

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

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Bachelor Thesis Abstract

**Analysis and Recycling of Beverage Cartons in The Czech Republic –
Case Study of Tetra Pak**

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Summary

This bachelor thesis is devoted to beverage cartons produced by Tetra Pak. The whole process from the pure beginning of the processing of raw materials, to the final sorting and recycling of them is described in this work. The theoretical part is focused on the introduction of Tetra Pak Company, Tetra Pak packages and it also deals with the collection and sorting of beverage cartons. This part is also concentrated on various methods of beverage cartons recycling and on the analyses of FSC (Forest Stewardship Council). This nongovernmental organization is closely united with Tetra Pak, because it certifies Tetra Pak Company.

The practical part is based on the results, obtained through the questionnaire. The questionnaire is focused mainly on beverage cartons. The aim of this questionnaire was to find out how Czech inhabitants face the problem of recycling, what kind of waste they sort, if they buy Tetra Pak products and how do they sort beverage cartons.

Keywords

Beverage cartons, Czech Republic, Tetra Pak, FSC, recycling

Objectives

The thesis is focused on the beverage cartons. The important part and one of the main objectives of this thesis is covered by questionnaire. The attitude of Czech inhabitants to recycling can be obtained from the results of this quantitative research. This research is devoted mainly to beverage cartons and how Czech inhabitants face to the problem of beverage cartons recycling and sorting. The thesis is also directed to analyze the whole life cycle of beverage cartons from the processing of raw materials, through the analysis of various kinds of beverage cartons and their composition to collecting systems, sorting and recycling of beverage cartons. The whole thesis is concentrated on the Czech Republic and on the Tetra Pak Company.

Methodology

The significant data were collected and processed for the purpose of this thesis and for the clarification of the definitions and terms. The descriptive method was used in this thesis and all important issues of beverage cartons, their composition, processing, sorting and recycling were described and explained.

The methodology of the practical part was based on the quantitative research. Questionnaire was the tool picked up for this quantitative research.

The questionnaire was sent via email in the period from January 5, 2015 to February 5, 2015 and 100 of them were further processed and evaluated by using comparative method for the purpose of this thesis. The most relevant data obtained by the questionnaire were emphasized and processed in the form of graphs and figures which graphically explain the answers of the certain question. The main focus was on the differences between men's and women's answers and attitudes.

Conclusion

The theoretical part was focused on analysing the beverage cartons and on Tetra Pak Company. These 2 topics were crucial for this thesis. The life cycle, composition and various kinds of beverage cartons were defined as well as beverage cartons collecting and sorting. Ekokom is very closely connected to these processes and its activities were also mentioned. There are described different surveys, provided by Ekokom and by Tetra Pak and some of the results can be compared with the results from questionnaire. This questionnaire covered the practical part of the thesis and it was chosen as a tool of quantitative research, needed for this thesis. The purpose of this questionnaire was to find out the facts about Czech inhabitants' attitudes towards recycling and the significant part was devoted to the issue of beverage cartons. It has to be mentioned, that this questionnaire was filled out mainly by the inhabitants of Prague and its surroundings.

According to the evaluation of answers on some questions involved in the questionnaire it can be said, that the majority of Czech inhabitants sort at least some kinds of waste (94% of respondents). This is definitely a positive result. According to survey, conducted by

Ekokom in 2013, 70% of Czech population actively sort the waste. In comparison with the result from the questionnaire about the attitude towards sorting the waste, these 2 results are in line with each other and obviously, the trend of waste sorting is positive. Respondents mainly sort the waste, because they believe, it is a good thing for the environment. It is another very positive result of the questionnaire and it can be said, that the majority of respondents is interested in the environmental issues.

The result of respondents' knowledge of Tetra Pak is unfortunately quite worrying. Based on the questionnaire, the majority of respondents do not care about the beverage carton producer. Tetra Pak is the largest beverage carton packaging company in the Czech Republic. Consumer's limited knowledge of Tetra Pak trend might be the opportunity for Tetra Pak Company to invest into building the brand and increase the market share.

Most of consumers do not even care about the brand of the producers of the product filled into the carton package (Hello, Happy Day, Relax, Rio, and others). This was very surprising result. Accordingly to this result, respondents are more oriented on product's taste, composition and price than the brand. It seems that communication campaigns by beverage producers are not effective enough. The rate of beverage carton sorting, resulting from the questionnaire emphasizes, that sorting of this kind of waste is slightly behind the paper, plastics and glass sorting level and there are significant deviations between men and women. While the majority of women sort beverage cartons and they even sort them properly, only less than half of men's respondents is familiar with beverage cartons sorting. On the other hand, if men sort beverage cartons, they usually know how to sort them correctly.

Briefly said, the results of practical part of this thesis are fairly positive. The majority of respondents sort waste. Even beverage cartons sorting is not strange for more than a half of them and most of the respondents sort the waste, because they think, it is a good for the environment. On the other hand, Tetra Pak Company is not in respondents' awareness much and people do not care about it. This is completely negative result. Tetra Pak actively supports environment, responsibly managed forests and recovery of renewable resources. And obviously based on the results of this questionnaire, respondents have no idea about Tetra Pak environmental activities. This can be the opportunity for Tetra Pak to get more into the awareness of consumers and to make people to buy its products.

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