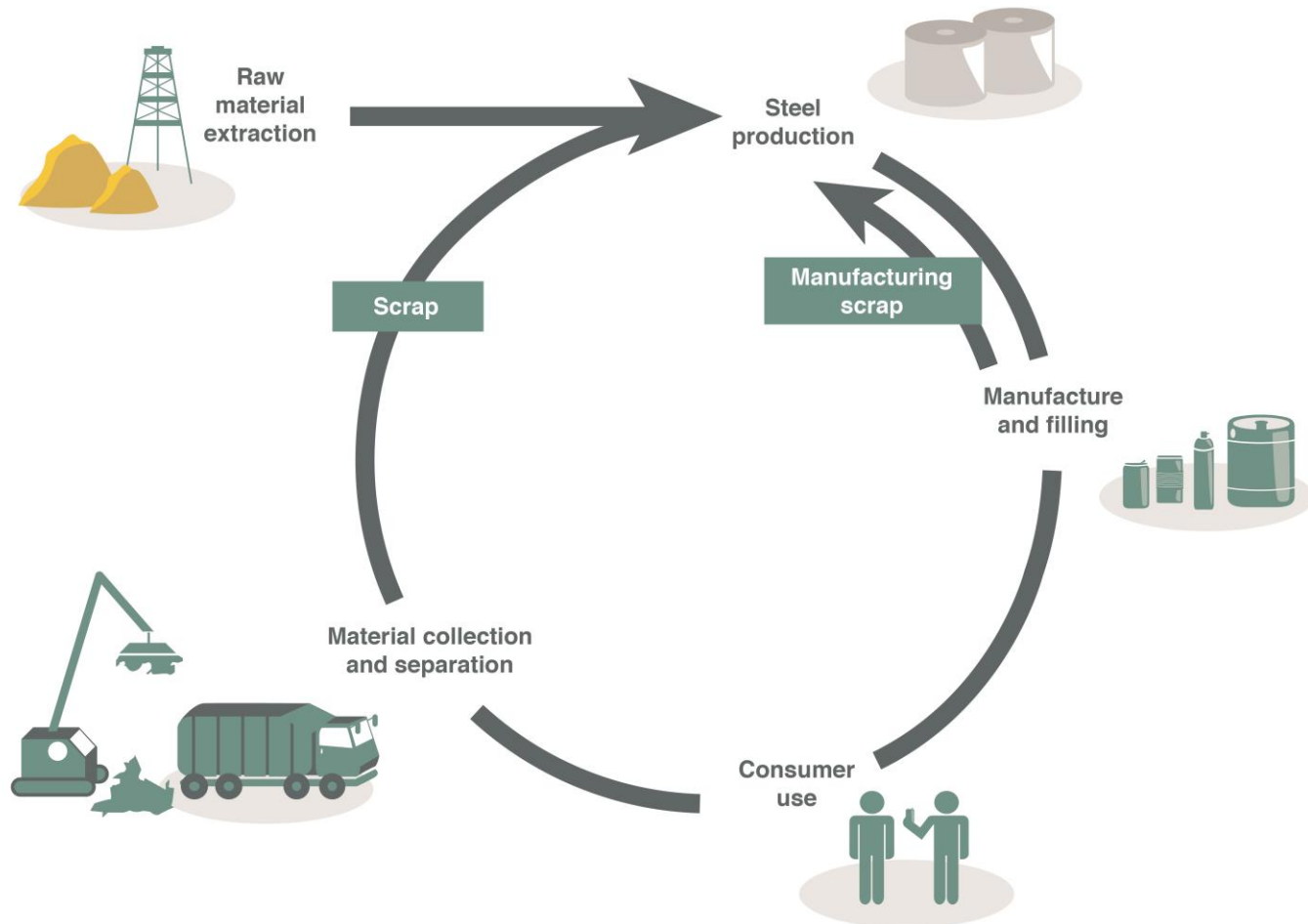




Stéphane Tondo, APEAL Board member

# Steel is a green solution for Central Europe

# A closed material loop, a circular economy at work



---

# A green solution for Sourcing

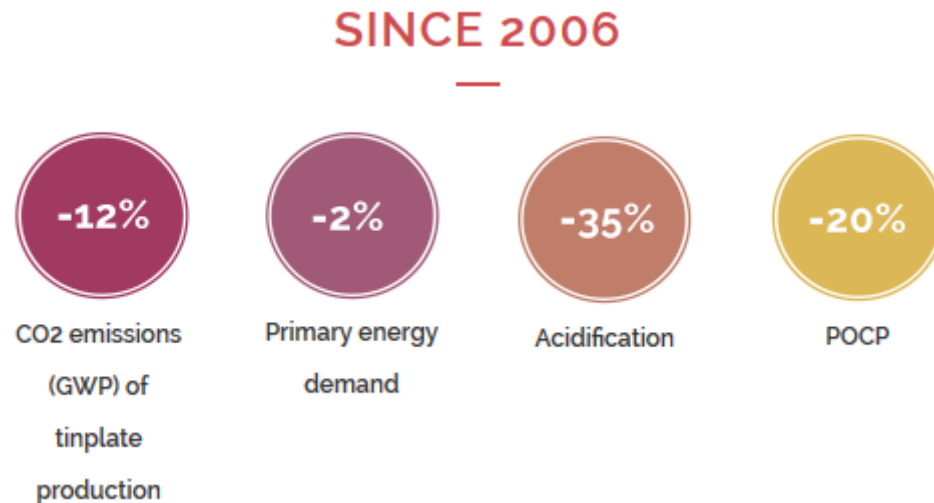
---

## Steel's closed material loop saves resources

- Materials savings
  - Each item of recycled steel packaging saves over twice its weight in raw materials
- Energy savings
  - Using recycled steel saves 70% energy
- Emissions savings
  - Each item of recycled steel packaging saves over one and a half times its weight in CO<sub>2</sub>

# A green solution for Product Design

- Brands can make informed material decisions
- APEAL's full tinplate dataset is available since 2006
- Steel packaging continuously improves carbon footprint

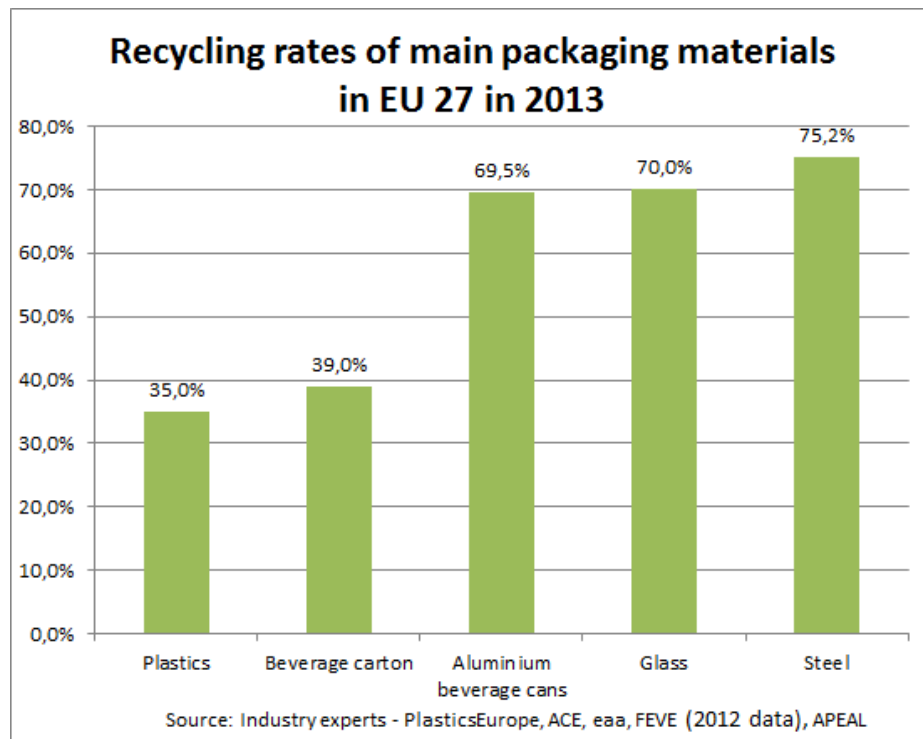


# A green solution for Waste

75% of steel packaging recycled in Europe in 2013

3<sup>rd</sup> party validation since 2011

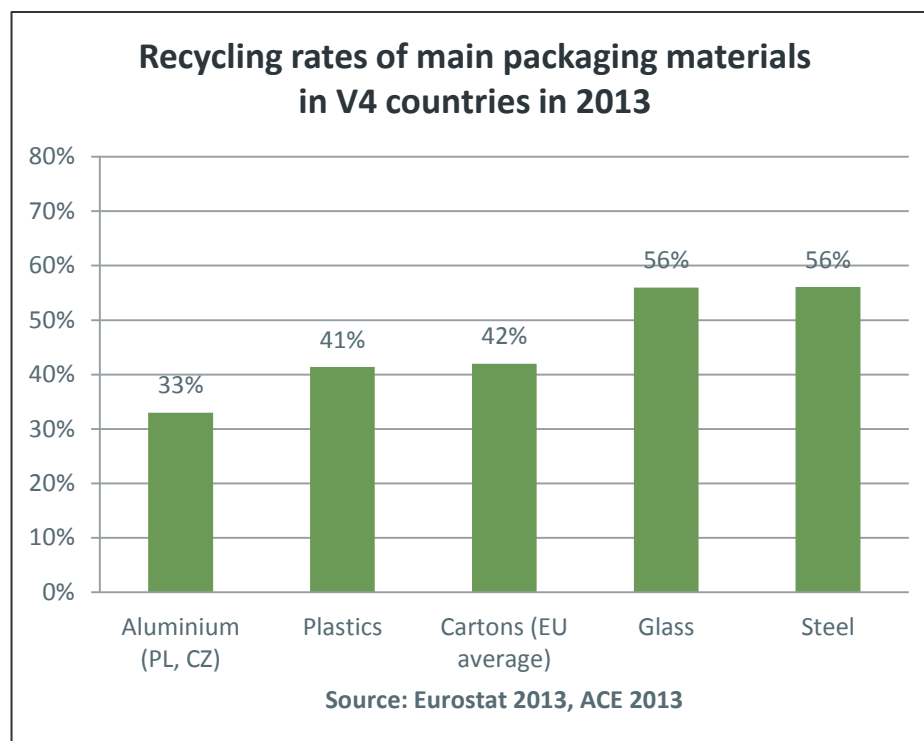
A highly efficient recycling process & infrastructure



# A green solution for Waste in V4 countries

56 % of steel packaging recycled in the V4 countries in 2013

Steel packaging is a top performer



# Steel complies with the demands of a circular economy

- Steel benefits from unique inherent magnetic properties
- Steel is easy and economically extracted from any waste stream
- No separate waste stream or consumer separation is necessary



Image: Eurofer



---

## Recycling scrap is an inherent part of the manufacturing process

---

- No need for specific recycling structure
- No need to transport long distance
- All steel plants are recycling plants
- Scrap is needed to produce steel





---

# Steel is a permanent material

---

- Steel is never consumed but continuously transformed through recycling processes that do not degrade its inherent properties
- Steel recycles forever.



---

# Steel is the perfect material for the Circular Economy

---

- A circular economy will be achieved through a value chain approach
- Metrics for success are LCA & recycling
- Steel packaging can help to build a green and sustainable future in Central Europe
- How can we make progress together?