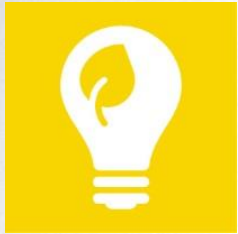




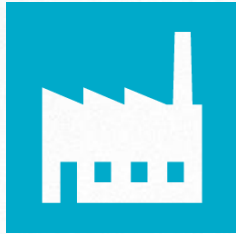
Sustainability at Ball Packaging Europe



Ball's Sustainability Priorities



Innovation



Operations



Talent
Management



Recycling



Supply
Chain



Community



Safety



Electricity



Gas



Water



Waste



VOCs

Past performance, future goals and how the priorities support our Drive for 10 business strategy is described at www.ball.com/sustainability



External Sustainability Assessments

MEMBER OF

**Dow Jones
Sustainability Indices**

In Collaboration with RobecoSAM

Ball was named the Industry Leader in 2013 and 2014, and is the only packaging company listed on DJSI World and DJSI North America, the world's foremost sustainability index family

Ball is also a member of the following sustainability indices



Other sustainability assessments and rankings



Cans: The Smart Solution

USING RECYCLED
ALUMINUM REDUCES
ENERGY AND
GREENHOUSE GAS
EMISSIONS BY:

95%



METAL CANS ARE
100% AND INFINITELY
RECYCLABLE

100%



CANS TAKE UP LESS
SPACE, ALLOWING FOR
DENSER SHIPPING:



METAL

recycles
forever

CANS ALLOW ZERO LIGHT
PENETRATION COMPARED
TO 5% FROM AMBER
BOTTLES:



CANS OFFER A 360°
BILLBOARD FOR YOUR
UNIQUE BRAND
MESSAGE:



ONCE EMPTIED,
BEVERAGE CANS CAN
BE BACK ON THE STORE
SHELF AS A NEW CAN
IN AS LITTLE AS:



Cans: A Low Carbon Package

From Life Cycle Assessments we know that there are two key parameters influencing the environmental footprint of cans:

1. Packaging Weight

Lighter container = smaller footprint



2. Recycling Rate

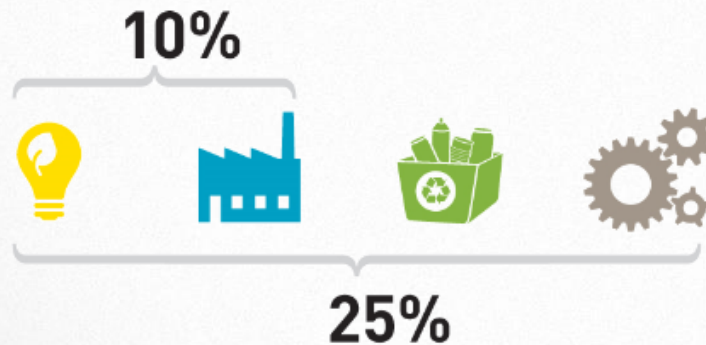
Higher recycling rate = smaller footprint



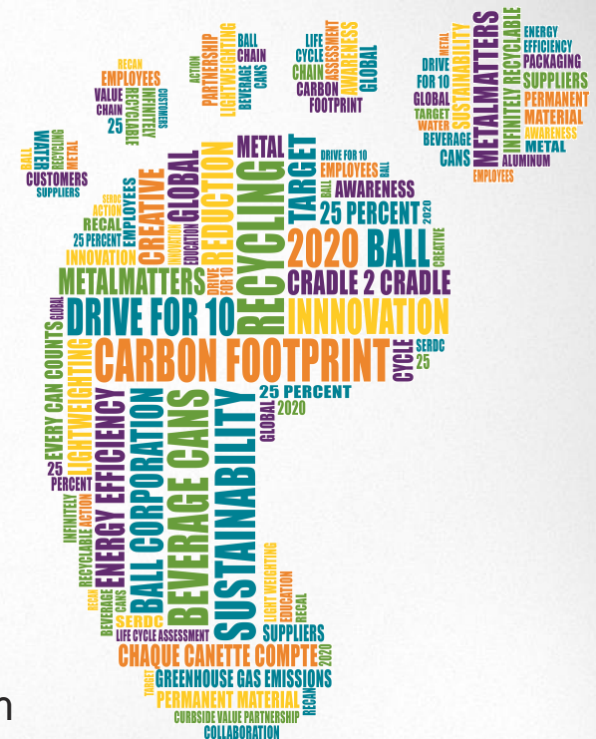
With Global Initiatives like Cut₄ CArboN

By 2020, we strive to cut the carbon footprint of our beverage cans by 25%.

Ball is committed to reducing the carbon footprint of our most common beverage can formats per region by 10% from 2010 to 2020 through **efforts that are in our control**, such as lightweighting our cans (**Innovation**) and our plants' energy efficiency (**Operations**).



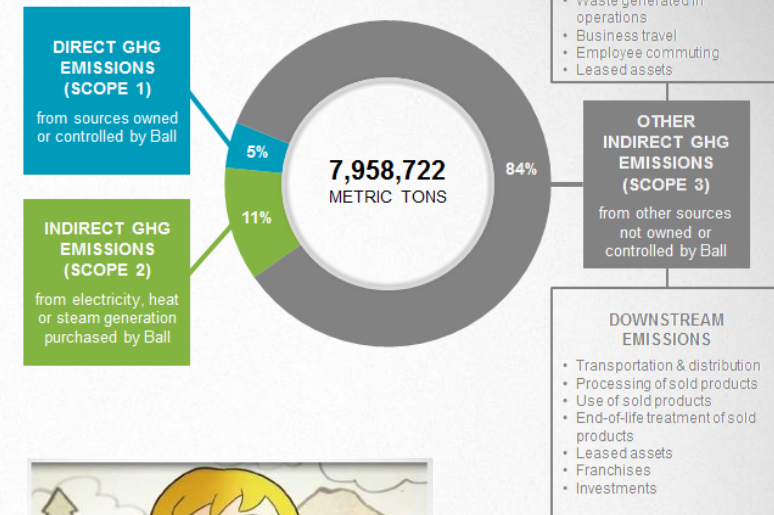
Combined with **efforts of industry partners**, like our suppliers and customers, to increase beverage can recycling rates (**Recycling**) as well as to reduce the energy intensity of aluminum production (**Supply Chain**), we expect the carbon footprint of our beverage cans to be reduced by 25% by 2020.



Leading the Pack

- Ball publicly discloses scope 1 + 2 GHG emissions, including a **public** response to the CDP Investor program
- Ball publicly committed to a GHG **reduction goal** with a **unique** communication campaign “**Carla Cuts Carbs**” for a new level of **transparency**
- Since 2013 Ball publicly discloses **scope 3** emissions

2013 BALL GREENHOUSE GAS EMISSIONS
(SCOPES 1-3)



Visit Carla's Carbon Chronicle:
<http://www.carlacutscarbs.com/>



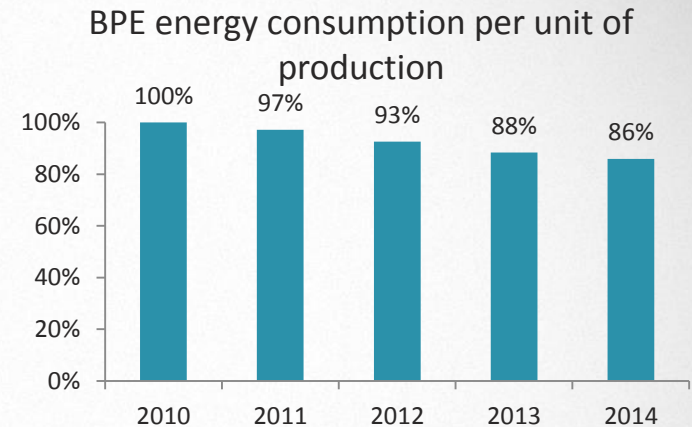
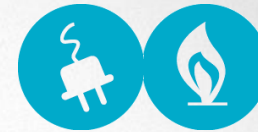
Engineer out the Unnecessary

- Optimal pack design
- Since 1982, Ball has successfully optimized the weight of its cans
 - 50 cl steel cans have been reduced in weight by 41% in comparison to 1982
 - 50 cl aluminum cans have been reduced in weight by 27% in comparison to 1982
- Unveiled highlights to-date
 - **Introduction ultra-light can** in Europe (Al 33cl) → engineered out another 5% of metal in can body vs. comparable standard can
 - **Global roll-out of CDL-end**: engineered out another **10%** of metal vs. standard comparable end



Reducing Energy Use and Emissions at BPE

- We improved our energy efficiency by 14% since 2010
- We use an energy information system to track progress
- In 2014, all plants in Germany received ISO 50001 certification
- By 2015, we aim to reduce our normalized greenhouse gas (GHG) emissions by 10% (2010 baseline, Scope 1 and 2)
- By the end of 2013, we had achieved a 7% reduction per unit of production



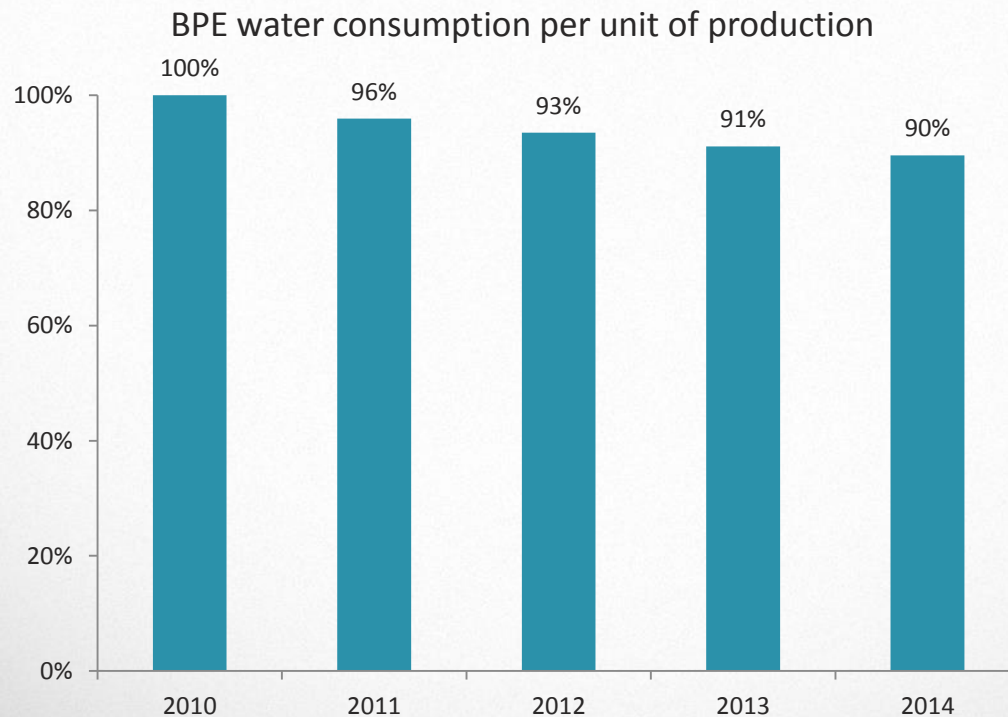
2015 Goal: Improve energy efficiency by approx. 5% (vs. 2013)

*Note: GHG 1+2 are in line with Greenhouse Gas Protocol and third-party verified by WSP. Update in May 2015, for GHG 1+2 emissions 2014.



Water Stewardship at BPE

- We improved our water efficiency by 10% since 2010
- Reduce, reuse, recycle to use as little water as possible
- We use electronic water meters to monitor our water use
- We use water stress analysis to mitigate business continuity risks



2015 Goal:
Improve water
efficiency by 2%
(vs. 2013)

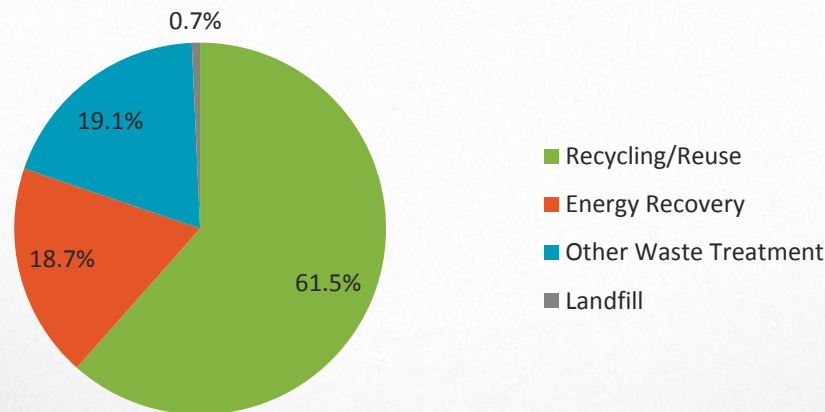


Less Waste, more Recycling at BPE

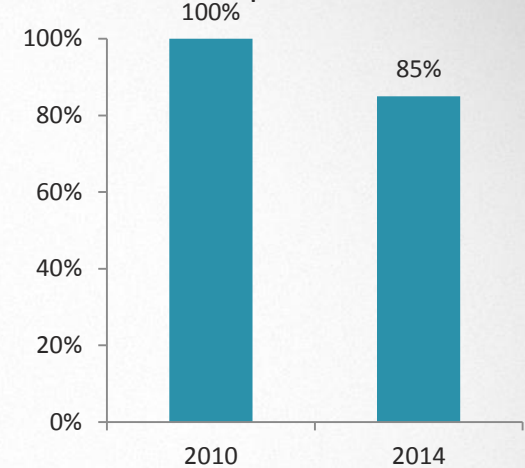
- We recycle **100%** of metal production scrap in our plants
- In 2014 we generated around 10.381 **metric tons of waste** (excl. scrap)
- Over **61% of waste** was reused or recycled
- Less than **1% of waste** was sent to landfill



BPE total waste generated in 2014
(10.381 metric tons)



BPE waste reduction per unit of production

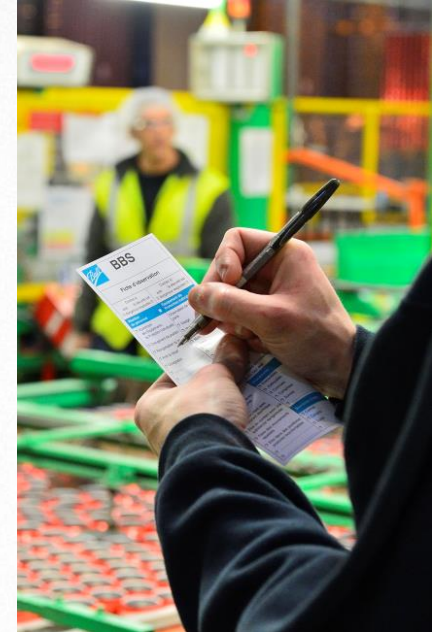


Goal: Zero waste to landfill
(9 plants achieved)



Creating a Safe Working Environment at BPE

- We improved our total recordable incident rate between 2013 and 2014 by 20%
- We had the lowest number of recorded incidents in 2014 since the introduction of our formal program in 2005
- In 2014, we started using an acoustic camera to visually localize acoustic emissions from manufacturing equipment
- We utilize behavior-based-safety to address the hidden beliefs, norms and assumptions that govern behavior and effectively change safety behavior



Continuous Goal:
25% reduction of
TRIR year over
year



Engaging Our Employees

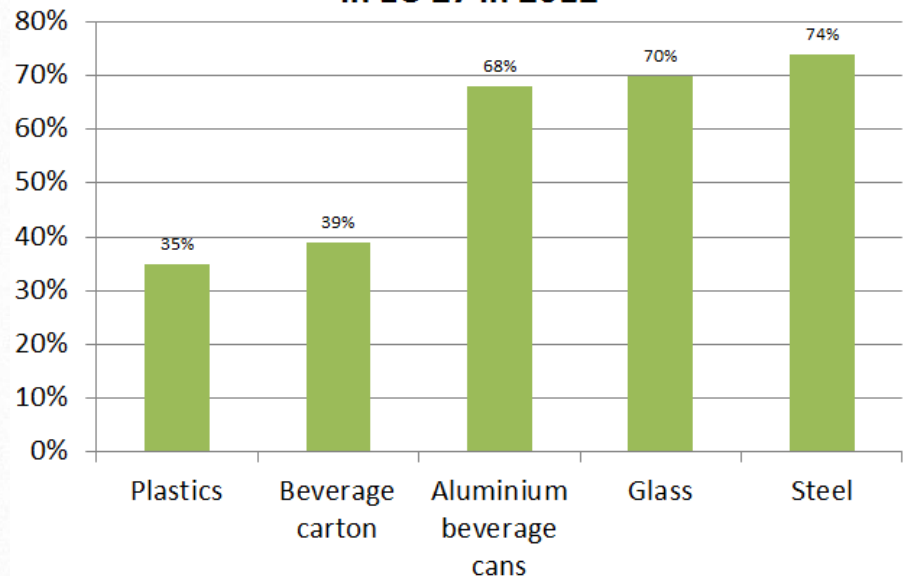
- We help our employees thrive by providing the right support, linkage to the business, rewards, **growth opportunities** and an exceptional work environment
- We want our employees to enjoy, value, find meaning in and be **committed** to what they do
- We adopted the **70:20:10 principle**, because the most valuable learning (70%) happens on the job
- Ball values an **inclusive culture** with a greater diversity of thought



Metal Packaging: An Energy Saver

- The production of secondary metals requires only a fraction of the energy used for virgin metals
- Recycling metals saves up to 95% of the energy used for virgin production
- The main benefits of recycling are saving primary resources and energy
- Once recycled, the environmental benefits are the same, no matter what the new product is

Recycling rates of main packaging materials in EU 27 in 2012



Source: Industry experts - PlasticsEurope, ACE, eaa (2011 data), FEVE, APEAL



Recycling World Champions

- Metal cans are the **most valuable containers** in the recycling stream, often subsidizing the recycling of other packages with little or no value
- Recycling is as old as metals are and an efficient **recycling infrastructure** for metals is already installed
- Nearly **75%** of all aluminium and more than **80%** of all steel ever produced is still in use today
- But recycling rates across Europe will vary, that is why BPE actively supports various recycling initiatives to support the establishment of efficient **collection infrastructures** and consumer **education**

recal^{alu}

recan

Praça
Ativa

MetalMatters



Serbia and Montenegro

recan Foundation for Recycling of Beverage Cans



www.recan.org.rs

www.svakalimenkaseracuna.me



Recan Foundation in 2014



CAN by CAN project

- YTD signed up organizations 345, with 690 collection points (schools: 215, HoReCa 77 + offices 43 + other 10)
- School year collection results: 4 tons
- On 15 events we collected 1.1 ton of UBC
- Over 6400 kids participated our Recycling Theatre project
- Total reach is 455197 – festivals, FB, schools - without media effect
- Received award for **the best non profit campaign in 2014** from City Magazine for Recycling Theatre Project





Montenegro Every Can Counts 2014

- New web page
www.svakalimenkaseracuna.me
- Present in 5 municipalities Podgorica, Kotor, Tivat, Budva and Herceg Novi
- ECC on 26 location
- ECC starting programs in Schools, up to now 20 Schools
- Present on 7 events
- Promotion and collection on 6 beaches



Partnerships for Joint Success

Ball is a member of various organizations to ensure that we exchange ideas with stakeholders, improve our products, minimize their impacts and promote them as the sustainable and smart solution





More information available at www.ball.com/sustainability



Please direct questions, feedback and suggestions to sustainability@ball.com