

How cooperating with WWF delivers unique value



“A package should save more than it costs”



Tetra Pak is global and works locally

- ▶ Present in more than 170 countries across 5 continents
- ▶ Delivered more than 150 billion packages in 2010



The world is changing...

... and business must change too

<p>Growing population</p> 	<p>Urbanization</p> 	<p>Ageing population</p> 
<p>Economic development</p> 	<p>Middle class emerging</p> 	<p>Globalization</p> 
<p>Resources</p> 	<p>Environment</p> 	<p>Technology</p> 



Global environmental issues

Increasingly impact business...

Waste



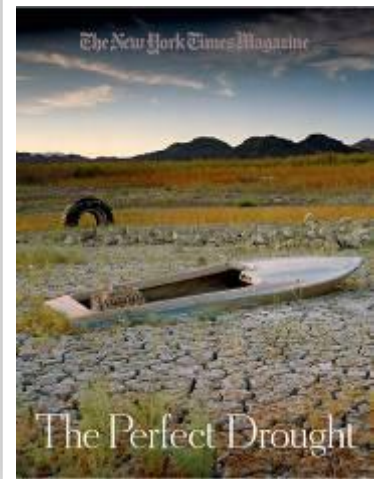
Resource depletion



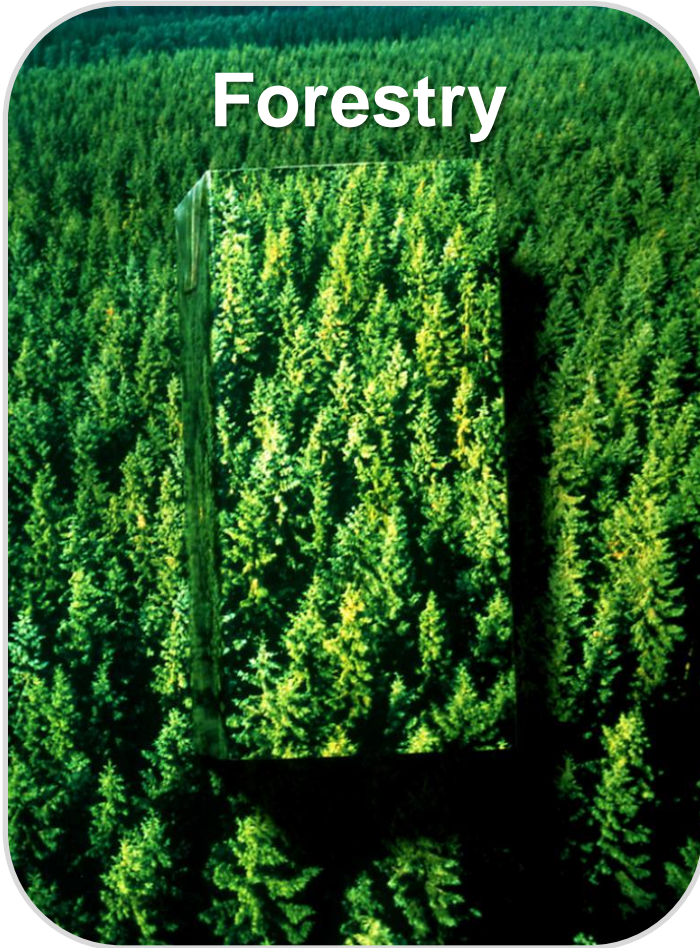
Climate change



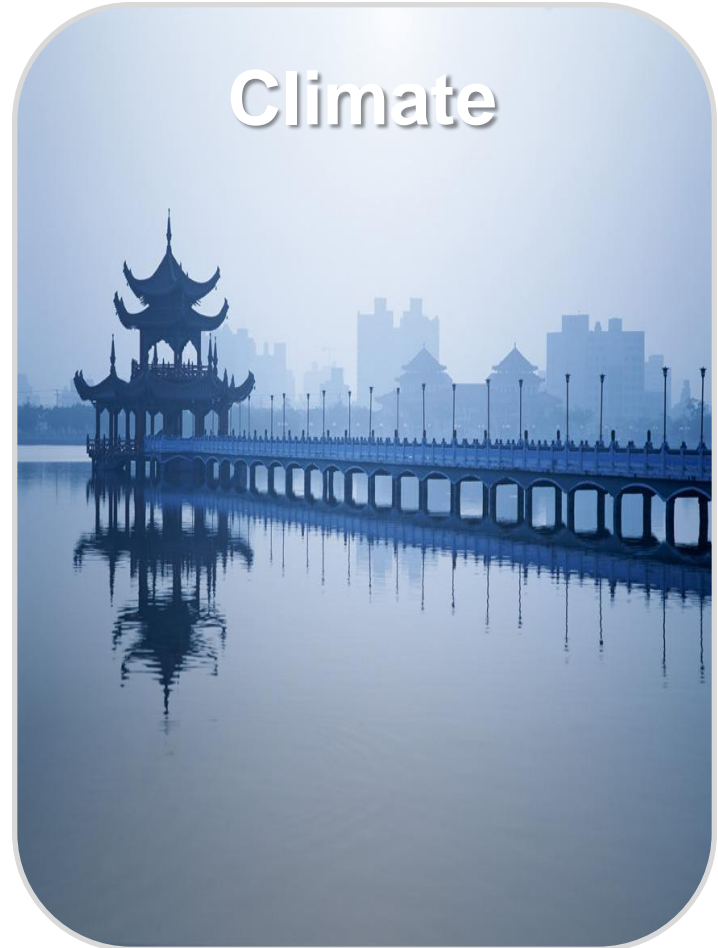
Water scarcity



Forestry



Climate



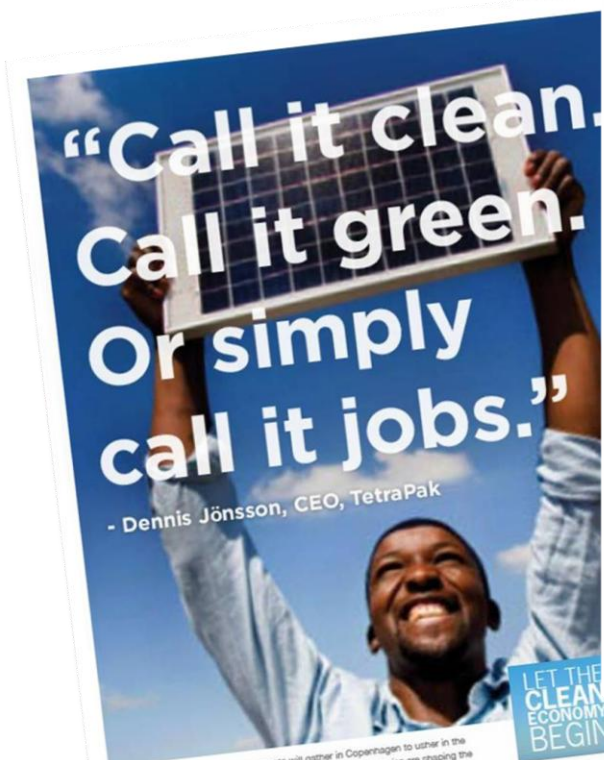
What does it deliver to Tetra Pak?

Dialogue

Quality

Activities





- Dennis Jönsson, CEO, TetraPak



This December, the world's governments will gather in Copenhagen to usher in the New Clean Economy. Climate Savers will be there. These companies are shaping the new reality by combining CO₂ reductions and business growth. By 2010 they will have collectively decreased their CO₂ emissions by 40 million tons while creating competitive advantage and increasing shareholder value. They're proving that climate leadership makes sense – for business and for the planet. Now is the time for the world's governments to lead us further along this path, into a new era. The future is calling, and the world is waiting. Follow the leaders at: panda.org/cleaneconomy



Tetra Pak efforts to align market companies, manufacturing sites and suppliers with its climate goals had required significant organizational change. By empowering shop floor teams to initiate and explore new approaches on energy efficiency along the supply chain, the company had created a structure that allows organic innovation to take place.





Clear
ambitions

Common
agenda

realistic
expectations

sr mgmt
buy-in





**WORKING
TOGETHER
ON FORESTRY
AND CLIMATE**

