







Impact of Products

Direct Impact

Indirect Impact

<p>IMPACT 1</p> <h3>Reduce</h3> 	<p>Ensuring that resources are maximised and waste materials are minimised by offering fit-for-purpose packaging solutions that optimise packaging materials. Where possible, we produce lighter grammage papers which require less fibre.</p>	<p>We intend to use renewable energy wherever it is economically feasible. This will involve additional use of biomass and scaling up methods which use our organic waste to generate energy. It will also involve investment in measures to reduce fossil CO₂ emissions and investment in further energy efficiency.</p>
<p>IMPACT 2</p> <h3>Reuse</h3> 	<p>Ensuring that we reuse resources in our production wherever possible. For example, using the organic by-product of our production process as biomass fuel, or reusing materials separated in the paper-making process. We also reuse water in our paper-making processes several times, before treating it for discharge.</p>	
<p>IMPACT 3</p> <h3>Recycle</h3> 	<p>75% of the raw material we use consists of recycled fibres. All paper-based packaging we produce is recyclable.</p>	<p>We continually find ways to recycle the metals, plastics, wood and other non-paper components separated from the recovered paper that is delivered to our mills.</p>
<p>IMPACT 4</p> <h3>Recover</h3> 	<p>Ensuring all paper-based packaging manufactured by Smurfit Kappa can be recovered. For example, offering single-material solutions that are easy to recover for our customers and consumers.</p>	<p>Our corrugated plants recover paper clippings and send them back to paper production at our mills. We close loops and create circularity in our energy production through recovering the high energy value of any by-products wherever possible, and circulating heat. We also seek for synergies with our neighbours where possible.</p>
<p>IMPACT 5</p> <h3>Renew</h3> 	<p>We promote sustainable forest management in our own forests and plantations as well as throughout our supply chain and demand deliveries of fibrous materials to be Chain of Custody certified by an internationally accepted forest management standard, FSC, PEFC or SFI.</p>	
<p>IMPACT 6</p> <h3>Biodegrade</h3> 	<p>Paper is made of renewable raw materials, with up to 97% fibre and starch, the rest being fillers and ashes, such as calcium carbonate. Renewable materials biodegrade naturally and at the end of life are converted to natural materials such as CO₂ and water.</p>	