

# Communication on Progress 2010





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## Tetra Pak supports the United Nations Global Compact

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 170 countries around the world.

We recognise the imperative to balance our future growth ambitions with our responsibility to those with whom we do business, to our employees, to the communities in which we operate and to the environment.

To that end, our community and environmental initiatives are integrated into our business activities. For example, we use raw materials from responsibly managed forests; we set targets to reduce environmental impacts; we advance school feeding programmes; we drive activities focused on nutrition, wellness and health; we support relief efforts in the wake of natural disasters; and much more. And in all of these activities, we cooperate with leading environmental and development organisations from across the globe.

Tetra Pak participates in the United Nations Global Compact. Initiated by the former Secretary General Kofi Annan in 1999, the Compact brings together companies, UN agencies, labour and civil society to support ten principles in the areas of human rights, labour, the environment and anti-corruption. We are committed to supporting and promoting the Compact's principles in our everyday business. This is in line with our traditional way of working and follows Tetra Pak's vision, Code of Business Conduct and Mission Statement, which refers to our belief in "responsible industry leadership, creating profitable growth in harmony with environmental sustainability and good corporate citizenship".

This report serves as our Communication on Progress to the United Nations Global Compact and is an update on our progress.

Jörgen Haglind  
Senior Vice President Corporate Communications  
Tetra Pak Group

# Tetra Pak

## Communication on Progress Report 2010

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# Corporate Governance in Tetra Pak

## OUR MISSION:

We work for and with our customers to provide preferred processing and packaging solutions for food.

We apply our commitment to innovation, our understanding of consumer needs and our relationships with suppliers to deliver these solutions, wherever and whenever food is consumed.

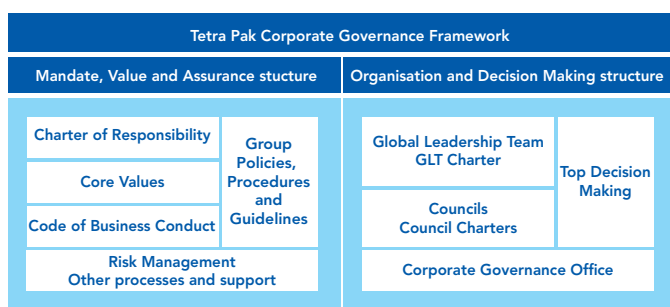
We believe in responsible industry leadership, creating profitable growth in harmony with environmental sustainability and good corporate citizenship.

For Tetra Pak, Corporate Governance is a natural part of our strategy, day-to-day business activities and company culture - to both protect and create value.

## CORPORATE GOVERNANCE FRAMEWORK

Tetra Pak is part of the Tetra Laval Group. Tetra Pak's Corporate Governance Framework is developed and approved by the Tetra Laval Board and Tetra Pak's Global Leadership Team (GLT).

Tetra Pak's Corporate Governance Framework, based on "Combined Code of Corporate Governance," provides the structure within which the company formulates strategy, decision making, processes for execution of strategy and the manner in which employees must operate and act.



The framework consists of a 'Mandate, Values and Assurance' structure and an 'Organisation and Decision Making' structure.

Located within the Mandate, Values and Assurance structure are key documents and processes for areas such as risk management and assurance activities, which act to support compliance with external as well as internally defined requirements. While policies and procedures are mandatory, guidelines should be followed, unless there is an explicit reason to the contrary. Each policy and procedure is owned by a member of the Global Leadership Team.

The whole Framework documents and supporting

information are published on our intranet and are available to all employees.

The Framework is fundamental to both protecting and creating value for a sustainable and successful business. We strongly believe that a well-run company with its "house-in-order" is increasingly valued both by our customers and other stakeholders, as well as by our employees. We simply see good governance as good business.

## Tetra Pak's Core Values

- Customer focus and Long-term view
- Quality and Innovation
- Partnership and Fun
- Freedom and Responsibility

Our Core Values define our company's characteristics and guide how people work with each other as well as how we conduct business and behave towards our customers, suppliers and stakeholders.

## INTERNAL CONTROLS

The Tetra Laval Board assures conformance to the Corporate Governance Framework through a yearly-signed Management Declaration from our CEO and the Global Leadership Team. They in turn verify conformance through signed Corporate Governance Confirmations (CGC) and an annual Control Self Assessment (CSA), submitted by the head of each market and business area. The CSA covers the entire Corporate Governance Framework, includes detailed questions and allows for comments and suggestions. In addition, Tetra Laval's internal audit team verifies adherence to the Corporate Governance Framework, its policies and procedures, as well as the accuracy of the CSAs and CGCs.

## DEVELOPMENTS IN 2009

A major overhaul of the intranet based Corporate Governance website took place, where policies, procedures, guidelines and controls were grouped per risk areas, as well as per functional areas. This has made it significantly easier to navigate and find pertinent information.

A comprehensive and interactive training and awareness program was developed and launched for market company and operating unit employees. The program is designed to strengthen and integrate Corporate Governance as a natural part of our strategy, day-to-day business activities and company culture. An important part of the program will be to share best practices among employees and to improve both our local and corporate governance frameworks. To facilitate dissemination of the overall program and to support specific areas such as; anti-corruption and information security we are testing web-based elearning solutions and modules. We are convinced that such new tools will become an important way to support and embed corporate governance in the organisation.

# Human Resources in Tetra Pak

Tetra Pak continues to focus on delivering on our employee value proposition in which our employees can expect to:

- Receive fair and honest feedback on performance and potential
- Develop competences to secure the company's long-term competitiveness and their own versatility
- Have a working environment in which he/she is motivated, engaged and actively contributing to the achievement of business and individual objectives

The activities below summarize our progress in these areas:

## EMPLOYEE SATISFACTION:

We continue to monitor employee satisfaction via our yearly employee engagement survey, which is an important tool to help us ensure employee motivation. Questions asked relate to a variety of topics impacting employee satisfaction, among others working environment, leadership, career development and motivation. In 2009 participation level was at 91%, a further increase over the previous year and well above

the average Fortune 100 participation rate against which we benchmark ourselves.

The results of the questions related to our employee engagement index showed a 2-point improvement over 2008 results. We achieved 92% favourable responses, which places us above the High Performing Companies normative benchmark. This benchmark is provided Towers Perrin, an international leading provider of employee engagement surveys.

## PERFORMANCE MANAGEMENT

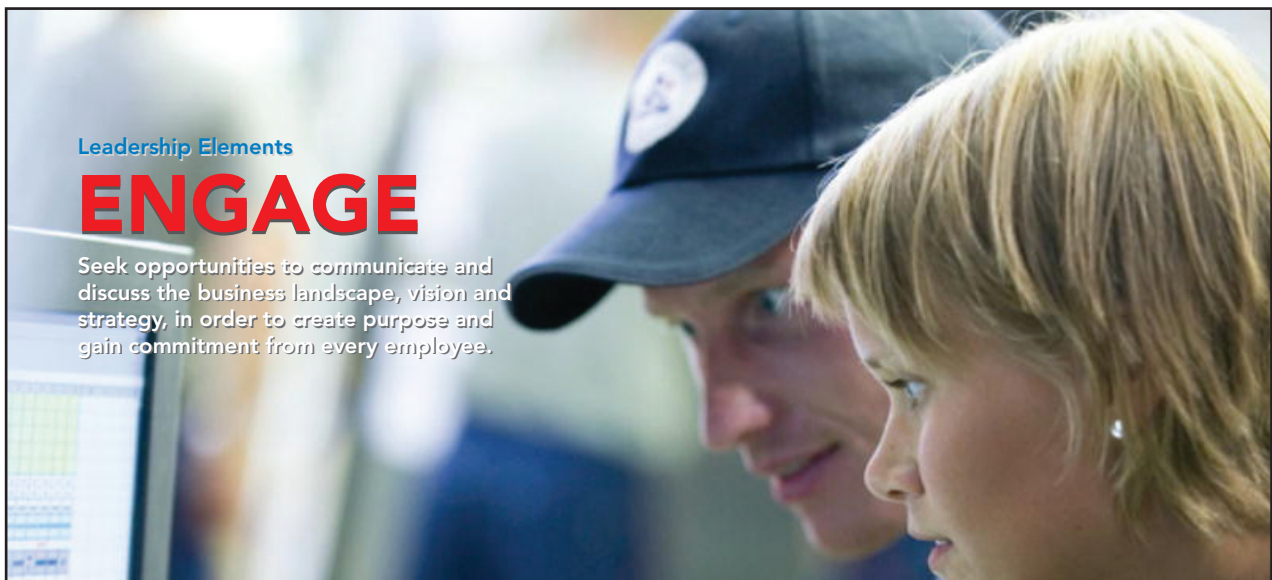
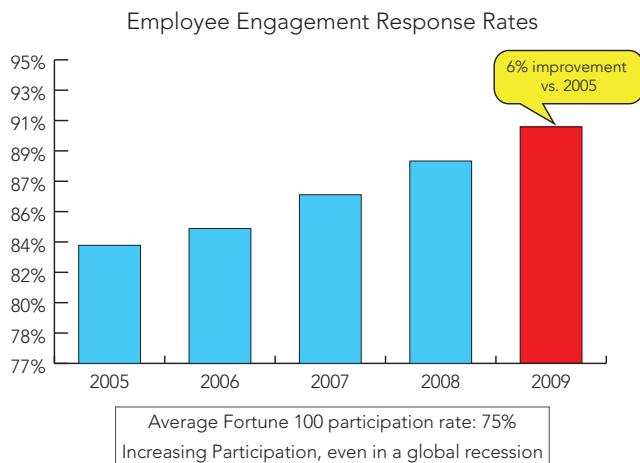
Increasing consistency and transparency of performance management has been a key area of focus to enhance employee engagement over the last 12 months.

Following on from a successful pilot in 2009 Tetra Pak has launched a company wide 'Performance Management' system and tool to all white-collar workers at the beginning of 2010. This further encourages and enhances regular dialogue and feedback between employees and managers throughout the year. It contributes to improved alignment of objectives and increased transparency around performance management, both of which are key contributors to an engaged workforce.

## LEADERSHIP

Tetra Pak also increased its portfolio of tools to develop key capabilities and skills required for future and long-term success. In May 2010 the company launched a comprehensive leadership curriculum to our employees.

This is now available to current and aspiring leaders throughout the company at key transition points in their career. It also firmly integrates Tetra Pak's diversity principles expressed in our Core Values, Leadership Elements and recruitment' policy and will further contribute towards our leaders' ability to create an inclusive work environment and lead a diverse work force.



# Tetra Pak: Focusing on the Environment

## FROM TETRA PAK ENVIRONMENTAL POLICY:

We are committed to running our business in an environmentally sound and sustainable manner. We set goals for continuous improvement in our development, sourcing, manufacturing, and transportation activities. As part of that commitment, we take a long term and life cycle view, continually improving environmental performance, communicating openly with our stakeholders and reporting regularly on our performance.

We are partners to the WWF Climate Savers initiative since 2006 and this ensures that our climate programme is audited and that the measures we take meet the highest standard as approved by WWF.



碳减排先锋  
Defensores do Clima  
クライメート・セイバーズ  
Climate Savers

## RECYCLING OF USED CARTON PACKAGES

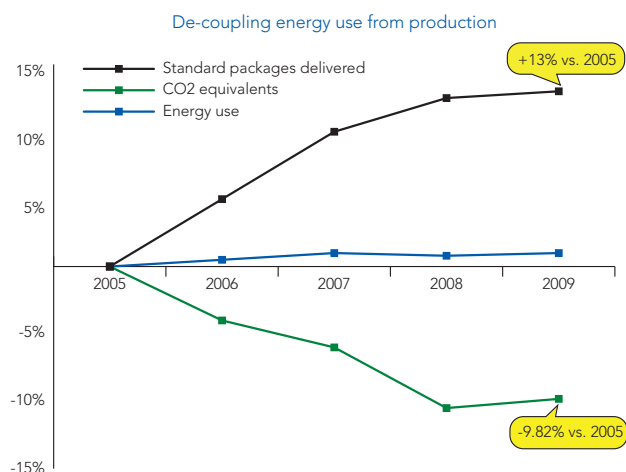
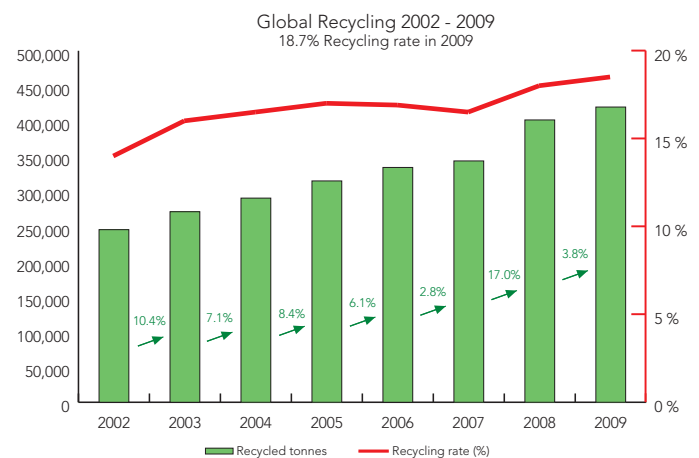
As a packaging company it is a fundamental priority for us to support and facilitate the recycling of used packages. The total tonnage of Tetra Pak beverage cartons recycled globally has increased steadily over the last decade and reached 417,000 tonnes in 2009, which translated to 18.7 percent of the Tetra Pak carton packages sold worldwide. In Europe the overall recycling rate is 33 percent (2008). Globally the recycled tonnage has increased by 70% between 2002 and 2009.

**Tetra Pak maintains focus to continually improve environmental performance in every part of the business. Some key areas include:**

## CLIMATE IMPACT REDUCTION

We have set a global climate goal to reduce our CO<sub>2</sub>e emissions by 10 percent between 2005 and 2010 in absolute terms whilst continuing to grow. The reduction of CO<sub>2</sub>e emissions is achieved by focusing on two main activities: overall improvements in energy efficiency and increasing the use of electricity from renewable energy sources.

By the end of 2009 we reached a 9.82 percent reduction of CO<sub>2</sub>e emissions and are confident that we will reach the 10% target in 2010. The 9.8 percent reduction was reached despite a significant production growth, 13 percent, over the same period. In actual terms it means that we have reduced our emissions by 29.8 percent since 2005.



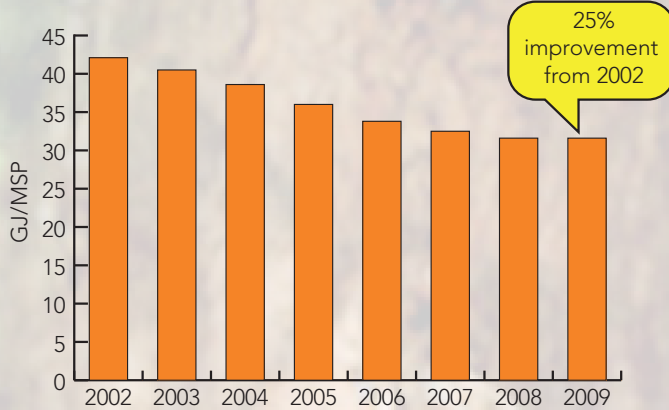
Our ambition is to continue significant improvements in the recycling rate and a key challenge is the significant market development we have in countries with no or limited recycling infrastructure and we make significant efforts to increase recycling also in these parts of the world. For example in China the recycling rate of Tetra Pak cartons reached 10% in 2009, from zero in 2003, despite delivering a threefold increase of packages to the market in the same period.

We work closely with local regulatory authorities, recyclers and environmental organizations in each country to facilitate development of local collection and recycling schemes.

## ENERGY EFFICIENCY

With the objective to focus our activities to reduce our converting factories overall energy consumption while production continues to grow we have decoupled our production growth from resource consumption. In 2009 Tetra Pak has reached a 25 percent energy efficiency improvement, as compared to 2002.

Energy use per million standard package (converting factories)



We initiated deployment of FSC-certified packaging material in 2007, enabling customers to put the FSC-label on the package and thereby enabling a credible communication directly with consumers that by purchasing these products support responsible forest management. The number of FSC-labeled Tetra Pak packages has increased rapidly, from 100 million in 2008 to over 2.3 billion in 2009 covering mainly Brazil, the UK and Ireland. Roll-out of FSC certified and labeled packages will continue in 2010 in several countries over the world.

A key challenge is to manage the limited supply of FSC certified wood, currently only about 5% of the world's productive forests are FSC certified. We cooperate with WWF on forestry related matters and work with different stakeholders including our suppliers to support responsible forestry and facilitate the increase of FSC certified forests.



## SOURCING RENEWABLE RAW MATERIAL

As part of our supply management system, we require our paperboard suppliers to provide chain-of-custody certification (traceable through every step of the value chain) for their wood fibres and of forest management systems, according to standards recognised by key stakeholders. We have made a commitment to reach 100 percent chain-of-custody certification of our paperboard supply and converting plants by 2015. By 2007 100 percent of our paperboard supply in Europe and South America was Forest Stewardship Council™ (FSC™) chain-of-custody certified. Globally over 99% of our paperboard supply is chain-of-custody certified, and 86% have FSC chain-of-custody certification.

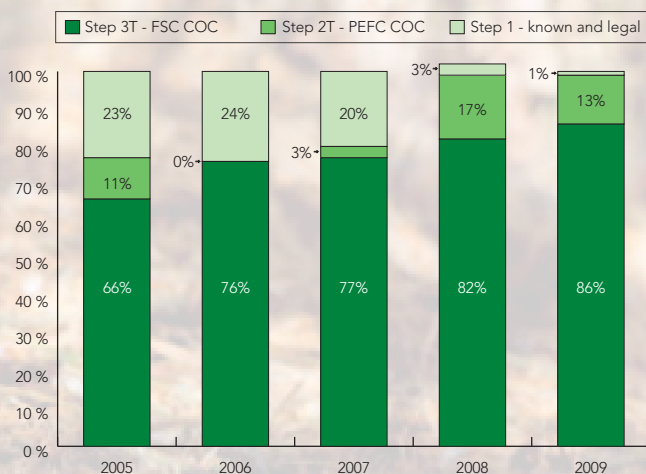
## COOPERATING WITH STAKEHOLDERS

Working with stakeholders is an important element to meet our objectives for continuous improvement and it ensures that we reach the best results and can contribute to finding sustainable solutions. We look to have close cooperation with suppliers, customers and other stakeholders to our business.

Furthermore we cooperate with credible non-governmental organizations. We have a long-term cooperation with WWF on forestry and climate change issues, we are members of several organizations including the Forest Stewardship Council (FSC), the Global Forest and Trade Network (GFTN) and the High Conservation Value Resource Network (HCVRN) to name a couple.

## ENVIRONMENTAL PERFORMANCE

We report on our environmental progress based on our global goals and performance indicators. In addition to a bi-annual Tetra Pak Environmental and Social Report we report key environmental indicators (including energy, water, climate change etc) on-line every year. The Environmental Reporting on-line pages can be found on: [http://www.tetrapak.com/environment/environmental\\_reports/pages/default.aspx](http://www.tetrapak.com/environment/environmental_reports/pages/default.aspx)



# Food for Development

Our history in sustainable development goes back to the 1960s and Tetra Pak's founder, Dr. Ruben Rausing. After spending time in Pakistan and observing surplus food being destroyed in the developed world, Dr. Rausing began to focus on the lack of protein-rich nutrition in the 'third world'.

He was aware of the importance of protein and amino acids for the development of the brain in children and that malnourished children may not develop their full intellectual potential. His solution was to pack sterile milk in aseptic packages while stimulating the development of dairy processing in developing countries while growing local milk production.

Some of the first school milk programmes using Tetra Pak packages started in the 1960s and 1970s in countries such as Mexico, Japan and Kenya.

Today (2009) Tetra Pak packaging is used in school feeding in more than 50 countries benefiting almost 45 million children, of which 25 million are in developing countries.



This type of public-private partnership now encompasses feeding initiatives in Romania, Haiti, China, the Dominican Republic, Thailand, Russia, Iran, Kenya, Mexico, Chile, the USA and India - to mention a few. With the growth of ongoing programmes as well as new initiatives under implementation, the total volume of Tetra Pak packages distributed to children under feeding initiatives reached more than 6 billion in 2009.

## THE TETRA PAK FOOD FOR DEVELOPMENT OFFICE (FFDO)

Tetra Pak's Food for Development Office (FfDO) was established in 2000 and is responsible for coordinating and making available the company's extensive knowledge in school feeding and agricultural development programmes. The FfDO works in close partnership with governments, development agencies, NGOs and customers to supply dairy industry expertise, know-how in packaging and processing solutions, recycling, advice

and practical implementation in support of school milk programmes all over the world.

The FfDO's work is part of the company's continued commitment to initiate and support socially and economically sustainable agricultural, feeding and food development programmes.

Today there is growing understanding that the only way to reduce poverty in the world is to create sustainable economic and social development. Tetra Pak believes that this can only be achieved by working in close partnership between the public and private sectors.



The FfDO manages an extensive knowledge base about school feeding and agricultural development programmes. This information is used to create sustainable feeding, nutrition and agricultural development programmes, equipment financing, equipment, packaging material, experienced personnel and training.

In close cooperation with Tetra Pak Market Companies around the world and its sister company DeLaval that has more than 100 years of experience of developing milk production all over the world, the FfDO facilitates Tetra Pak's support to school feeding programmes, linked to agricultural and dairy development programmes. They are aligned to three main development areas:

### Health & nutrition:

- Support school feeding programmes
- Combat malnutrition and diseases
- Emergency relief

### Education:

- Increase school enrolment and school attendance
- Promote gender issues
- Improve learning capacity and results

### Poverty alleviation:

- Create agricultural development
- Promote private sector development
- Facilitate job creation



## SCHOOL MILK AND FEEDING PROGRAMMES

School milk programmes benefit individuals and society as a whole. When national health is improved through better nutrition, costs for health care are reduced. As milk consumption increases, national dairy industries develop, and when free milk provides an incentive for children to attend school, educational performance is improved and poverty begins to erode.

### School milk programmes:

- Promote school attendance - Parents are more likely to send their children to school (especially girls) if they are fed at school.
- Improve the health of school children - With proper nutrition, children grow better and stay healthy.



- Improve the student's academic results - It is difficult to learn on an empty stomach.
- Support the development of the agricultural sector - School milk programmes increase the demand for locally produced milk
- Create jobs throughout the value chain
- Support the development of the private sector - School milk programmes increase the demand for locally processed milk and support the local dairy industry.
- Increase the demand for similar products in the commercial market, further fuelling growth

In addition to improving student health, many governments are concentrating on using school milk programmes as a catalyst for agricultural development. In many countries, government sponsorship of school feeding has created a demand for locally produced and processed milk and created dairy sector jobs in rural areas.



## PRODUCT DEVELOPMENT

Due mainly to its high nutritional value, milk, particularly cow's milk, has played a major role in feeding programmes. As more developing nations initiate programmes Tetra Pak is now looking at innovative complementary alternatives using local produce and customising the taste to local preferences. As a result, the office has recently contributed to the development of new beverages based on maize, soybeans, rice, peas and cassava.

In Tetra Pak's experience, school feeding programmes act as the catalyst to create demand for locally-produced food. They can also be the foundation for valuable long-term economic growth with such benefits as technology transfer and job creation.



## SCHOOL MILK AND FEEDING PROGRAMMES UPDATE

### Ukraine

A school milk pilot project is now successfully running in Kharkov, one of the biggest cities in the Ukraine. Every day, more than 10,000 children in their first year of study drink milk in a 150 ml package. The milk is financed by the local city council.

An educational programme on a true healthy lifestyle is run in the schools in partnership with Tetra Pak and promoted by Olympic Champion Ekaterina Serebryanskaya. As part of the programme, the children participate in morning exercises and collect empty packages for recycling.



The next steps are to share the results of the programme on a national level and bring the school milk programme to other regions of Ukraine, where a successful pilot project would be of great importance and provide a strong example for the country.

### Pakistan

The Pakistan Poverty Alleviation Fund (PPAF) in partnership with Tetra Pak launched a pilot School Milk Programme aimed to provide milk on a daily basis to over



5,000 primary schoolchildren in 41 schools in Rasoolpur, District Rahim Yar Khan, Pakistan.

The project is being implemented by the National Rural Support Programme (NRSP).

Prior to the start of the pilot programme, PPAF conducted a representative baseline survey of the children's health and nutritional status in the present project area and an assessment exercise will be conducted on the project's completion to measure the impact on children.

The programme aims to encourage enrolment and improve local health and education levels. Tetra Pak Pakistan is supporting the implementing of the project.

### Guyana

Tetra Pak is supporting the Guyana Ministry of Education National School Feeding Programme. The programme is expected to benefit over 51,000 nursery and primary students in coastal and riverain communities once it is in full operation. Children will receive juice in Tetra Pak packages and biscuits. The juice is produced from locally grown fruits.



The programme is funded by the World Bank Fast Track Initiative and managed by the Ministry of Education with full participation from the local communities. The goal of the programme is to increase attendance, improve nutrition and utilize local agriculture products and creating jobs in the fruit farming industry.

An additional 26 schools are expected to be added to the programme in 2010. Tetra Pak is supporting the production of the juice and the implementation and quality control aspects of the programme.

# Tetra Pak in our Communities

Tetra Pak's business model is to develop and provide solutions for the production, packaging and distribution of food, ensuring that food becomes safe and available to people all over the world. With this in mind, it is natural for Tetra Pak to try to minimize the impact when natural disasters hit people and in particular children.

Towards this, the Tetra Laval Group, of which Tetra Pak is a part, has made a number of charitable donations to aid those affected by crisis and natural disaster.

Below are some examples of these efforts:

## Myanmar

When cyclone Nargis hit Myanmar, Tetra Pak immediately felt an obligation to help and joined the initiative of Save the Children to reach those in need.

Save the Children responded to the needs of children and their families across the cyclone affected areas. With the support from Tetra Laval, Save the Children was able to assist almost 50,000 children to return to school, in partnership with local communities and authorities.

Through Tetra Laval's support, Save the Children was able to strengthen 79 Early Childhood Care and Development (ECCD) centres in collaboration with communities in the affected areas to provide for the care and development of children under the age of five. The centres allow parents to work while their children are in a safe place, which provides social and emotional supportive activities for young children. They have enhanced the developmental and learning skills of children preparing them for the transition from pre-school to primary school.

Working with local education management committees, help was given to repair 33 schools and to construct 53 temporary schools. These include government,

monastic and affiliated schools. The monastic and affiliated schools are run by community-based groups. These types of schools offer education that is affordable, accessible and relevant to children's needs and their life situations. Therefore, it was very important for Save the Children to provide support to and strengthen these schools to ensure that girls and boys were able to restart their education activities as soon as possible and with improved quality.



To increase children's access to quality education, 966 teachers were trained in child-centred methodology. Also they were given training in how to conduct psychosocial support activities with their students to enhance their emotional well being and reduce stress.

Teaching materials, school kits and individual student kits were distributed to teachers and students so that education could continue and a sense of routine re-established. Student kits were distributed to almost 50,000 children. With better quality teaching and learning materials, children are receiving a higher quality education than before.

With the support from Tetra Laval, Save the Children was able to bring positive change in the lives of children and realise their right to education.



## Haiti

The Tetra Laval Group also made a significant in-kind donation to help the Haitian disaster relief initiative. Flavoured milk was donated by Tetra Pak Central America and the Caribbean, and packaged and delivered to the NGO warehouses by customer Viva S.A. working together with Brasserie d'Haiti's distribution network.

Supporting Tetra Pak and Viva S.A. are four local Haitian non-governmental organizations (NGOs) that were selected to distribute the flavoured milk to disadvantaged children. The organizations are; Glow Ministries International; Mission of Hope Haiti – Mission de l'Espoir; Bureau de Nutrition et Développement (BND); Feed the Children; and Food for the Poor. The target areas and institutions for distribution include schools, camps/settlements for internally displaced people, orphanages, hospitals, church-supported facilities, community health facilities, and institutions for the disabled.

Tetra Pak has been involved in assessing the efforts of each NGO to ensure the efforts are reaching the needy as efficiently and effectively as possible. Overall, the level of effort put forth by the local NGOs in assisting their targeted beneficiaries has been very high. The parents of children receiving milk in camps/settlements have also been actively participating in milk distribution.



Since the earthquake, partner NGOs have provided over 6 million meals, provided medical support to over 4,000 patients, made available rescue and medical teams to affected areas and distributed over 2,000 tents to displaced Haitians. Meals have been served to more than 30,000 orphans.

Before the earthquake, Tetra Pak has had a history in supporting social and economic development in Haiti through school feeding. Beginning in 2008, Tetra Pak and Viva S.A. have supported two school feeding programmes funded by the World Bank. The programmes are run by Catholic Relief Services (CRS) and Bureau de Nutrition et de Développement (BND) and

are supplied with flavoured milk by Viva S.A. The school feeding programme has been an important channel for growing Viva S.A.'s business.

Tetra Pak is working closely together with the local NGOs and other partners in developing proposals to apply for additional funding for school feeding as well as developing the dairy sector and new nutritious products for the Haitian market.



## TETRA PAK BRINGING RECYCLING TO SCHOOLS

Tetra Pak supports initiatives to educate members of our communities on the importance of environmental principles and activities.

Below are examples of our initiatives in this area:

### Dubai, United Arab Emirates

Tetra Pak Arabia has partnered with Emirates Environment Group (EEG) to educate children on the value of recycling.

Students at 20 schools around Dubai are involved in the programme which was launched in 2010 by the Emirates Environment Group (EEG) in partnership with Tetra Pak. The initiative is a first for the region and the intention is to expand to other emirates next year.

Pupils at Al Khaleej National School, American Academy for Girls and Dubai English Speaking School, among others, are required to flip the corners of the boxes out and flatten each one before depositing them into two provided bins. That way each bin can accommodate up to 25 kilograms, making the entire process more cost-effective.

The beverage containers are sent to a factory at Union Paper Mills, where paper fibres are separated from aluminium and polyethylene.

The top three performing schools received awards during World Environment Celebrations in June.

## Mumbai, India:

Tetra Pak India and TERI (The Energy and Resources Institute) have partnered to educate students on the importance of energy conservation.

In early 2010, TERI announced the conclusion of Phase 1 of 'Project SEARCH' and the introduction of Tetra Pak Ambassadors.

SEARCH is an acronym for Sensitization, Education and Awareness on Recycling for Cleaner Habitat. The primary objective of the immensely successful activity was to conduct awareness and sensitization drives in 60 Delhi and Bangalore schools, in order to instill a habit of recycling amongst the youth, starting at the schools itself.

Tetra Pak India and TERI's partnership is purely driven by the intent to encourage the engagement of students in environment conservation and the adoption of sustainable practices in daily life. The twelve students who were awarded the title of Tetra Pak Ambassadors were given the opportunity to experience the production of sustainable and recyclable Tetra Pak packages at the world-class factory at Takwe, Pune and also at the actual recycling of these packages at Tetra Pak's recycling partner Daman Ganga Board Mills, Vapi Gujarat.

Project SEARCH has successfully managed to instill environmental consciousness in a large number of students and teachers. The core messages of the project are to encourage students to reuse, recycle and reduce and make judicious choices as consumers and reduce one's footprint. The Ambassadors' visits to Vapi and Pune have been very effective and over the next one year the programme will reach out to more students through them.

## RECOGNITION

Tetra Pak has been recognized for some of the socially responsible initiatives we have participated in.

Below are some examples of that recognition:

### Sweden

Tetra Pak received the 2010 Climate Award from the Swedish Forest Industry Federation. H.R.H. Prince Carl Philip presented the award to Finn Rausing at a ceremony in Stockholm on April 20, 2010.

The jury's reason for giving the award to Tetra Pak was: "Tetra Pak's packages have revolutionised the distribution of food around the globe. What is not so well-known is that the company's innovations create packages that have a lower environmental impact than packages made from other materials. Tetra Pak takes its responsibility for sustaining the forests that provide the raw materials for its packages seriously. Few organisations act with the same

drive and reach in supporting the work towards a better environment and reducing impact on the climate."

### China:

Tetra Pak China was the recipient of the IDF Dairy Innovation Awards as the Best School Milk Initiative, for its Physical Health Programme for School Children.

The award was recognition of the innovative way that various stakeholders -- schools, government, school children, and parents -- were engaged, as well as the challenging context in which the programme was took place. Tetra Pak's programme was introduced in 2009, after the Chinese School Milk Programme and local dairy producers had suffered from a huge hit from the melamine incident. At the same time, government authorities, schools and parents were concerned about the health of children as a way of guarding against H1N1 swine flu. Tetra Pak China combined milk drinking and health to launch its Physical Health Programme.

The initiative was divided into two main phases. First, student physical health enhancement manuals were created, promoting milk drinking and educating students and parents on physical health. Second, the Sunshine Sports and Recreation Classroom was organized to increase student understanding of the importance of drinking school milk and improve health and fitness through interaction and games.

Rich in content and easy to implement, the programme was in line with government policy for improving student health and helped dairy companies promote school milk. Thanks to partnerships with local customers, the programme has succeeded in reaching 14 selected cities in China. As such, the campaign received strong support from both companies and government, in addition to the participation of over 340,000 children and parents.

The award coincides with the 10th anniversary of the Chinese School Milk Program. In the past decade, Tetra Pak China has invested over RMB 120 million in increasing student awareness and improving access to quality milk.

In 2009 Tetra Pak China launched the School Milk Source Improvement Plan, and expect to accomplish the certification of 63 school milk dairy farms by the end of 2010. Tetra Pak China continue to help guarantee the safety and health of milk among the world's largest population, and, in particular, its millions of school children.



**TETRA PAK INTERNATIONAL S.A.**

70, AV. GÉNÉRAL GUISAN  
CASE POSTALE 446  
CH-1009 PULLY, SWITZERLAND  
TEL +41 21 729 21 11  
FAX +41 21 729 22 44

[www.tetrapak.com](http://www.tetrapak.com)

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