

## Information on your Eco Certificate 2018

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### What is the basis for the calculations?

The calculations for the savings achieved in the various impact categories, which we attest for you in your Eco Certificate, are based on Der Grüne Punkt's Environmental Performance Balance. This is drawn up every year and is modeled on the life cycle assessment method specified in ISO 14040 and 14044; it is then subjected to an academic scrutiny by the Institute for Energy and Environmental Research (IFEU) in Heidelberg and officially confirmed by its experts.

### How does recycling lead to savings?

We are often asked why recycling leads to savings in energy, resources and emissions although the recycling process might actually be expected to result in additional emissions of greenhouse gases and an increased consumption of energy?

This question can be answered very easily: Recycling serves to obtain *secondary* raw materials, such as plastic regranulates, which are used for making new products. Using secondary raw materials accordingly obviates the need to use *primary* raw materials, such as oil, and thus leads to savings in terms of greenhouse gases. Any emissions released along the *collection, sorting and recovery value creation chain* and during *transport* have, of course, been incorporated in the calculations to their full extent. Only when the outlays for producing a secondary raw material in a recycling process are lower than for producing the same quantity of a product made from primary raw materials is recycling a viable option.

### Why is recycling with Der Grüne Punkt of such high quality?

Der Grüne Punkt is market leader among the dual systems in Germany, with almost 30 years of experience. Besides compliance with the obligations arising from the German Packaging Law, we will be pleased to advise you on your strategy for packaging sustainability.

We offer sustainable services covering the entire recycling operation. With our "Systalen" regranulate and our premium "Primus" recyclate, we offer you a variety of options for using recycled plastics in your production processes. Moreover, since May 2014 we have been the exclusive partner of the cyclo-HTP Institute, which assesses and certifies the recyclability of packages. In addition, with **Design4Recycling**, Der Grüne Punkt advises you on optimizing your packages, and on the basic principles of sustainable packaging design. We'll be pleased to discuss with you how we can assist you in implementing your sustainability strategy.

You will find an overview of our sustainable products and services under: <https://www.gruener-punkt.de/en/services/design4recycling.html>

## What are the actual benefits of recycling?

Since 2007, we have made this environmental benefit transparent for our customers with the Environmental Performance Balance. The Eco Certificate Grüner Punkt confirms the beneficial effect of recycling in five impact categories:

### › Impact Category 1: savings in greenhouse gases

The emissions of greenhouse-relevant trace gases reinforce the Earth's natural warming process, and may have dramatic consequences, including:

- shifts in climate zones and ecosystems
- rising sea levels around the globe



- » **Recovering your sales packages will reduce the creation of climatologically harmful greenhouse gases, such as carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>) and laughing gas (N<sub>2</sub>O)!**

### › Impact Category 2: savings in fossil resources

Oil, in particular, is a risk factor for the industrial sector, due to scarcity and fluctuating prices on the global market

- Thanks to these savings, countries not rich in raw materials, like Germany, reduce their dependence on raw material imports



- » **Recovering your participating sales packages reduces consumption of fossil resources!**

### › Impact Category 3: reduction in phosphate and nitrogen compounds

Effluent from industrial facilities and farms carries nutrient-rich substances into the bodies of water concerned. Overfertilization (“eutrophication”) may result in excessive growth of plants and other organisms. The resultant shortage of oxygen puts the ecosystem of these bodies of water at risk.



- » **Recovering your participating sales packages prevents bodies of water from being contaminated by phosphate and nitrogen compounds!**

### › Impact Category 4: savings in primary energy

- Finite resources, like mineral oil, coal and gas, are getting scarce
- Nuclear energy is controversial, and is now being gradually replaced by alternative energies
- Regenerative energies are (as yet) in short supply, and are relatively expensive



- » **Recovering your participating sales packages will save primary energy!**

### › Impact Category 5: avoidance of sulfur dioxide equivalents (“acidification”)

Emissions of sulfur and nitrogen compounds cause acid rain. If they reach the ecosystems of the soil and water bodies concerned, this may cause damage due to the resultant lowering of the pH value (“acidification”). Industrial emissions reinforce these harmful effects.



- » **Recovering your sales packages will reduce acidification!**

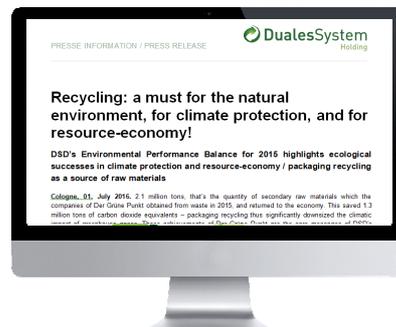
## You're doing something good – so talk about it as well!



- › Show your customers and business associates that you're committed to conserving the natural environment and to climate protection, and communicate your internal projects on the issue of sustainability.
- › Integrate your "Eco Certificate Grüner Punkt" and our press release on the Environmental Performance Balance in the Sustainability section of your company's website.



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Sample design for the "Press" section!

- › Communicate your sustainable commitment via social networks like Facebook, instagramm, etc.
- › Utilize the activities of Der Grüne Punkt on the social web for your own communication work (e.g. by sharing our Facebook postings, communicating our videos).
- › Communicate your producer responsibility with the Green Dot symbol on your sales packages.

## Where can I find Der Grüne Punkt on the social web?

Website: [www.gruener-punkt.de/en](http://www.gruener-punkt.de/en)

Facebook Fanpage: [www.facebook.com/DerGruenePunkt?ref=stream](https://www.facebook.com/DerGruenePunkt?ref=stream)

YouTube channel: [www.youtube.com/user/DerGruenePunkt1990](https://www.youtube.com/user/DerGruenePunkt1990)