



Good food, Good life

Press Release

Lahore (22 January 2021):

Nestlé Pakistan steps-up efforts for waste-free Hunza

In line with its global vision for a waste-free future, Nestlé Pakistan recently stepped up efforts under the Clean Hunza Project by installing a machine for bailing and compressing packaging waste in Hunza. Launched in 2019, Clean Hunza Project is part of District Council Hunza's initiative on waste management, in partnership with Nestlé Pakistan, Gilgit Baltistan Waste Management Company (GBWMC) and KADO.

Clean Hunza Project focuses on waste segregation and recycling system for Hunza by encouraging waste management of 200,000 kgs of plastics in 2021, eventually leading up to 1000 tons by 2025 to make Hunza waste-free and promote sustainable tourism in the region.

Inaugurating the bailing and compressing machine unit, Faiz Ahmed, Deputy Commissioner Hunza said, "I am thankful to Nestlé Pakistan for promoting sustainable tourism in the region and fulfilling our dream of clean green Hunza. The first truck load of compressed plastic bails to be transported downstream will complete the cycle of waste minimization and promote circular economy."

Highlighting Nestlé's global vision for a waste-free future, Waqar Ahmad, Head of Corporate Affairs and Sustainability, Nestlé Pakistan said, "We are accelerating our actions to reduce the environmental impact of various kinds of packaging waste. Our vision is that none of our packaging, including plastics, ends up in landfill nor in oceans, lakes and rivers."

"Tackling packaging waste requires a collective approach and we are committed to finding improved solutions to reduce, reuse and recycle. To achieve this, we have set ourselves the commitment of ensuring 100% of our packaging is reusable or recyclable by 2025 and this initiative is a step in that direction," he further added.

Located on Karakoram Highway at an altitude of 2,500 meters above sea level, Hunza is one of the most popular tourist destinations in Pakistan with almost 1.2 million tourists having visited the region in 2018.

This project marks Nestlé Pakistan's efforts to reduce the environmental impact of packaging waste by improving its management and recycling, in line with UN Sustainable Development Goals 12 and 17 – Responsible Consumption & Production and Partnership for Goals.

Globally, Nestlé continues to play a leading role in helping solve the issue of packaging waste with its three-pillar approach, i. Developing new packaging, ii. Shaping a waste free future and iii. Driving new behavior.

About Nestlé

Nestlé is the world's largest food and beverage company with more than 2,000 brands ranging from global icons to local favourites. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of unlocking the power of food to enhance quality of life for everyone, today and for generations to come.

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