

# THIRSTY FOR CHANGE

## FAQ. FLAVIA WASTE-2-ENERGY SCHEME

### CURRENT SITUATION

- FLAVIA filterpacks have a unique 'multi-layer' design that ensures the product remains fresh for as long as possible and that food wastage is minimised.
- At present there is no local authority in the UK that provides a municipal recycling option for 'multi-layer' packs like FLAVIA.

### IDEA

FLAVIA have created a special Waste2Energy programme, in association with Save-a-cup, which enables used FLAVIA filterpacks, milkpots and sugarpacks to be converted into energy. If all FLAVIA filterpacks were part of the scheme, enough energy would be generated to light 10,000 homes for a year.

### HOW IT WORKS

Used FLAVIA filterpacks are collected by Save-a-Cup and sent to an energy plant to be turned into electricity. This electricity is fed into the national grid and used to provide energy for the nations homes, reducing the need to use non-renewable fossil fuels.

### WHAT DO I NEED TO DO?

1. To join the scheme contact Save-a-Cup and fill in a simple registration form.
2. Collect your used FLAVIA filterpacks in the pink bin sacks provided.
3. Save-a-Cup will regularly collect the sacks and take them to be converted into energy.

### COST SUMMARY:

- £50 annual administration charge.
- £30 per 200 pink sacks.
- £20 site fee per collection.

### BENEFITS

#### Joining the scheme will enable you to:

- Contribute to meeting environmental targets and help satisfy corporate recycling policies.
- Show your employees their voice is heard.
- Advertise your environmental credentials by using the Save-a-Cup logo and calculating the number of houses that will be lit from the FLAVIA packs you collect.

### ACTION

Contact Save-a-Cup on 01494 510167 to join this scheme today.



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## FREQUENTLY ASKED QUESTIONS

### WHY CAN'T I RECYCLE FLAVIA FILTERPACKS?

Currently no authority in the UK provides a suitable municipal recycling option for FLAVIA filterpacks. So FLAVIA have established an energy-recovery scheme through Save-a-Cup, which is a more environmentally sustainable solution than disposal to landfill.

Mars Drinks are working with a government nominated environmental consultancy to create solutions that will allow FLAVIA filterpacks to be recycled in the future. We hope to be able to offer a recyclable solution to our customers by the end of 2009.

### WHAT ABOUT AIR EMISSIONS?

Carbon Dioxide (CO<sub>2</sub>), Dioxins and Heavy Metals tend to be the main emissions of concern with Waste-to-Energy schemes.

It is important to note that Energy plants are the most strictly controlled of all waste management processes and are regulated at a national and EU level.

The production of dioxins is associated with the presence of chlorine. Any chlorine containing compounds were removed from all Mars Drinks packaging several years ago to ensure FLAVIA packs burn cleanly.

Our coffee and tea contains minerals and elements naturally absorbed by plants as they grow. These traces are insignificant compared to legally permitted levels and do not present an environmental problem having been derived from a natural source.

### WILL THIS HAVE AN IMPACT ON CLIMATE CHANGE?

Whilst the Waste-to-Energy process does release CO<sub>2</sub>, this greenhouse gas is 20 times less potent than the methane realised from landfill sites.

The energy recovered from FLAVIA filterpacks will displace the need for an equivalent amount of electricity to be generated at a power station, saving the release of CO<sub>2</sub> from burning non-renewable fossil fuels. Research has found that electricity-only incinerators emit 40% less CO<sub>2</sub> than a coal power station.



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## WHAT ABOUT THE ALUMINIUM IN THE FLAVIA FILTERPACK?

The aluminium layer is essential for ensuring the continued freshness of our product and weighs less than half of the weight of a soft drink can ring pull. On burning, it has no harmful emissions and the white ash left is collected for use in road construction.

## ARE YOU DOING ANYTHING TO REDUCE THE ENVIRONMENTAL IMPACT OF FLAVIA FILTERPACKS?

FLAVIA filterpacks are designed to deliver a fresh, high quality product, which prevents food wastage. FLAVIA filterpacks weigh just 2.3g, less than half of the weight of a soft drink bottle cap, and consist of very few materials. FLAVIA's filterpacks are one of the lightest in the single serve category.

Mars Drinks are continually looking for solutions to help reduce our environmental impact whilst ensuring our consumers receive the highest quality drink. For example, over the last three years we have reduced the weight of our FLAVIA tea filterpacks by 20%.

## ARE SAVE-A-CUP HAPPY TO COLLECT THE SACKS FROM ANYWHERE?

Save-a-Cup will need parking access as close as possible to your site.

## ARE THE TIMINGS FOR COLLECTION FLEXIBLE TO WHEN I WANT THEM?

The collection day can be agreed together, however the collection will simply occur during normal office hours.

## WHAT'S THE MAXIMUM AMOUNT OF SACKS THAT CAN BE COLLECTED FROM A SITE?

40.

## HOW SAFE ARE THE SACKS CONTAINING USED FILTERPACKS?

They are perfectly safe to store for up to 4 weeks.

## WHERE CAN I FIND OUT MORE INFORMATION?

Contact Save-a-Cup on 01494 510167 or your account manager.

## HOW CAN I ACT SUSTAINABLY WITH THIS FAQ?

Please use this FAQ only electronically where possible and only print as many copies as you need.



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