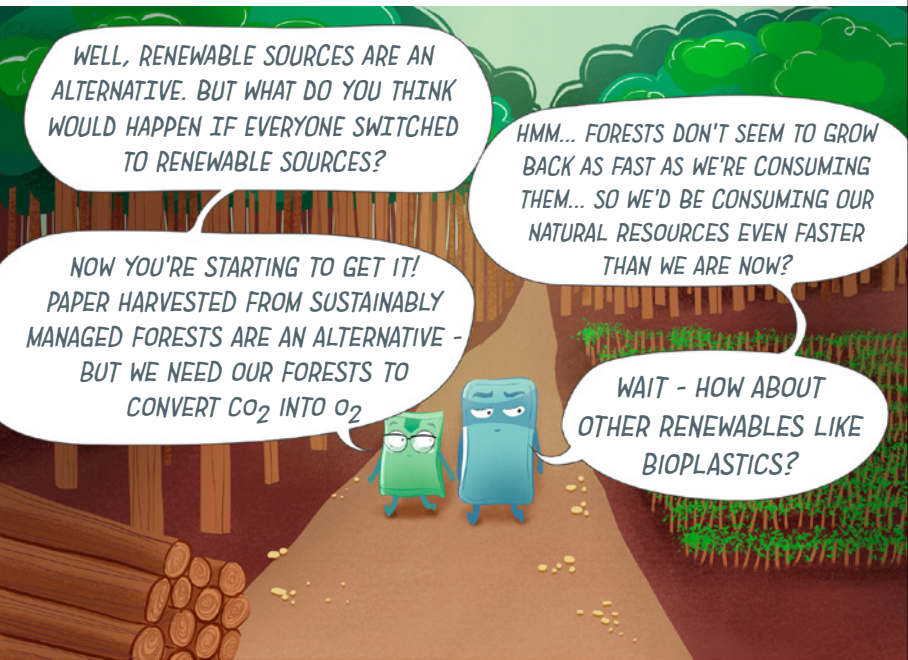


SURE, BUT IT'S A LITTLE MORE COMPLEX THAN THAT. SOMETHING IS ONLY RECYCLABLE IF:

1. THERE'S AN EXISTING COLLECTION SYSTEM IN THE COUNTRY
2. THE MATERIAL HAS MARKET VALUE OR IS SUPPORTED BY A LEGISLATIVELY MANDATED PROGRAMME
3. IT CAN BE PROCESSED IN A COMMERCIAL RECYCLING PROCESS
4. IT'S ACTUALLY POSSIBLE FOR IT TO BE SORTED!

WOW, THAT'S A LOT TO CONSIDER. WHAT ABOUT RENEWABLES? ARE THOSE ANY EASIER?



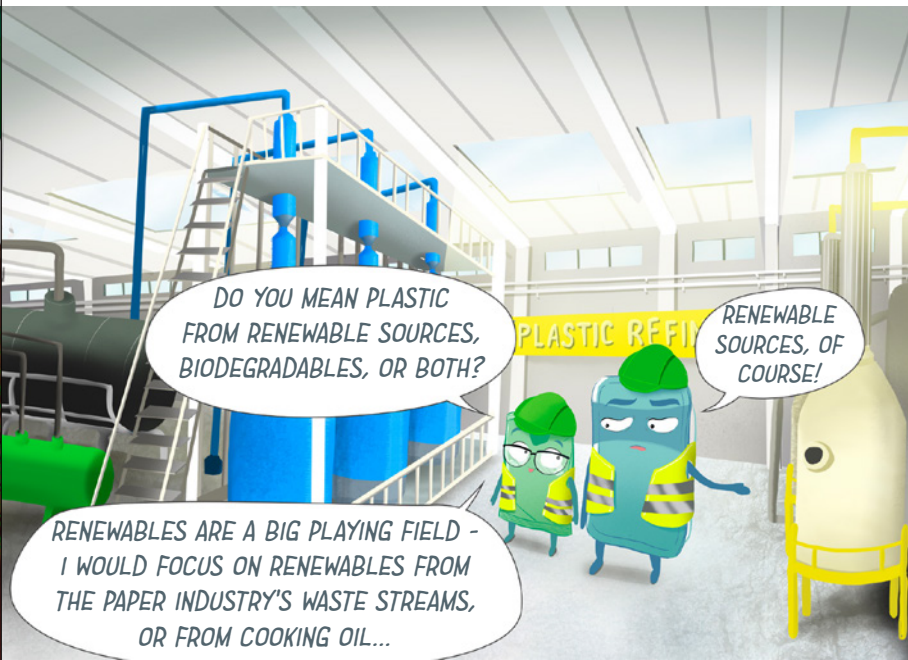


WELL, RENEWABLE SOURCES ARE AN ALTERNATIVE. BUT WHAT DO YOU THINK WOULD HAPPEN IF EVERYONE SWITCHED TO RENEWABLE SOURCES?

HMM... FORESTS DON'T SEEM TO GROW BACK AS FAST AS WE'RE CONSUMING THEM... SO WE'D BE CONSUMING OUR NATURAL RESOURCES EVEN FASTER THAN WE ARE NOW?

NOW YOU'RE STARTING TO GET IT! PAPER HARVESTED FROM SUSTAINABLY MANAGED FORESTS ARE AN ALTERNATIVE - BUT WE NEED OUR FORESTS TO CONVERT CO₂ INTO O₂

WAIT - HOW ABOUT OTHER RENEWABLES LIKE BIOPLASTICS?



DO YOU MEAN PLASTIC FROM RENEWABLE SOURCES, BIODEGRADABLES, OR BOTH?

RENEWABLE SOURCES, OF COURSE!

RENEWABLES ARE A BIG PLAYING FIELD - I WOULD FOCUS ON RENEWABLES FROM THE PAPER INDUSTRY'S WASTE STREAMS, OR FROM COOKING OIL...

...THEY CAN BE COMBINED WITH OTHER VIRGIN MINERAL OIL SOURCES TO MAKE BIOPLASTICS FROM RENEWABLE SOURCES. BUT WE HAVE TO MAKE SURE THEY'RE RESPONSIBLY SOURCED AND OF HIGH QUALITY...WHICH WE CAN THANKFULLY DO WITH CERTIFIED, ISCC ACCREDITED SOURCES!



...THAT... SOUNDS LIKE A PLAN?



BUT WE SHOULD ALSO CONSIDER THE END OF LIFE OF THE PACKAGING - LIKE DESIGNING THE PACKAGING FOR RECYCLING SO IT GETS A NEW LIFE AFTER ITS INITIAL USE...

SUSTAINABILITY SEEMS A LOT MORE COMPLICATED THAN I THOUGHT...



I KNOW, BUT THE THING IS, IF WE DON'T TAKE THE TIME TO DO OUR RESEARCH AND EVALUATE THE IMPACT OF OUR SOLUTIONS, HOW WILL WE EVER LEARN HOW TO **ACTUALLY** HELP OUR PLANET?

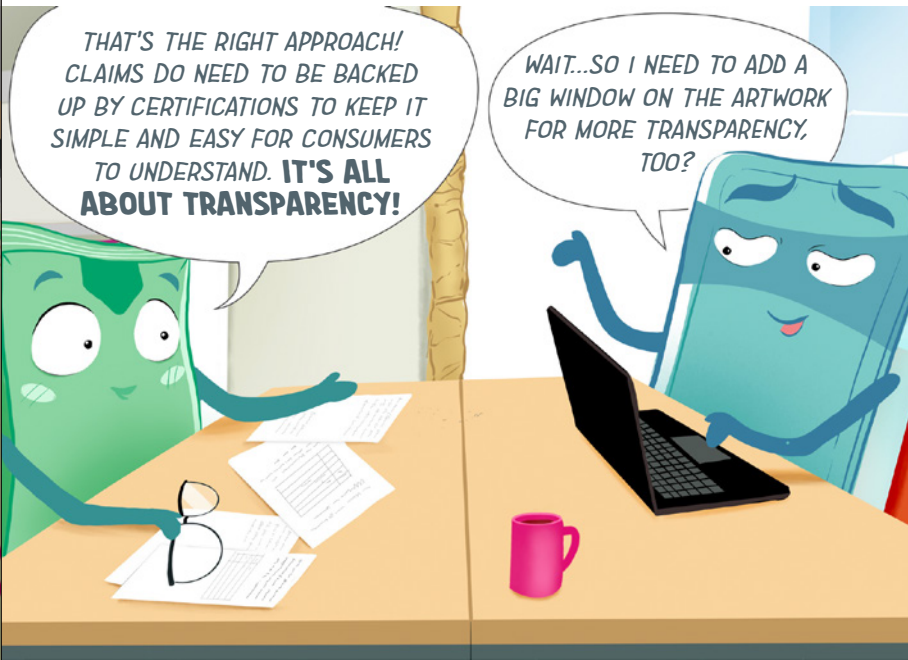


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CHAPTER 6: KEY TO COMMUNICATION







UM, NOT QUITE...
I MEANT THAT THE
SUSTAINABILITY CLAIMS AND
COMMUNICATIONS NEED TO BE
BACKED UP BY REAL **FACTS**
AND **ACTIONS**,
OTHERWISE IT
COULD BE SEEN AS
GREENWASHING
- AND RIGHTLY
SO!

IT'S ABOUT
HELPING CONSUMERS
TO APPRECIATE THE
VALUE OF THE
PACKAGING, PLUS HOW
TO DISPOSE OF IT IN
THE RIGHT WASTE
STREAM --

-- TO KEEP IT WITHIN
A CIRCULAR ECONOMY?

EXACTLY!

GOT IT -
I'D BETTER GET BACK
TO WORK THEN!

COLLECT THEM ALL!



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