

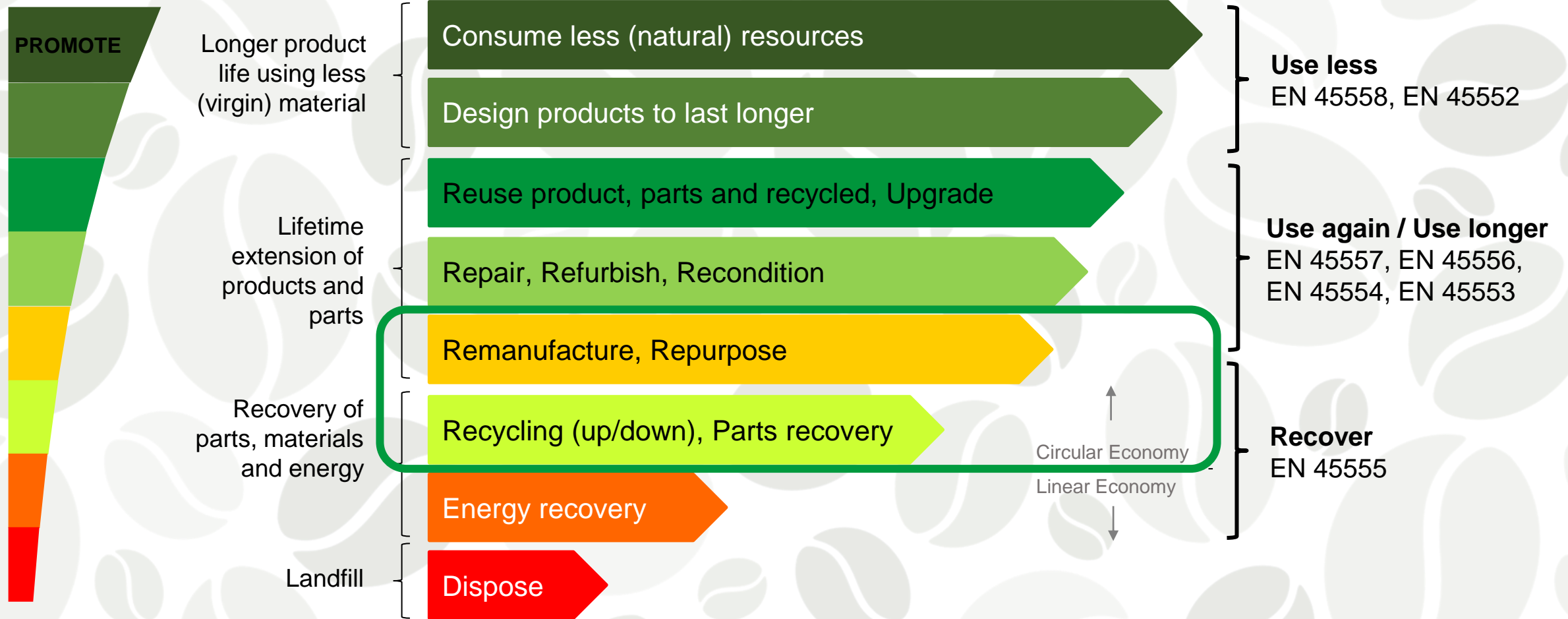
A top-down view of coffee beans and green leaves scattered on a dark, weathered wooden surface with a teal-green patina. The beans are dark brown and roasted, while the leaves are vibrant green and glossy. The background is a mix of dark wood and teal paint, creating a rustic and natural aesthetic.

# Recycling of capsules and SCG



***New challenges – new regulations***

# NEW HIERARCHY in material efficiency and our strategy



A close-up photograph of a wooden spoon filled with a dark, granular substance, likely activated carbon. The spoon is resting on a larger pile of the same material. In the background, there is a blurred pile of dark coffee beans on a light-colored surface. A semi-transparent white banner with green text is overlaid across the middle of the image.

*We have future ready solution*

# PRINCIPLES of slowing down, narrowing and closing resource flows



## LINEAR FLOW

We take materials, make products and dispose products when they become obsolete



## NARROWING FLOWS

Strategies to use fewer resources to manufacture products and develop energy-efficient products



## SLOWING LOOPS

Refers to strategies such as upgrade, repair, refurbishing, and remanufacturing to encourage product reuse



## CLOSING LOOPS

Strategies related to recycling in order to "close the material loop" after multiple uses

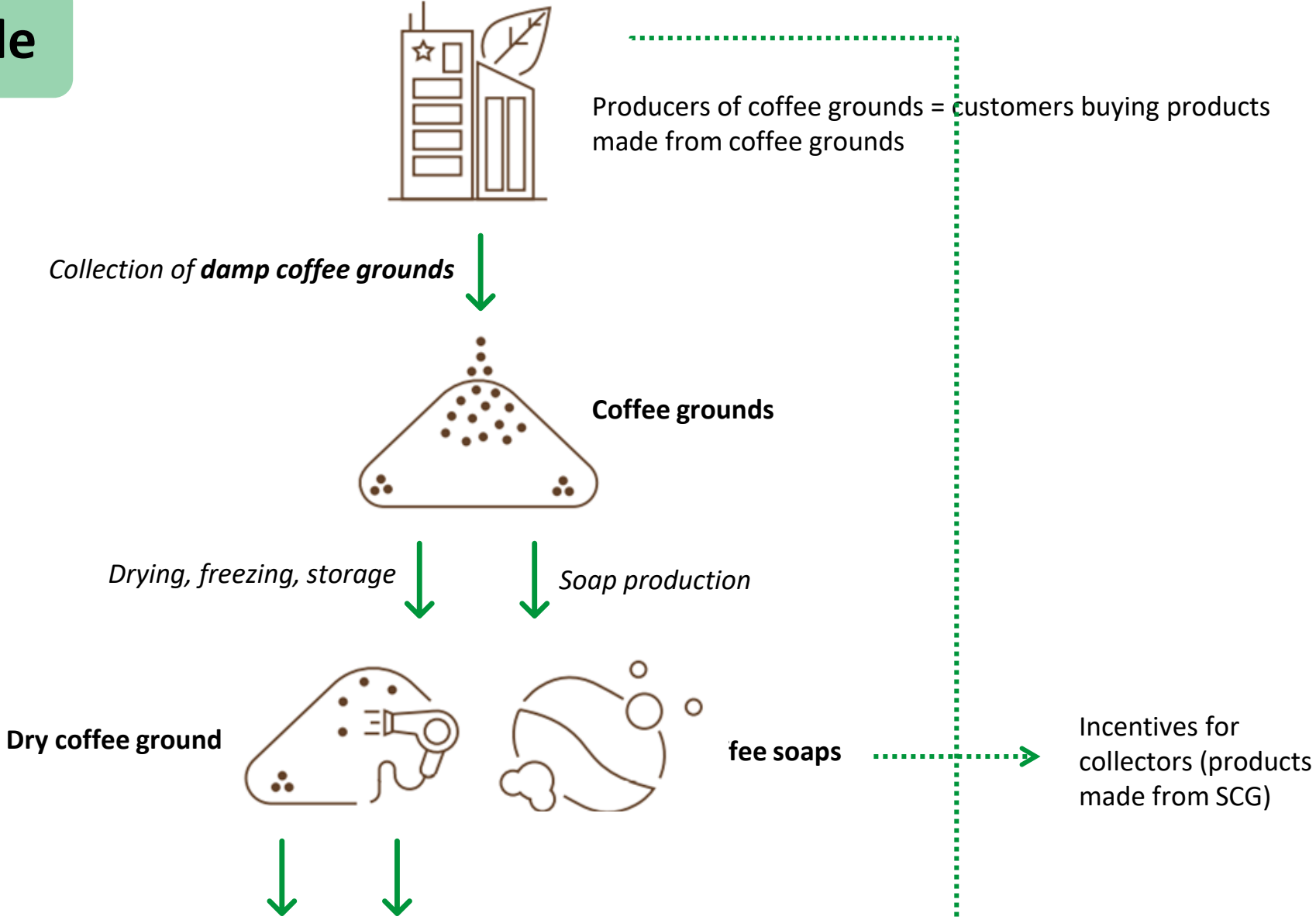
# NEW CLOSING THE LOOP SOLUTION: Coffee's afterlife

- Recycling goals fulfilment – we recycle packaging (aluminium, plastics) as well as contents (coffee grounds) – **Zero Waste concept**.
- We fulfil **ESG + Taxonomy + CSRD** (we possess realistic projects within circular economy with quantifiable impacts – CO<sub>2</sub>, LCA).
- A **competitive advantage and reputation** / different approaches and doing things the right way/.

**A new paradigm is on the rise - our creation within globally unique concept – two cascades**

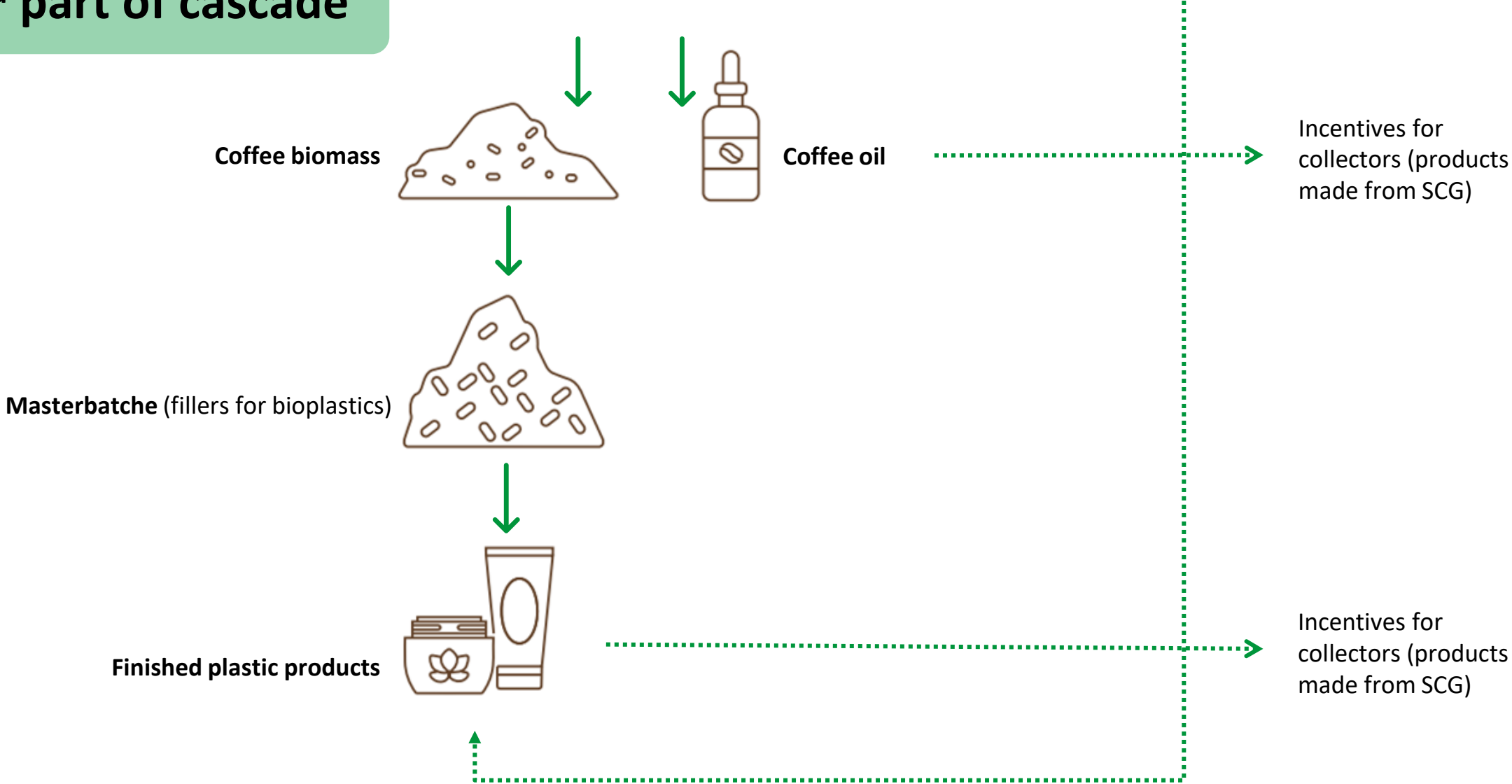
# FIRST CASCADE RECYCLING OF SCG – waste to products

1<sup>st</sup> part of cascade



# FIRST CASCADE RECYCLING OF SCG – waste to products

## 2<sup>nd</sup> part of cascade





# SECOND CASCADE – full recovery of capsules



Recyclation of package  
(aluminium, plastic)



Remanufacturing,  
repurposing of SC6  
(coffee briquettes)



Close the material loop  
(use waste again as material)



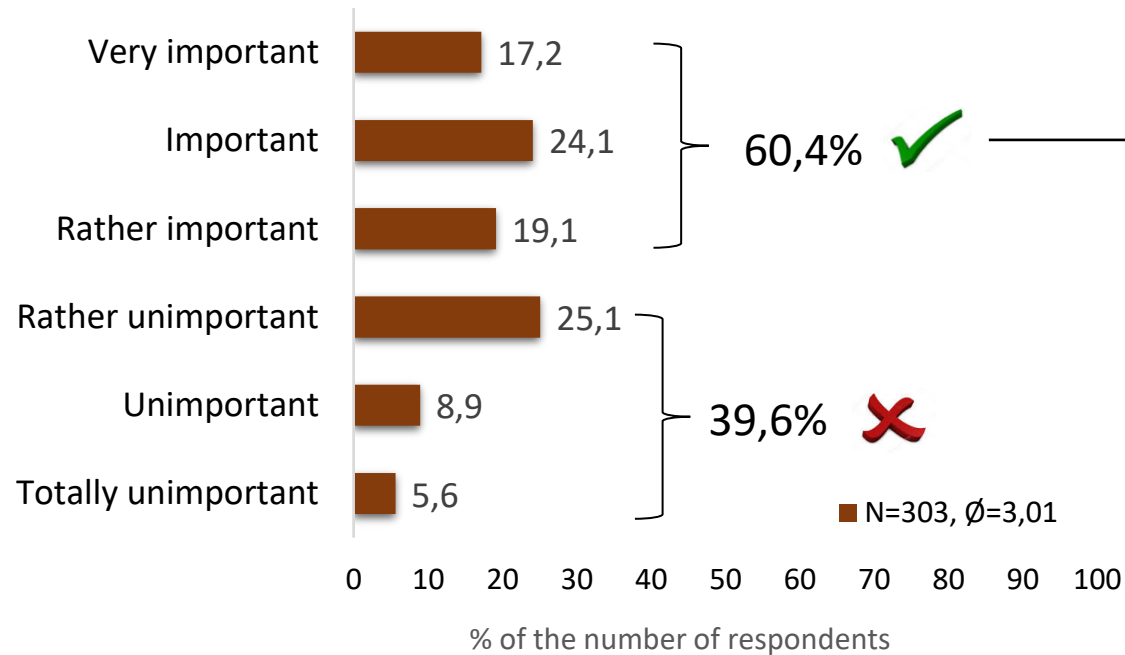


# Consumer Insight

**Hydal**  
Coffee

# CAPSULES RECYCLING IS IMPORTANT

## The importance of recycling coffee capsules

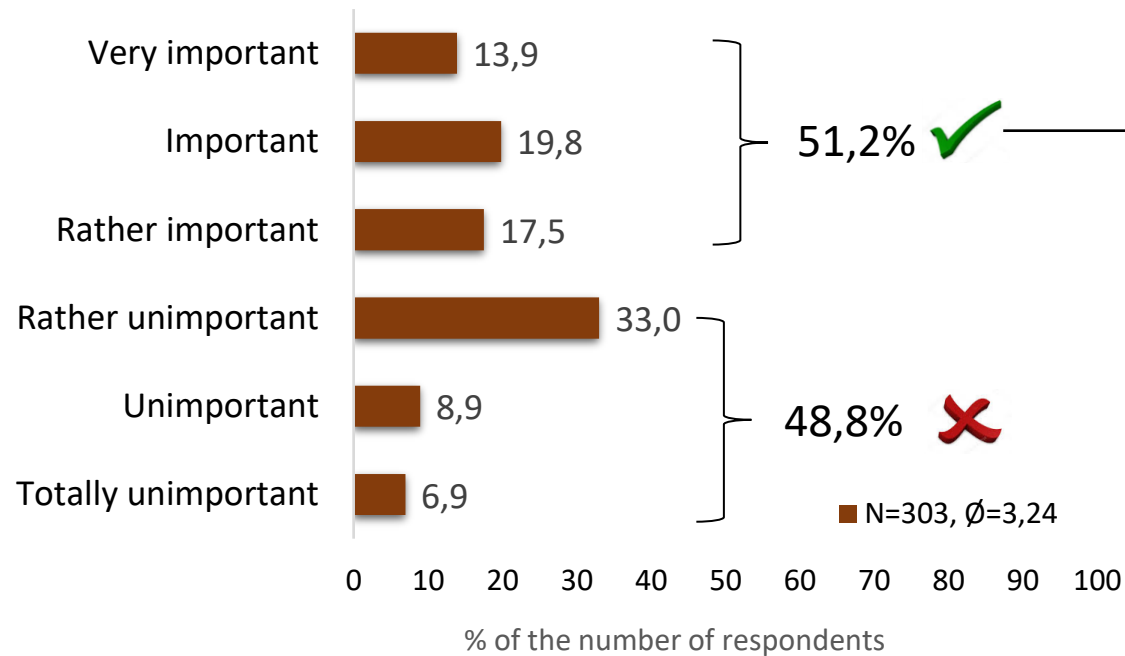


Why is it important to you? Spontaneous answers	%
Protection of nature/environment	30,5
We sort/recycle waste	17,8
There will be less (unnecessary) waste	14,7
Ecology	10,7
Further use of waste	5,6
It feels right	5,1
It's plastic	2,5
It is needed/It is important	2,0
Don't waste	2,0
Saving packaging material	1,5
There are a lot of capsules (waste from them)	1,0
Other	6,6
<b>N = number of responses</b>	<b>N=197</b>

Q1 "How important is it for you to be able to return used coffee capsules for recycling?"

# RECYCLATION OF SCG IS IMPORTANT AS WELL

## The importance of recycling coffee grounds

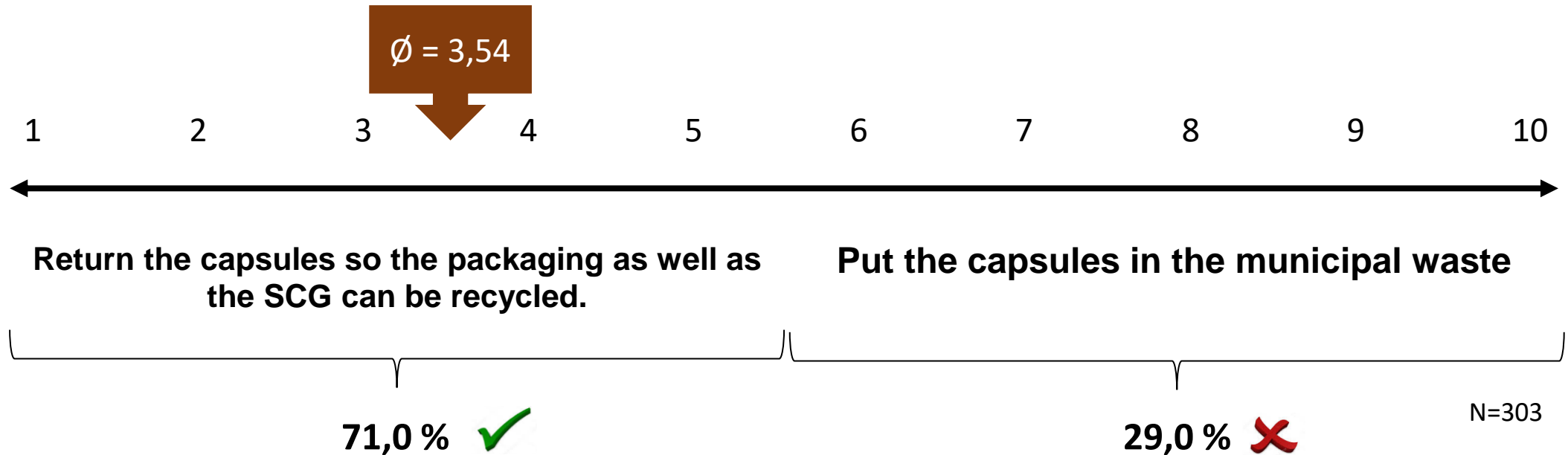


Why is it important to you?	%
Protection of nature/environment	20,0
Composting/Can be used as fertilizer	15,2
Recycling of the entire capsule (all its parts)	12,1
Further use of waste	9,7
It's right/It's a good idea	7,9
Ecology	6,7
There will be less (unnecessary) waste	6,1
I don't know about this option at all	4,2
If it can be (used), why not?	3,6
It is needed/It is important	3,0
Biological waste	1,8
Not wasting	1,8
There must be a lot of used ground coffee beans	1,2
Other	6,7
<b>N = number of responses</b>	<b>N=165</b>

Q2 "How important is it to you that not only the capsule packaging, i.e. aluminum or plastic, but also the coffee grounds in the capsule can be recycled?"

# CONSUMERS PREFER RECYCLING

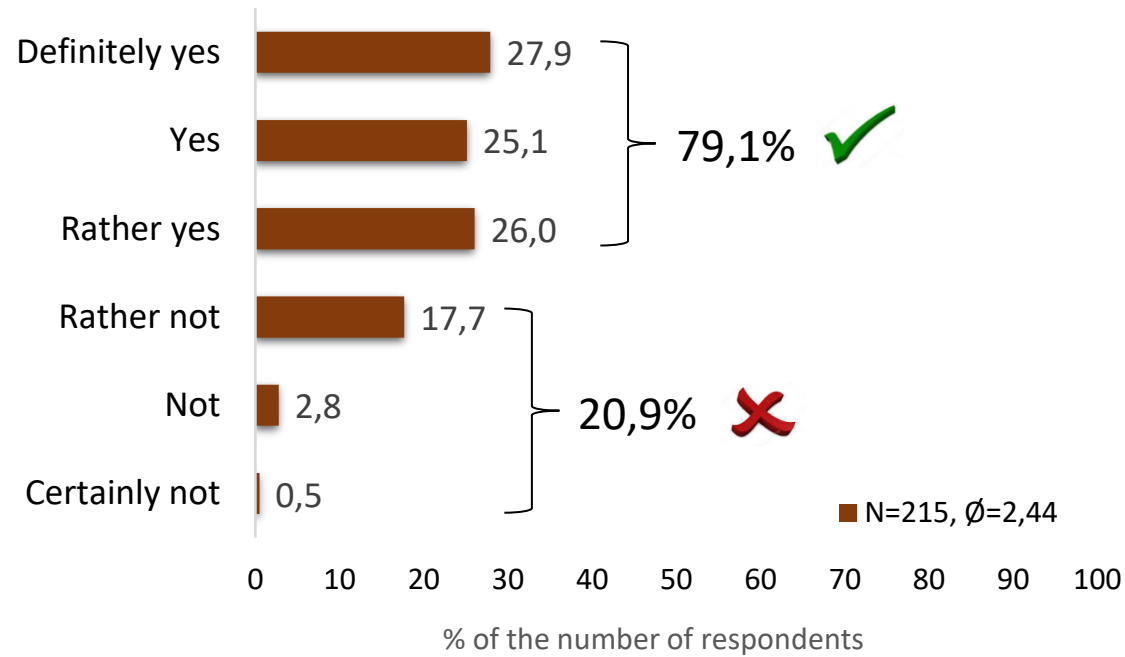
How should we treat coffee capsules after their use?  
- variant preference



Q3 "If you could choose how to treat the coffee capsules after use, which one of these options would you choose?"

# CONSUMERS WANT TO KNOW AFTER USE LIFE OF CAPSULES

## Interest in what happens to the capsules after use



Answered only by the respondents who would prefer to return the coffee capsule in order to recycle the packaging as well as the used grounds.

**Q4a “Do you care what exactly happens to your capsules, how they are recycled and what products are made from them?”**

# CHANGE OF THE PERSPECTIVE

Everything is changing, things are not what they seemed to be.

~~WASTE~~  
SOURCE