ABENA®

# READY SET SORT!

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The mark of
responsible forestry

*Printed on 100%
recycled paper*

BRB80/UK/08.2018/AGM

# EUROPE
## WITHOUT
## WASTE!

New EU waste legislation increases focus on the **prevention and reduction of waste** in a circular economy. Sorting and recycling plays a key role.

■ By **2025** we must recycle **55%** of municipal waste, including paper, glass, metal, plastic, bio-waste, and textiles. …. and 65% of packaging waste.

■ In addition, landfill waste must be reduced to 10 % or less of total waste by 2035.

■ **How?** By placing emphasis on prevention, reuse and recycling, and rethinking waste as a resource.

■ Producing less waste **benefits the environment and the economy**. By sorting and recycling, we can save large amounts of water, energy and $CO_2$ otherwise used in the production of new products.
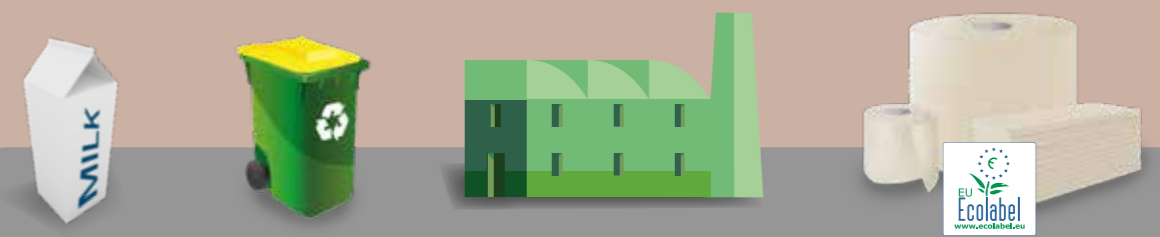
## IN **2025,**
# 55%
## of household waste
## MUST BE RECYCLED

## WASTE AS A RESOURCE

■ When we start rethinking waste, we can start viewing waste as a valuable resource, incinerating less waste and reducing our impact on landfills.

■ T3 natural paper is a new generation of paper and a great example of rethinking waste. Made from Tetra Pak milk cartons and packaging, this is just one example of how optimal recycling of packaging waste can become a resource, instead of ending up in the landfill.

*Sorting makes sense!*

Used milk cartons → Sorted correctly → Processing → New T3 natural paper products

**5 x** MILK MILK MILK MILK MILK **=**

*On average, it takes 5 one-liter milk cartons to produce a 200 sheet toilet roll*

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## HOW TO SUCCEED

■ Make sure all users are involved and informed about the right process for sorting and recycling.

■ **MAKE SORTING EASY & ACCESSIBLE**
Get the right number and size of bins, the right placement, and right signage and colors for the specific location.

■ **USE COLORCODING:**
Show the recycling journey from initial sorting, to collection station, to final station.

*Contact our waste management experts for guidance!*

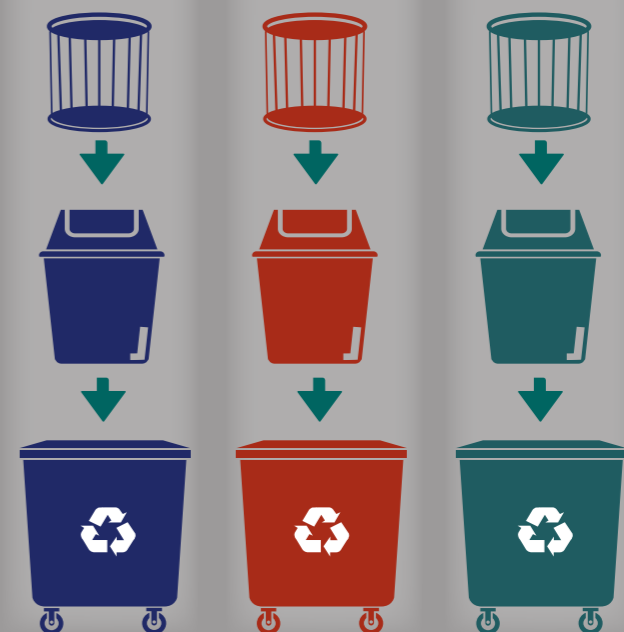Sorting correctly is easy with the right setup and information

Especially biodegradable waste accounts for a large proportion of waste, but a well thought-out waste management plan can reduce the negative impacts on the environment

*NB: Remember to sort biodegradable plastics with biowaste!*

| PAPER | FLAMMABLE | BIO-WASTE | |
|---|---|---|---|
| | | | Initial collection in office, classroom, premise, kitchen. |
| | | | Collection station, i.e. in printer room. |
| | | | Final station before pickup and processing. |