

CIRCULAR ECONOMY

LAVAZZA GROUP'S PILLARS

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.

LIFE CYCLE EXTENSION

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

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.

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



Lavazza Group considers the application of Circular Economy principles as strategic for achieving the objectives of its 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.

