



Resirkulert plast **DEN NYE NORMALEN**

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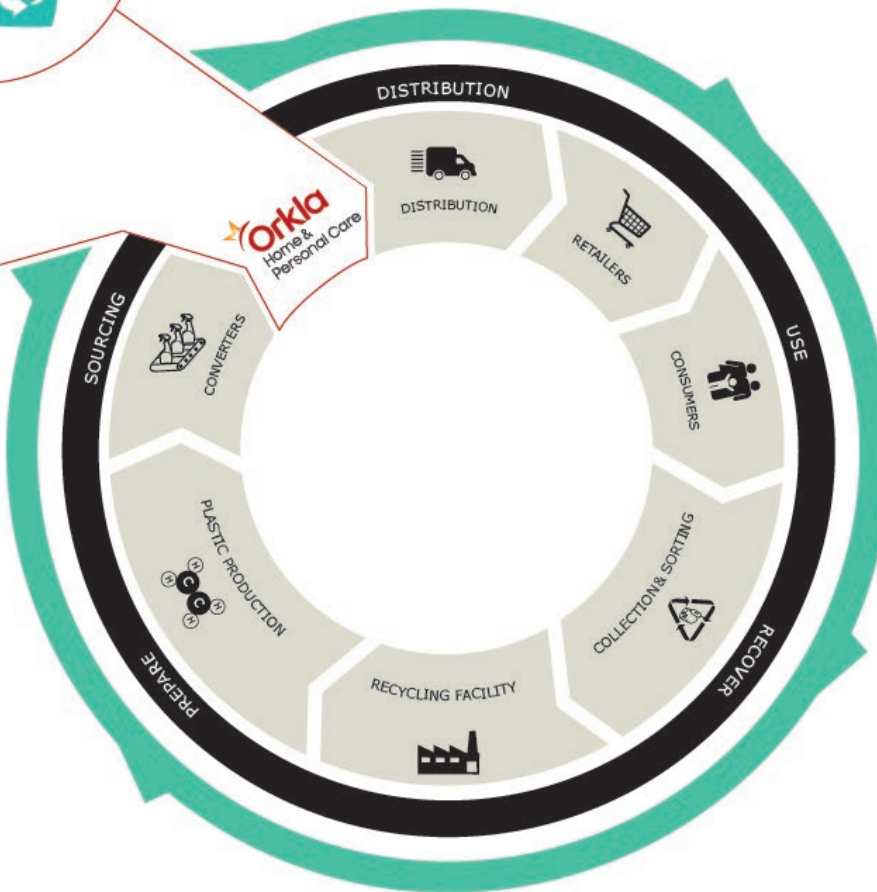




Emballasje designet for gjenvinning



Overgang til bruk av resirkulert plast



Våre strategiske mål mot 2025



100 % av vår plast skal komme fra enten **fornybare** eller **resirkulerte** kilder



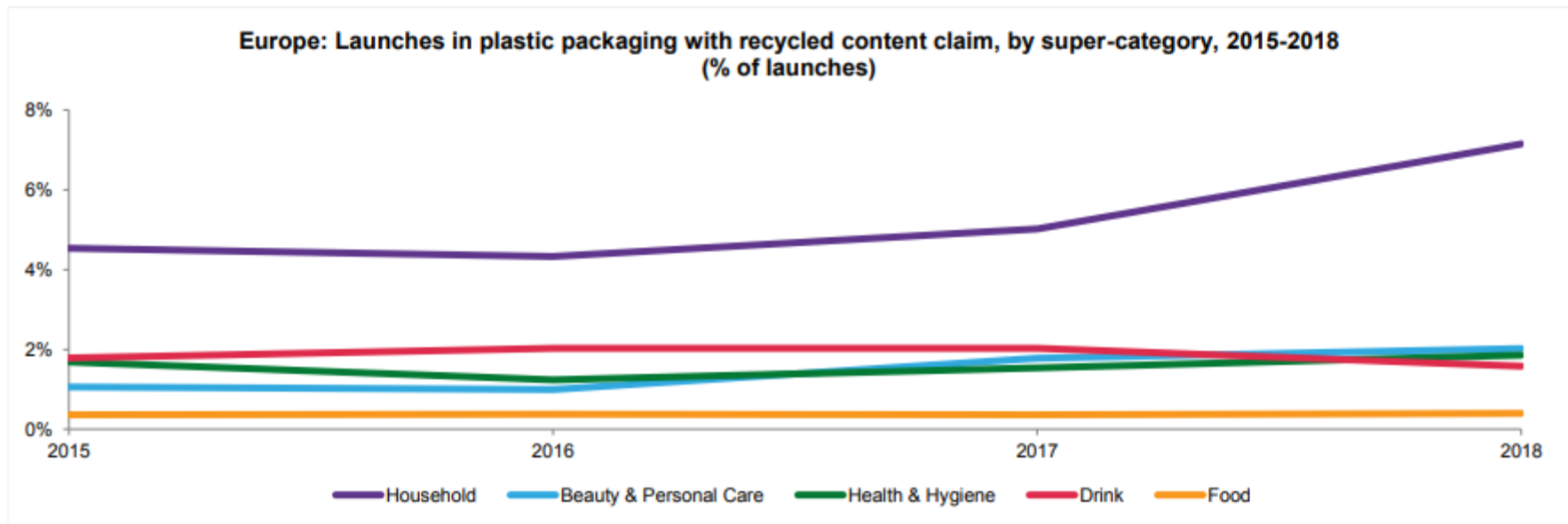
100 % av våre emballasje vil være material-**resirkulerbar**

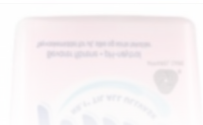
A photograph showing a narrow, dark path cutting through a vast, towering wall of plastic waste. The waste consists of numerous crumpled plastic bags and pieces of plastic, piled high on both sides of the path. The path itself is dark and appears to be made of gravel or dirt, with some lighter patches. The overall scene conveys a sense of overwhelming scale and environmental impact.

**Vi har startet reisen,
men det er langt igjen...**

Where does the recycled plastic go?

Though recyclable packaging claims have become common, claims to include recycled content are still rare.







reddot award 2016
winner



Arbeidsgruppen;

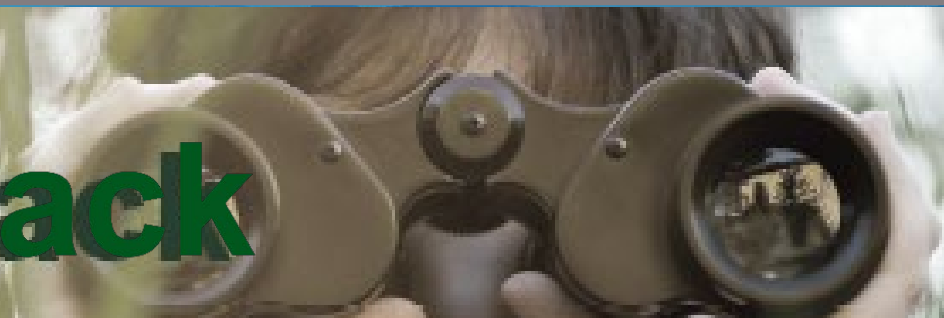
Design for Gjenvinning



Grønt Punkt Norge



FuturePack



$$\frac{dN}{dt} = \frac{1}{q_{\text{fact}}} - \sigma_0(N-N_0)(1-\epsilon S)S + \frac{N_e}{T_n} - \frac{N}{T_p}$$

$$\frac{dS}{dt} = T_0 \sigma_0(N-N_0)(1-\epsilon S)S + \frac{p_0 N}{T_n} - \frac{S}{T_p}$$

Noen av våre nøkkel-
erfaringer så langt...

A close-up photograph of a person's open palm holding a large quantity of small, multi-colored plastic shavings. The shavings are in various colors including white, light blue, red, yellow, green, and purple. A semi-transparent teal banner is overlaid across the middle of the image, containing the text "Tilgang på egnet materiale" in white, bold, italicized font.

Tilgang på egnet materiale



Finne riktig kvalitet



Økte kostnader og kompleksitet

PULL

Behov for åpenhet og transparens

CLOSED

Takk for meg

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