

**FOR IMMEDIATE RELEASE**

## ***Nespresso* – a coffee cup with a positive & sustainable impact**

Frankfurt, 31 May 2017 – *Nespresso*, the renowned coffee brand, launched the *Recycling@home* project at the end of last year in Portugal, which allows used capsules to be more easily collected and recycled by providing a dedicated recycling bag for customers to exchange when they receive a *Nespresso* delivery. The company believes the scheme will significantly increase the collection of used capsules in addition to the already available network of 290 capsule recycling points, spread throughout the country, including boutiques and points of sale, among others. The collecting bags are made out of I'm green™ polyethylene (PE) – a material which responds to *Nespresso's* commitment to reduce their carbon footprint.

Furthermore, *Nespresso* wants to focus its communication on recycling on the following main topics:

1. "Educate" - that aims to educate and promote a change of behavior of their clients in favor of the recycling and the valorization of resources.
2. "Make recycling easy" - which aims to facilitate and maximize the collection of used capsules, making recycling a simple and easy process for their customers.
3. "Creating value" - aims to create value-based projects with the community, involving civil society and private sectors to work in partnership, and to strengthen and accelerate sustainable development.

*Nespresso* sees a growing number of citizens becoming aware of what sustainability means, and is seeing consumers more interested in purchasing sustainable products, which alone is a good indicator of a growing motivation to separate and recycle. *Nespresso* believes that society will continue to evolve in this direction and that with education and awareness campaigns involving consumers, they are well on the way to achieving their commitment towards 100% collection and recycling capacity of its capsules by 2020.

By choosing recyclable I'm green™ polyethylene, *Nespresso* will significantly reduce the carbon footprint of its recycling bags. This is because I'm green™ polyethylene comes from sugarcane that absorbs CO<sub>2</sub> from the atmosphere and therefore contributes to the reduction of

greenhouse gas emissions. Because polyethylene is usually made from oil, Braskem has in effect replaced fossil feedstock with a bio-based one. In 2015, Braskem commissioned an update of its LCA analysis of I'm green™ polyethylene and the study concluded that for every kg of I'm green™ used, more than 4.5 kg of CO<sub>2</sub> is saved compared to its fossil equivalent. The result is a high-quality recycling bag which is itself recyclable, and demonstrates *Nespresso's* commitment to developing a circular bio-economy: creating material loops which rely on renewable resources.

“As for the use of I'm green™ polyethylene for the recycling bags of our new project, we chose the material that best responds, in our view, to the commitment to reduce our carbon footprint, within the reality of the Waste management in Portugal”, says Stefano Goglio, *Nespresso* Portugal Market Director.



### About *Nespresso*

Nestlé *Nespresso* SA is the pioneer and reference for highest-quality portioned coffee. The company works with more than 70,000 farmers in 12 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes. Launched in 2003 in collaboration with The Rainforest Alliance, the program helps to improve the yield and quality of harvests, ensuring a sustainable supply of high quality coffee and improving livelihoods of farmers and their communities.

The Braskem logo is displayed in white text on a red background. The letter 'B' is stylized with a white triangle pointing to the right, which is part of a larger graphic element that resembles a right-pointing arrow.

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Headquartered in Lausanne, Switzerland, *Nespresso* operates in 69 countries and has more than 12,000 employees. In 2016, it operated a global retail network of more than 600 boutiques. For more information, visit the *Nespresso* corporate website: [www.nestle-nespresso.com](http://www.nestle-nespresso.com).

### **About Braskem**

Braskem is the largest thermoplastic resins producer in the Americas, with annual production volume of over 20 million tons, which includes other chemical products and basic petrochemicals, with annual revenue of R\$54 billion. Driven by its purpose of improving people's lives and creating sustainable solutions in chemicals and plastics, Braskem is present in more than 70 countries, has around 8,000 team members and operates 41 industrial units in Brazil, the United States, Germany and Mexico, the latter in partnership with the Mexican company Idesa.

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