STRATEGY: BARILLA SUSTAINABLE PACKAGING PRINCIPLES

1. Reduce the quantity of material in packaging

2. Utilize materials from <u>responsibly managed forests</u>

REDUCE

3. Utilize <u>renewable sources</u>, not in competition with food chain

4. Promote reuse models

REUSE

5. Utilize <u>recyclable</u> packaging and promote recycling technologies

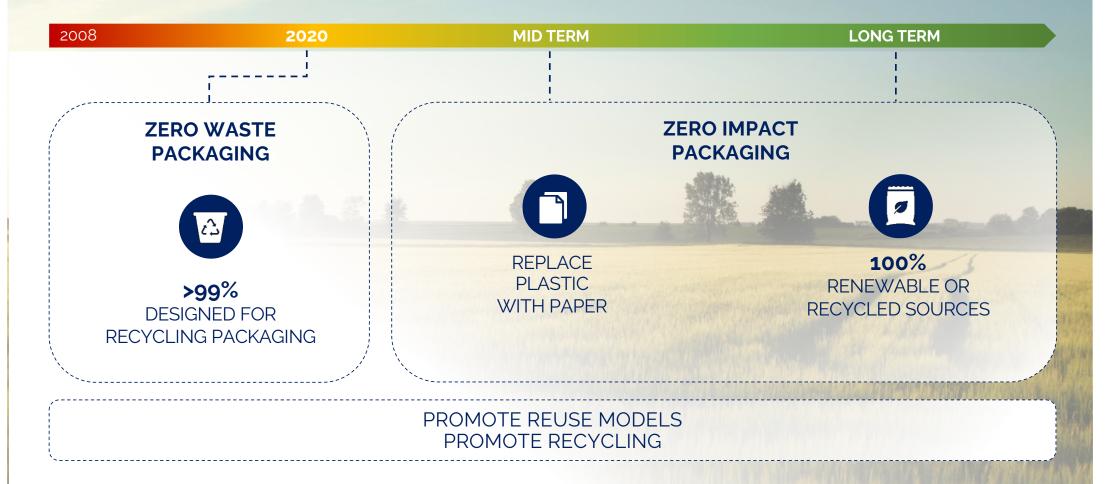
RECYCLE

6. Utilize recycled materials whenever it is safe

7. Validate the choice of technical packaging solutions using <u>LCA</u>



STRATEGY: ROADMAP TO A MORE SUSTAINABLE FUTURE





BARILLA'S PACKAGING MATERIAL DISTRIBUTION

