



A worldwide company, with the means to have a large-scale impact in the fight against plastic pollution, Nestlé joined the BeMed Business Club with the conviction that it is only by working collectively that we can effectively fight against plastic pollution.



As a Sustainability and Packaging Senior Project Manager at Nestlé, **Lila COSTES** represents her company in the Club

Is there a particular link between Nestlé and the Mediterranean that explains the involvement in the BeMed Business Club?

There is no historical link, but a few months ago our Europe - Middle East - North Africa division launched a dynamic called "Mediterranean Clean Up" which aims at launching concrete projects to fight against plastic pollution in its markets around the Mediterranean. For example, we have projects in progress in Greece, Egypt and France, in the *Communauté de Communes Lacs et Gorges du Verdon* to try to better understand and solve the problem of chronic waste in certain very localized areas (see yellow box). When we heard about the BeMed Business Club, we thought that this initiative would be in synergy with our objectives and could help us move forward faster.

So, it is mainly to set up concrete projects that you joined the BeMed Business Club ?

Yes, this is one of the main expectations we have, but it is not the only one: we are also motivated by the idea of joining a multi-actor dynamic. We are convinced that this is the right approach to address this plastic pollution issue that concerns us all. Within the BeMed Business Club, there are scientists, NGOs and, above all, there are companies from all sectors,

representing the plastic value chain. During our discussions, we also involve the public authorities, which have an important role to play. Collaboration between all of us is essential.

It must be exciting to see all these companies working together and be part of the group...

Absolutely! It is during the annual workshops that we most feel the collective intelligence at work. During these events, you really witness the acceleration of the group on the reflections and current projects. It is also during these face-to-face meetings that we have the most informal discussions with representatives of other companies and external stakeholders and that we better understand each other's challenges, which is very useful to find solutions together afterwards. To sum up, I would say that the workshops are collaboration and network accelerators.

Being aware of the challenges of other stakeholders makes it possible to move forward together in a more constructive way

Earlier you talked about better sharing and understanding the challenges of the other companies, do you have an example?

I think the work we did on recycling is a good example because it has been the opportunity to expose some of the

constraints we face in the food industry, while sharing our knowledge on a subject that we are analyzing closely. Without going into too many technical details, Nestlé is participating in R&D work on chemical recycling because this method could be a solution to avoid virgin plastics in some packaging applications requiring food quality. Being able to discuss these specificities with other stakeholders of the Club has allowed us all to deepen our knowledge and better understand our current challenges in order to consider common alternatives. Another example is that of reuse, for which it is interesting to understand both the expectations of the general public and NGOs, and the constraints of brands and distributors around the table. The subject of bulk is rising, but to date it is not yet possible to have it on all product categories. Ultimately, sharing our constraints allows us to better understand each other and move forward together.

GOOD TO KNOW

> Nestlé finances and implements with the *Région Sud Provence Alpes Côte d'Azur* and CITEO, the IDEAL project (Initiative for Limited Abandoned Packaging Waste).

> This project aims to develop and share a structured preventive and curative methodology to reduce abandoned waste. Methodology that would be replicable at a larger scale.