



PACKAGING
RECYCLING
ORGANIZATION
VIETNAM
LIÊN MINH TÀI CHẾ BẢO BÌ VIỆT NAM

GO GREEN, GO BIG

Internal Newsletter | Quarter 1 | 2024



#VIETNAMXANHSAHDEP

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CHAIRMAN'S MESSAGE



Dear esteemed members,

Starting from January 1, 2024, the EPR regulation (Amended Environmental Protection Law 2020) has officially come into effect. This marks a significant milestone in environmental protection efforts in Vietnam, setting mandatory requirements on businesses for managing and recycling packaging waste in their activities.

In the context that guidance policies about EPR regulations are still under process of being amended, PRO Vietnam is acutely aware of its role and the challenges ahead. With the successes achieved through pilot projects in previous years, we are confident that PRO Vietnam is fully prepared to fulfill the EPR obligations on behalf of its members.

In 2023, PRO Vietnam excellently achieved the pilot collecting and recycling target of 13,000 tons of various types of packaging. This is a foundation for PRO Vietnam to achieve the goal of collecting and recycling estimated 70,000

tons of packaging registered by members from the beginning of 2024.

Moving into 2024, PRO Vietnam has closely worked with the National EPR Office to apply successful pilot models into implementation. Starting the first quarter with determination and responsibility, PRO Vietnam is proud to gain positive achievements.

- Finalized agreements with partners to get the collection-recycling system ready to fulfill members' EPR needs. Thanks to the proactive efforts, in Q1-2024, PRO Vietnam collected over 18,000 tons of various types of packaging, according to the set plan.
- Promoted communications through expanding cooperation with major media outlets such as VTV and Tuoi Tre Newspaper..., launched activities to raise awareness about waste segregation and recycling in the community, And advocate for EPR policies implementation.
- Coordinated with relevant stakeholders to make the collection process more accessible and supported recyclers to meet the target of 2024.

In addition, PRO Vietnam consistently supports the business community, to build our strengths and attract more businesses to join hands in pursuing our common mission of promoting the circular economy. In Q1- 2024, we welcomed 2 new members, bringing the total to 24 members.

In this quarter, we had saw some personnel changes in the structure of Board of Directors (BOD) of PRO Vietnam, yet we continue to ensure the quality implementation of activities aligned with the Coalition's direction.

We concluded the first quarter of 2024 with remarkable initial successes, but these achievements would not have been possible without the dedicated leadership and enthusiasm of the BOD.

Furthermore, I truly appreciate the contribution of PRO Vietnam Packaging Recycling Joint Stock Company (PROVN SE) under the patronage of PRO Vietnam (the Coalition). This core team, with limited human resources, has excellently executed its duties and made significant strides in implementing the 2024 plan. In Q2 2024, we plan to strengthen our team capacity to provide the best support to our members.

On behalf of BOD, I would like to express my deepest gratitude for the cooperation, trust, and meaningful contributions that our members have dedicated to PRO Vietnam. Together, we will achieve the 2024 recycling goal and get closer to our common ambition of a Green - Clean - Beautiful Vietnam.

Once again, wishing you all health and prosperity.

Sincerely yours,

Chairman of PRO Vietnam



Pham Phu Ngoc Trai



SUSTAINABILITY
REDUCE
REUSE
RECYCLE



HIGHLIGHTED NEWS ON Q1

Introducing the 'Green Vietnam' specialty page - A series of activities to disseminate information about the green economy



The 'Green Vietnam' specialty page was officially launched at the 'Carbon Credit Market - Driving Force for Building a Green Vietnam' seminar. This is part of the 'Green Vietnam' project initiated by Tui Tre newspaper in collaboration with PRO Vietnam, to promote positive directions and create a far-reaching impact to promote the circular economy, and encourage the community to join hands in the environmental protection actions for a Green Vietnam.

The content of the page is crafted in alignment with The National Green Growth Strategy 2021 to 2030, as well as showcases the endeavors of Vietnamese and foreign businesses in transforming to "green" production and promoting the circular economy, the 'Green Vietnam' specialty page is poised to become an effective communication channel to drive behavioral change among the business community and consumers.

The 'Green Vietnam' will feature a range of content published in Tui Tre Cui Tuan magazine and the online version will be posted on www.tuoi-tre.vn [here](#). Besides weekly articles on topics such as plastic waste, sustainable packaging, and green growth, the project will also include community activities to raise awareness about environmental protection and sustainable development. These activities will include Recycling Day, the 'Green Regeneration' contest, and "green" factory tours.

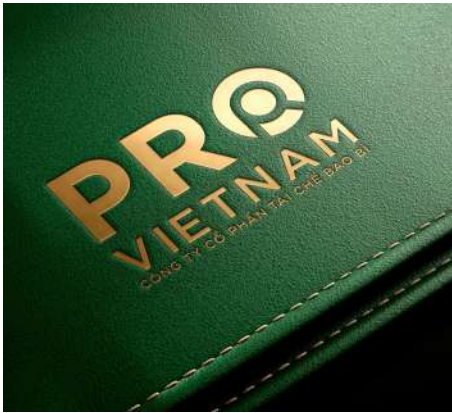
PRO Vietnam encourages members to contribute content to this page. By sharing our resources, we can amplify the mission and enhance the reputation of our Coalition and members as leading advocates for green development in Vietnam.

In this link [here](#) is an article from the 'Green Vietnam' page, dated March 17, 2024, featuring an interview with Mr. Pham Phu Ngoc Trai, Chairman of PRO Vietnam, about our common actions for a green Vietnam.

Unveiling the brand identity of PRO Vietnam Packaging Recycling Joint Stock Company

As an operational arm of the Packaging Recycling Organization Vietnam (the Coalition), PRO Vietnam Packaging Recycling Joint Stock Company (PRO JSC) assumes legal status and serves as the representative entity for the Coalition in executing memorandums of understanding, and agreements with various stakeholders and partners to ensure the seamless and optimal implementation of communication, collection, and recycling projects.

In the initial quarter of 2024, PRO JSC officially introduced its distinctive brand identity, derived from the Coalition's brand identity, featuring the color green of PRO Vietnam. The company's logo has been in active use since March 2024. Publications and communication materials developed in accordance with this brand identity are currently in the final stages of preparation and will be swiftly released for use.



Acknowledging and elevating the role of informal workers



On the occasion of International Women's Day 2024, the United Nations Development Program (UNDP) Vietnam - Gender Equality and Social Inclusion Technical Group of the National Action Partnership Program on Plastics (NPAP), in collaboration with the International Union for Conservation of Nature (IUCN) through the IUCN-PRO Vietnam Strategic Partnership Program, convened a consultation meeting in Hoi An. The focus was on recognizing the contributions of informal workers (IWWs) in waste reduction, discussing proposals for the Global Agreement on plastic pollution, and integrating the informal sector into Extended Producer Responsibility (EPR) initiatives.

The workshop witnessed active participation from state agencies, research units, Gender Equality and Social Inclusion Group members, including representatives from various organizations such as the Institute of Strategy and Policy (ISPONRE), Canadian Embassy in Vietnam, DONRE, UNDP, IUCN, EPR Vietnam Office, PRO Vietnam, recyclers, and the media. It was highlighted that EPR policies will significantly impact waste collection, segregation, and recycling systems, in which the informal sector plays a substantial role.

According to The Circulate Initiative (2023), globally, about 60% of plastic waste is collected and recycled by about 20 million informal workers, who are one of the most vulnerable and marginalized labor groups. In Vietnam, where 90% of the informal sector workers are women, helping to collect more than 30% of recyclable plastic waste to mitigate the burden of formal collectors and reduce public budget spending on waste management. To foster a circular plastic economy and implement national plans effectively, it's necessary to provide informal workers with opportunities to enhance their livelihoods and support their transition into formal waste management systems.



Prior to the meeting, delegates and the Technical Team visited experimental models like the 'Green House' and 'Happiness Store,' developed by the quiet heroes—the scrap collection groups—in Hoi An city. Understanding local circumstances and promoting innovative solutions will facilitate NPAP Gender Equality and Social Inclusion Group to deploy practical activities across Vietnam localities.

PRO Vietnam has partnered with TGM Research to conduct a survey on waste segregation at source

In March 2024, PRO Vietnam entered a non-profit collaboration with TGM Research, a market research firm, to conduct a comprehensive survey on waste segregation practices in Vietnam. The survey, slated to span six months from the agreement's signing, will be fully funded by TGM.

This collaboration aims to provide PRO Vietnam with valuable insights into consumer behaviors in waste segregation and recycling in Vietnam. By understanding these behaviors, PRO Vietnam can tailor its recycling initiatives to better align with consumer needs and habits and can enhance the effectiveness of our communication programs.

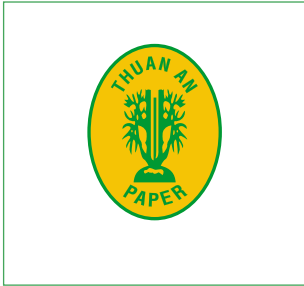
Furthermore, this collaboration underscores PRO Vietnam's growing influence and positive reputation, attracting partnerships from businesses that share similar values and development orientation.



MEMBER LATEST NEWS

Welcome to two new members: Thuan An Company and Interfood Company

PRO Vietnam welcomes our two new members: Thuan An Paper Trading and Services Joint Stock Company (Thuan An Company) and Interfood Joint Stock Company (Kirin). Throughout their development journeys, both companies have consistently demonstrated a commitment to creating shared value with society and communities, aligning with the principles of sustainable development. PRO Vietnam believes that Thuan An Company and Interfood (Kirin) will be reliable partners in working towards the mission of making Vietnam Green, Clean, and Beautiful.



THUAN AN

Established in 1995, Thuan An Company operates factories in Binh Duong and Binh Phuoc, specializing in manufacturing all kinds of industrial papers to serve the packaging needs of various industries. Since 2023, Thuan An Company has been a key partner of PRO Vietnam in paper carton/mixed paper packaging collection and recycling projects, preparing for our EPR implementation. The company officially became a member of PRO Vietnam on March 15, 2024.



INTERFOOD (KIRIN)

Interfood, formerly known as International Food Processing Industry Company (IFPI), was established in 1991. In 2011, the company became a strategic partner of the KIRIN Group, a leading beverage and food company in Asia, officially expanding its production and business operations for beverages in Vietnam. Currently, the company owns two major brands, KIRIN and WONDERFARM, which are manufactured at two factories in Bien Hoa and Binh Duong.

Guided by the KIRIN Group's business philosophy of health, nature, and community, Interfood has consistently upheld humanistic values in its operations and maintained a commitment to environmental protection. The company has actively implemented eco-friendly technologies and solutions throughout its manufacturing processes.

MEMBER ACTIVITIES

Mondelez Kinh Do advances sustainable packaging through proactive EPR implementation



In a recent development, Mondelez Kinh Do Vietnam signed a strategic partnership with Dong Tien Paper Company Limited and Vinh Xuan Company Limited aimed at enhancing packaging collection and recycling capabilities. This collaborative effort highlights the proactive approach of Mondelez Kinh Do Vietnam and its partners in complying with EPR regulations and reaffirms Mondelez Kinh Do's dedication to sustainable development.

Under the 3-year strategic cooperation spanning from 2024 to 2026, Dong Tien Co., Ltd., functioning as a paper recycling facility, will undertake the collection and sorting of used paper packaging, which will then be processed into semi-finished rolled paper. Subsequently, Vinh Xuan Co., Ltd. will utilize this semi-finished recycled paper to manufacture various types of finished cartons and paper packaging, catering to the needs of Mondelez Kinh Do Vietnam.

As a long-standing member of PRO Vietnam, Mondelez Kinh Do has consistently demonstrated its commitment to EPR implementation and has undertaken comprehensive sustainable development initiatives across various aspects, encompassing raw materials, climate, community, employees, and consumers.

COLLECTION AND RECYCLING UPDATE

In line with the Board of Directors' directives and in preparation for the implementation of EPR as mandated by members, PRO Vietnam has taken proactive actions to partner with our collector and recycler to start operations since the first quarter of 2024.

Although not all members had completed the EPR authorization registration by the first quarter of 2024, PRO Vietnam successfully collected over **18,000 tons** of packaging.

ACTUAL COLLECTED VOLUME IN Q1.2024

Materials	Volume (Tons)
Carton Paper	12,000
Mixed Paper	1,046
Aluminum	2,000
Rigid PET	2,700
Rigid HDPE	84
Flexible - Mono material	370
Flexible - Multi material	248

PRO ON THE MOVE

Mr. Eliseo Barcas has been appointed Vice Chairman of PRO Vietnam



Mr. Eliseo Barcas

Managing Director and President at Tetra Pak Vietnam.

He holds the MBA General Management in Marketing at Harvard Extension School and has been working in the Fast-Moving Consumer Goods and Business-to-Business industries for more than two decades.

With the consensus of PRO Vietnam's Board of Directors, Mr. Eliseo Barcas - Managing Director and President of Tetra Pak Vietnam, has been officially appointed as Vice Chairman, Head of Operations Committee, effective from March 11, 2024, succeeding Mr. Laurent Levan who moved to another business.

Mr. Eliseo Barcas, an experienced leader in packaging manufacturing at a multinational company with strong focus on sustainable practices, is entrusted to lead the Operations Committee in implementing proper collection and recycling models to achieve our target of recycling more than 70,000 tons of packaging mandated by PRO Vietnam's members in 2024 to fulfill EPR obligations along with our other long-term objectives to promote the circular economy and the sustainable development.

PRO Vietnam would like to extend our sincere thanks to Mr. Laurent Levan for his significant contribution over the past five years and wishes him success, good health in his new journey. We also congratulate Mr. Eliseo Barcas and express our trust in Mr Eliseo leading the Operations Committee to success with his enthusiasm in this new phase of EPR implementation.

PRO members actively participate in the "Grow For Green" program, to promote sustainable practices and environmental awareness.

Following the cooperative media program between PRO Vietnam and VTV for 2023-2024, which aims to promote green growth orientation for Vietnam's economy, the episodes of the first quarter with active participation from our members has been completed and aired on VTV1 Channel.



January 2024 Big News

The topic **"Greening the Packaging Industry"** with contribution from members SIG, CCP, Suntory-PepsiCo, and Vina Aus. This Big News stated that the EPR regulations will serve as a strong drive for businesses to change and redesign packaging to be more environmental friendly.



February 2024 Big News

The topic **"Green Transition in the Fast-Moving Consumer Goods Industry"** with stories from members Nestlé, FrieslandCampina and LaVie shows the strong trend of businesses transitioning to a green economy model. It also underlines the opportunities and challenges of this transformation.



March 2024 Big News

With participation from members Indorama and URC, this report shed light on the growing trend of foreign direct investment (FDI) enterprises prioritizing sustainability in their investment decisions, as well as the necessary preparations for businesses to effectively attract "green" investment and big projects.

Members can always rewatch these episodes on PRO Vietnam's official Fanpage:

[PRO Việt Nam | Facebook](#)

In the coming months, PRO Vietnam will continue to collaborate with VTV to produce more content for the Grow For Green program. We look forward to the contribution of esteemed members in the upcoming content.

PRO Vietnam hosts training session “Declaration and Registration Guides for EPR”



On 23 February 2024, PRO Vietnam successfully organized a training session "Guidance on EPR Declaration and Registration" for members in Ho Chi Minh City. The session united participants from the National EPR Office and members of the Coalition.

Spanning three hours, the training session includes two main parts:

- Introduction to the declaration and registration form as outlined in Appendix IX of Circular 02/2022 issued by the Ministry of Natural Resources and Environment (MONRE), along with instructions for declaration and registration via EPR portal.
- Q&A session addressing inquiries about declaring and registering EPR obligations.

The second part of the meeting featured a dynamic exchange of ideas and discussions. PRO Vietnam Social Enterprise provided practical insights on the responsibilities of authorized parties and outlined the support PRO Vietnam can offer to support members in the implementation of EPR.

ACTION PLAN FOR Q2 2024

In the second quarter of 2024, PRO Vietnam continue to undertake a serie of impactful communication and operations activities:

- Finalize agreements and explore more cooperation with collection and recycling partners to effectively support the fulfillment of EPR obligations for members fully and in accordance with the law.
- Cooperate with the Environment and Development Action Organization (ENDA) in Vietnam to provide labor protection clothing, Accident Insurance and Health Insurance for the informal workforce.
- Finalize the implementation plan for the school waste collection project in Ba Ria - Vung Tau Province.
- Continue cooperating with VTV on the Grow For Green program, sharing the stories of our members for the green development.
- Monitor regulations and decrees related to EPR to update members with the latest information.
- Continue to deploy supports to promote of the role of the informal sector in the packaging value chain, using the "For a Green, Clean, and Beautiful Vietnam" fund. This fund was raised during the Green Tourism Week with the participation of PRO Vietnam as tourism ambassador.



COMMUNICATIONS SUPPORT

“Go Green, Go Big” is an internal newsletter and informational bridge between PRO Vietnam and its members. It is expected to be released every quarter as an e-newsletter and shared with all members via email. Along with this newsletter, we regularly post updates about the Coalition and members on PRO Vietnam's website, Fanpage, and LinkedIn.

Any member wish to share information about their organization's social and environmental activities with the public and other PRO Vietnam members, please email to Ms. Nguyen Bich Ngoc - Communications Manager, PRO Vietnam, at: nb.ngoc@provietnam.com.vn. We look forward to receiving stories and useful information from all members to keep the newsletter remains up to date and appealing with latest information.

In addition, members should remain updated with PRO Vietnam by following our official website and social media accounts:





**PACKAGING RECYCLING
ORGANIZATION
VIETNAM**
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