



Nestlé Good food, Good life

NESTLÉ PACKAGING SUSTAINABILITY STRATEGY

September 2026



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Note: Terms that are defined in the glossary are *italicized* throughout this document. Some italicized terms reflect trademarks, other report titles and/or Nestlé programs and initiatives, so may not appear in the glossary.

This document contains forward-looking statements regarding our targets, outlook and plans. It is based on current views, assumptions and estimates that, while made based on current knowledge and understanding, are inherently subject to uncertainties, which may cause actual results to differ materially from those contained in the forward-looking statements. Factors that may cause such discrepancies include, without limitation: changes in circumstances, assumptions not being realized, scientific or technological developments, evolving sustainability strategies, mergers and acquisitions or other corporate activities, changes in governmental regulations or policies, *market* and economic conditions, and other risks and uncertainties beyond our control. In addition, some metrics rely on external data sources and methodologies that may carry inherent measurement limitations.

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A comprehensive approach to packaging sustainability

Packaging plays an essential role in protecting our products, preserving quality and helping deliver safe food and beverages to consumers. While preserving these essential benefits, packaging must also become more circular and have a lower environmental impact.

At Nestlé, **we are guided by a vision where packaging does not end up in landfills or as litter.** We are therefore transforming the way we design, use and manage packaging, while supporting waste management infrastructure development. We are working towards a circular economy for packaging through **three priorities: less packaging, better packaging and better systems.**

Less packaging means reducing unnecessary materials, including *virgin plastic*, increasing the use of recycled and renewable materials where appropriate, and exploring reuse and refill models where they are practical, scalable and convenient for consumers. Better packaging means redesigning packaging and developing solutions that are ready for recycling systems. Better systems means working with partners, governments and value chain actors to help improve collection, sorting, recycling and recovery infrastructure, while supporting

effective regulation such as for well-designed *Extended Producer Responsibility* (EPR) schemes. These efforts also contribute to our broader environmental ambitions, including our [Roots to Net Zero](#) transition plan.

While we have made significant progress, individual company action alone is insufficient to address global packaging sustainability challenges. Greater impact requires system-level change: effective waste management infrastructure, harmonized regulation, stronger collaboration with industry peers, and advocacy with governments and value-chain partners.

This document sets out how we combine packaging innovation, waste management system development, advocacy and partnerships to advance our packaging sustainability strategy.

We are accelerating the transition to a circular economy through less packaging, better packaging and better systems.



OUR STRATEGY

Transforming our packaging and helping advance to a circular packaging system



The need to transition towards a circular packaging system

Packaging plays an essential role in protecting our products, preserving quality and helping deliver safe food and beverages to consumers. At Nestlé, we are guided by a vision where packaging does not end up in landfills or as litter.

Packaging protects products, helps maintain freshness and quality, and can play an important role in reducing food loss and waste. At the same time, packaging has an environmental footprint through the materials it uses, the greenhouse gas emissions linked to its production and end-of-life treatment, and the waste it can generate when collection, sorting and recycling systems are not available or not used effectively.

This is why packaging transformation is necessary. **It requires us to reduce the amount of packaging we use, design better packaging that works with existing or emerging circular systems, and support the development of effective collection, sorting, reuse, refill and recycling systems.** It also requires consumers, partners, industry and governments to play their part.

We have made meaningful progress.¹ Between 2018 and 2025, **we reduced the plastic packaging we put on the market from 1.7 million to 860 000 tonnes.** This reflects packaging performance improvements achieved through our initiatives, as well as portfolio evolution. It also shows why transformation must continue: further progress depends on sustained innovation, local implementation and system-level change.

For Nestlé, this transformation is also a business imperative. Better packaging can reduce material use, improve resilience, support our climate ambitions, strengthen

brand trust and respond to rising consumer expectations. As a result, **we continue to work on reducing our packaging through innovation,** focusing on packaging redesign and optimization, and moving to alternative materials, with plastics remaining one of the main hurdles to achieving packaging circularity. **These solutions must remain affordable and scalable, while protecting the product, meeting food safety requirements and being convenient for consumers.**

A robust strategy designed to adapt to diverse local challenges.

Because packaging value chains differ widely from country to country, our response must be both comprehensive and flexible. We focus our efforts where they can have the greatest impact, adapting to local waste management infrastructure, regulation, material availability and consumer behavior.



1. Nestlé reports progress annually in its [Non-Financial Statement](#), and to and to [Ellen MacArthur Foundation](#) as the Global commitment 2030 signatory.

Our strategy

We are guided by a vision in which packaging does not end up in landfills or as litter.

Less packaging

We are reducing overall packaging, especially *virgin plastics*, and eliminating unnecessary packaging through redesign and innovation. We progressively increase recycled content in our packaging. We aim to reduce the need for disposable packaging, and we are working on innovative, alternative delivery systems.

Better packaging

Together with industrial partners, we are developing new packaging materials and solutions that eliminate problematic packaging and are designed for recycling. We are replacing plastic with paper-based material, where this is possible and preferred by consumers.

Better systems

Just reducing or improving packaging alone cannot drive transformation. We are supporting the establishment of well-functioning collection, sorting and recycling infrastructure. We are advocating for harmonized regulations, supporting effective and efficient *Extended Producer Responsibility* (EPR) schemes and *Deposit Return Systems* (DRS). We are encouraging behavior change across the packaging value chain.

These strategic priorities come together in five pillars. These are the areas where we take action, letting us adapt our focus to local *market* conditions.

Our packaging sustainability strategy

1. Reduce

- ➔ Eliminate unnecessary packaging and reduce *virgin plastics*
- ➔ Integrate recycled content into our packaging materials

2. Reuse and refill

- ➔ Invest in innovative reuse and refill solutions
- ➔ Support enabling conditions needed to scale these models

5. Rethink behaviors

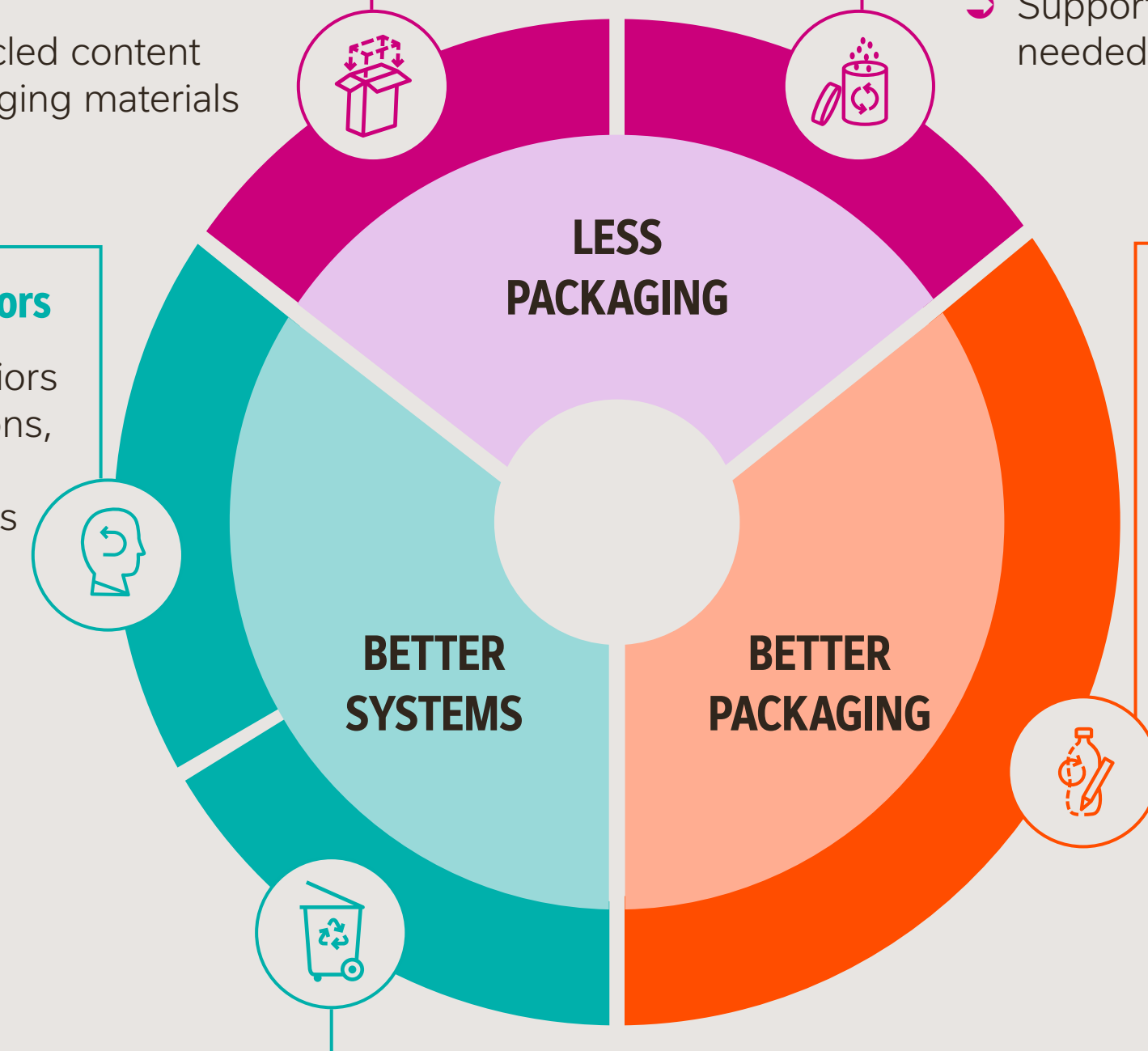
- ➔ Rethink behaviors in our operations, with partners and consumers

3. Redesign

- ➔ Design our packaging to be ready for recycling systems
- ➔ Collaborate with industrial partners to develop alternative materials and solutions

4. Recycle

- ➔ Engage in post-consumer collection, sorting and recycling systems
- ➔ Support governments to accelerate recycling infrastructure development
- ➔ Support well-functioning packaging *Extended Producer Responsibility* (EPR) schemes
- ➔ Help build waste management systems through our *Plastic Recovery and Recycling Plan* (PRRP)



Adapting to the geographical context

Because packaging value chains differ widely from country to country, our response must be both comprehensive and adaptable according to the geographical requirements.

Countries with established waste management systems

In countries with established waste management systems, we focus on less packaging and better packaging by reducing *virgin plastic* use, designing packaging for existing recycling systems and contributing to the financing of well designed *Extended Producer Responsibility* (EPR) schemes.

Countries with developing waste management systems

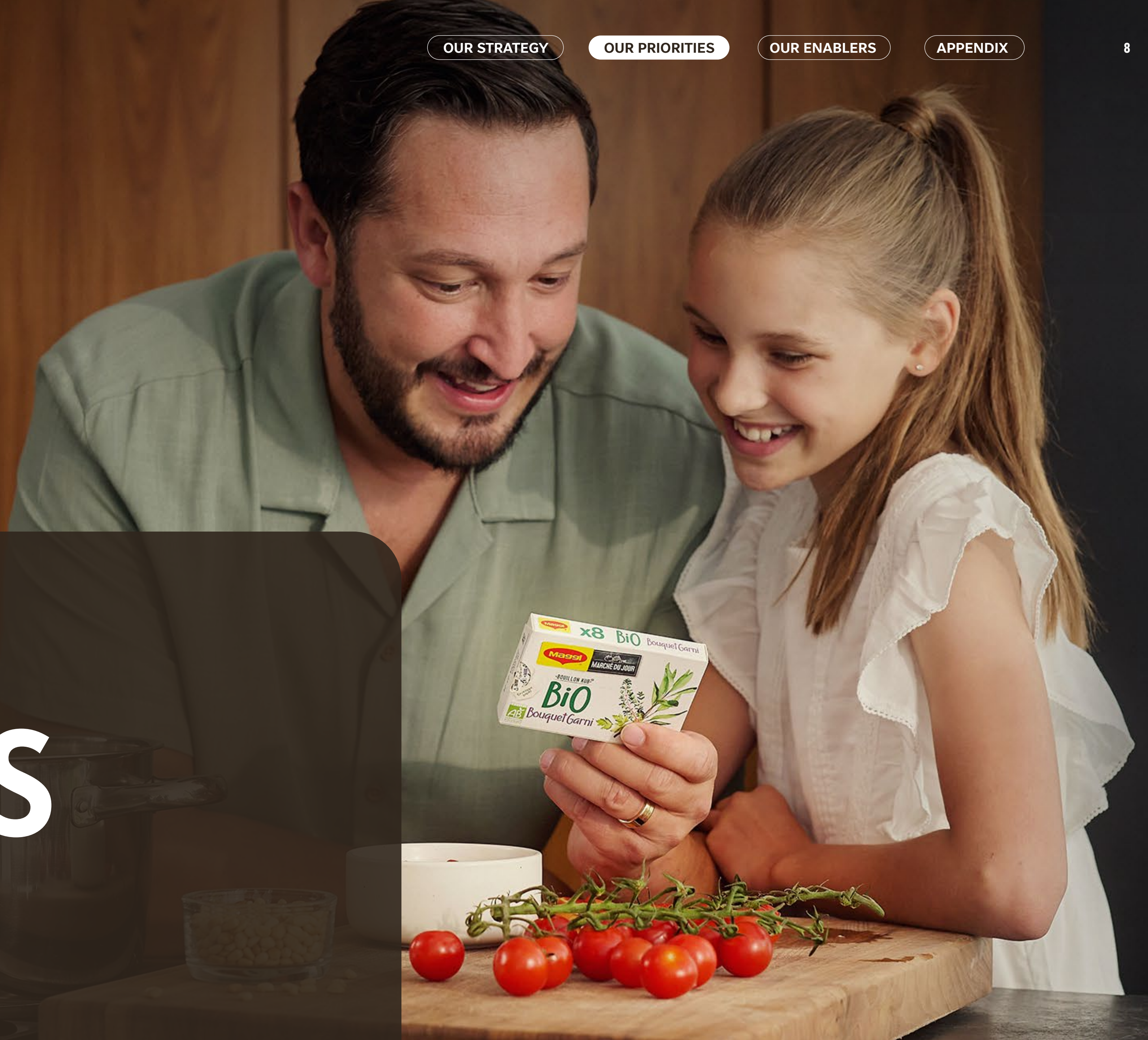
However, waste management infrastructure around the world has not kept pace with the scale of the challenge. In countries where effective waste management systems and regulation are lacking, we continue to reduce our use of *virgin plastics* while investing in initiatives that strengthen collection, sorting and recycling.

We also work with governments to accelerate the development of waste management and recycling infrastructure, advocate for harmonized regulation and support an ambitious Global Plastics Treaty to drive systemic change.



OUR PRIORITIES

Understanding where we take action





LESS PACKAGING

Reduce

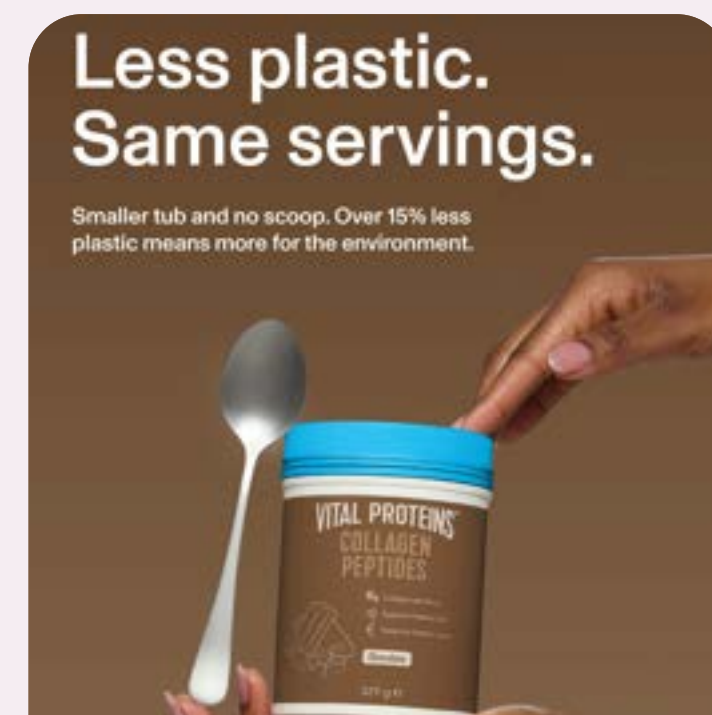
We aim to eliminate unnecessary packaging and reduce *virgin plastics* by optimizing our packaging.

We reduce our use of packaging materials, particularly *virgin plastics*, through packaging innovation, lightweighting and the elimination of unnecessary packaging and components, while maintaining product protection, quality and functionality.

We integrate recycled materials, where technically and economically feasible, while meeting strict food-safety requirements. **We create demand for recycled plastics** to help recycled materials retain economic value, and enable further investment in recycling systems.

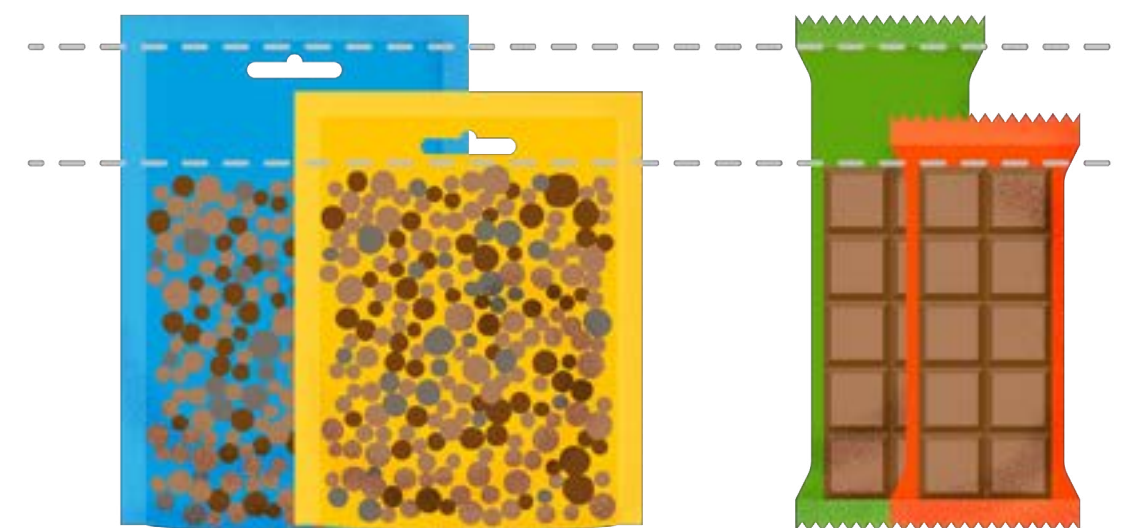
IN ACTION:

Weight reduction and elimination of packaging components



Vital Proteins

Vital Proteins, a Nestlé Health Science brand, removed the plastic scoop and transitioned to a smaller tub.



IN ACTION:

Integration of recycled content



For food-grade packaging *Nespresso*, *KitKat* and *Purina ONE*

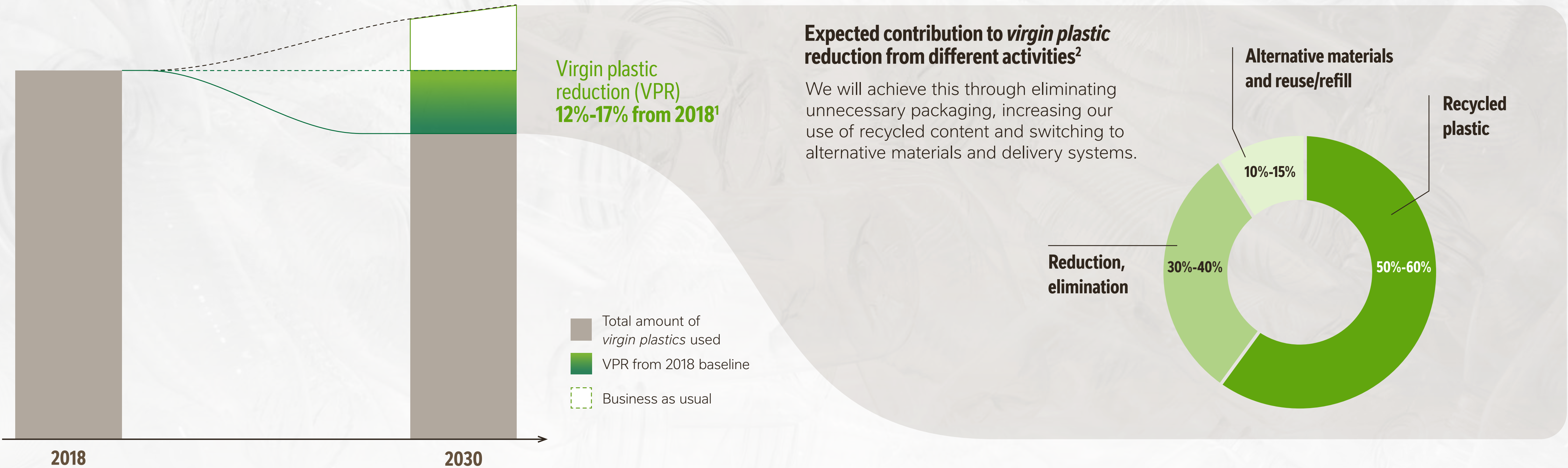
More than 80% of the aluminum in our *Nespresso* capsules (Original and Vertuo) is made using recycled materials. *KitKat* (UK and Australia) and *Purina ONE* (Europe) are among the brands that have integrated recycled content into their plastic packaging.



For non-food-grade packaging

We have increased the use of mechanically recycled plastics in non-food-contact applications, including *Tidy Cats* pails and jugs in the United States, as well as shrink and stretch films used for *secondary* and *tertiary packaging* across multiple *markets*. For paper-based non-food-contact applications, such as trays, our efforts continue to focus on maximizing the use of recycled content.

By 2030, we aim to achieve 12%-17% virgin plastic reduction, from the 2018 baseline*



Virgin plastic volume is obtained by deducting the recycled plastic volume from the total plastic packaging volume of the period. Primary, secondary and tertiary packaging are accounted for in the calculation.

Nestlé measures the reduction of virgin plastics usage from the 2018 baseline (611 kT excluding Nestlé Waters and Premium Beverages).

Nestlé reports its progress annually in its [Non-Financial Statement](#) and to the [Ellen MacArthur Foundation](#) as a signatory to the Global Commitment 2030.

1. In light of the announced future divestment, the target excludes Nestlé Waters and Premium Beverages. It is subject to change once the divestment is concluded, based on its impact on the packaging portfolio.
2. Expected contributions are estimates based on current plans and assumptions. Actual results may vary.

Actions related to our virgin plastic reduction target

By 2030, we aim to achieve 12%-17% *virgin plastic* reduction from the 2018 baseline. Progress towards this ambition will be driven by efforts to eliminate unnecessary packaging, increase recycled content and transition to alternative materials and delivery systems.

Priorities	Activities	Individual action	Collaborative action	Advocacy in collaboration
Reduce	Eliminate unnecessary packaging and reduce plastics by optimizing our packaging.	• Eliminate/reduce unnecessary packaging to reduce weight or switch to alternative packaging. • Drive packaging and product innovation to optimize packs while maintaining product protection.	• Work with value chain partners, including suppliers and customers, to reduce or eliminate unnecessary materials and components.	• Support industry design guidelines that go beyond material selection and tackle headspace or pack-size optimization. • Promote consumer education explaining smart/optimized packaging choices.
	Integrate recycled content into our packaging materials.	• Include post-consumer recycled content to reduce reliance on virgin resources and create demand for recycled plastics.	• Collaborate with value chain partners, including suppliers and customers, to improve on recycling processes. • Support evolution of certification requirements to ensure traceability.	• Advocate for incentives that compensate for pricing disadvantages of recycled plastics, e.g. EPR for packaging. • Support regulatory frameworks that enable safe food-contact recycled plastics.
Reuse and refill	Pilot alternative delivery systems and support conditions for scalable reuse/refill models.	• Design, develop and share knowledge on reusable packaging to encourage the scale-up of systems through shared infrastructures. • Introduce refill-at-home packs when opportunities present significant environmental savings.	• Join multi-brand, multi-retailer city and country pilots to learn what works and how to unlock barriers. • Work with organizations such as the CGF and EMF to build industry guidelines and measures for informing policies.	• Support government policies that would create the conditions to scale reuse and refill systems. • Continue to advocate with The Business Coalition for a Global Plastics Treaty for a move away from single-use plastics in favor of reusable and more durable solutions.
	Pioneer alternative materials to facilitate recycling.	• Consider alternative materials to plastic (e.g. <i>responsibly sourced</i> paper packaging) where technically and economically feasible, compatible with recycling systems and accepted by consumers. • Innovate for solutions providing optimal product protection and performance.	• Support industry guidance on alternative materials (e.g. paper-based flexible packaging). • Work with value chain partners and universities to develop and test new materials that are scalable.	• Engage with regulators and standard-setters to ensure paper-based innovations are aligned with local recycling systems.



LESS PACKAGING

Reuse and refill

Reuse and refill models help reduce reliance on single-use packaging by keeping packaging in use for longer. Through durable, reusable containers and refill solutions, these models can reduce the need for new packaging and support a more circular use of materials.

In reuse systems, packaging is designed to be returned, cleaned and used again multiple times. In refill systems, consumers retain the original container and replenish the product through refill packaging or dispensing solutions, extending the life of the original packaging.

Our activities in this space include:

- Exploring and deploying a *refill-at-home*³ concept as an additional lever to help reduce our overall packaging footprint and associated greenhouse gas emissions.
- Designing innovative packaging and systems for reuse.
- Testing reusable packaging at scale with multiple brands and retailers.
- Supporting deployment of shared reuse infrastructure and common packaging.
- Using learnings to shape scalable strategies, strengthen partnerships, support infrastructure development and inform enabling policy frameworks.

Several of our leading brands have tested reusable packs, allowing consumers to bring their packaging back to collection points after consumption. This supports a reduction in packaging use and lower greenhouse gas emissions. These containers are also designed to be recycled themselves at the end of their use-phase.



IN ACTION:
KitKat and Nestlé Dessert reuse system

Nestlé France partnered with Le Fourgon to pilot *KitKat* and *Nestlé Dessert* products in reusable stainless-steel containers through a deposit-return system. In this pilot, consumers received products in reusable containers that were collected after use, washed and returned to circulation, demonstrating the application of reuse systems in everyday grocery categories.

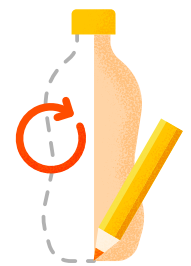


IN ACTION:
NESCAFÉ® GOLD Soft Pack

NESCAFÉ® GOLD is available in soft packs, perfect for refilling our glass jars. These packs use 97% less packaging by weight compared to our glass jars.



3. Reuse/refill claims shall comply with the applicable regulation of the selling market or, absent such regulation, follow international standards (e.g. ISO 14021:2026).



BETTER PACKAGING Redesign

We design our packaging to be compatible with packaging waste management systems. For the same reason we are also pioneering alternative paper (or polymer)-based materials packaging materials.

We continually seek to create innovative packaging solutions that provide optimal product protection and performance during and after the use-phase. **We aim to ensure our packaging is compatible with existing recycling operations.** We do this by simplifying the materials we use, for example by moving to single-polymer plastics to improve recyclability. Where technically feasible and accepted by consumers, we also consider alternatives to plastic, such as *responsibly sourced* paper packaging.

As part of this we work with our suppliers, academic institutions and start-ups to develop and test new materials that are scalable and follow or support building industry guidance on alternative packaging, such as paper-based flexible packaging.

IN ACTION:

From multi-material to mono-material

Multiple Nestlé products, under brands like *Toll House*, *La Lechera*, *Purina ONE* and *DiGiorno Pizzas* have switched to mono-materials to facilitate recycling. Implementing this strategy depends on the local recycling system being mature enough to process this packaging. We have therefore prioritized rollout in countries where recycling infrastructure is mature.



IN ACTION:

Replacing plastic laminates with paper

Nescafé paper soft packs in Europe illustrate how we are translating our strategy into action by replacing plastic with paper-based materials designed for local recycling systems, while maintaining the product protection, quality and performance required by consumers.



IN ACTION:

Compostable coffee system single-serve units

Nescafé Dolce Gusto offers paper-based, *compostable* coffee capsules for its coffee machines in countries like the Netherlands. The capsules use proprietary technology which is designed to protect the coffee from oxidation while enabling the capsule to be composted.



Our Rules of Packaging Sustainability guide our packaging design teams

Our Rules of Packaging Sustainability are a comprehensive set of packaging design rules, building on external and internal guidelines. They include Golden Rules and a Negative List as core elements.

The Golden Rules

Nestlé’s Golden Rules guide and define the way we design packaging today and in the future to reduce the materials we use and to ensure recyclability.

The Negative List

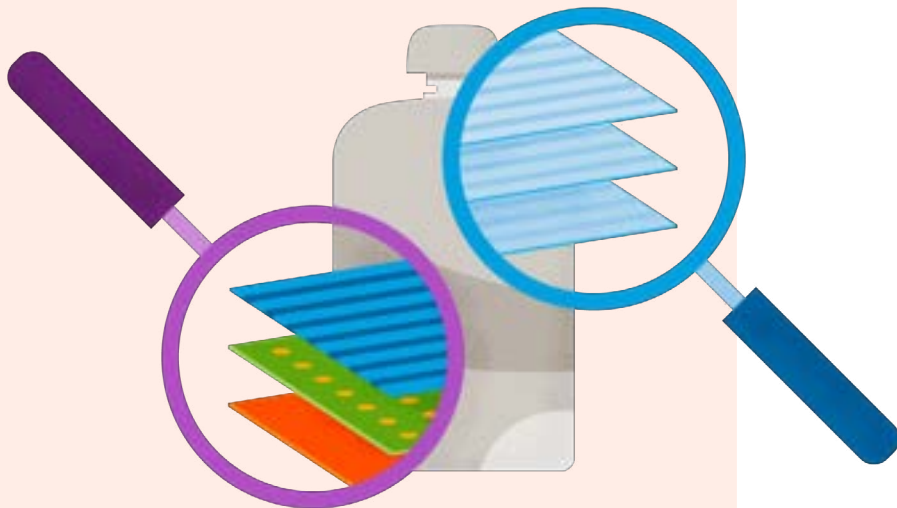
Our Negative List sets out what is to be removed, the materials, additives, packaging concepts and items that are, or will become, obsolete as recycling technologies, waste-management infrastructure and regulation evolve.

For the full detail on the Golden Rules and the Negative List, please refer to our Rules of Packaging Sustainability.

Design for Recycling

We continue our efforts to design more of our packaging for recycling systems, including plastic packaging. We do so through packaging redesign and innovation, while working with partners, governments and other stakeholders to strengthen the systems needed to translate recyclability by design into recycling in practice.

Design for Recycling (D4R) remains a key metric within our packaging sustainability strategy and an important criteria for guiding packaging innovation and redesign, particularly for plastics.





We support the development of efficient collection, sorting and recycling systems to accelerate the transition to a circular economy for packaging.

Our strategy for supporting recycling at a system level depends on the maturity level of the waste management infrastructure and the *Extended Producer Responsibility* (EPR) legislation for the countries in question. Both elements are essential for a scalable and well-functioning circular economy.

In countries with established waste management systems, **we support collection and recycling through EPR schemes and advocate for their effective implementation.**

In countries where waste management infrastructure and regulations are still developing, **we proactively support the scale-up of waste management systems through our voluntary *Plastic Recovery and Recycling Plan (PRRP)***, which includes advocating for the set-up of well-functioning and cost-efficient packaging EPR systems.



Extended Producer Responsibility (EPR)

EPR is a policy approach that makes producers responsible for their products along the entire lifecycle, including at the post-consumer stage.

We support the development and implementation of well-designed, mandatory packaging EPR laws and schemes. EPR laws are key to increasing collection, sorting and recycling rates, as well as building *markets* for recycled materials. Well-designed packaging EPR legislation creates a level playing field for companies large and small, while supporting the growth of new jobs in emerging sorting and recycling industries.

Nestlé proactively advocates for well-designed EPR laws at the global and national levels. We also join others in advocating for packaging EPR, including through collaborative action led by the Consumer Goods Forum, the Global Plastic Action Partnership (GPAP), and the Ellen MacArthur Foundation.

Collaboration with the Producer Responsibility Organizations (PROs) and industry stakeholders is essential to further enhance collection, sorting and recycling performance. Belgium stands out as a model *market*, where close collaboration between producers, recyclers, waste management partners and the PROs—Fost Plus and Valipac—has enabled a high-performing, continuously evolving packaging system, delivering circularity at scale.

We work closely with Fost Plus and Valipac, to continuously strengthen this EPR system, building on the success of the national blue bag recycling scheme. We have helped to drive key milestones, including the integration of aluminum and plastic capsules into the national system since 2023, and have led joint industry efforts to advance the recycling of flexible plastic packaging into food-grade materials.



Our Plastic Recovery and Recycling Plan (PRRP)

Our voluntary PRRP aims to facilitate the development of collection, sorting and recycling initiatives and support the transition toward well-designed EPR systems.

We are executing PRRP in more than 20 countries across Latin America, Asia, and Africa.

We have chosen the priority countries based on our assessment of the current waste management infrastructure and our past experience in supporting the development of EPR systems in multiple geographies.

Our country level strategy

Our PRRP projects are designed and implemented with the following objectives:



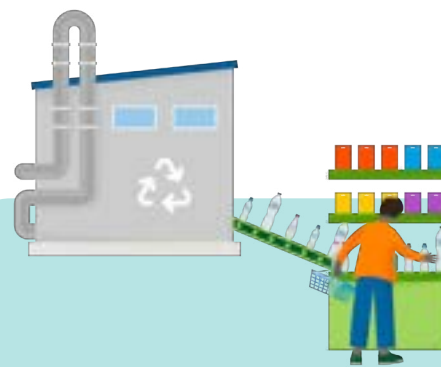
1. Support system infrastructure

- ➔ Fund the collection, aggregation, sorting, recycling and energy-recovery of plastic packaging waste.
- ➔ Address key infrastructure gaps through scalable partnerships and collaborative action.



2. Strengthen systems and drive participation

- ➔ Promote safe, fair and inclusive practices across waste management systems.
- ➔ Drive consumer and community awareness and participation in collection systems (i.e. source segregation).



3. Enhance traceability and transparency

- ➔ Strengthen upstream and downstream traceability.
- ➔ Enhance the credibility of environmental impact and improve data availability.



4. Support the transition toward well-designed EPR legislation

- ➔ Support the development of effective EPR laws and schemes and the formation of Producer Responsibility Organizations (PROs).
- ➔ Help create conditions for long-term system viability, through advocacy.

Environmental impact

- ➔ Reduce plastic leakage into the environment and plastic flows to landfill.
- ➔ Increase collection and recycling rates and system capacity.
- ➔ Contribute to lower lifecycle GHG emissions through improved waste management and circular material use.

Social impact

- ➔ Improve working conditions and safety for workers in recycling value chains.
- ➔ Aims to promote good practices in local waste management and contribute to more inclusive and effective waste management systems through the recognition and inclusion of waste pickers.

Plastic Recovery and Recycling Plan (PRRP)

Through PRRP, **we work with local partners** across the value chain, including collection, sorting and recycling organizations, civil society, industry alliances, governments, academia and NGOs, **to strengthen packaging waste management systems**, improve transparency and accountability. Together we advance human rights due diligence **and support the transition toward circular and well-designed Extended Producer Responsibility (EPR) systems.**

IN ACTION:



Recycling Alliance (Nigeria)

Founded in 2018 with Nestlé as a founding member, the Food and Beverage Recycling Alliance (FBRA) is Nigeria’s leading industry-led EPR platform. As of 2026, the Alliance comprises 49 member companies and works across the value chain to strengthen collection and recycling systems and advance EPR implementation.



Mechanical Recycling (Vietnam)

In Vietnam, we are working with Duy Tan to expand high-quality mechanical recycling capacity for PET. This partnership aims to increase the availability of food-grade recycled resin through improved sorting and processing.



Waste picker cooperatives (Brazil)

In Brazil, we are partnering with Reciclar pelo Brazil to strengthen waste picker cooperatives by improving infrastructure, equipment, and operational capacity. We are promoting the cooperatives’ role as formal service providers within the recycling system.



Retail waste collection points (Ecuador)

In Ecuador, we are working with La Favorita to support their “Gira” recycling initiative. This includes developing in-store take-back points to capture post-consumer packaging, with consumers receiving rewards (e.g. discounts or points) for returning packaging.



Fair Circularity Initiative (FCI)

Through the FCI, we work to understand how waste pickers contribute to circular economy systems and how their participation can strengthen collection and material recovery. These insights help inform our PRRP and support policies and frameworks that recognize the role of waste pickers in recycling systems.

BETTER SYSTEMS

Rethink behaviors

We are actively engaging consumers, employees and customers to accelerate progress toward our packaging circularity ambitions.

We design products with behavior change principles in mind, encouraging consumers to take part in recycling and reuse systems. This includes physical interventions such as establishing collection points and mail-in bags in multiple *markets* and retail locations. With our employees, we are accelerating behavior change and helping the company meet its packaging sustainability objectives. We are doing this through a packaging sustainability training program.



IN ACTION:

Driving consumer recycling behaviors

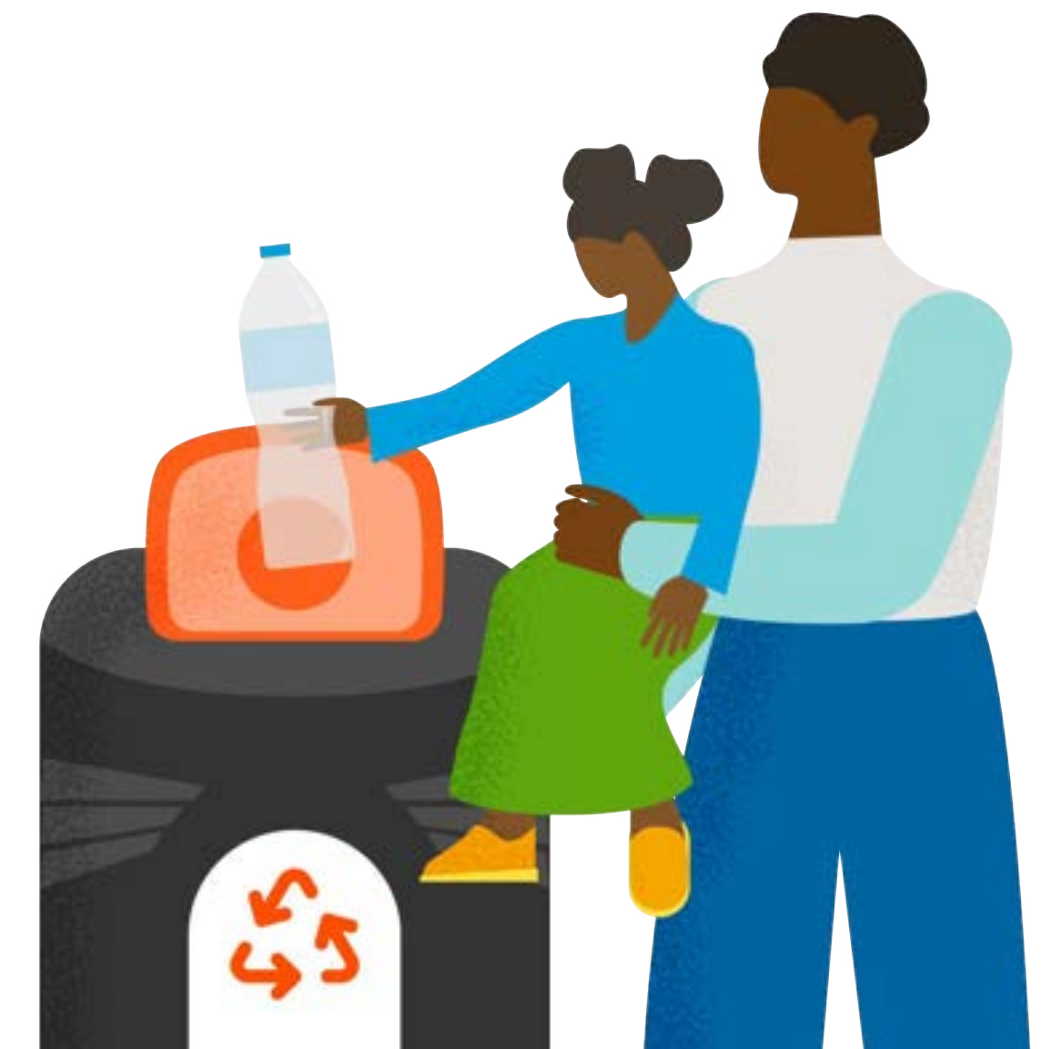
We create products that are designed to engage consumers in recycling and reuse. We also set up collection points. We also set up collection points in retail sites and provide mail in bags (e.g. for Nespresso capsules) in multiple *markets*. We add recycling information to the back panel of our packaging.



IN ACTION:

Employee training on packaging sustainability

We are rolling out a dedicated training program to help employees build a shared understanding of packaging sustainability, make better day-to-day decisions and drive the behavior changes needed to achieve our packaging sustainability objectives.



OUR ENABLERS

Making progress possible



Robust governance

From global ambition to local execution

Nestlé’s packaging sustainability strategy is globally aligned and combines strategic direction, scientific innovation and *market*-level execution.

The ESG and Sustainability Council is delegated by the Executive Board to drive the implementation of our overall sustainability strategy, including the packaging sustainability strategy, as approved by our Board of Directors. Our global Sustainability team supports the governance bodies in defining and operationalizing the strategy, by setting the vision, targets and priority actions across our five packaging sustainability pillars—Reduce, Reuse and Refill, Redesign, Recycle and Rethink Behaviors.

Innovation and product and packaging development are driven through Nestlé’s global Research and Development network, including the Nestlé Institute of Packaging Sciences (NIPS), a dedicated research center focused on advancing packaging solutions, materials, technologies and systems. Together with R&D teams across the business, NIPS develops and scales innovations that

help reduce virgin material use, increase recycled content, improve recyclability and explore alternative packaging models, while continuing to protect product quality, safety, affordability, convenience and shelf life.

Local actions

To translate global ambitions into action, local Packaging, Sustainability, and Business teams adapt and execute the global roadmap within their specific *market* context. Local teams are responsible for implementing solutions in line with local legislation, waste management infrastructure, consumer behavior and regulatory requirements. This *market*-led approach ensures that global strategies and innovations can be deployed effectively while addressing local opportunities and challenges.

This governance model creates a clear link between global strategy, innovation, and local implementation, enabling Nestlé to accelerate progress toward a circular economy for packaging while remaining responsive to evolving *market* needs, infrastructure realities and regulatory developments.

GOVERNANCE	GLOBAL	Sustainability strategy and deployment Senior experts leading each of the five Pillars and packaging data automation and reporting.
		Research and development Product and packaging development and innovative technologies.
	LOCAL	Sustainability and packaging leads Adaptation and execution of global strategies and technologies in regional and local contexts.

Innovation, science, digital and AI to accelerate packaging transformation

We combine packaging science, innovation and practical design choices to embed our packaging sustainability strategy into day-to-day work, helping teams reduce packaging impacts at scale while protecting product safety, quality and consumer experience.

Science and innovation as the foundation:

This work is supported by the Nestlé Institute of Packaging Sciences, founded in Lausanne in 2019, which evaluates the safety, functionality and performance of packaging materials, working with experts across our sites, and with suppliers, research institutions and start-ups to help turn innovation into practical packaging solutions.

Translating strategy into packaging choices that can scale:

We design packaging to be fit for purpose, consumer-centric and aligned with our packaging sustainability strategy, embedding these considerations into day-to-day packaging development and decision-making.

This includes reducing unnecessary packaging, lightweighting where appropriate, increasing recycled content, assessing alternative materials or novel materials to replace plastics, designing for local recycling systems and exploring reuse or refill models-based on environmental performance, product-protection requirements, consumer use and local infrastructure.

Recycled content for food packaging

We are advancing research on the food safety of recycled plastics to expand the use of recycled PET and help unlock mechanically recycled polyolefins for food-contact applications. This includes partnering with suppliers and research organizations, testing emerging recycling and decontamination technologies, and generating the scientific evidence needed to support safe and effective use of recycled content in packaging. These efforts help optimize recycled content while maintaining product safety and quality.

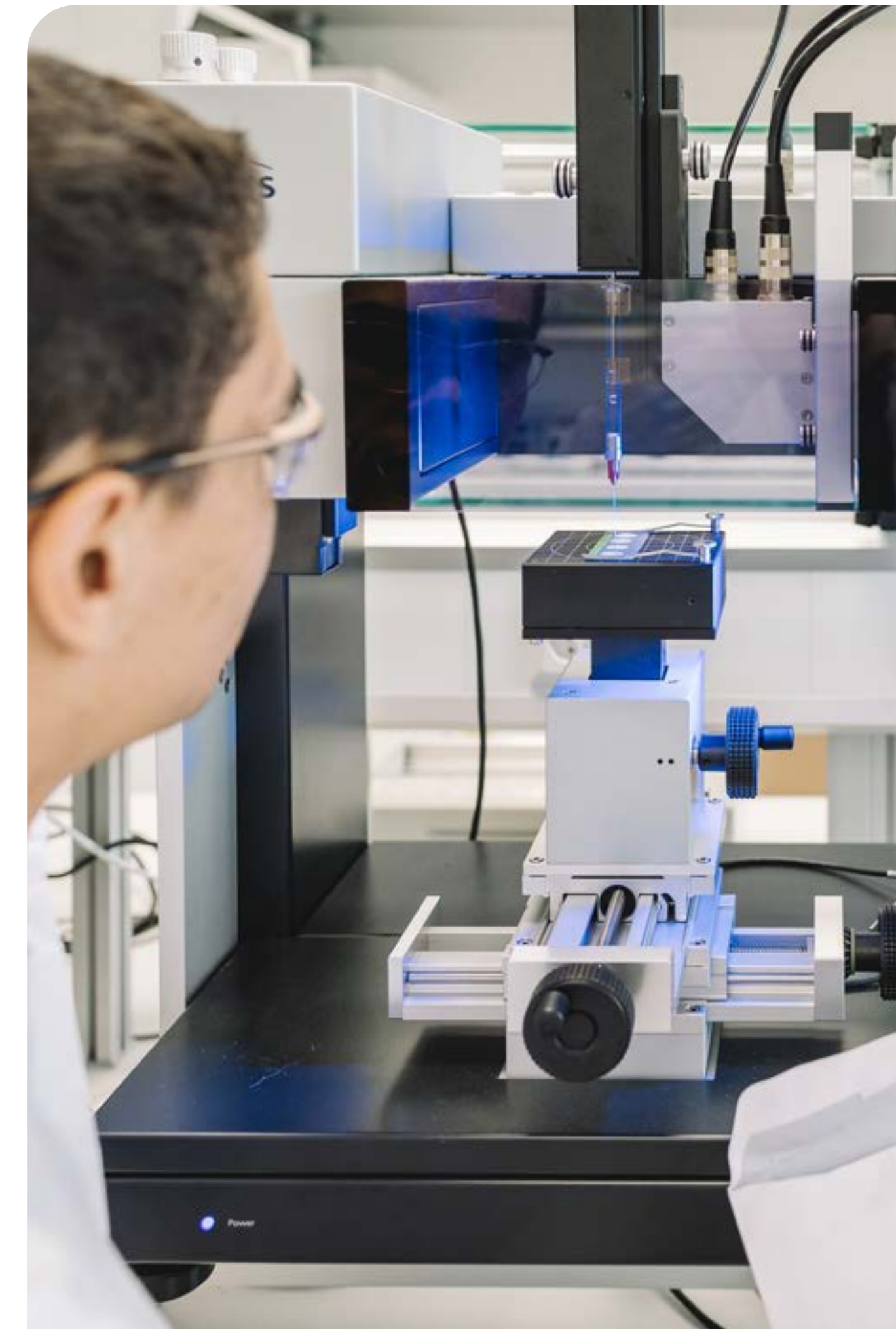
Using digital tools and AI to support better decisions:

We use digital tools and AI to support material screening, packaging design choices, recyclability assessment and roadmap tracking across *markets*, helping teams make more consistent, data-informed decisions as packaging solutions are developed, tested and scaled.

Nestlé and IBM Research

We are partnering with IBM Research to accelerate the discovery of innovative packaging materials. This technology has the potential to shorten development times and enable faster delivery of packaging solutions.

[Nestlé and IBM leverage AI for new packaging innovations | Nestlé Global](#)



Collaborative action

We work with partners to leverage synergies and support better regulations.

We recognize that our impact is limited if we work in isolation. So, we work with a range of carefully selected partners from local to global levels to help accelerate change. As a result, we can share learnings, drive economies of scale, promote wider customer adoption and encourage consumer behavior change.

Working collaboratively



- Unites 1200+ businesses and organizations behind a shared vision for plastics.
- Advocates for legislation and industry positions on best practices.
- Works with businesses and policymakers to accelerate the transition from circular economy ambition to implementation at scale.



- ➡ Joins 300+ organizations to form the coalition.
- ➡ Convened by EMF and the World Wildlife Fund.
- ➡ Advocates for a legally binding, ambitious treaty that tackles the entire lifecycle of plastic products.



- ➡ Global CEO-led platform.
- ➡ Brings together manufacturers and retailers.
- ➡ Produces policy papers.



- Collaborates to develop national plastic action roadmaps.
- Builds national plastic action partnerships.
- Develops standardized system mapping.
- Creates financing and investment roadmaps.



- ➔ Collaborates to embed human rights in circular economy systems.
- ➔ Advocates for inclusive recycling policies and global treaty alignment.
- ➔ Drives fair working conditions for workers in the informal waste management sector.



IN ACTION:

Driving consumer recycling behaviors

Flexible plastic is particularly difficult to recycle. In the UK, the Flexible Plastic Fund (of which we were a founding member) funded the UK's largest trial of collecting and recycling flexible plastic. The trial covered 160 000 households and more than 400 tonnes of flexible plastic. It found that collection is achievable, that consumers are ready and that the recycling itself worked (with plastics recycled into products like plastic bags, fences and benches).

The importance of advocacy and collaborative action

Lasting change requires aligned action.

When business, policy, and society move together, systemic change becomes possible.

<i>Extended Producer Responsibility (EPR)</i>	UN Global Plastics Treaty	Reuse and refill
Advance well-designed legislation Setting clear roles, fair obligations, transparent governance and stable financing for packaging waste management.	Advance an ambitious global agreement Promoting a legally binding agreement that addresses the full lifecycle of plastics and creates a harmonized framework to reduce plastic pollution.	Advance enabling legislation Recognizing reuse and refill as complementary circular models, with clear definitions, realistic targets and supportive policy conditions.
Improve system effectiveness Increasing collection, sorting and recycling performance, while ensuring materials are effectively recovered and kept in circulation.	Supporting treaty measures that accelerate waste prevention, collection, reuse, recycling and circular material flows across countries.	Ensuring reuse and refill models deliver measurable environmental benefits, strong consumer participation and reliable return, cleaning and refill processes.
Drive system efficiency Creating scalable, cost-effective EPR schemes that harmonize requirements, reduce fragmentation and enable long-term investment in infrastructure.	Promoting consistent global rules, common definitions and coordinated policy approaches that reduce fragmentation and enable scalable investment.	Supporting shared infrastructure, standardized formats and scalable operating models that reduce cost, complexity and duplication across companies and channels.

APPENDIX

Glossary

Circularity: Reflecting the circular economy principles defined by the Ellen MacArthur Foundation, circularity is about designing out waste and pollution, keeping materials in use at their highest value and regenerating nature.

Compostable: A material is considered compostable (whether suitable for home or industrial composting) when, through microbial activity, its biodegradable components break down to form compost as well as naturally occurring gases and water under both aerobic and anaerobic conditions.

Design for Recycling (D4R): Refers to packaging materials and formats which are compliant with our Negative List and aligned with the Golden Design Rules, which can be found within our [Rules of Packaging Sustainability](#).

Extended Producer Responsibility (EPR): EPR is a policy approach that makes producers responsible for their products along the entire lifecycle, including at the post-consumer stage.

Market: Market(s) is used to describe geographic entities where Nestlé operates.

Net zero: In 2019, we announced our ambition to reach *Net Zero* GHG emissions by 2050 at the latest. In 2026, we updated our timebound plan, the Nestlé Roots for Net Zero, which underpins our group's climate strategy and acts as our transition plan aligned with a 1.5°C pathway as validated by the Science Based Targets initiative (SBTi). We will balance any remaining emissions through high-quality natural climate solutions.

Plastic Recovery and Recycling Plan (PRRP): PRRP is a Nestlé voluntary program aiming to facilitate the development of collection, sorting and recycling initiatives supporting the transition toward well-designed EPR systems.

Primary packaging: Packaging conceived so as to constitute a sales unit to the final user or consumer at the point of purchase.

Refill at home: is a circular-economy concept defined by Ellen MacArthur Foundation, not a term defined by regulation. This business model involves a user keeping a reusable container which they refill at home. Refills might be delivered to the door or they could be bought in a shop. In this business model, users are responsible for the reusable packaging, including cleaning it.

Responsibly sourced / responsible sourcing: For Nestlé, responsible sourcing means improving the traceability of our ingredients and monitoring how they are produced. This involves applying our environmental and human rights requirements - detailed in our [Responsible Sourcing Core Requirements](#) - at the different stages of our supply chain. Examples of these requirements include that land and resources of Indigenous peoples and local communities are respected and that no deforestation and no conversion of forests and other ecosystems occur in our supply chain.

Secondary packaging: Packaging conceived so as to constitute at the point of purchase a grouping of a certain number of sales units.

Tertiary packaging: Packaging conceived so as to facilitate handling and transport of a number of sales units or grouped packaging in order to prevent physical handling and transport damage. Tertiary packaging does not include road, rail, ship and air containers.

Virgin plastic: Plastic that has not been previously used or subjected to processing other than for its original production. It includes fossil and bio-based plastics.





Nestlé

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NESTLÉ PACKAGING SUSTAINABILITY STRATEGY

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