Sustainable packaging guidelines – for paper & cardboard

A1 Telekom Austria Group contributes towards the transition into a circular economy. We aim to achieve this by transforming our business model into a circular business (model) as time progresses. One of this steps includes the transition to sustainable packaging.

Introduction: Sustainable Packaging

Sustainable packaging is designed to maximise the re-use and recovery of materials used. This is aimed at longevity, complete substitution for virgin materials of the same type and/or the use of renewable materials.

Sustainable packaging design refers to the principle of cyclic approaches. Products should be designed and produced in a way that permits the recovery of materials to a high degree (to be employed as secondary raw materials), the reuse of the packaging, and/or the manufacture of the packaging from renewable raw materials.

Focus area of sustainable packaging

The majority of our packaging is mainly made of paper and cardboard. That is why the quality critera set in this document are primarily applicable to paper and cardboard.

However, the use of plastic and its avoidance should also be kept in mind. A1 Telekom Austria Group aims to ensure that the plastic packaging we procure and send to customers can be reused, recycled or composted. We avoid using packaging material from polystyrene (PS), expanded polystyrene (EPS), polycarbonate (PC), polyvinyl chloride (PVC).

Main principles for sustainable packaging design

Materials and addetives
- The material used should be **as homogeneous as possible** (e.g., outer packaging as well as inner packaging made out of paper) and free from additives;
- **Use of monomaterials** or **material combinations that permit recycling** is preferred;
- Where possible, **recycled material** should be used.

Printing ink, glue and decoration
- The printing inks used must conform with the EuPIA Exclusion List;
- The packaging should be considered as a whole, and should consist of a limited number of different materials or of material combinations that can be easily separated (e. g. decoration stickers that can easily be removed).

Quality criteria for paper and cardboards

To be considered as "Sustainable packaging", the packaging must match the standard "very good" or "good" in all eight categories ("origin of fibres", "coating", "Application of glue", "ink", "print" "inner packaging" and "decoration", "manuals"). Please provide evidence documents, e. g. if the origin of fibres is 100% from recycling fibres – please provide proof.

Categories		Very good	Good	Limited	Poor
Outer Packaging	**Origin of fibres**	90-100% Recycling fibres (wood)	Paper/ cardboard with FSC / PEFC label or >70% recycling fibres	Fibres derived from wood	Non-woody plants such as hemp, grass, cotton etc.
	Coatings	Without any coating	Without any coating	One-sided plastic	The plastic coating on both sides
	Glue	No glue used	No glue used	Glue used	Glue used
	Ink	o 90-100% mineral oil free o EuPIA-compliant ink*	o More than 80% Organic oil based (e. g. soja, herb oil etc.) o Exclusion of palm oil in the ink o EuPIA-compliant ink*	o 50-80% of oil-based ink (e. g. soja, herbal oil etc.) o No exclusion of palm oil o EuPIA-compliant ink*	Over 50% oil-based ink
	Print	Single color print	Multi-color print	Multi color print	Multi color print
Inner packaging & other material	**Inner packaging**	Papcardboard-based used material as inner packaging Zero plastic for inner packaging	If plastic is used as a inner material, it must contain 80-100% of recycled plastic	If plastic is used as a inner material, it must contain 80-100% of degradable plastic	Plastic is used
	Decoration	No stickers unless necessary, e. g. with serial number No additional give aways	No stickers unless necessary, e. g. with serial number No additional giveaways	Stickers Additional giveaways	Stickers Additional giveaways
	Manuals	Manuals and information material online only (unless legally required ones) No further advertising or other material (unless legally required)	Manuals and information materials are printed environmental friendly (see "origin of fibre", "coating", "ink") – 4 color print possible	Manuals are not printed environmental-friendly	Manuals are not printed environmental-friendly

*More Information on the EuPIA guidelines see www.eupia.org