

PAPER | PACKAGING | SOLUTIONS

Our open community



 Smurfit Kappa
Open the future



It is with immense pride that I'm able to share with you some of the truly fantastic efforts that so many Smurfit Kappa employees are making for our world each and every day. Giving something back to the community gives all of us in Smurfit Kappa a feeling of happiness as we can see that we are making a positive difference and real progress.

I am committed to continuing to invest in projects that have the ability to transform lives and build a sustainable and promising future. Education is, and will continue to be, a key focus due to its power to unlock opportunities and new horizons for children and young people.

This brochure contains just a small snapshot of the many initiatives that are taking place across all the countries in which we operate. I'd like to take this opportunity to once again thank all my colleagues for demonstrating such inspiring dedication, energy and enthusiasm.

A handwritten signature in black ink, appearing to read 'Tony Smurfit'.

Tony Smurfit
Group Chief Executive Officer



Harnessing the power of play

'We do not inherit the Earth from our ancestors – we borrow it from our children.'

Above right: Instilling a love of the environment through the eco-centennial pirates in Costa Rica

Above: A little girl called Ruby who loved the toy rocket she received.



The eco-centennial pirates in Costa Rica

Local school children from the Villalobos School were invited to the plant to take part in a game which brought to life the importance of caring for the environment. Dressed up as pirates, children had to defeat the scary 'Eco Loco' litter character and had the opportunity to learn about the part that recycling plays in sustainable living.

Lift-off for little Ruby in Ireland

Ekolife (formerly SK Play) produced a series of sustainable cardboard playhouses including one shaped as a rocket. They sent the rocket and a heart-warming letter to a little girl called Ruby who was recovering from a brain tumour and had spoken about how she wants to be an astronaut when she grows up. Ruby was delighted with the gift and eats her cornflakes in it every morning!



Music and drama for the community at the Smurfit Kappa Theatre in Brazil

The Smurfit Kappa Pirapetinga Plant in Brazil was proud to open the doors of the Smurfit Kappa Theatre earlier this year. The launch included a lively and moving programme of music, drama and dance. Almost 10% of the city of Pirapetinga works either directly or indirectly for Smurfit Kappa so it is a valuable resource for the area.



Left: Music and drama for the community at the Smurfit Kappa Theatre in Brazil
Above: Heroes and fairy tales in Russia



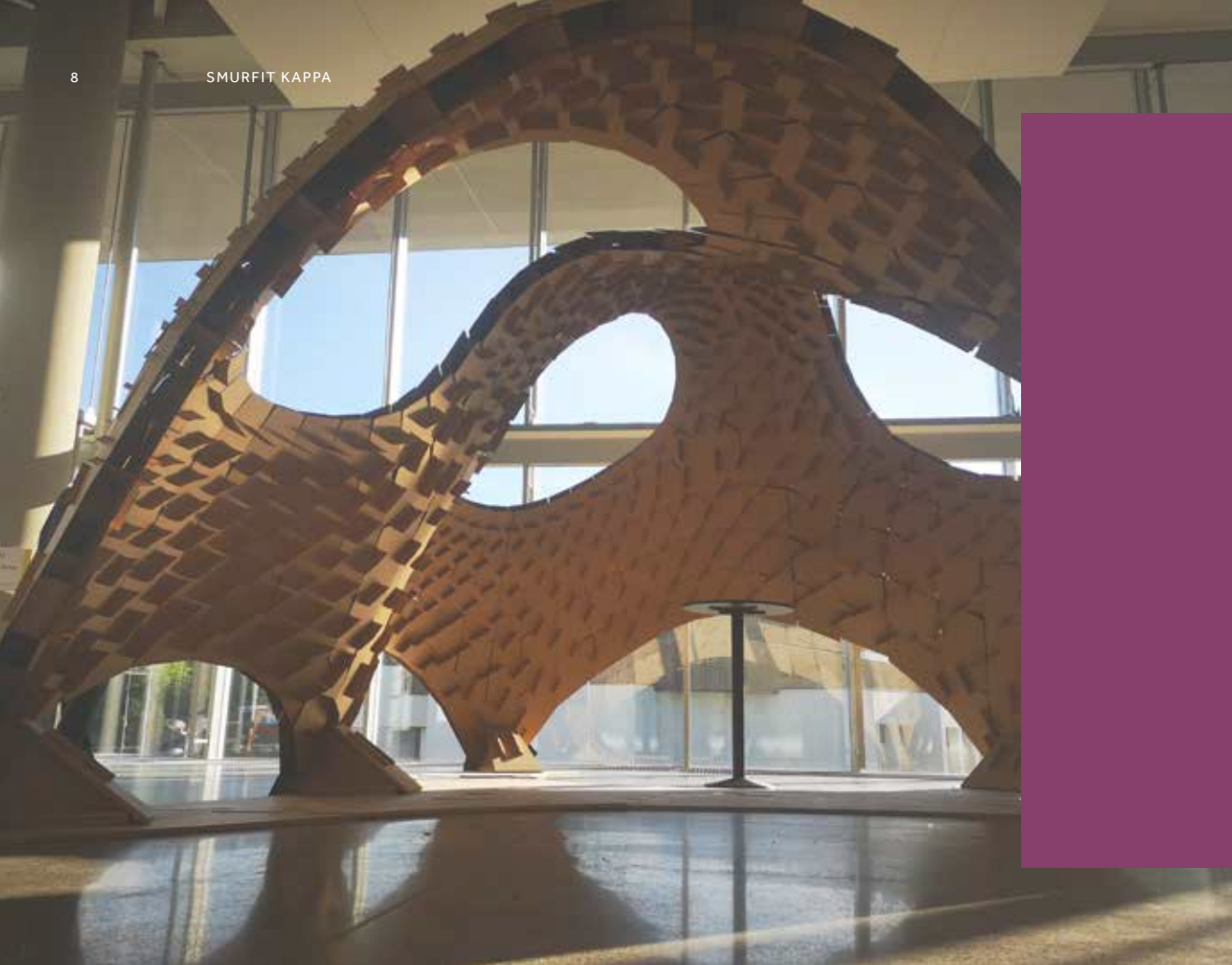
Above: The Kiko box gift for sick children

Heroes and fairy tales in Russia

Designers from the St. Petersburg Plant in Russia created a huge play castle for the Kraski Detstva (Colours of Childhood) festival in St. Petersburg. Children came to the event dressed up as their favourite characters and were invited to decorate the walls of the castle. Artists were also on standby to give master classes and it was a day of fun and creativity for all the family.

Introducing Kiko the Monkey to sick children in Belgium

Kiko the monkey was created to help children overcome anxiety or nerves about being in hospital. The Smurfit Kappa Van Mierlo Plant worked with local students to make a colourfully printed 'KIKOBOX' that was filled with toys and puzzles for the children.



Above: Structure created by the Vilnius Academy of Arts

Right: CODA Paper Art Show

'Nurturing the relationship we have with the communities we are part of is an integral part of the Smurfit Kappa culture.'

Getting creative with paper and corrugated



A triumph of art and engineering in Lithuania

Smurfit Kappa Baltic got together with a group of students from the Vilnius Academy of Arts to create an enormous shell-like structure from corrugated for the 2019 ArtVilnius art fair. The structure, which was over three metres in height and made from over 1500 parts, took four months to come to fruition. The structure attracted a lot of attention from local people and the media.

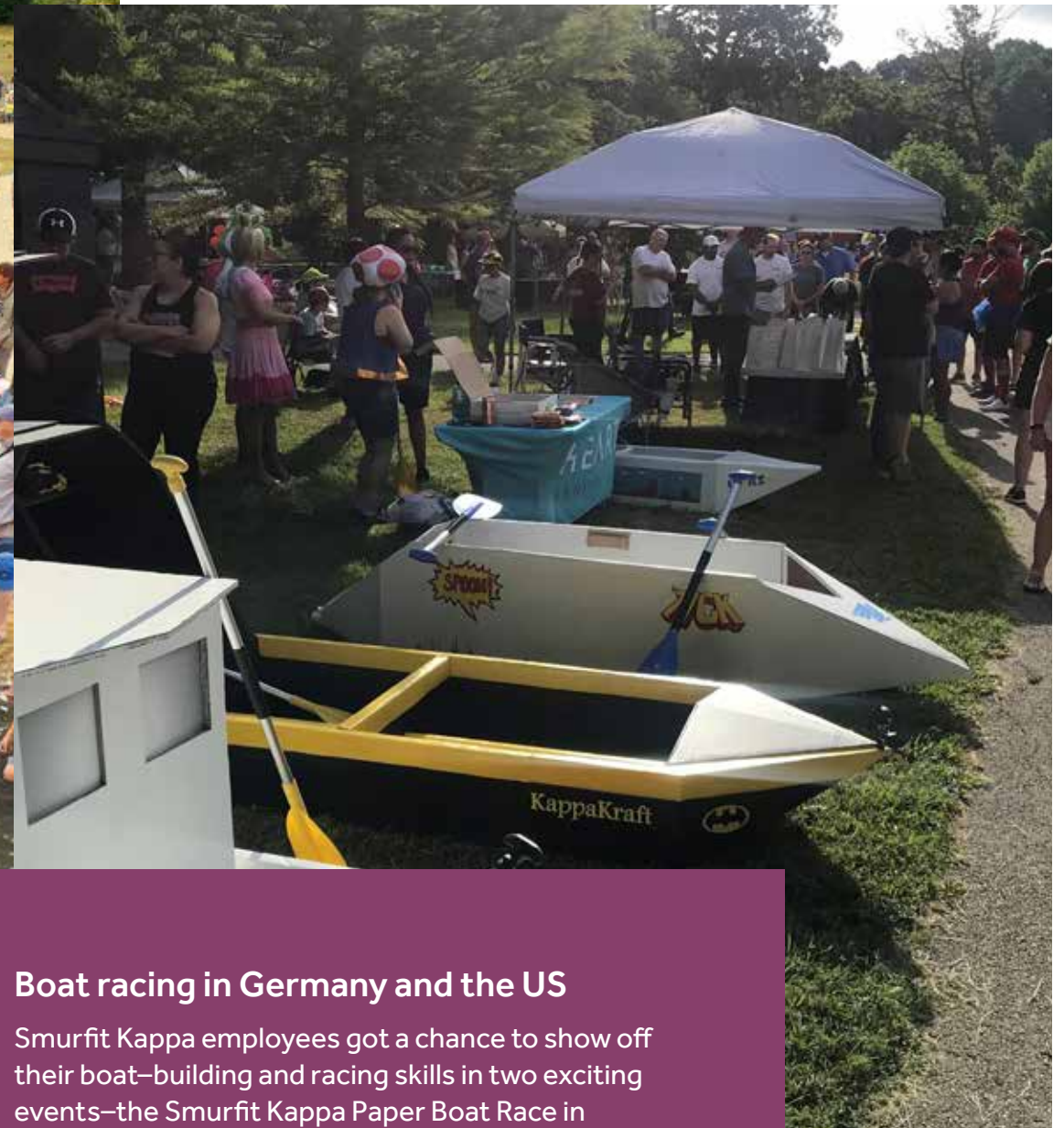
Turning paper into art in the Netherlands

The Smurfit Kappa Zedek and MNL plants in the Netherlands took part in the CODA Paper Art Show. They supplied the materials to build a 'Kartopia' paper world and a collection of gigantic and eye-catching corrugated insects for this exciting exhibition.



Above: Smurfit Kappa employees showing off their boat-building and racing skills in Germany

Right: Superhero themed boats created by Smurfit Kappa employees in Texas



Boat racing in Germany and the US

Smurfit Kappa employees got a chance to show off their boat-building and racing skills in two exciting events—the Smurfit Kappa Paper Boat Race in Zulpich, Germany and the Great Cardboard Boat Race in Longview, Texas. The crew in Texas embraced the Superhero theme with gusto and took home three trophies on the day while the Zulpich event created a great buzz in the city.

'I alone cannot change the world, but I can cast a stone across the waters to create many ripples.'



Above: The Townsend Hook Cricket Match trophy
Right: Baby Mikuláš in the Czech Republic

'We hope that our dreams will come true and our little nephew, Mikuláš will start to crawl, sit on his own and even walk.'

Our health is our wealth



Orthotic clothing for baby Mikuláš in the Czech Republic

An employee from our Olumac Plant in the Czech Republic has a little nephew, Mikuláš, who was diagnosed with polio. A donation was made for special orthotic clothing which helps him to correct his movements. Mikuláš's delighted parents said: 'It works very well and we are delighted with the results. We hope that our dreams will come true and our little Mikuláš will start to crawl, sit on his own and even walk.'

The 'Giving Back' events in the UK

A group of employees at the Townsend Hook Paper Mill in the UK came up with the idea of creating a series of 'Giving Back' events. The 'Giving Back Team' was subsequently formed and tasked with organising and hosting enjoyable events throughout the year that raise money for selected charities. This year, among other events, they held a cricket match to benefit the Great Ormond Street Hospital in London.



Welcoming the children of Chernobyl to Italy

The Camposanto corrugated plant in Italy welcomed a group of children from Chernobyl who came to Italy to benefit from being in an environment with lower radioactivity. A group of 15 children, aged between 8 and 12, were brought on a trip to the plant for a tour, gift and snacks. Both the employees and the visiting children, had a lovely time during the event.

Above: Children from Chernobyl visiting the Camposanto corrugated plant in Italy



Moustache Battle in Sweden

A group of employees in the Brännögård Plant in Sweden took part in a moustache-growing competition to raise awareness and funds for prostate cancer. Some people opted to wear fake versions instead of growing them! The local radio station came to the factory to have a coffee, do an interview and collect the money raised.

Above Left: Smurfit Kappa employees from Belgrade fundraising for the cancer charity walk

Above Right: Smurfit Kappa Brännögård employees taking part in a moustache competition to raise money for prostate cancer



Taking a step for children with cancer in Belgrade

Two Smurfit Kappa employees walked all the way from Niš to Belgrade (256km) to raise much-needed funds for the NURDOR organisation which helps children suffering from cancer and their families. Money raised from this initiative will go towards building a facility where parents can stay while their children are having treatment in hospitals away from home.

'The greatness of a community is most accurately measured by the compassionate actions of its members.'

Playing our part for the planet on World Cleanup Day



Photos from around the world on World Cleanup Day.

'It was a great opportunity to bring people together to play their part for the environment.'

Over 8000 Smurfit Kappa employees, along with family and friends, took part in the 2019 World Cleanup Day. The clean-up operations took place across 28 countries in a diverse range of locations including beaches, rivers, parks, streets and woodlands.

Over 10,000 bags and boxes of litter were collected on the day – an impressive amount but a sobering insight into the poor state of the environment.

There were also some unusual items found on the day, including a wig, a bubblegum dispenser, half a pair of spectacles, a doll's head, a message in a bottle and a passport!

It was a great opportunity to bring people together to play their part for the environment and raise awareness of the Smurfit Kappa Better Planet Packaging initiative.

Working to alleviate hunger and poverty



Above Left: Empowering the waste collection workforce in Colombia

Above Right: Transforming an orphanage courtyard in Slovakia



Transforming an orphanage courtyard in Slovakia

A hardworking group of staff members from the Štúrovo Plant in Slovakia took part in a project to make the courtyard of a local orphanage a welcoming space to play and hang out in. Three summer houses and an outdoor theatre were built, the surface of the yard was replaced and sports equipment and swings were erected. Employees and their families helped with tasks to speed up the construction.

Empowering the waste collection workforce in Colombia

Waste collectors in Colombia are a vulnerable group with exposure to health risks and very low wages. Smurfit Kappa formed a partnership with several organisations to build a support structure for the workers that recognises their valuable contribution and helps them to progress and build a sustainable future.

'Smurfit Kappa took part in the 'Fighting Hunger, Giving Hope' initiative which provides food for over 300,000 people every month in Los Angeles.'



Above: Providing sustenance through food banks in California and Spain

Providing sustenance through food banks in Spain and California

It's a tragic fact that a large part of the world's population does not have enough food to eat. Food banks provide a valuable lifeline for many families. The Bag-in-Box division in Spain has an ongoing partnership with the CARITAS organisation in IBI to donate food, clothing and books to disadvantaged people in the area.

The Nervión Paper Mill participated in a 'Solidarity Caravan' food collection for the Sahrawi people in Morocco while the Navarra and Córdoba plants manufactured the boxes for local food collections.

In California, Smurfit Kappa took part in the 'Fighting Hunger, Giving Hope' initiative which provides food for over 300,000 people every month in Los Angeles.



Above: Some of the food donations for the Noble Package

The Noble Package in Poland

Employees from the Pruszków Plant in Poland came up with the idea to provide basic items like washing machines, pots and pans, clothing and food for deprived families in the area. There was a great response from everyone and an impressive amount of items collected that were welcomed by the families that received them.



Opening the future through sports and education



Solidarity through sports in France

The Smurfit Kappa Roubaix plant in France took part in the Tournoi Solidaire (Solidarity Tournament) to benefit the Youth Integration Association. The tournament, which was held throughout Northern France, provided an excellent team-building opportunity.

Above: Solidarity through sports in France

Above Left: Providing life-enhancing opportunities through education in Mexico

Providing life-enhancing opportunities through education in Mexico

Smurfit Kappa Mexico launched the Educacion Continua programme to give employees the chance to further their education and develop their future careers. The first group of students to graduate spoke of how much the programme has helped them and opened up a world of opportunity for them and their families.



Sparking an interest in electrical engineering in Austria

The Smurfit Kappa Nettingsdorf Paper Mill provided an introduction into electrical engineering for a group of final-year students from a local school. The students were given a tour of the mill and assessed on areas including craftsmanship and teamwork. The initiative was designed to provide an insight into a possible career path at an important juncture.

Running together in Denmark

Smurfit Kappa Denmark employees participate in sporting events every year. This year the chosen event was the Lillebælt Halvmarathon Festival, where the participants had the option to run or walk a half marathon or a 10 km route. There was a great level of participation from all disciplines.

Above: Smurfit Kappa Denmark employees participating in a race

Right: Recipients of The Seeds of Peace Scholarship, Colombia



The Seeds of Peace Scholarship in Colombia

The Semillas de Paz Scholarship is offered to the most promising students at the Smurfit Kappa-owned Institutos Técnicos Agropecuarios y Forestales (ITAF – Agriculture, Forestry and Livestock Technical Institutions). The scholarship guarantees the education for these students and a long-term place on the programme. One of the recipients, Willinton Galintes, summed up what the scholarship means to him: 'I want to let you know that this programme changed my life. I want to become a good leader at the ITAF and help solve some of the problems in my community.'

Other activities around the world

Children & Young People

Let's Share Easter	BiB, Argentina
Book Breakfast	Benelux, Olen
Beyond the Box	Pirapetinga, Brazil
Notebooks for low income children	Forestry Division, Colombia
Recycling project in a primary school	Camposanto, Italy
Yard full of culture	Kaunas, Lithuania
School supply boxes for children	Pruszcz Gdanski, Poland
Candy shaped boxes for children for local picnic	Pruszcz Gdanski, Poland
Culinary Competition	Pruszków, Poland
Integration of children with disabilities	Nuevo Laredo
Helping a local elementary school	Štúrovo, Slovakia
Suggestion boxes for local schools	Alcala, Spain
International Paper Bag Day	Sanguesa, Spain
School Silhouettes	Alcala, Spain
Radio Show: Campaign for Children of the World	Brännögård, Sweden
Cub Scout Cardboard Challenge	Yate, UK
Swedish Children's Fund instead of presents	Sverige, Sweden

Sustainability

Support of rural aqueducts	Forestry Division, Colombia
My friend the forest project	Forestry Division, Colombia
Planting trees on Earth Day	Warsaw, Poland
Planting trees on Earth Day	Štúrovo, Slovakia

Community Initiatives

Solidarity Day	Van Mierlo, Benelux
Retiree Catch Up	Sk Vandra, Benelux
Seniors Day	Zedek, Benelux
Hands on, Building Dreams	Corrumed, Colombia
Corporate Volunteering/Refurbishments	Yumbo Plant, SK Armenia, Popayan, and Colombates
Barretstown Castle volunteering	HQ, Ireland
SK Community Centre	Mexico City, Mexico
Białoleka's 2nd Neighbourhood picnic	Warsaw, Poland
Family Picnic with local schools	Warsaw, Poland
Helping employee's family members who have disabilities	Nervi6n, Spain
Welfare Activities	Mengibar, Spain
Disability Day	Nervi6n, Spain
Displays for the Make A Wish Foundation	Sorpel, Portugal

Sport

Bike tour	Hexacomb, Benelux
Sport and Children's Day	Olomouc, Czech Republic
Run for cystic fibrosis	BiB, France
Białoleka's 3rd open amateur basketball tournament	Warsaw, Poland
Family bike rally	Warsaw, Poland
Bicycle competition and trips	Konin, Poland
Donation of shirts to school team	Neuvo Laredo, SKNA
Cycling & running events for Castro Limon foundation	Tijuana Box Plant, SKNA
Lobad boat race	Štúrovo, Slovakia
Football boot donation	Alcala, Spain
Solidarity tournament	BiB, Spain
VI memorial Zambrana	BiB, Spain
Sports Day	Sanguesa, Spain
Activity watch Lagamill run	Lagamill, Sweden

Donation	
Donation to Vlaamse Kinderliga	Van Mierlo, Benelux
Donation to car park through Olomouc charity	Olomouc, Czech Republic
Cake Day	Vilnius, Lithuania
Cookie sale	BiB, Mexico
Silver dinner – to raise money for eco-technology	Mexico City, Mexico
Mount rose donation – new equipment for a physical therapy unit	Mexico City, Mexico
Sponsorship of dance uniforms	Pruszków, Poland
Pass it on – charity ball	Konin, Poland
Nobel gift	Warsaw, Poland
Money for defibrillators in the Forney fire department	Forney, SKNA
Donations & volunteering at homeless shelter	Vigo, Spain
Baby products	Cordoba, Spain

Education	
La Escuelita	San Salvador, El Salvador
Entrepreneurship Day	Konin, Poland
Plant tour for students	Warsaw, Poland
Round table discussion with high school students	Konin, Poland
Douglas Home open house visit	Neuvo Laredo, SKNA
Gypsy Secretariat Foundation Internship	Cordoba, Spain
Core Value project for schools	Piteå, Sweden
Smart Maths scheme	Eslöv & Helsingborg, Sweden
Young entrepreneurs project	Eslöv, Sweden
Junior Achievement project	Gävle, Sweden
Study Visit from Dresden	Lagamill, Sweden

Health & Wellbeing	
Training people with disabilities	Nervión, Spain
Blood donation campaign	BiB, Spain
Speech therapy service	BiB, Spain
Alzheimer's charity party	BiB, Spain
I blue race for Autism	Almeria, Spain
Prevention of Amblyopia project	Tijuana Foundation, SKNA
World Dignity Day with the Białołęka residents	Warsaw, Poland
Donation of treadmill at local Autism centre	Pruszcz Gandski, Poland
Hospice support	Konin, Poland
Operation Smile	Mexico, Mexico
World championship Chair Joelette	BiB, France
Blood donation campaign	BiB, Spain
Solidarity Stoppers	BiB, Spain
Medical checks for rural communities	Forestry Division, Colombia

Employee engagement	
Work happiness week	Turnhout, Benelux
Group run	Twincorr, Benelux
Treasure hunt	Venice, Italy
Open Day anniversary	Camposanto, Italy
Anniversary celebration	Forli, Italy
20th anniversary picnic	Warsaw, Poland
Healthy snacks	All plants, Poland
World Dignity Day	Warsaw, Poland
Valentine's Day gifts	Pruszcz Gdanski
Women's Day	Warsaw & Pruszków
Madrid family sports challenge	Alcala, Spain
10km run	BIB, Canada
First aiders competition	Konin, Poland



