



Naturally

Reducing CO₂ emissions? Don't forget recycling..

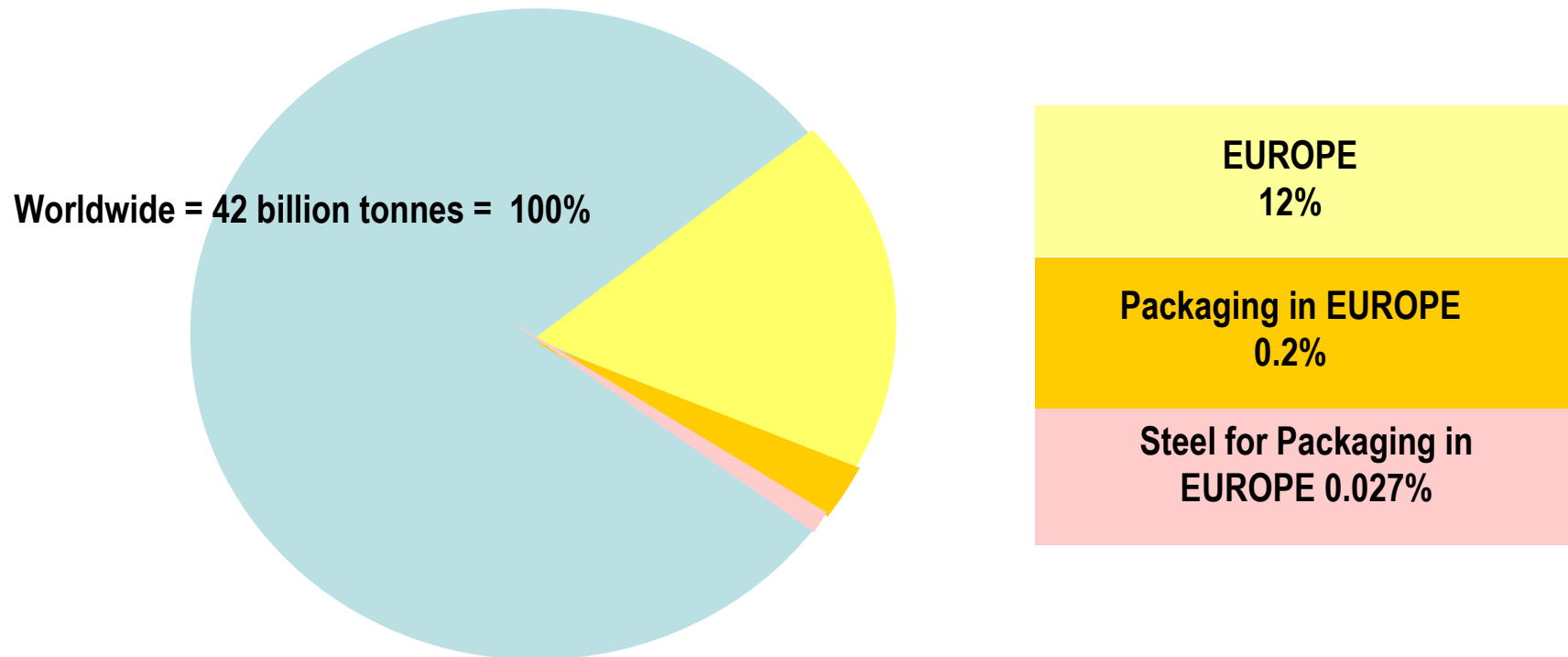
Philippe Wolper - Managing Director, APEAL

'Packaging in a Low Carbon Economy' (EDGE)
September 30th 2008



CO₂ EQUIVALENT EMISSIONS

On a yearly basis



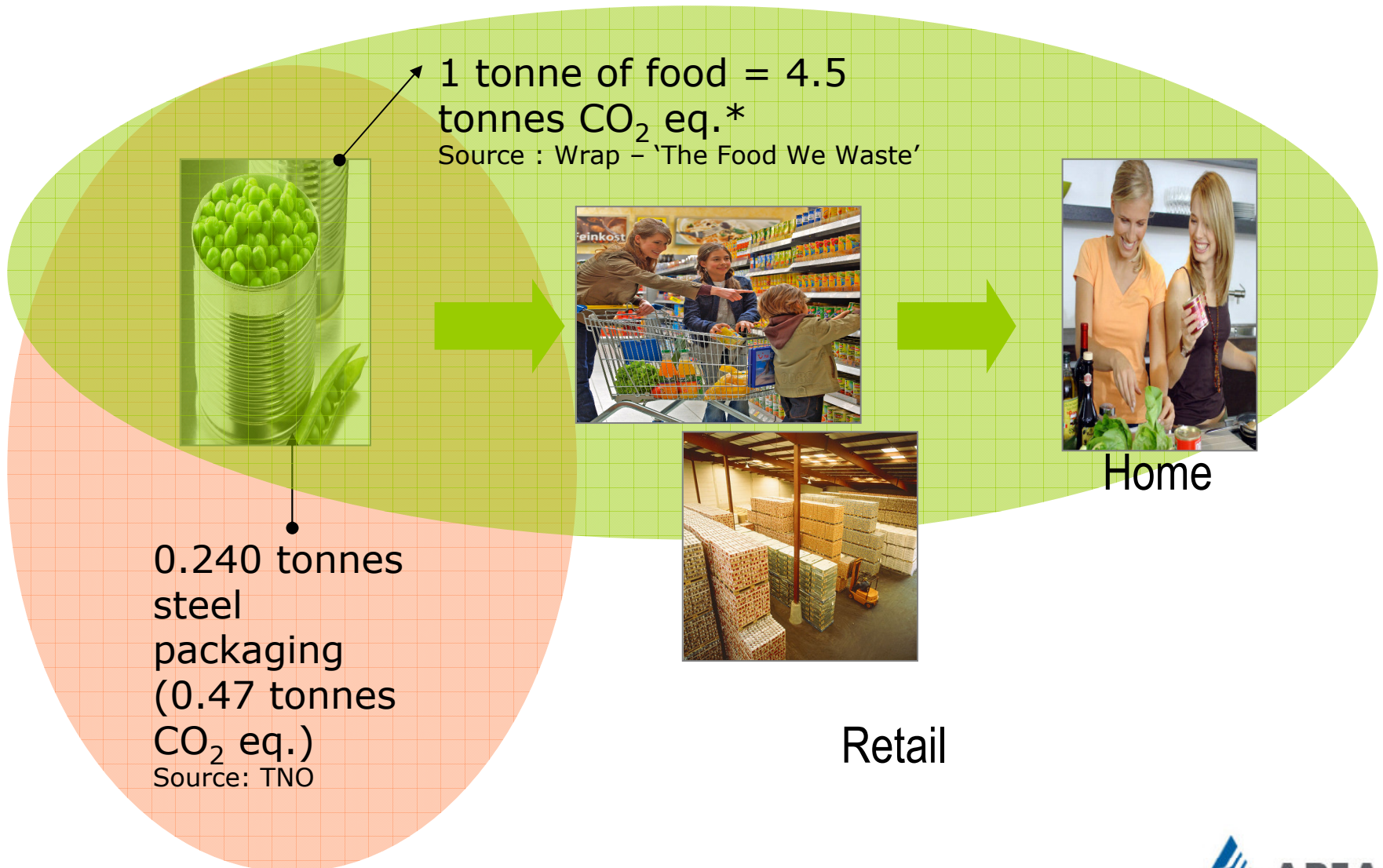
Steel for Packaging : 0.027% of global CO₂ equivalent emissions = 11.4 million tonnes



Source : Ref. 2000/2003 – World Resources Institute, EEA, EU Commission



A HOLISTIC APPROACH



* when thrown away needlessly



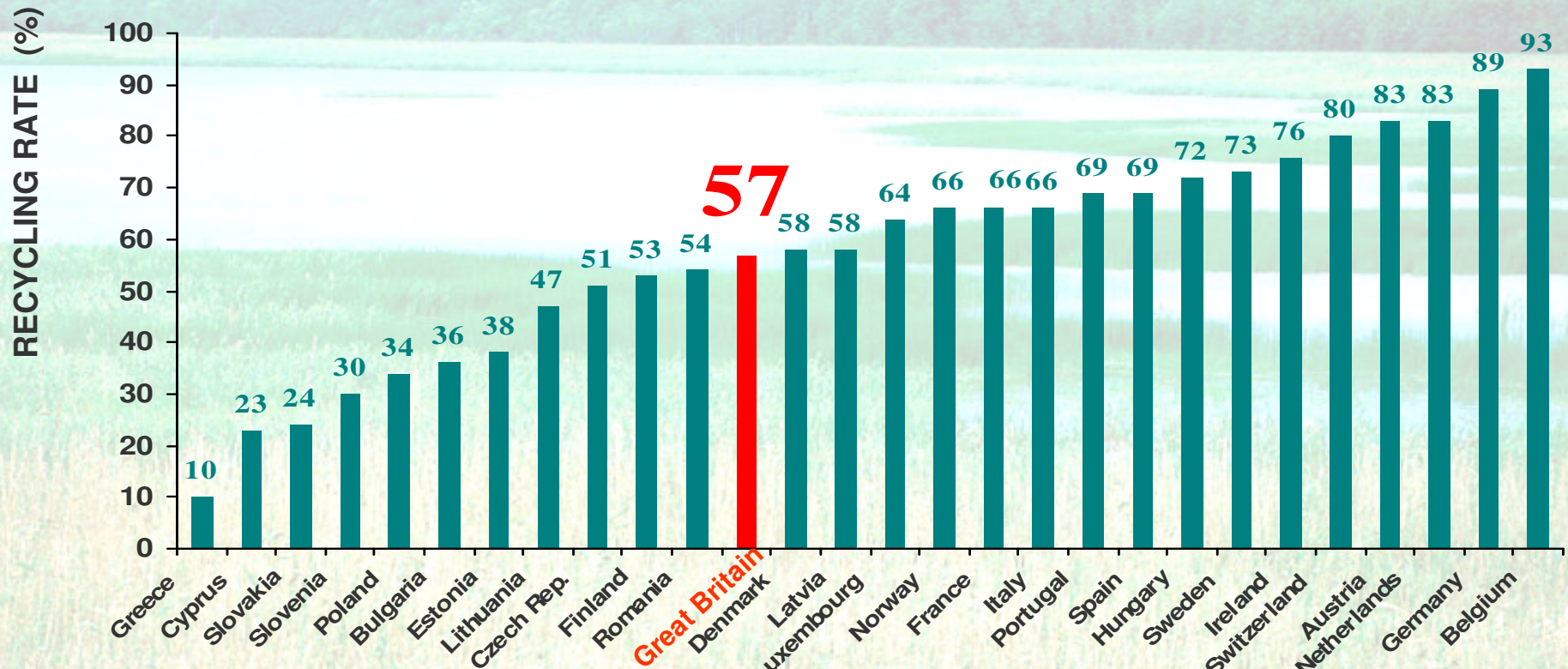
STEEL PACKAGING: ENDLESSLY RECYCABLE WITHOUT LOSS IN QUALITY



RECYCLING OF STEEL PACKAGING IN EUROPE



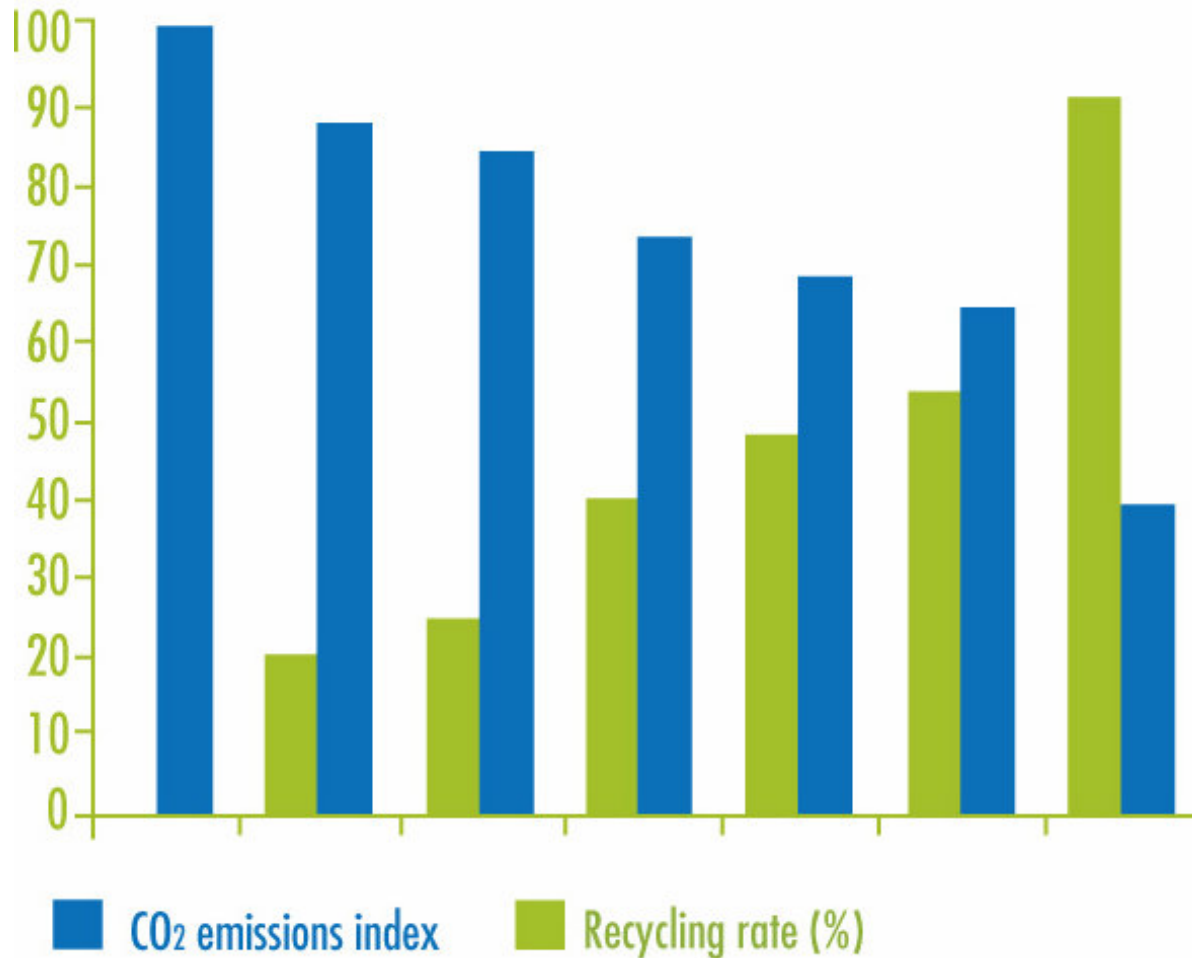
EU27 (+Norway & Switzerland): 66%



Belgium, The Netherlands, Luxembourg, Finland, Norway, Latvia, Slovenia, Lithuania, Cyprus, Estonia, Bulgaria, Romania: Metal packaging recycling rate (steel and aluminium)

Slovakia, Cyprus, Estonia, Romania, Denmark, Finland (2005 – latest official data)

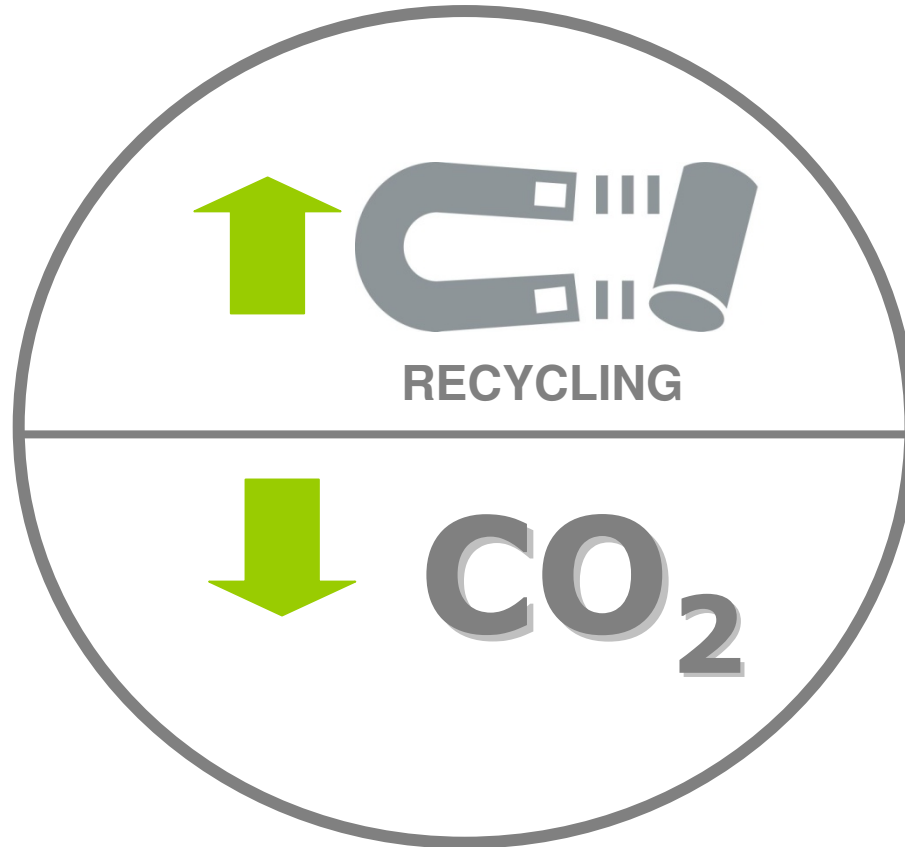
THE HIGHER THE RECYCLING RATE, THE LOWER THE CO₂ EMISSIONS



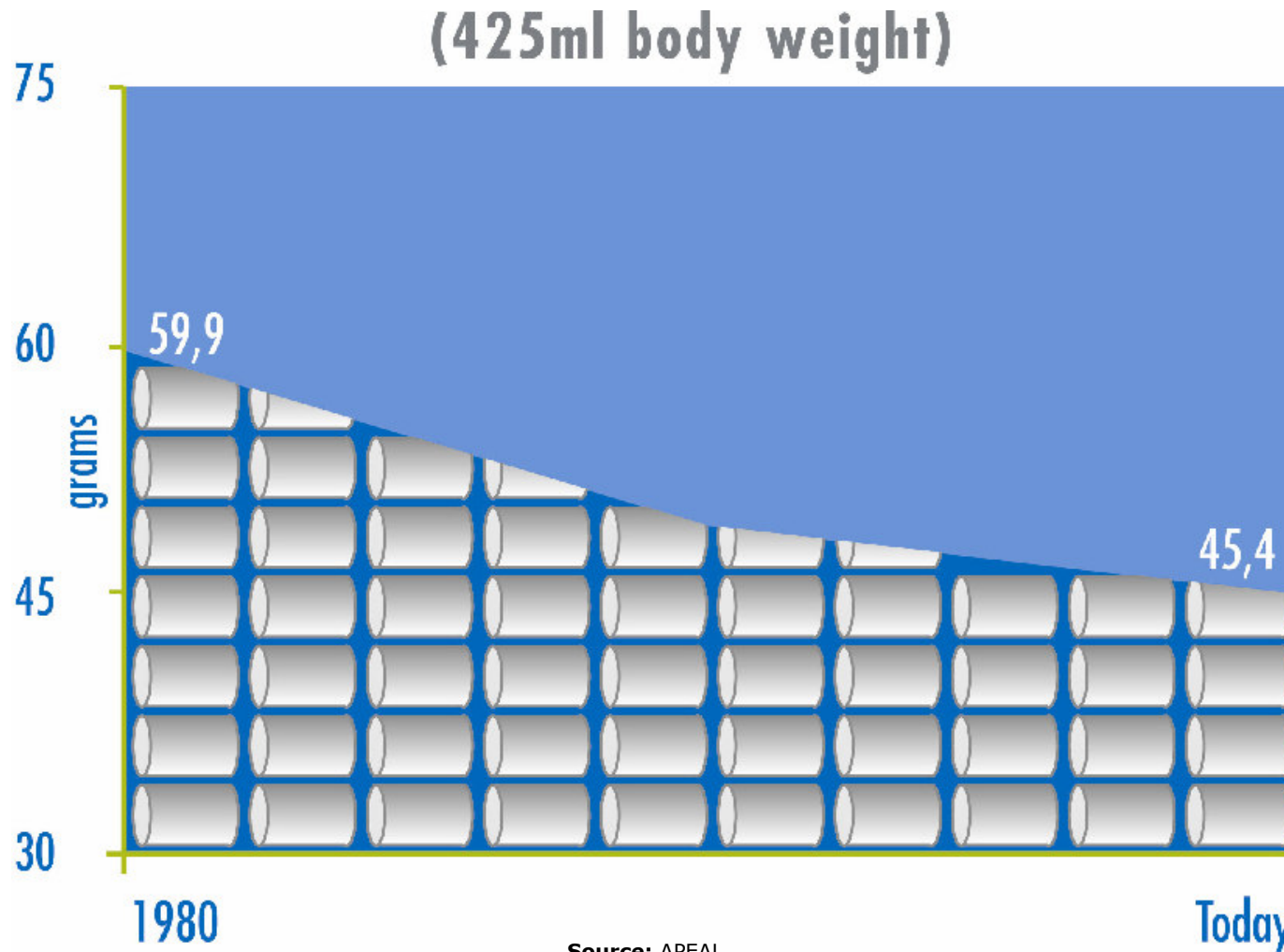
Source: APEAL



FOR THE UK ...



WEIGHT REDUCTION OF STEEL FOOD CANS



Source: APEAL



STEEL INDUSTRY LONG TERM R&D PROGRAMME

A worker in a white protective suit and helmet is operating machinery in a steel mill. The scene is filled with industrial equipment, including large metal structures and a glowing furnace. The overall atmosphere is one of intense industrial activity.

>40 Million Euros investment / year

-50% CO₂ emissions / tonne of steel produced

BENEFITS OF STEEL FOR PACKAGING

1. Endless recycling without loss of quality
2. High recycling rates, still increasing
3. Lightweighting potential
4. More recycling, less CO₂, less weight to landfill
5. Long term R&D programme

BENEFITS OF STEEL RECYCLING

1. Endless recycling, same quality

2. High recycling rate, increasing

3. High potential

...ing, less CO₂, less weight to

... long term R&D programme

STEEL NEEDS

- Full LCA credit for recycling rate achieved
- European average approach
- Competition

STEEL
FOR
PACKAGING



Naturally®