# CIRCULAR ECONOMY

## LAVAZZA GROUP'S PILLARS

The circular economy is an evolution of the economic system aimed at promoting the efficient use of resources. The goal is to pursue efficiency-raising actions for a circular management of materials, energy, water and climate-change emissions.

#### **REUSE AND RECYCLING**

Paying attention to the product's characteristics to encourage, where possible, reuse, recycling or composting at the end of its life cycle.

#### **REDUCTION OF MATERIALS**

Optimisation of resource use.

#### SUSTAINABLE OR LOW ENVIRONMENTAL IMPACT RESOURCES

The use of renewable energy and renewable, recyclable or biodegradable raw materials.

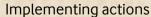
#### LIFE CYCLE EXTENSION

Designing and producing with the aim of a longer life cycle, preserving materials and energy.

### LAVAZZA GROUP IS DESIGNING ITS PRODUCTS, IMPLEMENTING ACTIONS SUCH AS:

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Defining a Lavazza Group Circularity Metric



Lavazza Group considers the application of Circular Economy principles as strategic for achieving the objectives of its Read Man to Zaro, Lavazza Croup is working to promote the sizewar

**Road Map to Zero.** Lavazza Group is working to promote the circular economy by playing an active role in the transformation of systems to reduce the use of resources, do more with less, facilitate the circularity of materials by inserting them back into a production cycle so as to prevent them from polluting ecosystems, or being sent to landfill or incineration plants.

Implementing a Road Map for sustainable packaging with the aim of exploiting low environmental impact raw materials and end-of-life material aimed at optimising resources along the coffee production chain and related waste

Using renewable energy sources

Developing new coffee machines that are designed to be increasingly repairable, extending their average life, and that contain recycled material, increase energy efficiency during use and facilitate maintenance and disassembly operations Raising the efficiency of production lines with the aim of reducing environmental impacts

Reusing production waste as input for other activities

Raising the efficiency of product logistics and distribution

