



## Macro area: food

*Lavazza is looking for solutions that can encourage innovation in the field of coffee packaging.*

### The company

Lavazza is an Italian company founded in 1895 by Luigi Lavazza in Turin, Italy. Initially a simple grocery store, it soon specialized in the production of coffee, and over the years became the most important Italian company in the coffee sector.

Always focused on sustainability, Lavazza has been supporting the living conditions of people in coffee-producing countries through its foundation since 2004. In 2015, the company declared its commitment to sustainability by embarking on a journey to assess the environmental performance of its products and services.

Today Lavazza is implementing a Circular Economy approach, which is reflected within the Sustainability Plan in various areas: from the Sustainable Packaging Road Map to the Raw coffee road map, to the Coffee machines and logistic road map.

All of these actions contribute to the reduction of CO<sub>2</sub> emissions essential to achieve the goal of Carbon neutrality through the road map to zero.

### The challenge

In Italy, Lavazza produces mainly in its factories in Turin and Gattinara (VC), and in addition to coffee it also produces a certain amount of waste, which can be classified mainly into organic waste (raw coffee, silverskin and roasted coffee) and packaging material waste (plastic, multimaterial...). In addition, coffee consumption involves the production of an important amount of coffee grounds and packaging waste (plastic hoses, paper and cardboard, capsules), but also resources such as water and energy.

At the same time, for the packaging and consumption of coffee, Lavazza uses an important amount of raw materials, both packaging materials (plastic, paper, aluminum, and steel) and materials for the production of coffee machines as well as products and accessories for the Ho.Re.Ca. sector (cups, napkin rings, etc.).

The goal of the challenge is to connect the outputs of the consumer production system with the inputs of production by trying to use process waste for the production of raw materials useful for the production of packaging, coffee machine components or accessory products.

Therefore, it is required to design a new beverage production and consumption system that is able to valorize waste as input for new raw materials/production activities by adopting the main strategies of Circular economy (e.g., product as a service, renewability, sharing platforms, product life extension, resource efficiency and recycling, etc.).