



PACKAGING AS A TOOL FOR A SUSTAINABLE BUSINESS

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Barilla
The Italian Food Company. Since 1877.

GOOD FOR YOU, GOOD FOR THE PLANET

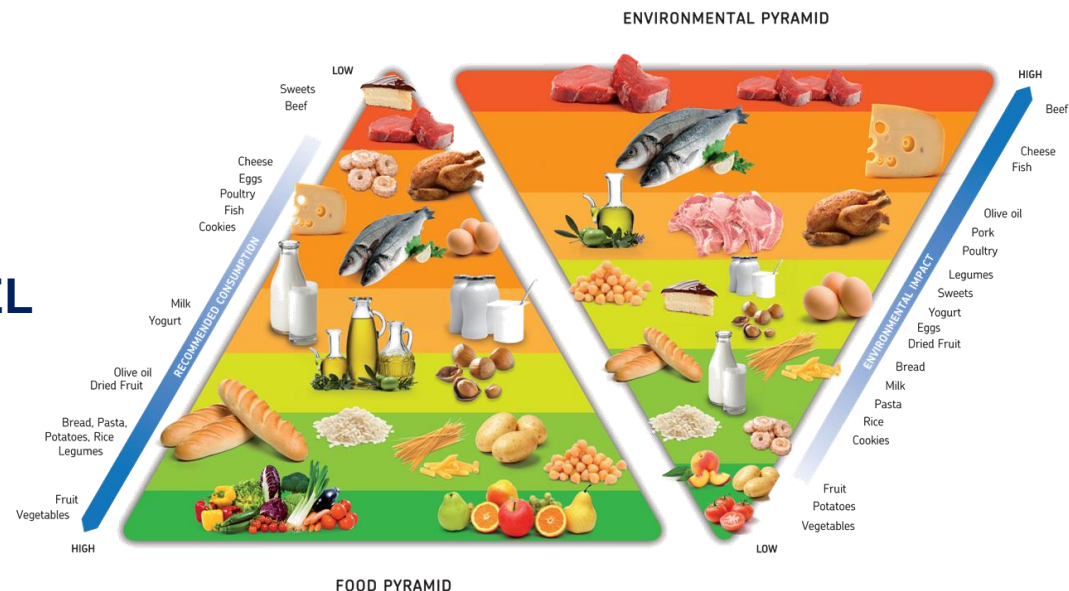


What the world calls «sustainability» for Barilla is a unique and distinctive way of doing business:

Good for You, Good for the Planet

This is a strong identity that expresses the Company's contribution to the sustainable development of Communities and the Planet, an expression of scrupulous attention to the quality of products and processes that are carried out every day at Barilla.

DOUBLE PYRAMID MODEL





ENVIRONMENTAL IMPACT REDUCTION

60 products [sept. 2015] certified with **Environmental Product Declaration**



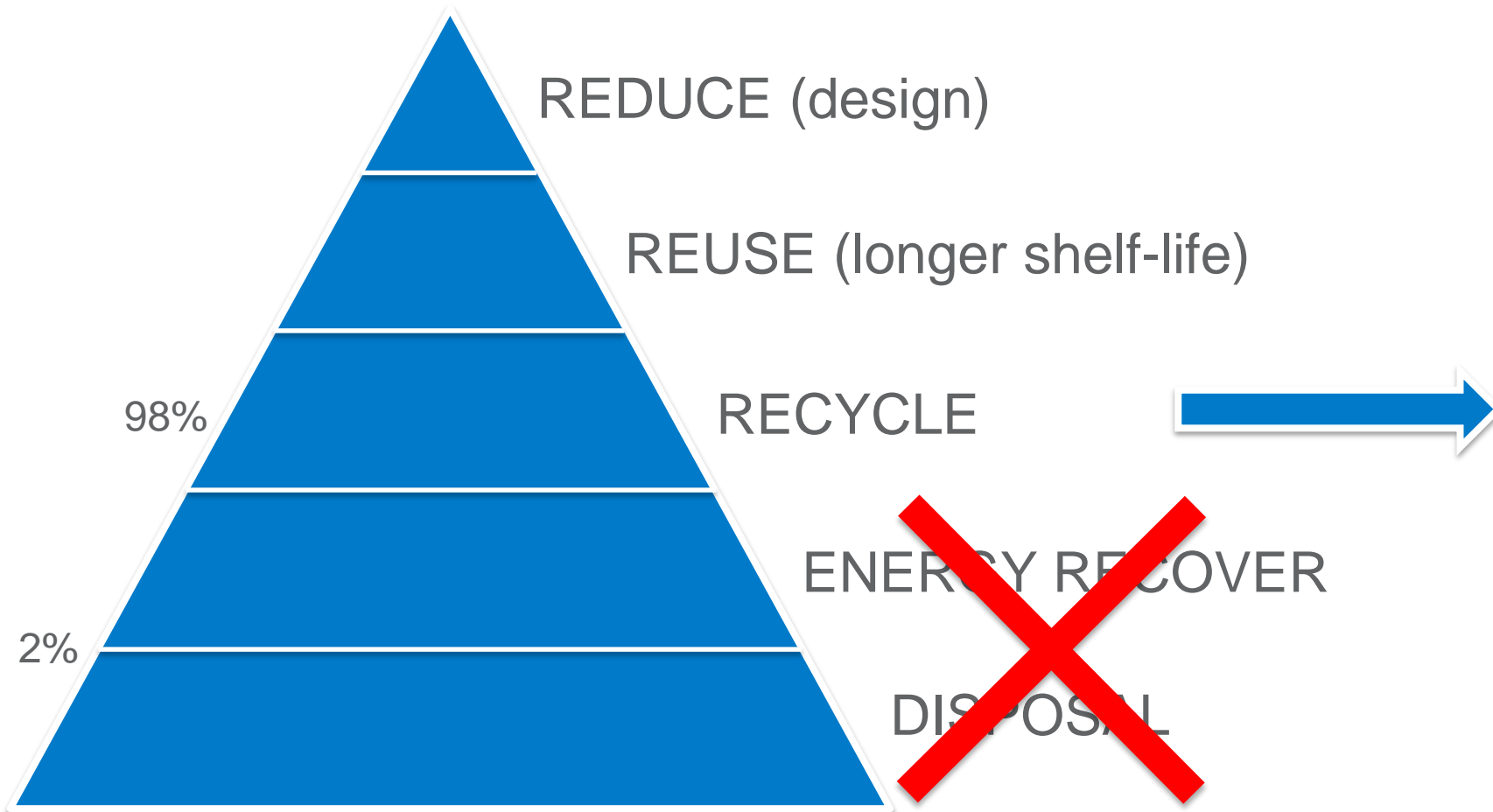
Since **2004** Barilla designs every new packaging with the **LCA packaging design tool**, that helps in evaluating environmental impact (CO₂ eq, water and soil consumption) for the different possible options

100% of virgin cardboard used for Barilla packaging comes from forests managed according to the international sustainability standards: FSC, (*Forest Stewardship Council*), and PEFC, (*Programme for the Endorsement of Forest Schemes*).



Percentage of recyclable packaging put on the market by Barilla increased **from 85%** (2008) **to 98%** (2013) reaching the targets one year earlier than planned.

RECYCLE, RECYCLE, RECYCLE!



INNOVATION, FOR QUALITY AND ENVIRONMENT !

REDUCE FOOD WASTE or ACHIEVE BETTER QUALITY FOR LONGER TIME THROUGH:

- BARRIER MATERIALS
- ACTIVE PACKAGING
- MODIFIED ATMOSPHERE PACKAGING
- CONVENIENCE

REDUCE IMPACT THROUGH:

- RECYCLABILITY: RECYCLABLE BARRIER MATERIALS (SUBSTITUTION OF MULTIMATERIAL FILMS)
- BIOPLASTICS:

«Our goal for the future is to substitute traditional polymers (PP, PE) made starting from oil, with the same materials or with others that provide the same technical characteristics, made starting from renewable raw materials not competing with food chain (i.e. agrofood scraps)»

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