"A plain cardboard box offers countless properties and functionalities".

**BUT WHAT STANDS BEHIND?**

The approach to prevention adopted by Comieco and the paper pipeline is confirmed by a consistent data base concerning environmental performance and considering innovation in materials.

**PREVENTION INDICATORS**

Minimizing all environmental impacts is the best packaging waste management option.

The players involved in prevention processes: 🌿 PAPER MILLS 🆕 PROCESSORS 🍽️ USERS

**ACHIEVING RECOVERY AND RECYCLING TARGETS**

<table>
<thead>
<tr>
<th>Apparent consumption of paper and board packaging</th>
<th>Recycled paper and board packaging waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source: Conai</td>
<td>Source: Comieco</td>
</tr>
<tr>
<td>2019: 4.939 M</td>
<td>2019: 3.589 M</td>
</tr>
<tr>
<td>2018: 4.992 M</td>
<td>2018: 3.581 M</td>
</tr>
<tr>
<td>2017: 4.865 M</td>
<td>2017: 3.686 M</td>
</tr>
<tr>
<td>2016: 4.709 M</td>
<td>2016: 3.752 M</td>
</tr>
<tr>
<td>2015: 4.585 M</td>
<td>2015: 3.053 M</td>
</tr>
<tr>
<td>2014: 4.421 M</td>
<td>2014: 3.482 M</td>
</tr>
<tr>
<td>2013: 4.171 M</td>
<td>2013: 3.531 M</td>
</tr>
<tr>
<td>2012: 4.255 M</td>
<td>2012: 3.594 M</td>
</tr>
<tr>
<td>2011: 4.436 M</td>
<td>2011: 3.526 M</td>
</tr>
</tbody>
</table>

**RESULTS OF PREVENTION IN THE PACKAGING PRODUCTION AND RECYCLING PIPELINE**

- 87% PAPER AND BOARD PACKAGING RECYCLING RATE
- -40 million m³
- +30% IMPROVEMENT OF ENERGY EFFICIENCY IN THE LAST 25 YEARS
- Source: processed Assocarta data

**ACIONS FOR PREVENTION**

More than 1 million tons of corrugated board were saved by reducing its base-weight:

- 573 gr/m²
- 544 gr/m²

**INNOVATION AND SUSTAINABILITY**

- 2020 CONAI TENDER FOR PREVENTION: 33% logistic optimization
- 500 thousand EUR
- 26% simplified packaging system
- 500 AWARDS BUDGET (ALL MATERIALS)
- 61 PAPER AND BOARD PACKAGING UNITS AWARDED FOR: 39% smoother recycling
- 70% saving on raw materials
- 10% manufacturing process optimization
- 15% use of recycled material
- 3% reuse
- PATENTS POINT OUT TO INNOVATION AND BRING THE CIRCULAR ECONOMY TO LIFE
- FROM 2010 TO 2020 433 PATENTS

Source: Comieco.org

**Source:**

- Conai
- Comieco
- Assocarta
- GIFCO
- UIBM and Orbis IP