

# Packaging & Circular Economy

BUSINESS POLICY



**blueYou**

# Packaging & Circular Economy

<b>Scope of Policy</b>	This policy applies to all seafood packaging used in the supply chains from the country of origin to the final point of sale
<b>Applicability</b>	All seafood products packed under the Blueyou brand
<b>Version</b>	V 1.0 January 2024
<b>Replaced Version</b>	-
<b>Revision Frequency</b>	Annually
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# 1. Blueyou's Commitment and Policy Summary

Blueyou acknowledges the purpose and need of packaging to safeguard the quality and integrity of commercialized seafood products, minimize waste and spoilage and allow for the handling and storage of finally manufactured products along global seafood supply chains.

All packaging used within Blueyou's commercial supply chains must be safe, legally compliant, functional and sustainable. Packaging use, type, design, materials, and production techniques must be continuously optimized in order to safeguard the consistent quality of seafood products, minimize spoilage and reduce the environmental footprint to a minimum. Blueyou actively integrates and promotes the principles of a circular economy in the use of all packaging materials, involving three guiding principles:

- **Eliminate:** Eliminate all problematic and unnecessary packaging items in Blueyou's supply chains
- **Innovate:** Use packaging materials that are reusable, recyclable, or compostable
- **Circulate:** Promote and safeguard a circular economy for all packaging materials applied

*"By December 31st 2025, Blueyou aims to eliminate all critical and unnecessary packaging components and achieve a share of > 75% of all packaging material to be either fully recyclable or to be manufactured from a sustainable, certified source of raw material."*

## 2. Background and Rationale

Food packaging maintains food safety, improves the shelf life of food, and prevents food waste and loss. Despite these benefits, there are various environmental impacts of food packaging throughout its life cycle, including the depletion of natural resources for the packaging raw materials, the emission of greenhouse gasses, the use of water and energy, and the impact of waste and pollution. Furthermore, the existing packaging waste management industry lacks circularity because most food packaging is designed for single use and discarded after a short period.

According to LCA-based environmental footprint analysis performed for seafood products by Blueyou, packaging materials have a minor contribution to the overall footprint of finally packed seafood, usually in the range of < 2% of the total footprint. Nevertheless, the use of packaging materials, - and more specifically, plastics -, must be reduced and the linear mode of usage must be transitioned into a circular mode which allows for continuous use along entire supply chains. Plastics and microplastics are a specific and critical concern for the conservation of our oceans, rivers, and lakes and joint action along global supply chains is required to stop the pollution of the aquatic environment. Blueyou supports and actively promotes national and international efforts for combating the global plastics crisis and actively supports the transition of the packaging industry towards a circular economy

# 3. Policy Requirements and Standards

Requirements and Standards		Performance Objectives
1. Legal compliance and food safety	All packaging materials must comply with the applicable legislation of the destination countries of the product. All packaging materials in contact with food must have a specification and a Declaration of Compliance (DoC). Migration tests are performed where needed.	Implemented by 31 Dec 2023
2. Eliminate critical materials and compounds	No critical materials (critical for health, environment or recyclability) and compounds are used for packaging. More specifically, the following materials are not used: <ul style="list-style-type: none"> <li>- Polyvinylchloride (PVC)</li> <li>- Polyvinylidene chloride (PVdC)</li> <li>- Bisphenols, Phthalates and PFAS</li> <li>- Microplastics, Nanoparticles and Nanotechnology</li> </ul>	Analyse current packaging and eliminate all critical materials and compounds by 31 Dec 2024
3. Eliminate unnecessary materials	Unnecessary packaging materials are not used. Unnecessary means that the packaging is not needed to prevent spoilage, to assure the quality of the packed food or to allow for convenient handling of product by the end user.	Analyse current packaging and eliminate all unnecessary materials by 31 Dec 2024
4. Use of sustainable raw materials	Sustainable raw materials shall be used for the packaging whenever available, legally conform and technically feasible: <ul style="list-style-type: none"> <li>- <b>Cardboard:</b> Use of sustainably harvested and certified materials according to FSC standards or use of recycled pulp raw material or a combination of the two</li> <li>- <b>Plastic:</b> Use of plastic with a low environmental footprint</li> <li>- <b>Cans:</b> Use of recycled steel in tinplate</li> <li>- <b>Ink:</b> Use of ink with a low environmental footprint</li> </ul>	<p><b>Cardboard:</b> Share of minimum 75 % (85 %) from recycled origin or FSC-certified primary materials by 31 Dec 2024 (2025)</p> <p>Share of minimum 60 % (70 %) from FSC-certified primary materials by 31 Dec 2024 (2025)</p>
5. Use of recyclable materials	Recyclable packaging materials shall be used wherever possible, legally conform and technically feasible: <ul style="list-style-type: none"> <li>- <b>Cardboard:</b> Minimize the use of plastic coatings which hinders the recycling process</li> <li>- <b>Plastic:</b> Use of plastic which can be easily recycled where applicable</li> </ul>	<p><b>Plastics:</b> Share of minimum 65 % recyclable plastic materials (PE/PE instead of PA/PE) by 31 Dec 2024</p> <p>Share of minimum 75 % recyclable plastic materials by 31 Dec 2025</p>
6. Promote circular economy	Blueyou promotes a model of the circular economy for all packaging materials used by providing information on packaging about used materials and their recyclability.	Add consumer and user information for packaging recycling on all packaging by 31 Jul 2024

## 4. Implementation of Policy

This policy is implemented within Blueyou’s global seafood supply chains under the responsibility of the Head of Quality Management.

## 5. Key Impact Metrics and Reporting

### Key Impact Metrics (KIM)

- Share of packaging with critical compounds and materials
- Share of cardboard use with FSC-certified material
- Share of cardboard use with uncertified but recycled material
- Share of plastic packaging which is easily recyclable

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### Impact Monitoring

Annually by April 30

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### Reporting

Annual impact report by Blueyou, published on official website

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