

# Rethinking resources

Material efficiency and circularity by Lidl

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# We are discounters



## Simple

Clean-cut assortment for the entire daily purchase

*& leaner food waste management*



## Efficient

Process professionals with a system and price advantage

*& efficient recycling processes*



## Successful

Award-winning products in many quality comparisons

*& optimized packaging*

# REsetting resources: the group -wide strategy

**REdesign** | We design our business models to align with circular economy principles.

**REduce** | We reduce the use of resources and prevent waste.

**REuse** | We focus on reuse.

**REcollect** | We promote the use of recyclable materials.

**REcycle** | We strengthen high-value recovery processes and increase the use of recycled materials.

# REdesign: improving the recyclability of own brand packages

Improved recyclability  
with mono plastics

Almost 60%  
of packages  
recyclable



# REduce: optimizing the material use in own brand packaging



Thinner foil: 42 %  
less plastic



From trays to flexibles:  
66 % less plastic

**Over 30 %  
less plastic in 2017-  
2025**

# REduce: Too good to waste - and from waste to fuel

**Food waste turned  
into biogas...**

**10 million  
kilos saved yearly**

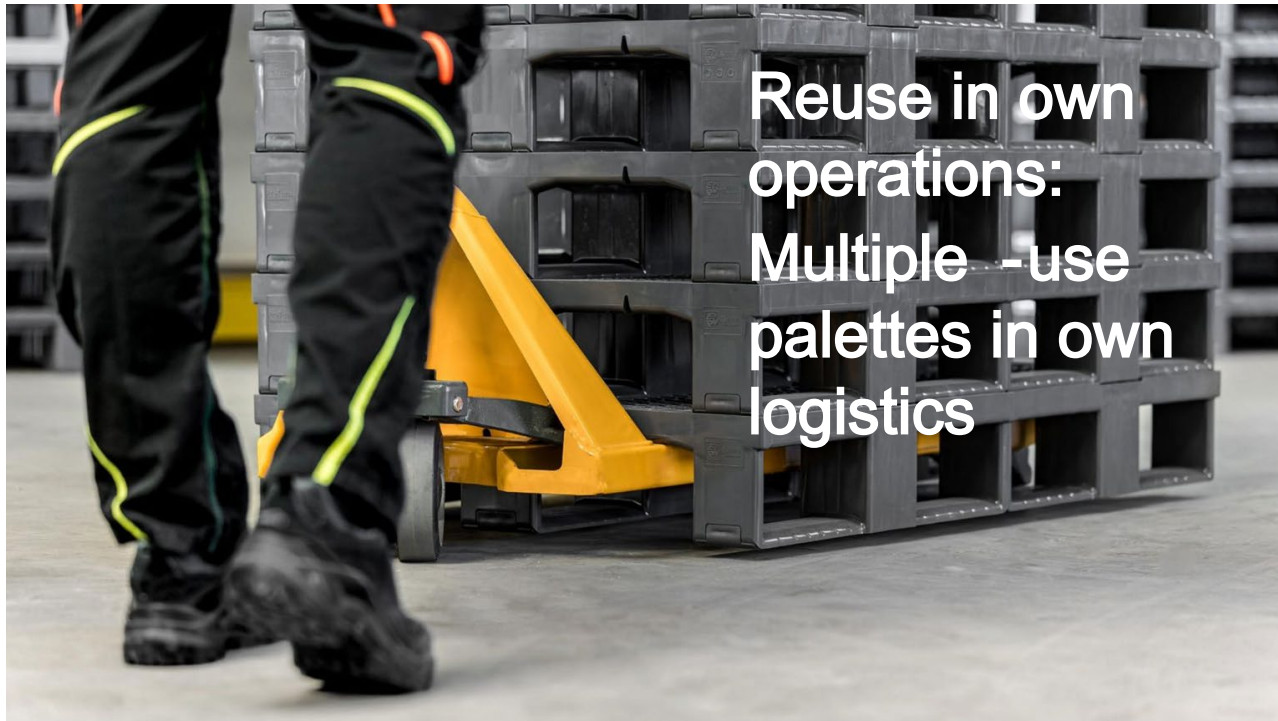


**...over 1/3  
of kilometers driven  
by biogas**



**REuse: Promoting reusable bags and using multiple -use palettes**

**First to make a bold move to cut the plastic bag consumption**



**Oma kassi.**  
**Paras kassi.**

Säästä lompakkoa ja luontoa.  
Ota oma kassi mukaan  
kauppareissulle.

[lidl.fi/muovikassit](https://www.lidl.fi/muovikassit)

**25 % less**  
**plastic bags**  
**sold**



# REcollect and REcycle: Centralized recycling enables efficiency

**93 %**  
recycling rate

**Over 20**  
materials  
sorted



## REcollect and REcycle: Materials into use

**Over 20 %  
recycled plastic in  
private label  
packages**



# REcycle: Road to Zero Waste

## Actions:

- Residual waste analysis
- New bins and better locations
- Updated instructions
- Communication campaign

**Goal: Road to Zero  
Waste certificate**



