

Local Supplement to our Global Sustainability Report FY23

Pakistan

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About this document

This Local Supplement for Pakistan should be viewed as a complement to the Tetra Pak Global Sustainability Report FY23.

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Its aim is to provide our stakeholders with updated and accurate information on relevant local sustainability initiatives and achievements for the Tetra Pak Pakistan Market Company which comprises **Pakistan** and **Afghanistan**. We deliberately follow the same structure and focus areas of the Tetra Pak Global Sustainability Report FY23. Within each chapter, we have taken

great care to highlight the environmental and social priorities which are most relevant to our operations in Pakistan such as minimising the environmental impact of our food processing systems, raising awareness of safe aseptically packaged food with consumers, the initiatives we undertake for diversity, inclusion and the well-being of our employees and the communities we operate in, our advances in recycling as well as our contribution to reversing nature loss.

We invite you to explore this Local Supplement to learn more about how Tetra Pak Pakistan is advancing its sustainability journey and supporting the unique environmental priorities of our market area.

Introduction



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Letter from the Managing Director

Our journey towards a more sustainable future is ongoing, but not an easy one, especially in a country like ours, where there are unique and significant challenges when it comes to fulfilling our sustainability targets.

The challenges include a lack of clearer environmental policies and regulations, in addition to resource scarcity and infrastructure deficiencies in terms of waste management, recycling facilities, and transportation systems.

Despite these challenges, every year, we manage to create solutions, and continue our efforts to lessen our carbon footprint and support renewable energy at our production site, introduce processing solutions that greatly improve both environmental sustainability and

operational effectiveness for our customers, and continue to be vigorous with our recycling efforts.

In 2023, the country produced approximately 49.6 million tons of solid waste, with an annual increase of more than 2.4%¹. Municipal waste disposal methods such as burning, dumping and burying in empty areas posed risks to public health and the environment. Tetra Pak's ten-year-old partnership with Green Earth Recycling demonstrates our ongoing efforts and support in advancing the recycling of Used Beverage Cartons (UBCs) in a responsible manner.

Moreover, in the past few years, Pakistan has faced significant challenges related to climate change, with the impact of environmental disasters being starkly

evident. The country experienced devastating floods in 2022 that submerged a third of its territory, causing damages exceeding \$30 billion, which accounted for about 8% of its GDP². With Tetra Pak's investment in International Renewable Energy Certificates (iRECs), we have significantly reduced our total carbon footprint (Scope 1 & Scope 2) by 80%³. This is only one of the many steps we are taking to minimize our impact on the environment. This time around, it is a particularly special and proud moment for me, as for the very first time, we were able to compile all the local initiatives we took as a market company in the 2023 and feature them in our local supplement to share it with you all.

I'm also pleased to share with you a collaboration with one of our customers, that proved to be pivotal in achieving the

Awais Bin Nasim,
Managing Director,
Tetra Pak Pakistan



¹ Source: <https://www.trade.gov/country-commercial-guides/pakistan-waste-management>
² Source: <https://unctad.org/news/pakistan-accelerating-green-industrialization-amid-climate-and-economic-shocks#:~:text=In%202022%2C%20the%20impact%20of,about%208%25%20of%20its%20GDP.>
³ Source: International Renewable Energy Certification system.

shared goal of lessening the environmental impact of their operations and to progress the sustainability transformation pillar of Tetra Pak's Strategy 2030.

All these projects and initiatives cannot possibly happen without the extremely talented and dedicated group of people that make our organization and therefore, we realize how we also need to continue to strive to ensure the well-being of our employees as a reflection of our promise to Protect What's Good- food, people, and planet. This local supplement for Pakistan outlines multiple activities and initiatives we execute for the diversity, inclusion, and equity, as well as for the physical and mental welfare for our employees.

As a company deeply committed to making a positive difference in the communities where we operate, each step is taken to bring us closer to making Tetra Pak's vision of a sustainable future a reality.

I strongly believe that by working together with local communities, governments, and other organizations, we can create a more sustainable future for all.

As a dynamic and resilient market company, we have taken all the challenges that come our way as an opportunity to make a meaningful difference to the sustainable development of the country and I can assure you, that with each passing year, with the help of our immensely devoted team, this report will only become more substantial.



Facts & figures

Our company in numbers

A round-up of key numbers from Tetra Pak Pakistan in 2023.

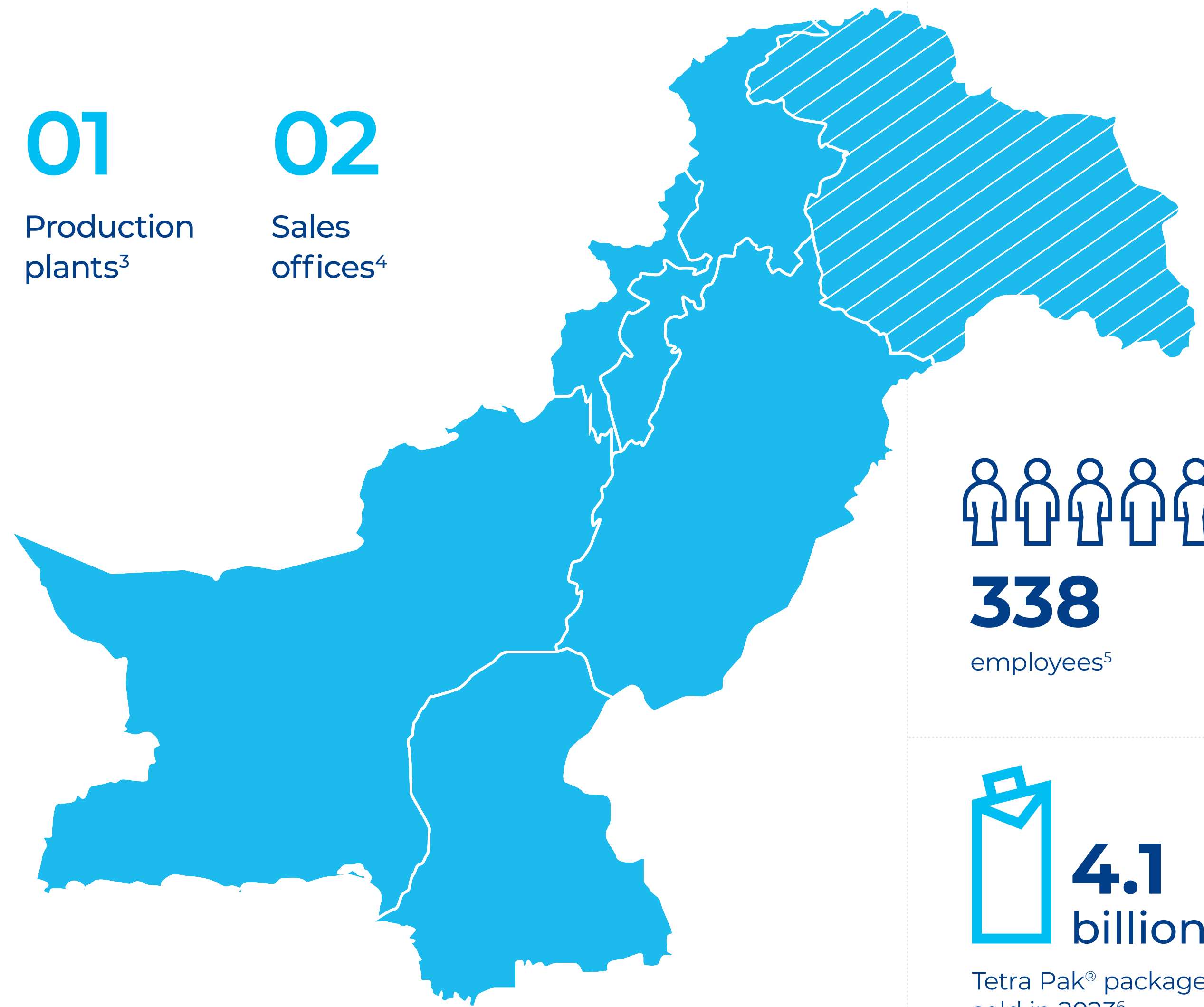
IN OPERATION

547
Processing units in operation¹

170
Packaging machines²

01
Production plants³

02
Sales offices⁴



338
employees⁵



4.1
billion

Tetra Pak® packages sold in 2023⁶

Our sustainability agenda

Tetra Pak remains committed to monitoring, managing and reporting on the focus areas in our sustainability agenda and regularly conducts formal materiality assessments.

In 2023, as part of our global reporting, we completed our first DMA (Double Materiality Assessment) with a third party, in line with guidance from the EU CSRD (EU Corporate Sustainability Reporting Directive) and the ESRS (European Sustainability Reporting Standards).

The assessment was conducted and reported globally in four phases: understanding, identification, assessment and determination. The DMA process involved identifying and assessing the material impacts¹ that Tetra Pak has on people and the environment – called impact materiality – and the material risks

and opportunities that various ESG topics have on our business, referred to as financial materiality. These material impacts, risks and opportunities (IROs) were grouped under 21 material topics related to the five areas of our sustainability agenda.

In 2024 we plan to refine our DMA methodology and assessment considering our learnings from our first assessment and the draft 'Implementation Guidance' published by EFRAG in December 2023.

For further information on material assessments, please refer to the Tetra Pak Global Sustainability Report FY23.

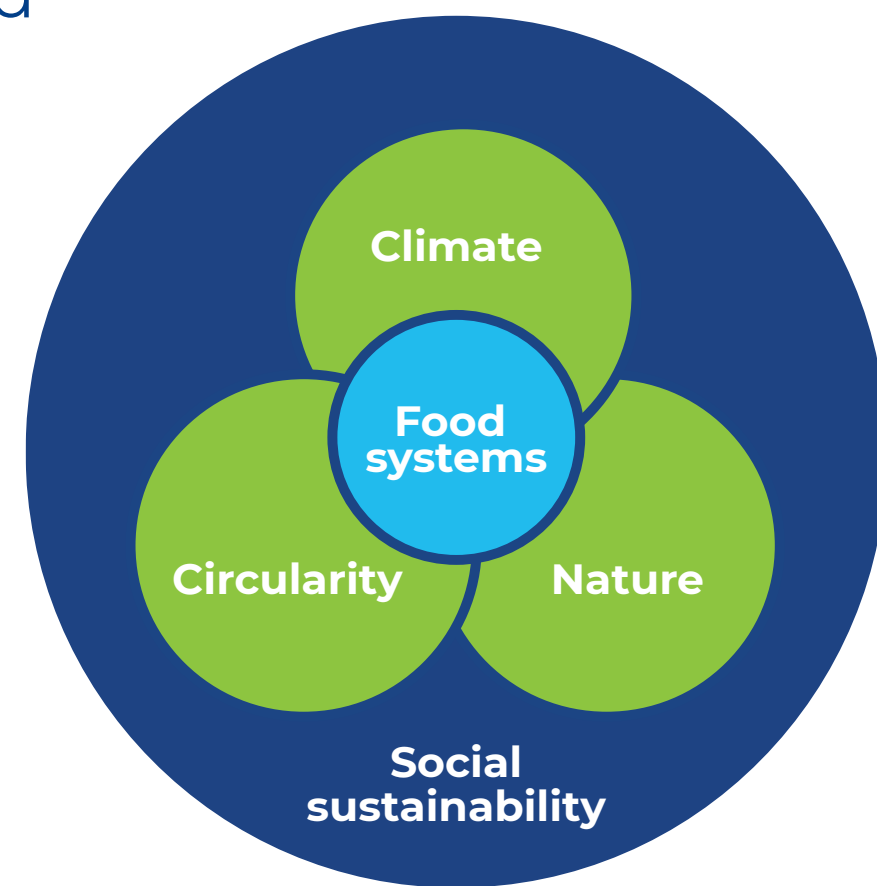
[READ MORE](#)

¹ Material impacts include the potential and actual, positive and negative impacts

OUR FOCUS AREAS	OUR MATERIAL TOPICS
Food systems	Food access Food production Food loss and waste
Circularity	Design and materials of packaging Collection and recycling of carton packages Design, materials and life cycle of equipment Waste in our operations
Climate	Climate change mitigation and adaptation Energy source and intensity
Nature	Biodiversity and ecosystems Water management Pollution to air and water
Social sustainability	Employee workplace and wellbeing Employee health and safety Employee diversity, equity and inclusion Working conditions in our supply chain Forced labour in our supply chain Indigenous peoples and local communities Informal waste collection workers Consumer health and safety
Governance	Business conduct

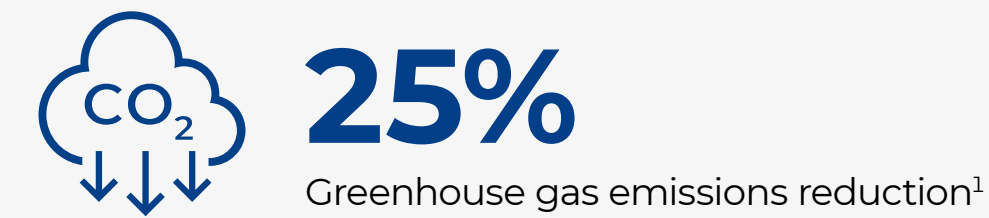
Executive summary

Each of the five areas of our Tetra Pak global sustainability agenda are supported by our Strategy 2030, which integrates sustainability across our packaging, processing and services businesses. The associated ambition and targets across food systems, circularity, climate, nature and social sustainability, are regularly monitored, managed and reported globally. In the following content, you will find our most significant local achievements for Tetra Pak Pakistan.

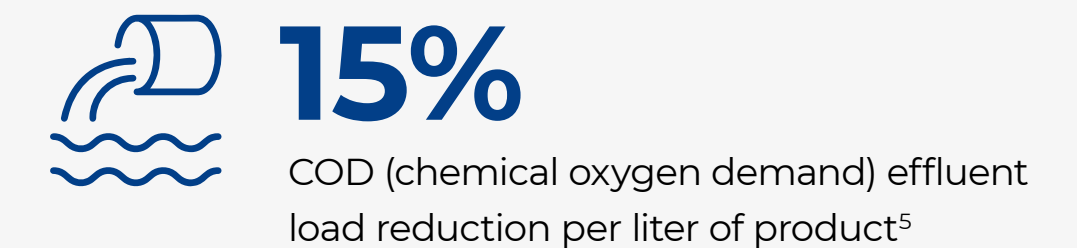
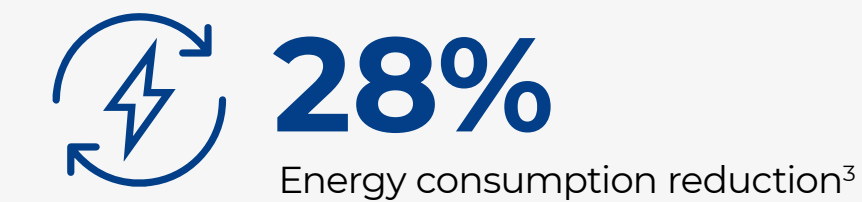
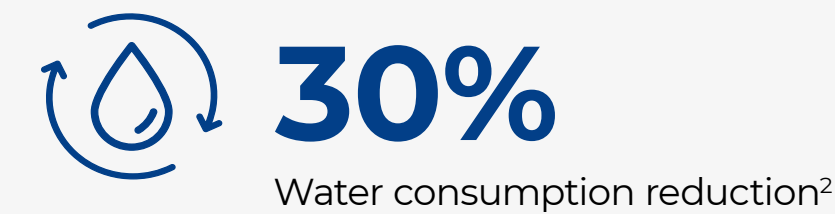


Achievements

In line with our Food Systems ambitions to transition to a more sustainable dairy, two One Step UHT processing lines installed at customer plants achieved;



Other achievements include:



1-5 Source: Based on the results from two OneStepUHT processing lines sold to two individual customers in Pakistan, to produce UHT white milk and recombined dairy products versus previously installed conventional Tetra Pak UHT equipment.



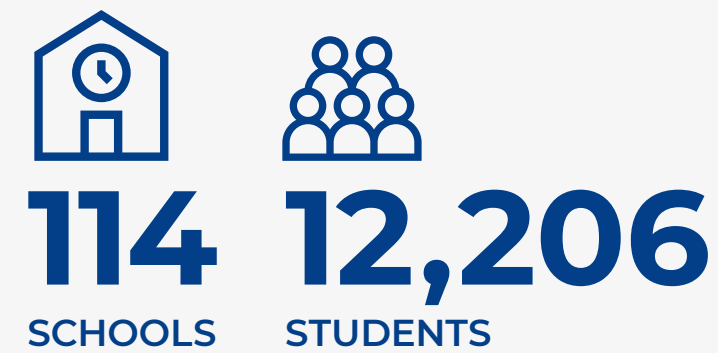
Circularity

Achievements

Our efforts in recycling continue to grow;



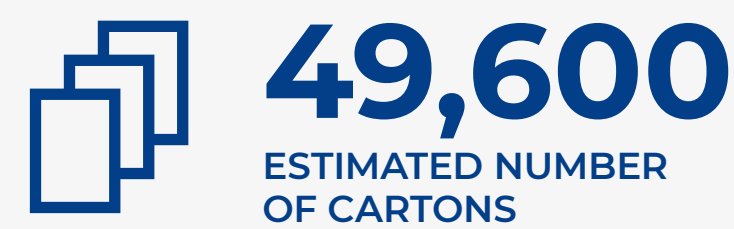
as we aim to recycle 35,000 tonnes of used beverage cartons by 2025¹.



Participated from Lahore, Islamabad, Rawalpindi, Karachi, Faisalabad, Gujranwala and Sialkot in the 2023-24 project².



were held with multiple sessions conducted in some school.

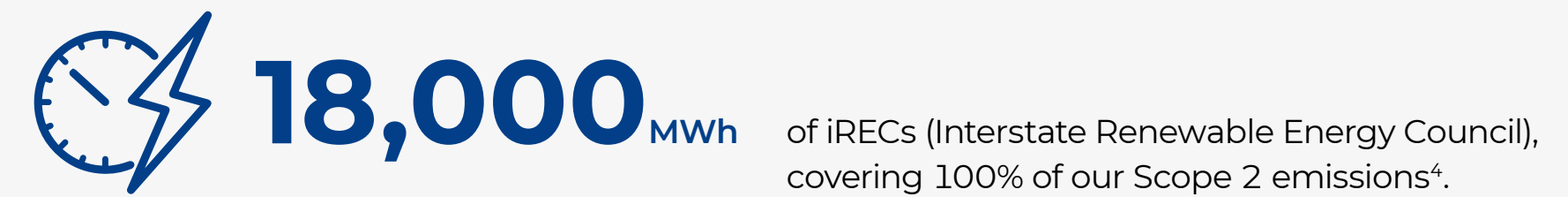


collected from 80 schools - a total of 1240 Kgs of used beverage cartons³.



Climate

Achievements

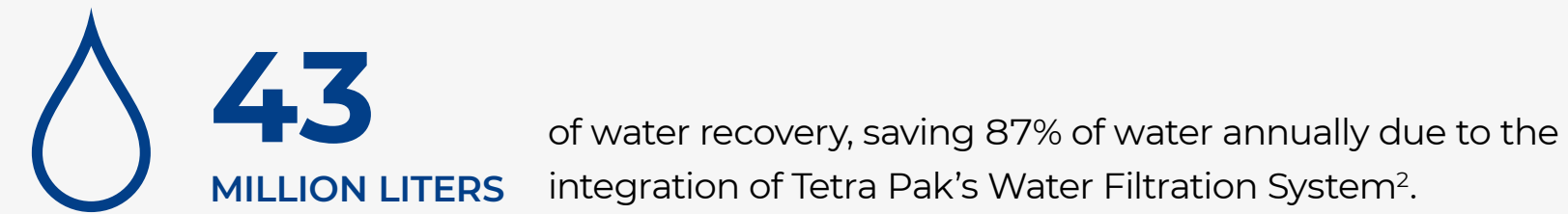


¹ Source: Green Earth Recycling
²⁻³ Source: WWF Pakistan & Tetra Pak Recycling Awareness project report 2023-2024
⁴ Source: International Renewable Energy Certification system.



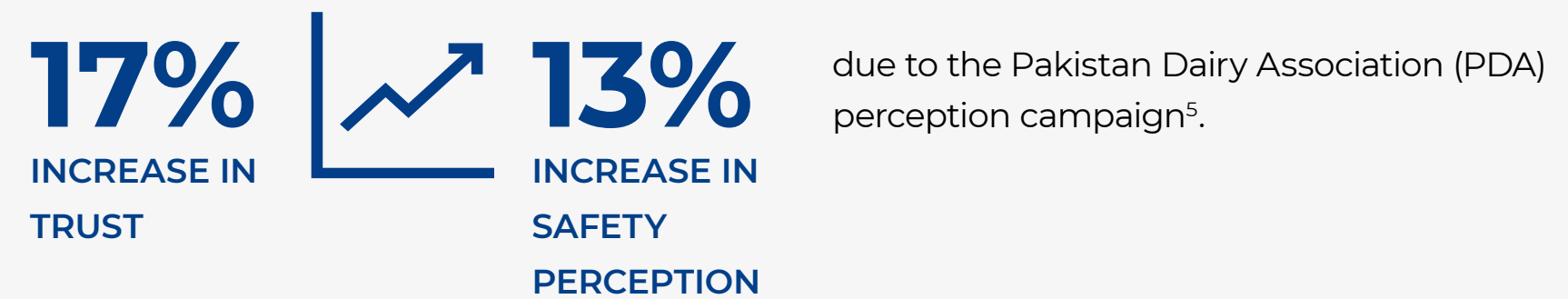
Achievements

We have lessened our impact on nature;



Achievements

With a focus on people we have achieved the following;



¹ Source: Tetra Pak statistics
² Source: In-house measures with customer, versus previous set-up where no water filtration system was in use.
³⁻⁴ Source: Tetra Pak HR statistics
⁵ Source: AC Nielsen Loose Milk Perception Tracker

Our focus areas

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Food systems

¹ Food systems refers to all the elements and activities related to producing and consuming food, and their effects, including economic, health and environmental outcomes.
Source: <https://www.oecd.org/food-systems/>

Why it matters
Food systems¹ are at the heart of our sustainability agenda. A transformation of how food is sourced, grown, processed and packaged is essential to feed a growing population Pakistan's market area, while reducing the carbon footprint at every step.

Our ambition
Work together with stakeholders to continuously improve food security and reduce food loss and waste.

- Material topics for our business**
- 🔄 Food production
 - 🔄 Food loss and waste

SDGs

 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	 13 CLIMATE ACTION	 17 PARTNERSHIPS FOR THE GOALS
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Sustainable food production with OneStep line technology

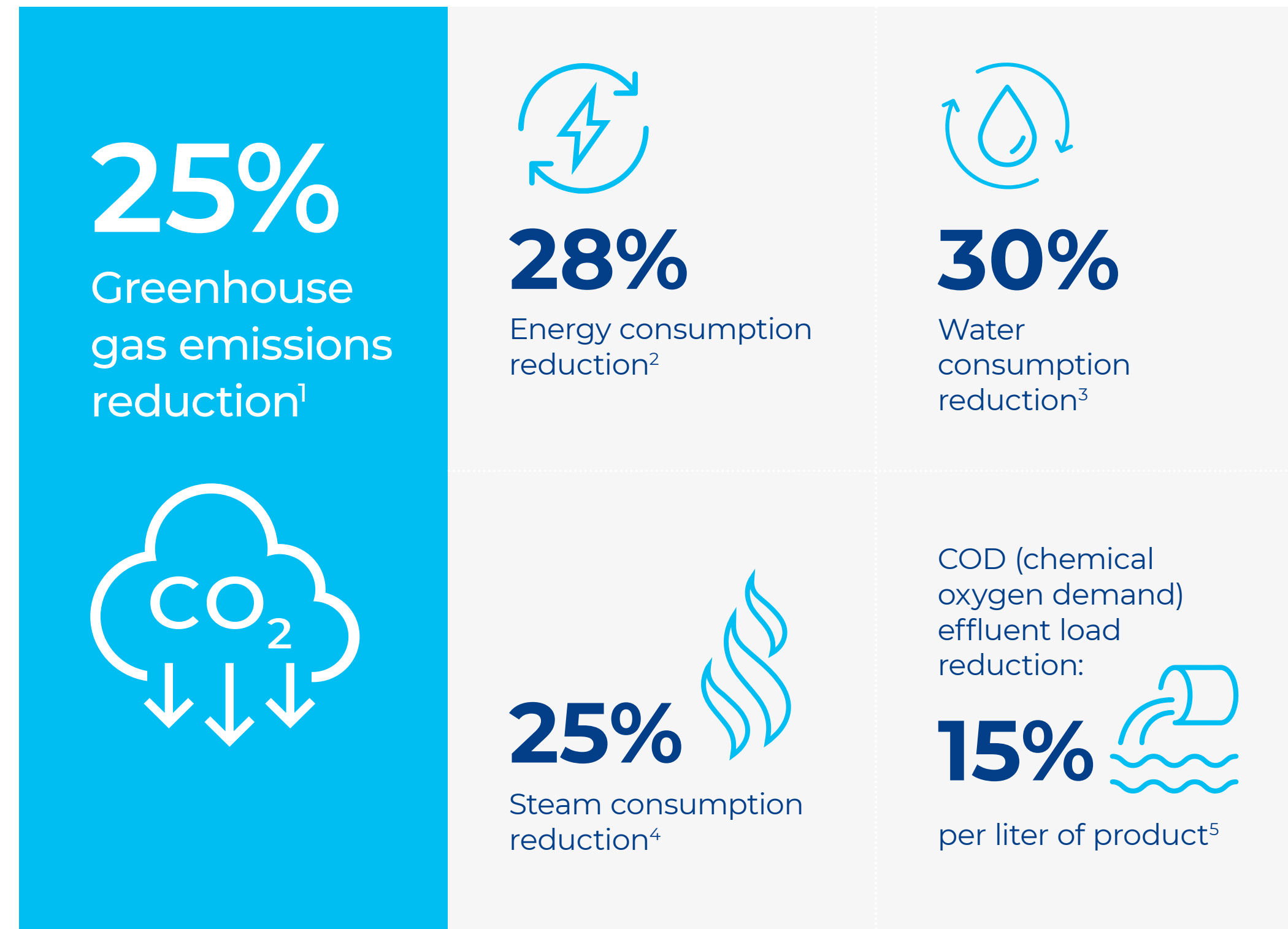
Tetra Pak has effectively introduced OneStep processing technology for its dairy customers, greatly improving both environmental sustainability and operational effectiveness. Through the replacement of traditional techniques with this simplified approach, operations of our dairy manufacturers are now more profitable and long-lasting.

By removing unneeded processing steps, e.g. pasteurizing step and intermediate storage, the raw milk is fed direct from raw milk storage to the UHT unit, where the milk is separated and standardized before homogenizing and final heat treatment. The leaner design reduces the time needed for processing and working volume in the plant.

Altogether, this means reduced operating costs, increased product quality and reduced environmental impact through one single process.

Our dairy customers can now track and enhance environmental KPIs, promoting more sustainable and cost effective methods.

This provides them with significant support to achieve their economic and environmental objectives. Reductions are measured vs. previous installation and provided through in-house measures.



1-5 Source: Based on the results from two OneStepUHT processing lines sold to two individual customers in Pakistan, to produce UHT white milk and recombined dairy products versus previously installed conventional Tetra Pak UHT equipment.

Circularity



Why it matters

The global population is projected to grow to around 10 billion by 2060, and global material use is projected to more than double in the same time frame¹. Since 2015, the global economy has consumed 70% more new materials than the Earth can safely replenish².

The food packaging and processing sector can work towards a circular economy by moving away from the after waste ‘take-make-waste mode’³. A circular approach can help cut down on food waste and loss, extend equipment life, minimise the use of resources in packaging and increase use of recycled and renewable materials to reduce pressures on finite resources and ensure that all

Our ambition

Drive circular solutions by designing recyclable food and beverage packaging, using recycled and renewable materials, and expanding collection and recycling to keep materials in use and out of landfills.

Design equipment that helps customers increase their energy, material and water efficiency, and lifetime of which can be further extended by repair and refurbishment.

Material topics for our business

- ⊕ Design and materials of packaging
- ⊕ Collection and recycling of carton packages
- ⊕ Design, materials and lifecycle of equipment

SDGs



¹ OECD, “Global Material Resources Outlook to 2060: Economic Drivers and Environmental Consequences”, 2019. Source: <https://www.oecd.org/environment/global-material-resources-outlook-to-2060-9789264307452-en.htm>

² Circularity Gap Reporting Initiative, “Five Years of the Circularity Gap Report, 2022”. Source: <https://www.circularity-gapworld/2022>

³ Ellen MacArthur Foundation, “The circular economy in detail”, 2020. Source: <https://www.ellenmacarthurfoundation.org/the-circular-economy-in-detail-deep-dive>

Reducing carton waste with Green Earth Recycling partnership

Tetra Pak Pakistan and Green Earth Recycling have teamed together to collect and recycle beverage cartons across the country.

This decade long partnership demonstrates Tetra Pak Pakistan's continuous efforts and commitment in advancing the recycling of Used Beverage Cartons (UBCs).

(2023–2025)¹. Tetra Pak is committed to sustainability, as exemplified by its continuous efforts and by its continuous promotion of efficient recycling procedures.

These recycled cartons are given a new life, from high-quality paper products made from pulp, to numerous products fabricated from the polymers and aluminum like park furniture, park play areas for children, swing-sets, planks, school furniture and so much more.

In addition to enhancing the waste management system, the collaboration enhances business prospects. By renewing its recycling performance agreement with Green Earth Recycling in 2023, Tetra Pak Pakistan aims to contribute to the collection and recycling of 35,000 tonnes of carton packaging for the following three years



Targeting the recycling of **35,000 tonnes** of carton packaging



¹ Source: Green Earth Recycling

Collaboration with WWF for recycling awareness in schools

Dedicated to its environmental mission, Tetra Pak collaborated with WWF on a Recycling Awareness Campaign for the eighth consecutive year, beginning in 2017. This campaign aimed to raise awareness among youngsters about the importance of protecting the planet by reducing waste, reusing materials, and recycling.

This year, the campaign targeted students aged 6-14 years (grades 2-8) from private and public schools, to inculcate the idea of reducing waste and the importance of the 3 Rs (Reduce, Reuse, and Recycle) through awareness sessions and the collection of Used Beverage Cartons (UBCs).

A team of WWF and Tetra Pak representatives visited each school and used animations, storytelling, and interactive activities to communicate the importance of recycling to 12,206 students from Lahore, Islamabad, Rawalpindi, Karachi, Faisalabad, Gujranwala, and Sialkot, with the participation of 114 schools nationwide. A total of 124 awareness sessions were conducted. Each session lasted about 60-90 minutes and included a presentation, documentary, and a cartoon

video featuring Captain Dabloo, the Tetra Pak mascot who conveyed the 3 Rs (Reduce, Reuse, Recycle) to children in a fun way. The sessions also included hands-on activities like arts and crafts where students used Tetra Pak cartons to make useful and creative items like bird feeders, pencil holders, and plant pots. For this campaign, Tetra Pak and WWF partnered with Amal for Life for the collection of Used Beverage Cartons from each participating school. Amal is a grassroots civil society organization contributing to the sustainable development of Pakistan. Their application provides a bilingual mobile phone platform to enable citizens of Pakistan to adopt and perform environmentally friendly actions, which in this project was the recycling of Used Beverage Cartons.



Each school was given an average of three weeks after the session to collect as many used beverage cartons as they could. Schools then logged in through the Amal for Life Mobile Application and requested a pick-up for the collected waste. The Amal Team coordinated the pick-up schedule with the respective schools, weighed their contribution, and updated the weight on their application dashboard.

A total of **1240** kg of **UBCs** were collected from **80** schools, which is an estimated **47,428** cartons. All the cartons collected were donated to our recycling facility, Green Earth Recycling.

All the participating students were given certificates of participation and activity books as a token of appreciation. The top three schools that collected the most UBCs were applauded with special awards.

This program demonstrates our dedication to teaching the next generation the value of sustainability and recycling, thereby promoting an early culture of environmental stewardship.

Climate

Why it matters

Global food systems account for more than one third of global Greenhouse Gas Emissions¹ and are key to tackling the climate crisis. To avoid the widespread adverse impacts and related losses and damages to nature and people, keeping warming to 1.5°C above pre-industrial levels requires deep, rapid and sustained Greenhouse Gas Emissions reductions in all sectors.

Our ambition

Take action on mitigating climate change by decarbonising² our operations, products and our value chain.

Material topics for our business


- ⊕ Climate change mitigation and adaptation
- ⊕ Energy sources and intensity

SDGs



¹ As per global report.
² As per global.

Offsetting our carbon emissions through renewable energy (iRECs)

18,000 MWh
of iRECs covering **100%** of our Scope 2 emissions have significantly reduced our total carbon footprint (Scope 1 & Scope 2) by **80%**¹

As part of our continuous effort to lessen our carbon footprint and support renewable energy, Tetra Pak has bought International Renewable Energy Certificates (iRECs).

This calculated investment emphasizes our proactive attitude to promoting renewable energy. We not only follow environmental laws but also further the worldwide objective of lowering greenhouse gas emissions by balancing our electricity demand with renewable energy.

This effort confirms our commitment to being a net-zero emissions company and highlights our responsibility. It gives us great pride to set an example and encourage other businesses to employ renewable energy sources, therefore promoting sustainability.



¹ Source: International Renewable Energy Certification system.

Nature

Why it matters

Food systems and Tetra Pak's value chain depend on the services provided by nature. The nature loss crisis is now threatening these services, with potentially catastrophic impacts on human societies.

Our ambition

Work with our own operations, suppliers, and customers in Pakistan to reduce the impacts of our value chain on nature. Work to achieve global water resilience and restore landscapes, contributing to halting and reversing nature loss.

Material topics for our business

- Water management
- Pollution to air and water

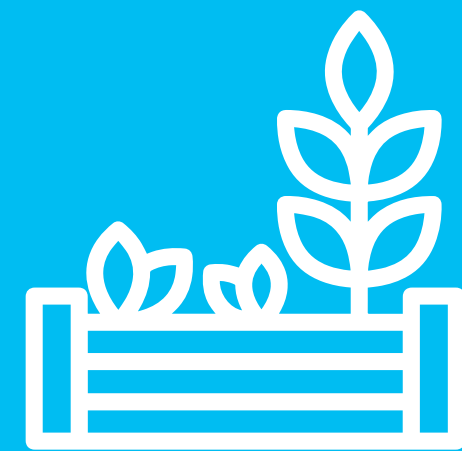
SDGs



Planting the seeds for sustainable living at our factory

In keeping with our continuous commitment to improve sustainability and encourage healthy living, Tetra Pak's Lahore factory has created a stunning 42,400 square foot in-house vegetable garden that is home to 21 distinct vegetable species¹. We now rely far less on outside vendors and produce less packaging waste and emissions from transportation.

The wide range of veggies guarantees our factory kitchen has a plentiful and nourishing supply, which benefits our workers' health and wellbeing. In keeping with our dedication to sustainable consumption habits, the garden has also resulted in a discernible decrease in vegetable purchases. In addition to demonstrating our commitment to sustainability, this project acts as a model for incorporating sustainable agriculture methods into business settings.



42,400 Sq Ft
in-house vegetable garden.



¹ Source: Tetra Pak statistics



Creating sustainable operations at Nestlé: A case study

Recovering 48 million liters of water annually at Nestlé Pakistan

During World Water Week 2023, themed "Seeds of Change: Innovative Solutions for a Water-Wise World," Tetra Pak Pakistan showcased its latest achievement: the installation of a Water Filtration System (WFS) at Nestlé Pakistan's Sheikhpura Factory. This initiative is a testament to Tetra Pak's commitment to sustainable water management and stewardship.

The newly installed WFS is now managing twelve filling machines, significantly enhancing water recovery and optimizing capital expenditure. Previously, the Nestlé team in Sheikhpura was able to recover 29 million liters of water annually. With the integration of Tetra Pak's WFS, water recovery has surged to 48 million liters per year, achieving an impressive 87% water savings.

This collaboration between Nestlé and Tetra Pak is a crucial step towards reducing the

environmental impact of their operations and advancing the sustainability transformation pillar of Tetra Pak's Strategy 2030. It exemplifies how innovative solutions can drive operational efficiency and support sustainability goals.

Saving
87%
of water
annually.



Social sustainability

Why it matters

Value chains depend on people, and people depend on value chains for their income, livelihoods and wellbeing. Businesses, through their operations and value chains, can enhance the lives of people by proactively respecting human rights. For Tetra Pak Pakistan, this can take many forms: across our workplaces, supply chains and in local communities.

Our ambition

To respect human rights across our operations and value chain, creating positive social impact.

Material topics for our business

- ⊕ Employee workplace and wellbeing
- ⊕ Employee health and safety
- ⊕ Employee diversity, equity and inclusion
- ⊕ Working conditions in our supply chain

SDGs



Promoting gender diversity in Lahore Factory

Tetra Pak Pakistan is taking significant steps to create a more diverse workforce on the shop floor at our factory in Lahore. Factory management is actively promoting gender diversity through its production apprentice program, which serves as a crucial pipeline for future full-time employees.

In a country where it is uncommon to have women in these roles, Tetra Pak Pakistan is breaking new ground by pledging to hire women as apprentices every year.

This year, five women apprentices have already been enrolled in the program, and the aim is not only to maintain this number annually, but also build a pool of candidates that can be hired for permanent positions in the future.

The Lahore factory did not hire women apprentices until 2019, marking the first time women operated machines on the

factory floor.

An apprentice contract is a unique two-year employment agreement that includes applied training and skills development, allowing enrollees to learn, grow, and become well-equipped to contribute to the business. Most apprentices join right after college and perform various tasks that are part of our production processes, working alongside experienced employees.

Over the last few years, the number of full-time women employees in the factory has increased from 5 to 16, despite various cultural and practical challenges.

We recognize this as an important step in our long-term strategy to increase diversity in our facilities in Pakistan, where gender parity in society lags well behind most other countries



1 Source: Tetra Pak HR statistics

Health week activities

Medical screening

In order to obtain comprehensive understanding of their physiological health, 157 colleagues took part in on-site medical tests³ including screening for hepatitis, vitamin D levels, blood sugar, complete blood count, liver and kidney function.

Cycling activities

50 employees participated in two cycling activities⁴, which offered both physical and mental stimulation, by cycling 30 KM on the picturesque courses of Mall Road and Lawrence Garden in Lahore.

Body mass index facility

More than 50 workers used this facility to find out their BMI and general health status.

Awareness webinars:

Over 100 employees attended these seminars⁵, which were led by leading medical experts, on subjects like diabetes management and general health awareness.

Tetra Pak Pakistan, health week 2023

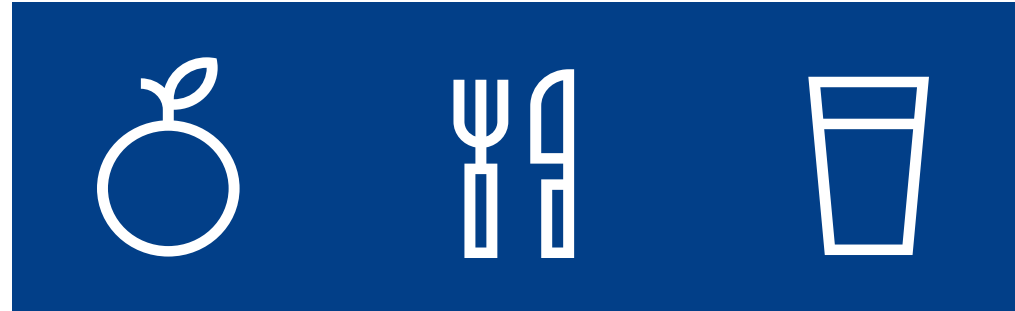
Tetra Pak Pakistan planned a thorough health week in March, 2023, in an effort to encourage the physical and mental health of its employees. All participants in this effort were able to improve their health and fitness through a variety of purpose-built activities.

The health campaign also included The Commit to Fit program that centered on long-term health enhancements. Employees were enrolled in a 3 month program, during which they met a renowned doctor and nutritionist, Dr. Farzeen Malik, to achieve their individual health objectives with forthrightly consultation sessions and tailored meal plans. The goal of the program was to encourage employees reach their optimal BMI (Body Mass Index) with the doctor's eating, a separate healthy menu was also introduced to the office lunch menu designed by the nutritionist.

The participants displayed incredible results, with most of the enrolled participants reaching their ideal Body Mass Index, and improving their Uric Acid and Cholesterol medical reports as well. The combined weight loss reached 82.5 kilos and 132.5 inches in only two weeks of the program! This is a testament both to their strong will and the efficacy of the program.

Tetra Pak Pakistan is dedicated to create a healthy and encouraging work environment that supports both physical and mental health, as seen by its comprehensive approach to employee well-being.





Mindful eating during Ramadan

Tetra Pak Pakistan held an informative session for its employees in March 2023. One of the best nutritionist and doctors in her field, Dr. Ayesha Khan, shared her knowledge on how to eat right during Ramadan to help everyone stay physically, mentally, and spiritually healthy during the holy month.

Dr. Ayesha Khan gave professional advice on how to make the right food choices while fasting. She stressed on the health benefits of fasting and how important it is to do it correctly, to get most out of it. She provided tips on how to have a nutritious suhur and iftar to maintain energy levels throughout the day and prevent weakness or bloating.

The session provided an open forum for employees to interact with the doctor, allowing them to discuss their individual queries and concerns in detail and receive her guidance.

This initiative shows that Tetra Pak Pakistan is serious about putting the health and happiness of its employees first and keeping its word to protect what's good: its people.



Putting mental health on the forefront

Tetra Pak Pakistan hosted a Mental Health Awareness Session led by **Dr. Naima Hassan**, a renowned mental health professional.

She highlighted the importance of mental health and offered valuable insights and practical strategies to manage stress and anxiety. She also shared techniques for building resilience with the employees and discussed various ways to promote a supportive culture in the workplace.

During this session, the participants gained a deeper understanding of mental health and well-being.

This is a considerable step in initiating a dialogue around creating a stigma-free environment for mental health discussions. And we are proud it brought the Tetra Pak community closer, fostering stronger connections.

As we continue our journey towards a healthier and happier workplace, it's important to remember that mental health is just as crucial as physical health. We hope to keep the conversation going and continue to support one another.



Celebrating women on International Women's Day



Tetra Pak Pakistan hosted its annual lunch on International Women's Day to celebrate the commitment and hard work of our female staff. It was a celebration and show of gratitude for the priceless contributions made by the women in the organization.

Our MD Awais Bin Nasim emphasized, in his note on this special occasion, the vital contribution of the female coworkers to the success of the organisation and how Tetra Pak will continue to create a culture of exclusivity, equality and empowerment inside the company.

During this union, the ladies from the factory and corporate office get a chance to get together, and share their stories with each other including their achievements and the challenges they face, sparking a meaningful conversation.

We will continue honoring women's accomplishments on this important day and every day. A welcoming and positive work environment is vital to our operations at Tetra Pak Pakistan regardless of gender, age and race, and we will continue to show our appreciation for employees in a myriad of ways.



Sustainable health through safe milk consumption

Pakistan is the world's 5th largest Dairy Producer. Despite a total production of 56 billion litres per annum the situation on ground is dire. According to the Pakistan Dairy Association (PDA), a staggering 95 percent of the milk consumed in Pakistan is in its raw form and frequently adulterated distributed through unregulated channels, primarily through middlemen or "milkmen"¹.

A nationwide survey on milk quality and safety was also conducted by University of Veterinary and Animal Sciences (UVAS) in October 2023 which found that 92% of loose milk samples to be non-compliant to quality and safety parameters. Adulteration ranges from simple dilution through the addition of water to adding harmful chemicals to increase its volume. Consuming such milk can lead to various health issues, including food poisoning and gastrointestinal infections. That is why, news media frequently carries news stories of health authorities dumping tankers of harmful milk whenever they get a chance.

It is highly likely that the milk coming from your friendly neighborhood farmer, although unadulterated, may also be unsafe for consumption, as local farmers seldom adhere to strict sanitation and quality control standards necessary to prevent contamination of raw milk with harmful bacteria, such as E. coli, Salmonella, and Listeria. These bacteria can cause serious illnesses such as food poisoning, especially in vulnerable segments like children, the elderly, pregnant women, and those with weakened immune systems.

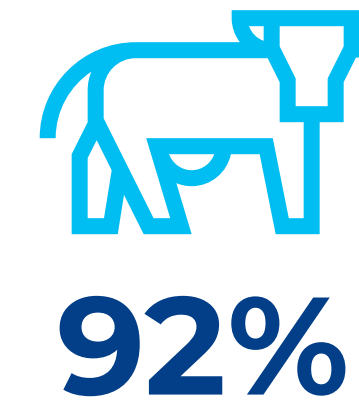
According to UNICEF, approximately 10 million children in Pakistan are affected by stunting². Milk is a complete and affordable alternative to a well-balanced diet and has the potential to protect children from malnutrition and stunting. However, this hinges upon the availability of healthy, hygienically collected, and properly stored milk.

In such a scenario there is huge potential for

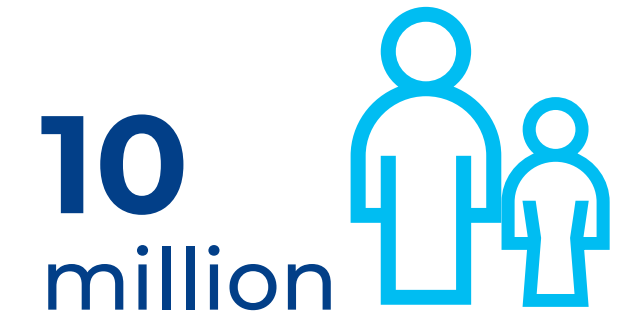
the packaged milk industry to thrive in Pakistan. However, the general public's perception of packaged milk hinders this progress. Most consumers in Pakistan believe that packaged milk is full of chemicals and preservatives which is why it has a long shelf life. There are also deeply entrenched perceptions regarding affordability. While loose milk may seem economically advantageous in the short term, its long-term health repercussions far outweigh any nominal savings. The consequences of prioritizing cost over safety are dire.

To combat this negative perception, which not only affect the sale of packaged milk but also public health, Tetra Pak partnered with the Pakistan Dairy Association to come up with a public service messaging campaign which is run every year from 2019 on the leading news channels of the country. The campaign looks to illustrate the benefits of packaged milk versus loose milk in light of the health and hygiene challenges that are faced in the current dairy value chain with the use of poignant messaging as well as endorsements from famous TV anchors and healthcare professionals.

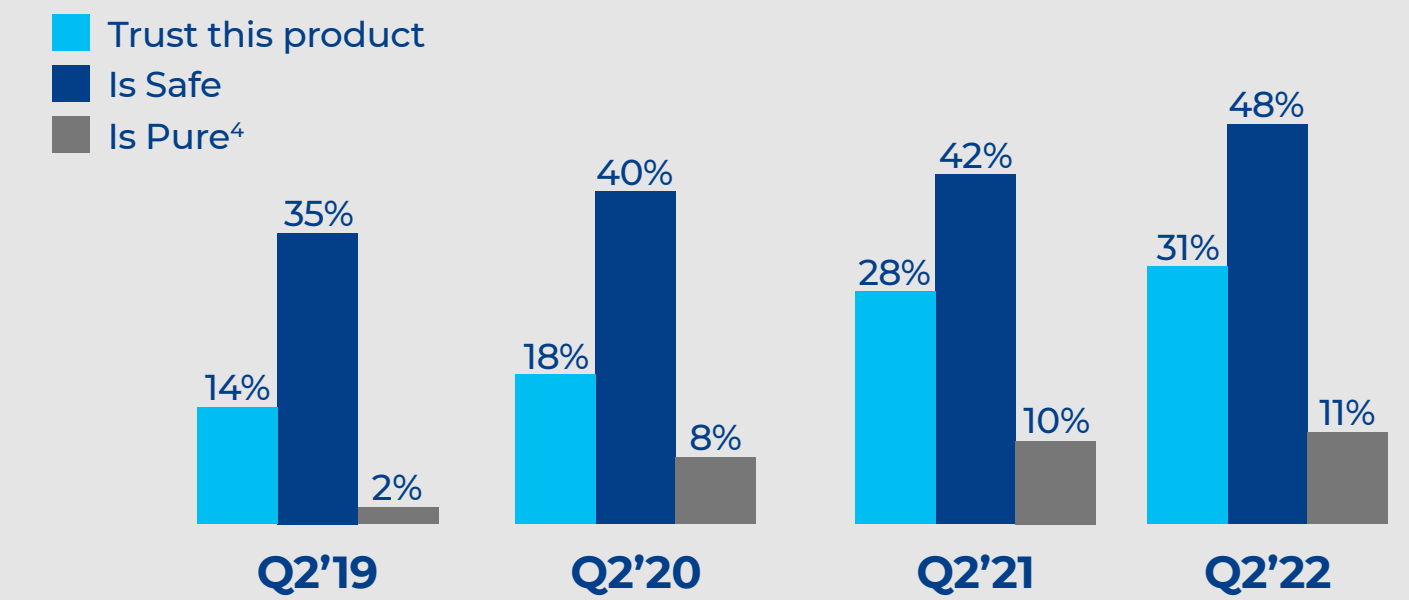
The campaign has made significant impact on perception over the past few years as



of the milk consumed in Pakistan is in its raw form



children in Pakistan are affected by stunting³



¹ Source: Husnain, S.N., Munir, A., Amjad, W. et al. Comparative quality analysis and economic feasibility of solar assisted yogurt processing unit for decentralized dairy value chain. Sci Rep 13, 6878 (2023).

<https://doi.org/10.1038/s41598-023-34032-y>

²⁻³ Source: UNICEF Pakistan

⁴ Source: AC Nielsen

Business conduct

Our business conduct approach

Tetra Pak is committed to conducting business with integrity, complying with the rule of law, and respecting human rights across our value chain. To us, responsible business practices, including good governance, are fundamental to delivering on our purpose: “We commit to making food safe and available, everywhere and we promise to protect what’s good: food, people and the planet”. We expect the same level of ethical business conduct within our own operations and among our suppliers and have policies and processes in place to ensure that business is conducted in a responsible and ethical way.

As signatories to the [UN Global Compact](#) since 2004, we commit to upholding its Ten Principles on human rights, labour, environment and anti-corruption across our

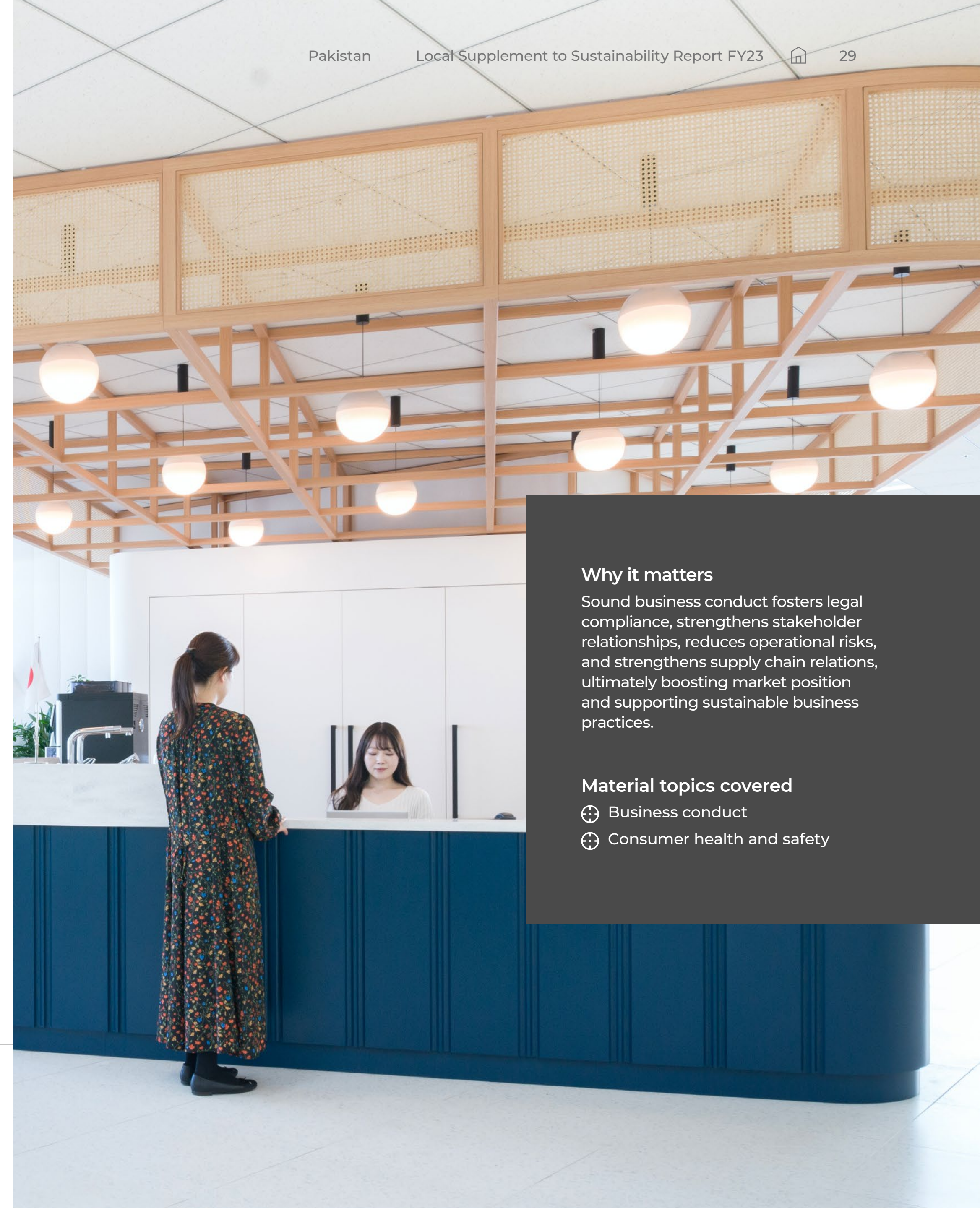
value chain. By embedding these principles in our policy framework and governance, we aim to build and enable a culture that supports the realisation of these commitments.

Across Tetra Pak, we promote policies that aim to drive sustainable development¹, such as our Supplier Code of Conduct which promotes respect for human rights and the protection of the environment.

We have an established Corporate Governance Framework² guiding how we conduct business. Everything that we do as a company – developing strategy, taking decisions, and defining how we operate and act – is guided by this framework.

[READ MORE](#)

¹ Sustainable development has been defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Source: <https://www.un.org/sustainabledevelopment/development-agenda/>
² Good corporate governance not only fosters an environment of trust, transparency and accountability, it also helps align an organisation’s purpose with the interests of society, building strong stakeholder relationships while effectively managing and maintaining its resources. Source: <https://www.thecorporategovernanceinstitute.com/insights/lexicon/a-simple-definition-of-corporate-governance>



Why it matters

Sound business conduct fosters legal compliance, strengthens stakeholder relationships, reduces operational risks, and strengthens supply chain relations, ultimately boosting market position and supporting sustainable business practices.

Material topics covered

- ⊕ Business conduct
- ⊕ Consumer health and safety

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