



MATTONI 1873

SOURCES AND TASTES OF EUROPE

The Great Journey

Alessandro Pasquale, 22. 11. 2019



Vision for the beverage industry

Fully circular system for PET bottles

Opportunity to work together



Industry



Institutions



Consumers



Other
stakeholders

Let's work together to solve the problem

- Ⓜ Making profit on the problem is not moral
- Ⓜ We need to solve the problem
- Ⓜ Not keep the status quo



Role of Institutions

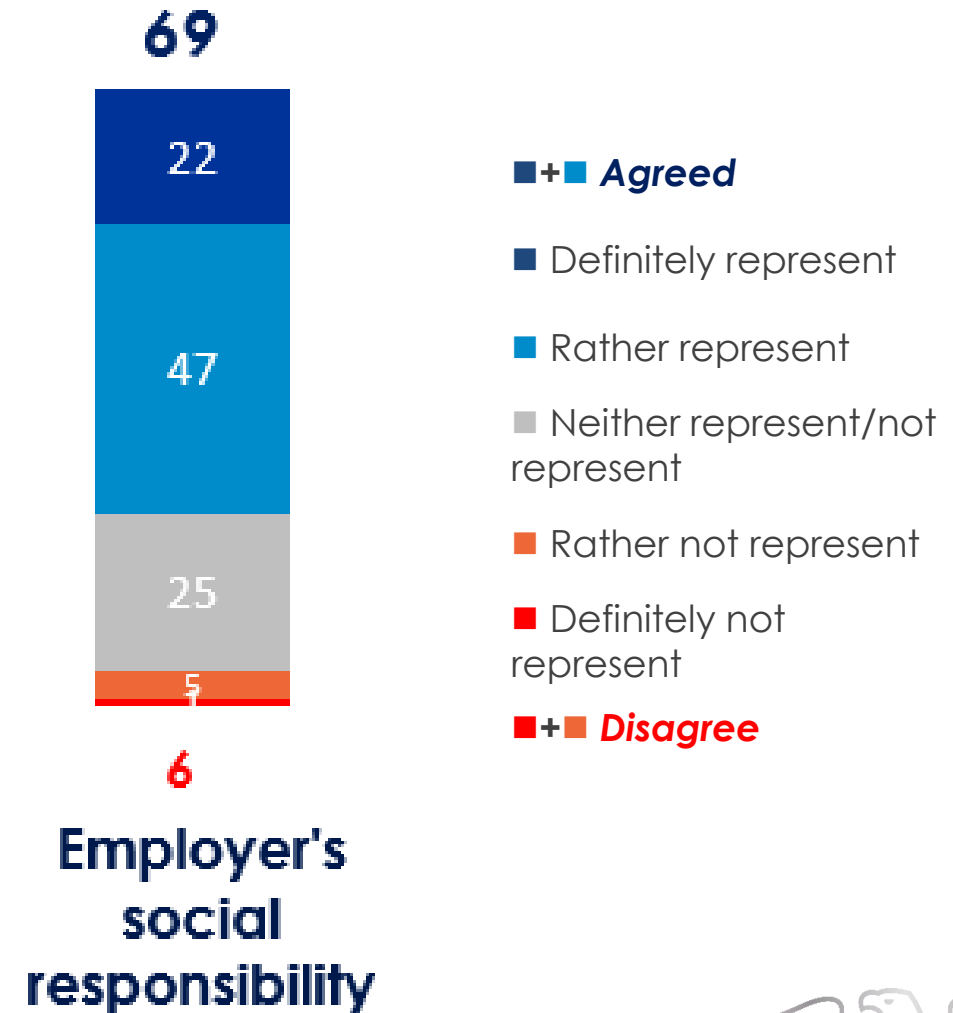
- Ⓜ We need your support!
- Ⓜ We need cooperation and help from the government



Embarking on sustainability is a great journey

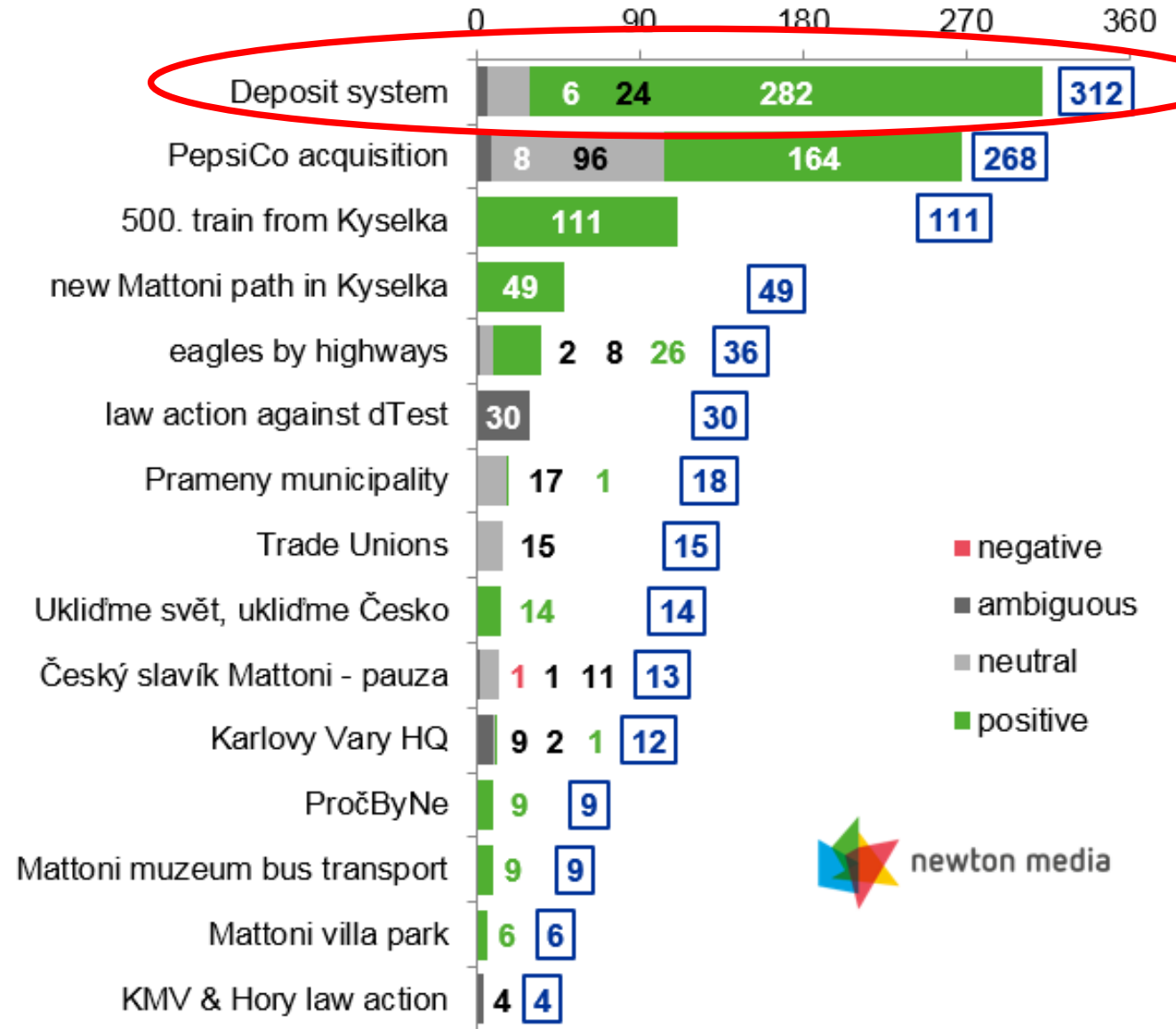
1. Employees appreciate it

CSR and company culture are strengths of the company – employees appreciate them



Embarking on sustainability is a great journey

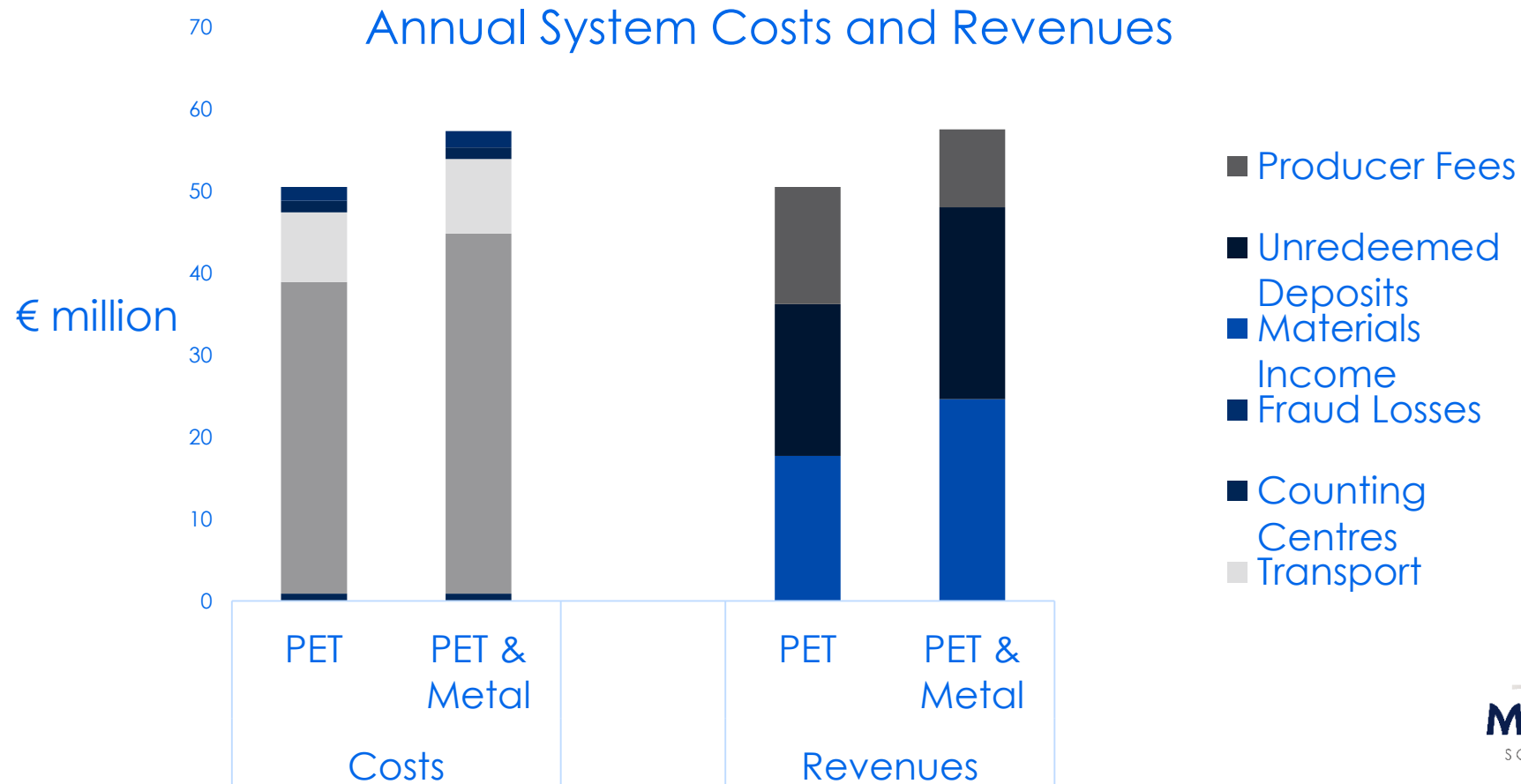
2. Great PR results



Embarking on sustainability is a great journey

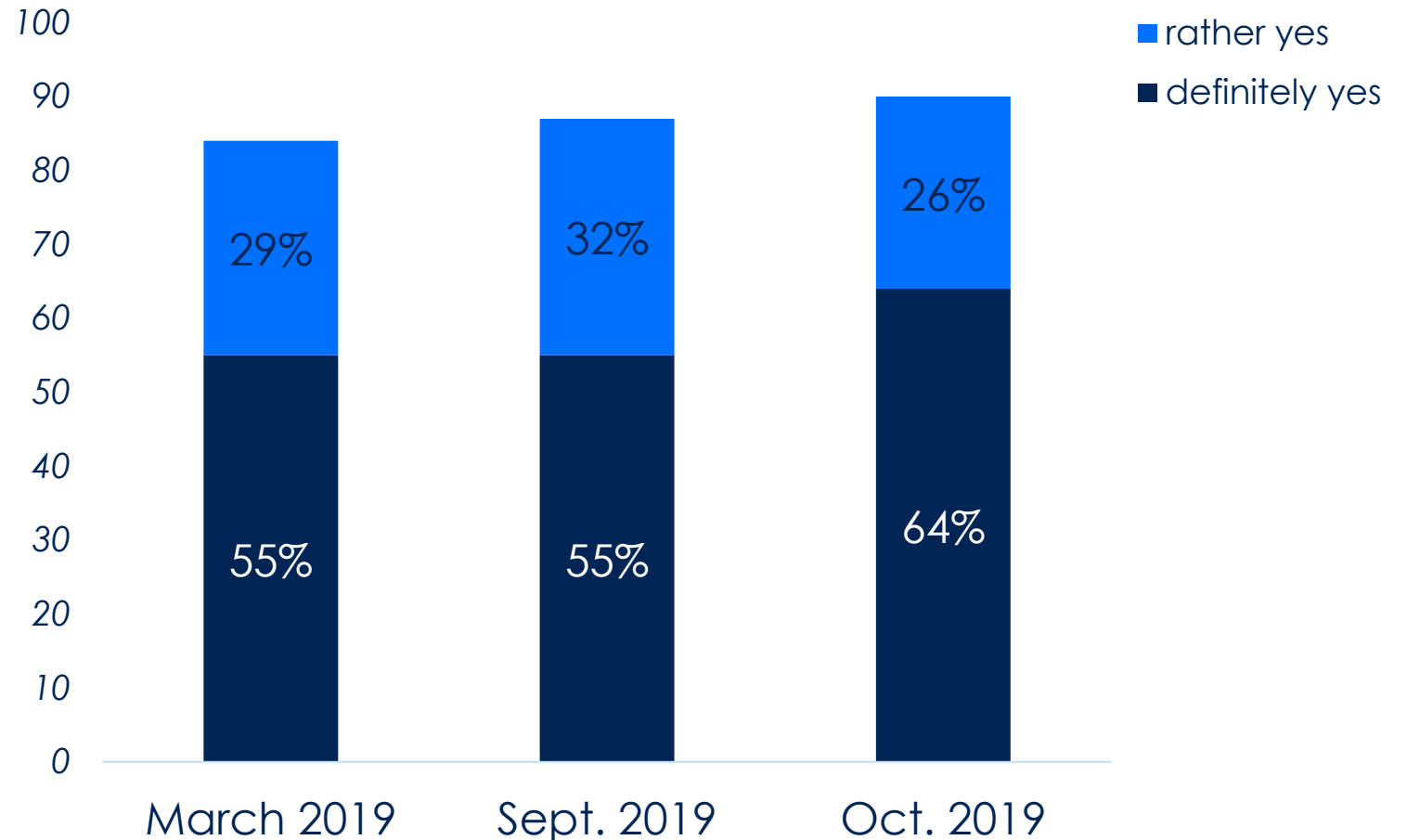
3. Financial sustainability

Ⓜ Deposit system is financially sustainable



And what about the consumers?

90%
Like the idea of
a deposit system



Q: Would you welcome an introduction of a deposit system for PET bottles and cans?

THANK YOU

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