## SUSTAINABILITY REPORT 2019

A TRANSPARENT DIALOGUE WITH OUR STAKEHOLDERS,
TO CULTUVATE SOCIAL AND ENVIRONMENTAL MEANING

**REUSE** Technofilms, S.A. Khroma plantilene AGROPLASTICOS S.A **G** Novalenę RECICIENE PLACT Vinipack

#### LETTER FROM **Stefano Pacini**

What a year 2019 has been. It was one of great challenges but also of great satisfactions. It was the year we started harvesting what we had planted in previous ones. We worked relentlessly and fully convinced of the innovation-related initiatives implemented throughout our value chain, creating a team with our suppliers by improving even more the quality of our raw materials, with our customers by developing differentiated products and solutions for their markets, with our equipment suppliers by looking for new technologies that allowed us to generate greater efficiencies in processes and more flexibility in product development. We have been connecting in better ways with our markets and with our current and potential customers. We have expanded our geographical coverage to new areas such as the United States, Canada and Mexico, and we have incorporated new challenges and different requirements. All of this has allowed us to fulfill our sustainability commitments in the way we had proposed/stated back in 2019.

Our products are more sustainable every day. Eco-design is a priority in our developments, contributing directly and measurably to reductions in our carbon footprint, facilitating close the loop systems, and mitigating global warming and pollution of the environment. We are reinventing ourselves in order to become leaders in processes that have been designed to close the loop.

This was a year in which the market rewarded us with its trust, a trust that we are repaying in full by completing all the new obligations and responsibilities promptly and scrupulously. There is no doubt that the best measure of a company's management is the response of its market. Costumers and consumers have the final say in purchasing decisions. For now, we are pleased with the feedback we have received.

This year we completed a number of strategic projects with some of our customers to support them in their compliance with Extended Producer Responsibility (EPR) in Colombia, and we remain determined to help support all our customers so that they can achieve their commitments.

By forming strategic alliances, we have been able to introduce innovative, recyclable, and sustainable products to the North American market, and are working closely as strategic partners of organizations such as Sugar Creek, MuCell Extrusion LLc, Ohio State University and the Center for Innovative Food Technology (CIFT), prioritizing the development of sustainable products.

In 2019 we invested in a new post-consumer recycling plant with the capacity to transform 10,000 tons per year. This operation will begin in December 2020. We have also made significant investments in the best and most advanced technologies in film extrusion and conversion processes. These will allow us to offer better products and to contribute to matters of safety, hygiene, cost, and the environment.

The year 2019 will be one to showcase, one that has raised the bar and that will push us to become more creative and more dedicated and professional in what we do.

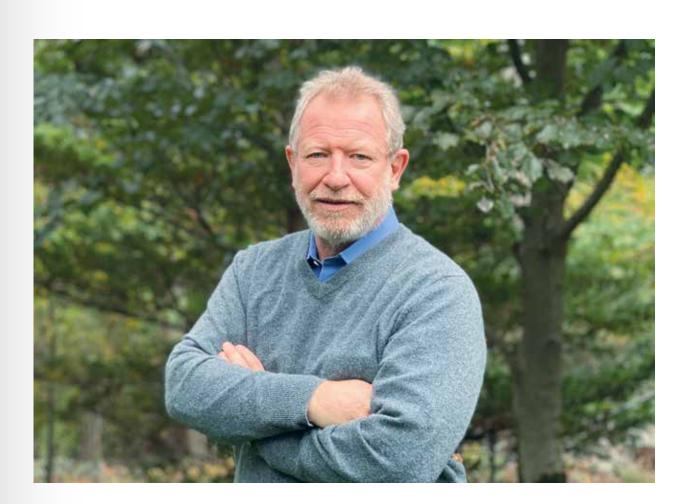
As I write this, we are dealing with the effects of the COVID-19 pandemic that is still spreading throughout our region and in larger countries like Brazil, Mexico and the United States. This year has presented a challenge that we never

thought we would have. COVID-19 has adjusted our priorities, placing the spotlight on the health of our employees, our community, and our world. These months have been difficult and news and occurrences have been coming at us in hours and not in days, but the emergency and the challenges have also included great satisfactions for us. During some of the toughest moments of this crisis I have felt great comfort in learning that as a group our values have grown even stronger: honesty, respect, hard work, and more than anything, appreciation and commitment. Most importantly, we have dedicated ourselves, with no limits on time or resources, to take care of our employees and we have taken all possible measures to limit infections. This has allowed us to remain at ease.

During the hardest moments of the pandemic we have tried to help our communities with donations of groceries, protection equipment, and resources to build areas in which people can work safely. Difficult times compel us to give the best of us and that is why I cannot stop stating what our team has delivered and thank them for it. We are proud of what we have done and we will continue working hard during these difficult times.

Personally, I take comfort in knowing that we are doing the right thing and giving our best.

#### Keep going. Together we will go far.





# PROFILE, GOVERNANCE AND STAKEHOLDERS

#### What we have inside

Plastilene Group is a family organization that has been run by a Board of Directors and managed by a group of professionals. It has a General Meeting of Shareholders, which meets for two days in February to review strategy at Group level.

The Board of Directors, mean-while, makes the necessary decisions relating to such matters as where we are going, how much we invest, what risks exist and which of them we take, and what the organization's general policies are. Monthly meetings are held, and the agenda can change depending on needs at the time, even though the basic structure has been established.

Relevant subjects are discussed, an overall vision of the situation is outlined, and cases that warrant discussion relating to legal matters, safety, social responsibility, finances, projects, investments, labor issues, etc. are dealt with. Similarly, conversations are held

about closing the loop, sustainability, threats to plastic, innovation, risks, opportunities and values. (GRI 102-25) If any type of conflict of interest arises at meetings, the person concerned withdraws and takes no part in discussions or decision-making.

(GRI 102-24) The Group's Board of Directors is made up of both shareholders and non-shareholders. Relatively speaking, it is a "closed shop", which means that when the Board wants to bring in a new member, this is primarily done by networking between participants, partners and friends. Before the new member formally joins the Board, the person is given the necessary documents so that they are up to date with all the regulations and protocols that are followed. (GRI 102-23) The Board currently consists of the Chair of the Board, Stefano Pacini, former company executives, partners in other businesses, and members from other sectors who have no shareholding.

(GRI 102-27) (GRI 102-28) The annual Board of Partners Meeting offers the main governance body a training opportunity, where special guests are invited to talk about some matter of interest to the Group and hence increase partners' knowledge. There is no evaluation or control over attendance, nor is there any type of remuneration for members.

(GRI 102-15) Matters we take into account when evaluating impacts, risks and opportunities relate to various issues but include safety, because our companies are located in areas where risk levels differ, and we also analyze such things as supply risks, the vulnerability of our product portfolio and legislative issues, in order to measure the respective companies' risks.

In 2019, for the second consecutive year, we conducted a self-evaluation of risks using the AON risk maturity index tool. This risk maturity index included a range of questions about risk management practices, administration decision processes, and corporate governance. The score we obtained was referred to as "defined", a higher level than the one we got in 2018, which was "basic to defined". This was achieved by taking into account that the company has a risk management policy and that we look at key risks and analyze them consistently, with qualitative approaches and approximations. Additionally, each company had its own Business Board. (GRI **102-33) (GRI 102-34)** If critical issues were to arise in companies, the organization's legal representatives would summon Extraordinary Meetings.

A transition toward a corporate board model was started in 2019,

where company managers and corporate managers are present and their function is to review the results of each company, each area, and the Group.

(GRI 102-14) (GRI 102-19) We delegate authority to Business Managements and Corporate Managements, since several members of the Board of Directors have no labor link with the company and, in some cases, do not reside in Colombia.

"Decisions are not imposed at Plastilene. It is a horizontal company where matters are discussed, not ordered, and where decisions are made as a team. A group of fully-trained professionals manages the business. If I am not there for some reason, nothing happens to the company. The strength of Plastilene Group lies in its people. The good leader is not someone who does everything; the good leader is someone who builds a team that does

everything well, and that is the strength that guarantees the future", maintains our president, **Stefano Pacini.** 





# BUSINESS MANAGERS SMILISHANDAN JAMINUS HONESTY O1 O2 CORPORATE MANAGERS SWILLISHANDAN JAMINUS HONESTY O4 EXCELLENCE O2 CORPORATE VALUES SOLIDARITY O4 EXCELLENCE O2 CORPORATE VALUES SOLIDARITY

#### Ethics, anticorruption and human rights throughout the value chain

(GRI 102-16) Our organizational culture has been developed around four principal values: excellence, respect, honesty, and solidarity. These cornerstones are constantly being disseminated, reinforced and finetuned through processes, training programs and communication strategies. They are also backed by our Code of Ethics and our Anticorruption Policy, which enable the risks of negative practices, in terms of the conduct and integrity of our personnel, to be minimized. We thus succeed in being transparent

companies and in transmitting trust to our interest groups.

(GRI 102-17) Responsibility for internal ethical advice lies with Human Resources in all companies except Interplast, where the company's general management is responsible for this. Internal documents are used which guarantee anonymity and confidentiality, so that personnel can feel free to communicate any incident. The Code of Ethics, the Anticorruption Policy, the Harmony Committee and the various Labor Committees are mecha-

nisms for dealing with these matters. Three cases of concern were reported in the Group in 2019, all of which were resolved promptly.

(GRI 205-1) (GRI 205-3) Responsibility for establishing corruption-free processes that comply with Human Rights transcends our operations and extends throughout the value chain. In the case of our suppliers, the self-evaluation we require them to carry out covers anticorruption policies, product safety, code of

ethics, anti-bribery policy, social investment, social impacts, and training. (GRI 412-1) (GRI 412-3) Adherence to human rights policies is an essential criterion when suppliers are being selected. Additionally, all suppliers for Colombia in 2019 followed the SARLAFT validation procedure.

(GRI 410-1) (GRI 412-2) At internal level, training is given in policies relating to such topics as anti-bribery, anticorruption, good practices in working environments, respect among workers, and non-discrimination. The fact that no cases of corruption occurred in 2019 shows that the

actions we have taken have fostered good behavior and, with a view to maintaining this situation, we are committed to carrying out follow-up and improving our dissemination and awareness methods.

## The health and safety of our personnel

(GRI 403-1) (GRI 403-3)
(GRI 403-7) (GRI 403-8) We at
Plastilene Group are committed
to the health, quality of life and
wellbeing of our personnel, contractors, subcontractors, suppliers
and visitors. We are continually
improving how we identify, evaluate, appraise, control and prevent
risks at work by planning and
implementing our Health and
Safety at Work Management
System.

Policies in this field are reviewed at least once per year and are updated, if necessary, in line with changes that arise and in terms of Health and Safety at Work and internal changes in the company.

We focus on prevention, and our goal is to maintain a safe and healthy working environment.

(GRI 403-2) Our management of professional illnesses and accidents focuses on eliminating, replacing and controlling the reasons why these might occur. We carry out inspections with a view to detecting potential risks in good time, and we check that all equipment, tools and work areas are functioning.

(GRI 403-5) In order to guarantee that labor risk management is more preventive and less reactive, we use training methods which enable health and safety

at work problems, together with their causes and the most viable strategies for solving them, to be clearly understood. These subjects are dealt with in the Induction Program. (GRI 403-4) We also have risk control scenarios like the Health and Safety at Work Parity Committee, the Labor Harmony Committee, the Emergency Operating Committee, the Biparty Committee, and epidemiological surveillance programs in:



CHEMICAL RISK



NOISE PHYSICAL RISK



IONIZING RADIATION PHYSICAL RISK



OSTEO-MUSCULAR RISK



PSYCHOSOCIAL RISK



ACCIDENTS AT WORK

(GRI 403-9) (GRI 403-10)

The accidents shown below occurred in 2019.



#### PLASTILENE NOVALENE ALTALENE VINIPACK RECICLENE INTERPLAST TECHNOFILMS AGROPLÁSTICOS

its rk	2	0	1	1	1	0	1	0
ge nt te	1.09%	1.56%	1.37%	1.37%	2.04%	0	2%	0
in of ry	Entanglements and osteo-muscular injuries	Cuts, wounds caused by sharp tools	Twists or sprain, torn muscle, hernia or tension laceration without wound	Twists or sprain, torn muscle, hernia or tension laceration without wound	Contusion or crushing	$\diagdown \bigwedge$	Cuts and entanglements	

**(GRI 403-6)** Plastilene Group promotes worker health by conducting occupational medical evaluations on hiring, then periodically and before leaving and on return, as well as occupational appraisals. We provide worker health and wellbeing prevention and promotion activities in conjunction with third parties such as the ARL.



FINANCES 75-82

REGULATIONS AND ASSOCIATION POSITIONING 91-98

#### The Plastilene Family



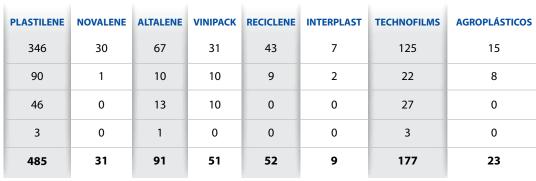






(GRI 102-7) (GRI 102-8) (GRI 405-1) In 2019, the Plastilene family was as follows.

Direct employees, male	
Direct employees, female	
Temporary employees, male	
Temporary employees, female	





#### (GRI 102-7) (GRI 102-8) (GRI 405-1) In 2019, the Plastilene family was as follows.



	% Women	% Men	% Total
Manager	0.4	1.6	2
Director	1.8	2	3.8
Head	2.2	3.7	5.9
Coordinator	1.2	1	2.2
Assistant	14.8	8.6	23.4
Operator	0.4	62	62.4
TOTAL	20.8	79.2	100%



		% Women	% Men	% Total
	Manager	0	0	0
4.	Director	0	0	0
a ne	Head	0	0	0
Novalene	Coordinator	0	0	0
9	Assistant	3.2	9.69	12.89
	Operator	0	87.1	87.1
	TOTAL	3.2	96.8	100%



		% Women	% Men	% Total
	Manager	0	1	1
	Director	0	2	2
ne	Head	0	2	2
Altalene	Coordinator	2	2	4
¥	Assistant	10	5	15
	Operator	0	76	76
	TOTAL	12	88	100%



		Women	Men	Total
	Manager	1	1	2
	Director	3	1	4
Vinipack	Head	0	2	2
. <u>ë</u>	Coordinator	0	1	1
Ë	Assistant	5	0	5
	Operator	0	86	86
	TOTAL	9	91	100%
	•			



		% Women	% Men	% Total
	Manager	1.92	1.92	3.84
	Director	1.92	3.85	5.77
	Head	1.92	5.76	7.68
<u> </u>	Coordinator	3.85	5.76	9.61
Keciciene	Assistant	11.5	5.76	17.26
	Operator	0.4	55.76	56.16
	TOTAL	21.48	78.52	100%



		% Women	% Men	% Total
	Manager	0	12	12
_	Director	12	0	12
<u>a</u>	Head	0	0	0
<u>-</u>	Coordinator	0	0	0
ınterpiast	Assistant	0	0	0
	Operator	12	64	76
	TOTAL	24	76	100%

TechnoFilms, S.A.

	Women	Men	Total
Manager	0	1	1
Director	1	2	3
Head	2	7	9
Coordinator	6	5	11
Assistant	4	2	6
Operator	1	69	70
TOTAL	14	86	100%
	Director Head Coordinator Assistant Operator	Manager 0 Director 1 Head 2 Coordinator 6 Assistant 4 Operator 1	Manager       0       1         Director       1       2         Head       2       7         Coordinator       6       5         Assistant       4       2         Operator       1       69

AGROPLASTICOS S.A.

		Women	Men	Total
	Manager	0	4.17	4.17
00	Director	0	0	0
Ĕ	Head	8.33	8.33	16.66
<u>a</u>	Coordinator	0	0	0
Agroplasticos	Assistant	20.83	0	20.83
Ag	Operator	4.17	54.17	58.34
	TOTAL	33.33	66.67	100%



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(GRI 411-1) Technofilms employs three females and 41 males of Maya origin, mostly from southwestern Guatemala, and no case of discrimination occurred in 2019.

(GRI 202-2) Most top executives at our companies in Colombia are Colombian. Meanwhile, in Guatemala and Ecuador we have both local and foreign executives. The company is Colombian and it promotes the culture and good practices its parent company employs at all its facilities elsewhere. We also have career plans, which we as a Group offer our personnel; these have provided opportunities for development in all the companies.

	PLASTILENE NOVALENE	ALTALENE	VINIPACK	RECICLENE	INTERPLAST	TECHNOFILMS	AGROPLÁSTICOS
Local Executives	93.5 %	100 %	100 %	100 %	100 %	33 %	60 %
Non-local Executives	6.5%	0	0	0	0	67 %	40 %

(GRI 102-41) There are no collective negotiation agreements at Novalene, Agroplásticos, Technofilms and Interplast. However, we respect workers who decide to make use of their labor right, which they can do both collectively and also individually, if they so desire.

57.3 %	74.02 %	72.54 %	55.76 %
Plastilene	Altalene	Vinipack	Reciclene

#### Percentage of total employees covered by collective negotiation agreements

At Plastilene Group we constantly administer variables relating to our personnel in terms of such things as work climate, remuneration, training, and administering relevant changes.

(GRI 401-1) The Group has a low turnover rate because, due to its incentive plans, salaries, good practices when dealing with staff and strict adherence to labor and health and safety at work laws, the organizations have succeeded in retaining employees.



Table showing new employees hired and staff turnover

**POSITIONING** 

91-98

**AGROPLÁSTICOS PLASTILENE** NOVALENE ALTALENE VINIPACK RECICLENE INTERPLAST TECHNOFILMS 17 females 3 females 4 females 4 females 0 Males hired, new 3 males 0 18 males 0 31 males 7 males 9 males 8 males Turnover rate 17.3 % 10.7 % 8.1 % 22.3 % 20.2 % 0 10.9 % 0

(GRI 402-1) Communication in the Group is open, direct, and permanent. Information about operational changes is transmitted using a changes and procedures matrix where the impact is evaluated, and the aim is for changes to be minimal for all workers.

75-82

(GRI 404-3) Meanwhile, the performance evaluation is standardized and is a useful tool for planning and executing training, succession and remuneration

programs. It provides us with feedback scenarios between leaders and personnel, with positive communication results.

(GRI 102-35) (GRI 102-36) Plastilene Group has a salary negotiation process with worker participation, and the Consumer Price Index (CPI), the percentage increase in the minimum salary and the Career Plan are all taken into account as references. This has meant salaries in the companies being competitive in our industry, and above the legal minimum.

All our compensation policies are administered by Human Resources and, in conjunction with managers and the Board of Partners, are based on reliable, specialized sources of information such as accredited consultants, salary surveys, official information from the corresponding governments, and provisions established in collective pacts that are current at the time.

Total annual manager compensation vs. mean for personnel

PLASTILENE	NOVALENE	ALTALENE	VINIPACK	RECICLENE	INTERPLAST	TECHNOFILMS	AGROPLÁSTICOS	
17.79	3.53	20.29	16.19	11.82	22	36.28	5.14	

(GRI 102-38) (GRI 102-39) When the total annual compensation of the best-paid person vs. the mean total annual compensation of full-time and half-time staff members is calculated, basic wages, bonuses, overtime and other salary elements are all taken into account. Plastilene Group employs highly specialized professionals, and there are few people on the market who possess the

characteristics it requires. This means that the remuneration for these posts is higher than the average for the industry.

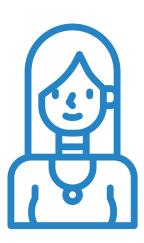
(GRI 202-1) The ratio between the standard initial salary and the local minimum salary is above one in all companies, which shows that remuneration in all cases is above the legal minimum in each country.

(GRI 405-2) Meanwhile, the ratio between base salary/remuneration for females and for males is higher for women, except at Novalene, where there are few managerial posts and most of them are tied to the production area and are held by



75-82





Base salary/remuneration for females and for males

PLASTILENE	NOVALENE	ALTALENE	VINIPACK	RECICLENE	INTERPLAST	TECHNOFILMS	AGROPLÁSTICOS
Ratio 1.48	Ratio 0.75	Ratio 0.92	Ratio 2.02	Ratio 1.68	Ratio 1.61	Ratio 1.61	Ratio 1.50



#### New achievements, new sustainability responsibilities

From the ordinary person's point of view, the world has undergone a transformation and certain priorities for him have altered, although not his needs. These priorities include the use of new technologies and social media, e-business, new behavior and consumption patterns, enhanced awareness of priorities and the relationship between citizen and community and the environment.

The business relationship has changed, and the need to meet customer expectations has forced companies to rethink certain products and services, including supply chains, and market and sales channels.

B2C businesses have had to think of global platforms and technologies that will enable them to minimize costs, do away with intermediaries, and connect them with consumers directly by meeting consumption needs in homes. With B2B, we have had to think of local solutions and alternatives that will allow us to have greater control of risks and to support our customers by offering solutions that satisfy new consumer habits in homes. For Plastilene Group, this has been a period that has seen an avalanche of happenings and information, which has led to continuous reflection.

Common needs have arisen, there is a closer identity between what ordinary people, workers and consumers want and what the company requires if it is to be successful. Nowadays, the intention of giving the customer what he wants has taken on a new dimension: the need to be in harmony with ourselves and with our environment.

Although the speed at which the pandemic spread made us all think primarily about health, and hence appreciate the advantages that a material like plastic offers society in terms of hygiene, personal protection and taking care of food, we cannot forget that, irrespective of how important these benefits are, the way we act should avoid increasing pollution.



plant under construction

We should aim not only for the wellbeing of mankind but also for the wellbeing of the planet, since, in practical terms, we depend on the latter for guaranteeing the medium- and long-term survival of humans. We therefore ask ourselves what responsibility remains for us to take on, how we can achieve a common goal that will enable us to live in the present while taking care of resources for the future. In other words, being "sustainable".

In concrete terms, we have taken a step forward, one that has enabled us to support sustainability and the circular economy in the plastics industry, by building our new post-consumption plant, and we can thus now analyze the situation from a new angle. From this new viewpoint, we should all take on greater responsibilities and adopt the principles of the circular economy, where trash does not exist, where we use renewable energies, where we build resilience around diverse actors and thinking with related goals, where we have systemic thoughts which clearly identify what each participant has to do. Select

and consume responsibly, legislate responsibly, design and produce responsibly, and separate and recycle responsibly.

As far as we at Plastilene Group are concerned, we should continue to follow sustainability and ecodesign principles for closing the plastics loop in a responsible manner as we work. We will continue to do this by cooperating with our allies to reinforce the abilities and skills of recycling associations so that recycling rates can be improved, by boosting and exploiting existing technologies and incorporating new ones that will develop the circular economy in each and every item of packaging and in other applications with the greatest added value possible, and by complementing the economy and underlying products which today have paved the way for the plastics circular economy to flourish.

Ricardo Estrada Lizcano **Corporate Manager, Sustainability and Procurement** 



#### This is how **sustainability** works at Plastilene Group

We implemented our Sustainable Innovation Strategy much more during 2019, both internally and outside the organization. We restated our commitment, as manufacturers and transformers of recycled materials but above all as citizens, to contribute to developing the circular economy in our industry.

(GRI 102-47) Our materiality matrix remained in force during the year, and the management approach was directed mainly at a portfolio of sustainable products, measuring our carbon footprint, and closing the loop of plastics, thereby adhering to the three commitments made by our president.

**RELATED MATERIAL SUBJECTS** 

**MATERIAL SDG** 



THE RESERVE THE PARTY OF THE PA		PERSONAL PROPERTY OF THE PERSON OF THE PERSO
Commitment 1 To provide our customers in Colombia with EPR compliance	Commitment 2 To offer a competitive portfolio of sustainable products based on circular economy and eco-design principles	Commitment 3 Carbon Neutral companies by 2020
Sustainable management of packaging. Management of plastic waste.	Reinforcement of scientific and technological capability. Sustainable management of packaging.	GEI management
11, 12, 17	12, 17	13, 14, 15, 17







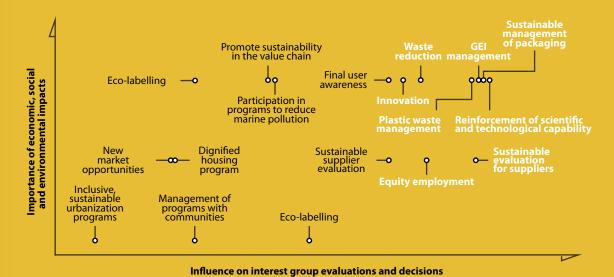








#### **MATERIALITY MATRIX**

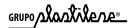


(GRI 102-21) (GRI 102-40) (GRI 102-42) (GRI 102-43) (GRI 102-44) Our stakeholders continued to be a priority. We dealt with environmental, social and economic matters with them, and also their concerns in various personalized scenarios.

STAKEHOLDERS CLASSIFICATION	STAKEHOLDERS	DIALOGUE SCENARIOS
ESSENTIAL	Suppliers, customers, staff (including executives), banks and investment funds, final users, shareholders	Personalized meetings Boards Social media
IMPORTANT	Retrievers, associations, global initiatives, media, NGOs, environmental authorities, education sector	Personalized meetings Industry meetings Social media Academic events
BASIC	Neighbors, activists	Social media

(GRI 102-37) As part of the inclusion processes for our stakeholders, formal opportunities exist for direct, open communication between our staff and executives. We have adopted an open-doors policy, which means that any concern can be addressed without fear of reprisals and all our staff can go to their immediate boss or to Human Resources to settle queries of any kind. In the particular case of Plastilene, opportunities are provided every month for union leaders to raise their concerns through the labor committee.





**2019 SUSTAINABILITY REPORT - PLASTILENE GROUP** 

#### (GRI 102-20) (GRI 102-29)

(GRI 102-31) The Sustainability Management Committee, headed by our president, Stefano Pacini, and led by Corporate Sustainability and Procurement and Management, is the setting where environmental, social and economic activities carried out by each management line that is party to our sustainability strategy were reviewed every two months.

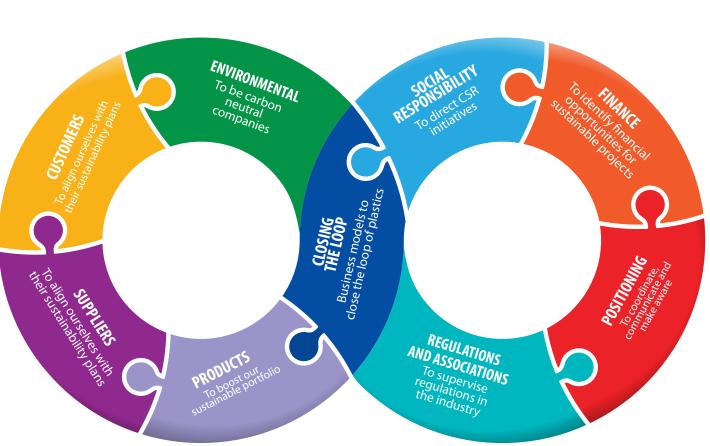
Since we recognize the importance of strengthening the closing-the-loop process for plastics and of offering our customers business models that will enable us to contribute to the circular economy, we decided in 2019 to bring to life the Closing the Loop line, which had previously been

worked on as part of the Sustainable Portfolio line.

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This separation enabled us to design circular economy projects with different customers, bearing in mind the supply of recovered raw materials, the transformation of these by Reciclene and their reincorporation into new packaging that customers use in their operations. We also continued to expand the range of products and applications where the plastics loop can be closed, such as in new packaging, profiles, pallets, shopping bags and cores. What we learned from this was very valuable, and for we have planned to continue contributing to the circular economy in the plastics industry in 2020.





(GRI 102-32) We relied on all management line leaders and their respective teams to gather information for this report. Corporate Sustainability and Procurement Management and the Corporate Head of Sustainability were responsible for producing the texts, with journalistic support from the Happy Media communications agency and technical support with GRI methodology from GAIA Servicios Ambientales. Meanwhile, Corporate Sustainability and Procurement Management and the Group president reviewed and approved the contents, thus guaranteeing coherence and that all material matters are included.

(GRI 102-50) (GRI 102-51) (GRI 102-52) (GRI 102-54) The various chapters in this report refer to each management line in our Sustainable Innovation Strategy, and they contain details of performance and the principal Plastilene Group results, from the environmental, social and economic viewpoint. The information presented covers eight companies: Plastilene, Novalene, Altalene, Interplast, Vinipack and Reciclene in Colombia, Agroplásticos in Ecuador, and Technofilms in Guatemala.

(GRI 102-45) (GRI 102-46) (GRI 102-49) This is the second Plastilene Group sustainability report, and it has been drawn up in accordance with Global Reporting Initiative (GRI) Standards. It includes information for 2019 and, in certain cases, makes comparisons between 2018 and 2019.

(GRI 102-48) Compared to the 2018 report, this document has added information about Interplast, our plant in the Bogotá Free Zone. Modifications to the information collection methodology for certain data relating to the management of waste exploited in our processes were made clear directly in the indicator where the changes were shown.

(GRI 102-53) This document has been published on our website: www.grupoplastilene.com

In the event of any query relating to its contents, please contact the following:

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Luisa Fernanda Ribero P., Corporate Head of Sustainability. Lribero@plastilene.net

(GRI 102-56) This report will not be submitted for external verification by a third party. However, the financial information reported has been duly verified by the Group's Fiscal Auditor.



# SUSTAINABLE PORTFOLIO

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



THE TEAM HAS GROWN SIGNIFICANTLY IN A RELATIVELY SHORT PERIOD OF TIME AND WE HAVE MANAGED TO SHOW WHAT WE DO INSIDE THE COMPANIES MORE CLEARLY ABROAD

I had been working closely on the subject of customizing raw materials, and that was why I was invited to lead the sustainable portfolio management line. The team has grown significantly in a relatively short period of time and we have managed to show what we do inside the companies more clearly abroad, which has been very important.

In 2019 we did some serious, detailed work on the Life Cycle Analysis, and this allowed us to gain a deep understanding of the results of these analyses and hence use them to develop our sustainable portfolio. We succeeded in extending the use of foam technology to Guatemala and Central America, based on the experience our parent company had gained, and we made a start on searching for applications and carrying them out with customers.

One task we need to complete is to have a standard methodology, based on eco-design criteria, that is in the DNA of the whole product engineering and development team.

Carlos Morales EXECUTIVE LEADER





I have always been passionate about the very interesting subject of sustainability. A long time ago, when I was working on management systems, we wanted to introduce matters relating to sustainability. At the time I was invited to join the Sustainable Portfolio Committee I was changing duties and, while working transversally with areas such as marketing, engineering and management systems, the opportunity arose to complement this and link the different subjects.

At first, we were not very sure what the strategy was. What should we do? Should we produce formulas? Or look at the materials? But things soon started to flow, so much so that today, when we carry out follow-up, the points are clear: portfolio products, innovative materials, life cycle analysis, answers, and communication with customers about technical matters, seals, and communication with the consumer...

One big expectation is that finetuning of the sustainable portfolio at corporate level will be completed.

Yohana García MANAGEMENT LEADER





### WEARE WHERE WE ARE THE BEST OPTION

TO BOOST OUR SUSTAINABLE PORTFOLIO

#### More than plastic

The Group's technical area has sought to offer real packaging solutions such as films for the agriculture sector, industrial packaging, compounds, and products containing recycled material based on the needs of our customers, as we provide innovation and efficiency, in both the process and the final product, to assist them.

Once we had drawn up our Sustainable Innovation Strategy, the next step was to find a way to demonstrate to our customers that what we were designing for them really was the best option. We began to apply the ecodesign concept, which is a technical, creative multidisciplinary process. Using tools such as the life cycle analysis, we succeeded in evaluating the environmental impact of our products and proving that, in many cases, they are the most sustainable option.



In late 2019, our president established Sustainable Commitment No. 2: to offer a competitive portfolio of sustainable products using circular economy and ecodesign principles. To this end, we concentrated our efforts on:

#### **REDUCE REUSE** RECYICLE

Reducing the quantity of material used to manufacture products, reducing the thickness and density of materials using innovative technologies, cooperative work with suppliers for accessing new raw materials, and reducing the use of non-renewable raw materials by migrating toward renewable ones.

The big challenge we are taking on is applying the reuse concept in the world of flexible packaging.

The recycling chain by virtue of the good design of products suitable for recycling, single-material structures wherever possible, and not using incompatible materials in the recycling process. Also, promoting the use of recycled material in new containers and packaging.

To complement the renewable product concept, the Sustainable Portfolio Committee is also continually identifying new opportunities to develop products that contain biodegradable and compostable raw materials, when these are viable applications for closing the mate-

As far as the agriculture segment is concerned, our customers are the final consumers of the product, while in

aging goes to our customers before it reaches the final consumer. In both cases we ensure that we comply with all manufacturing and quality and safety management regulations for the type of product we are manufacturing

(GRI 416-1) All Group companies have safety specifications and also technical ones, and these enable us to evaluate the health and safety impacts of each product



Plastilene	Novalene	Altalene	Vinipack	Reciclene	Technofilms	Agroplásticos	Interplast
80%	100%	100%	100%	100%	100%	100%	100%
- Extrusion - Printing - Laminates for industry - Dyes	- Extruded products - Printed products, industry sector	- Without printing - With printing	- Sheet for industrial and agricultural PET sector, unified	- Compounds - Additives - Cores - Straps - Pallets	- Finished product -Semi-finished product	- Agricultural products	- Finished products

The Safety Committees constantly review cases where the health and safety of those who use our products could be affected. (GRI 416-2) In 2019, Plastilene, Vinipack and Technofilms handled 44, 2 and 35 cases, respectively. The reasons for each claim were studied responsibly, and corrective action was taken to reinforce matters relating to good manufacturing practices. In no cases were the health or safety of our customers or final users affected in any way. Meanwhile, Novalene, Altalene, Reciclene, Agroplásticos and Interplast reported no claims of any type.

(**GRI 417-1**) Each roll of material delivered to the customer has a label, stating information about use and characteristics of the

product. Meanwhile, in the case of products that reach the final consumer, we work in conjunction with our customers to mark packaging in such a way that the type of material is identified. In 2019 we improved the labeling of packaging for various customers in Colombia and Guatemala by including information relating to sustainability, such as lower consumption of raw materials or a reduction in the carbon footprint. We are in the process of applying methodologies that will enable us to suggest to the customer how to eco-label his packaging correctly, with details of the material's properties and how to correctly dispose of it.

(GRI 417-2) (GRI 417-3) Despite the fact that our product does not

reach the final consumer, we advise customers on the correct way to label products. No incident relating to failing to adhere to regulations, voluntary codes, communication or product promotions occurred in 2019.





#### THE PERSPECTIVE OF THOSE WHO VIEW US FROM OUTSIDE

IT IS INTERESTING TO SEE THAT THE GROUP PROVIDES US WITH PACKAGING MATERIAL, HELPS US TO RECOVER MATERIAL FROM ONE OF OUR PROCESSES, AND WILL SOON ALSO HELP US TO RECOVER PACKAGING FROM CONSUMERS



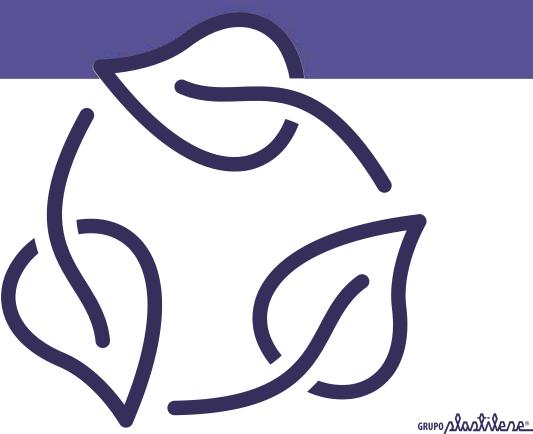
**2019 SUSTAINABILITY REPORT - PLASTILENE GROUP** 

Plastilene Group has succeeded in forging a comprehensive relationship with Familia. Not only do we supply the packaging, we also work together on other ideas, such as closing the loop. They got us to join forces when we put to them the challenge of recovering materials from one of our plants and transforming them into new materials. It is interesting to see that the Group provides us with packaging materials, helps us to recover material from one of our processes, and will soon also help us to recover packaging material from consumers, so that we can begin to talk of the circular economy in flexible plastic packaging.

We continue to educate the consumer and the recycler and to create a valuable recycling chain for flexible plastic, and that is where most work needs to be done with customers and suppliers, namely to design projects that will eliminate the dark side of plastic and really show that, in a country like Colombia, we can put the flexible plastics that we place on the market to many new uses.

Our relationship has followed a very natural course. One day we talk about improving packages and then, when we talk about it again, it is already being done. I think Plastilene is a very good coordinator of what we as a company want to find in a supplier.

Jineth Rendón GRUPO FAMILIA



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The North American market has been a dream and a goal for Plastilene Group, a paradigm determined by the challenges and risks that face a Latin American company if it is to be recognized and accepted on a demanding market which has a highly developed local packaging industry that is dominated by big multinationals.

It was in 2015 that we first had a presence on the US market, specifically in Florida, when we exported specialist products for the meat market from Colombia. Then, in 2016, one of our staff moved to Canada for personal reasons, and this coincided with new technological alliances and business opportunities that were opening up in that region. Thus it was that we were able to get closer to our suppliers, who opened doors to new customers for us through networking.

This has allowed us to present ourselves as a business Group which differs from those known locally, one that is innovative, ready to listen and to understand needs, and willing to develop tailor-made solutions. For us, a small portion of the North American market means enormous growth in our operation, and we have seen big opportunities. "Our customers have been surprised when Plastilene Group presents its extensive portfolio. Their reaction is one of surprise, curiosity and satisfaction, because it is rare in this region to find such a level of integration in a company; this market is very specialized", says Claudia Borda, Plastilene North America's Commercial Director.

We did not get such a warm welcome when we first began to talk about sustainability in packaging with some customers in the United States, because they wanted packaging that was functional, efficient, and economically viable. A year later, some of them started calling us to ask about reincorporating recycled material, density reduction technology, and the life cycle. The change in their vision and perspective of sustainability was radical. Currently, 90 per cent of the projects we carry out in North America have a sustainable approach, and we have found a big opportunity there, thanks to the technology we have been developing, because it has enabled us to enter this market with added value.

We ended 2019 with an important activity in the United States. Our relationship with our customers reached a level where they are not just customers, they are friends. There is great trust, we have earned the opportunity to develop other products, and the professionalism of our team has meant that everything we have said, shown and done has convinced them. Our president, Stefano Pacini, has put it this way: "We have enjoyed the experience of taking North American customers to visit our facilities and we have received very positive feedback, because they are surprised at the level of technology and knowledge that exists in our Group".



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# CLOSING THE LOOP

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



**OUR CUSTOMERS TELL US WE HAVE THE BIGGEST LABORATORY IN THE WORLD IN OUR OWN COMPANIES** 

Developing the closing-the-loop model at Plastilene Group necessitated a detailed technical and financial study, if the envisaged results were to be obtained in the short and medium term. At the moment, we are one of the leading companies in this type of project, not just in Colombia but in the whole Americas region.

One advantage the Group has is that it can integrate what we have recovered in our recycling plant into the extensive portfolio of products that we offer, and we can thus close the loop internally. Our customers tell us we have the biggest laboratory in the world in our own companies.

The biggest challenge we face now is collecting materials. Plastic is trash for the vast majority of people. They don't know what to do with it, but it has benefits and, what is more, it can be recycled. We had the idea of building a post-consumption recycling plant 20 years ago and it has been in the back of our minds ever since. It wasn't the right time then, but now it is. I have been to many recycling plants and I can see that the way we are doing things now is the right way, from every point of view.

Luis Ortegón

ONE OF THE MOST RECENT INVESTMENTS THE CLOSING-THE-LOOP LINE HAS MADE HAS BEEN TO DEVELOP A LINE FOR MANUFACTURING PLASTIC PALLETS



Sustainability has undergone an important transformation in our Group. We have achieved many things, including making a big investment in searching for tools that will enable us to bring to fruition what sustainability is for many of us: a clear deliverable for the plastics industry.

One of the most recent developments the closing-the-loop line has made has been to develop a line for manufacturing plastic pallets, since this is enabling us to achieve our strategy of expanding the product portfolio relating to closing the loop at Reciclene. The mechanical recycling route was chosen from the alternatives that exist because it is the best solution for the region, in view of our geography and the current state of technology. We want to close the plastics loop in many areas, such as new packaging, films and solutions for agroindustry, trash bags, plastic pallets, construction and infrastructure components, and injected items.

We are also working on numerous fronts to make improvements in closing the plastics loop: making people aware, so they understand that it is a material that can be recovered and that they have to find out how to dispose of it correctly; identifying material so as to simplify final disposal by the user; and training collectors to see value in this material.

All this has been an experience that has enabled us to strengthen the recycling chain and contribute to ensuring that plastic does not end up in sanitary fills or pollute ecosystems.

Fabián Forero MANAGEMENT LEADER



% of

# OUR CONTRIBUTION



BUSINESS MODELS FOR CLOSING THE PLASTICS LOOP

#### A second life

out our Sustainable Innovation Strategy. One basic principle of the circular economy is that trash does not exist and that waste is viewed as a raw material and a source of value for other processes. We at Plastilene Group are committed to bringing this concept to fruition in our industry. In 2019 we committed ourselves to making it easier for our customers in Colombia to comply with Resolution 1407/18 (Extended Producer Responsibility), taking into

The circular economy has been account the various links in the chain our inspiration as we have carried for ensuring that packaging management is sustainable: collection, transformation and reincorporation.

> In 2019 we continued our work to recover waste generated at our plants, with a view to eliminating leftovers by transforming them at Plastilene Group companies.

Our production processes generate waste that is recovered within the Group, to be transformed into raw material. Any that cannot be handled by the Group is transformed by a third

party, so that the plastic has a second life and the goal of sending as little as possible to sanitary fills is achieved.

The increase in waste generated, from one year to the next, is directly related to the increase in production by the companies. Despite certain variations in exploitation percentages within the Group and considering the complexity of the structures and the possibilities of their being recycled, our activities focus on reducing to the maximum extent possible waste that cannot be transformed, where the only end-of-life option for it is a sanitary fill

Kg of waste generated annually, by company

2018 2019

**GRUPO** 6,196,472

6,500,160

NOVALENE ALTALENE VINIPACK RECICLENE TECHNOFILMS AGROPLÁSTICOS INTERPLAST PLASTILENE 2,889,225 626,776 478,976 371,000 1,736,042 32,699 1,098 60,656 3,163,342 409,130 558,483 401,000 47,169 1,890,405 29,501 1,130

#### Percentage of waste handled annually

2018 2019

PLASTILENE	NOVALENE	ALTALENE	VINIPACK	RECICLENE	TECHNOFILMS	AGROPLÁSTICOS	INTERPLAST	TOTAL
90.1%	85.0%	22.7%	85.7%	80.7%	81.5%	97.7%	0%	81.7%
87.6%	99.7%	37.3%	79%	51.0%	83.5%	74.6%	0%	82%
9.9%	0%	77.4%	25.3%	10.8%	0%	2%	0.26%	12.2%
12.4%	0.3%	62.7%	29.9%	15.7%	6.6%	21.6%	0.25%	15.4%
0%	0%	0%	0%	8.4%	18.5%	0.3%	0.1%	5.3%
0%	0%	0%	0%	33.3%	9.9%	3.8%	0.1%	3.1%

<sup>\*\*</sup> The methodology for collecting data relating to the percentage of waste exploited within the Group differed in 2019 from that used in 2018, and the information from both years has therefore been adapted accordingly in this report.

(GRI 301-2) In addition to the post-industrial waste that we handle at our companies, we continue to reinforce post-consumption waste management and the manufacturing of products with recovered material.

VINIPACK RECICLENE

Total raw material consumed	3,532,000	9,599,639
(recovered and virgin), kg	3,479,167	9,643,718
	VINIPACK	RECICLENE
Recycled raw	2,684,114	17,445
material used	_, _,	17,443
in the process, kg	2,912,330	62,214

As we continued with our commitment, we expanded our plastic transformation capabilities and we invested in building a post-consumption polyolefins transformation plant, which will commence activities in 2020. With this plant, we expect to be able to process about

10,000 tonnes per year. As the population grows, consumption increases, as does the quantity of waste. Our commitment is to offer transformation solutions for these materials, to give them a second life. Our president, Stefano Pacini, said the following: "We are working non-stop. These are not mere words, they are actions. We believe and expect that in the coming years we will be able to go on reporting good results. We are clearer today about where we are going and what many of the possible solutions are, and we are already in the implementation phase so that closing the loop and the Sustainability Strategy can be brou*aht to fruition".* 

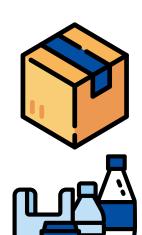
(GRI 301-3) Bearing in mind that sustainable packaging management is one of the most important components of our materiality index, we started a methodology definition process in 2019, aimed at identifying how recyclable our products are and, hence, capable of offering our customers better packaging solutions.



CLOSING THE LOOP

- All suppliers of cardboard raw materials use between 60 and 100 per cent recovered material, depending on the product supplied.
- 40 per cent of all suppliers of plastic raw materials use recovered materials in some of their products.
- The scrap cloth supplier uses 100 per cent recovered material.
- All metal drums used for packing dyes are reused products.

We all have a leading role to play in the economy, if supply and demand are to be balanced and to support the viability of a business. The basic principles of the circular economy invite us to think of systems and diversity, so that we can generate lasting





resilience. Closing the loop is a cooperation concept that forms part of the circular economy.

We have learned that our task is to integrate ourselves and promote cooperation in the chain, to value waste and care for it, to play our part and give plastic a new life, to work with ordinary people, with the national government and local governments, with the industry and with the recycling associations that make recycling a life with opportunities.





#### THE PERSPECTIVE OF THOSE WHO VIEW US FROM OUTSIDE

THEY HAVE TAUGHT US TO VALUE MATERIALS MORE, AND RECYCLERS NOW DELIVER EVERYTHING CLEAN, WITHOUT LIDS AND LABELS, IN THE BEST CONDITION, SO THAT THE FINAL PRODUCT IS BETTER QUALITY



It has motivated us a lot, because Plastilene has helped us operationally, as recyclers, as human beings, and in terms of values. Through Plastilene we have found various links that have allowed us to become a recognized organization and to be better known.

I have always said that the problem lies not with plastic, but with us. Because plastic takes care of food, of hands and products. Where it goes depends on us, on whether it will have a new use. Getting rid of it isn't an option. I believe it should have a new useful life.

Marcela Ramos





Our relationship with Plastilene Group has been a very close one and I well remember their generosity and leader-ship at one of our events, where they told us they were conducting a life cycle analysis, illustrating the path we had to take and showing that our product was the most sustainable, and that if it wasn't, we would know that and should adopt the necessary corrective measures.

We recognize the commitment that Plastilene Group companies have shown to the entire chain. Reciclene's interest in helping to close the loop for the very products made by Plastilene itself is notable, as is, of course, its interest in ecodesign matters that are being explored, researched and trialed. We are starting to see the effort put into all these things, and also the results.

Plastics, by their very nature, will continue to exist. Irrespective of objections or politics, we need them, they are part of our lives, and they are the best solution for most applications. We are moving toward creating circular economy businesses, so as to make plastic more sustainable.

Iván López



THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



WE HAVE ESTABLISHED MEETING POINTS SO THAT WE CAN DEVELOP SUSTAINABILITY TOGETHER, AND THE IMPACT OF THIS STRATEGY HAS BEEN ENORMOUS

The most significant aspect of 2019 is that processes with customers have been binding. I think this word is really important, because sustainability has become part not only of our own business strategy but also of many of their strategies, too. We have established meeting points so that we can develop sustainability together, and the impact of this strategy has been enormous, from understanding opportunities and needs to sustainable design, development, production, product implementation and testing, and creating sustainability-based scenarios for working on social issues.

For me as executive leader, sustainability has been a complete process, one that began with learning, understanding, and viewing its relevance and importance from the business and personal conviction viewpoint. The task, for us as people and as executives, lay in learning to understand how it started to impact business, the industry and the community, and to identify regulatory effects for our customers, so that we could develop and contribute collectively.

Rodrigo Restrepo EXECUTIVE LEADER

NOWADAYS, EVERYONE APPRECIATES THE IMPORTANCE OF SUSTAINABILITY STRATEGIES AND THE ENORMOUS CONTRIBUTION THEY MAKE



When we stated out as leaders of this line, we found that some customers were very interested in the question of sustainability, while a few refused to believe it was possible in the business. Interesting projects gradually began to appear, because sustainability started to be considered at director and middle-management levels, and the idea of involvement, a coalition between areas, was hatched. We on the commercial side handled the relationship with the customer, but within the different organizations many activities became interwoven with other departments, and nowadays everyone appreciates the importance of sustainability strategies and the enormous contribution they make

The most notable feature of 2019 was seeing how we linked sustainability to the business strategy and how it permeated everybody's DNA. Today, our teams talk of ecodesign, closing the loop, life cycle analysis... and we can see this in our customers, too. Today, sustainability is the focal point when we talk with most of our customers.

Rocío Chiriví MANAGEMENT LEADER



# THE SEARCH FOR MUTUAL GROWTH

#### ALIGNING OUR SUSTAINABILITY PLANS

Our customers are our inspiration as we work, every day, to innovate and to develop sustainable products; it is they who validate our existence on the market and appraise the value-added proposal we present to them.

More than 40 years ago, when sustainability was never talked about, we were already recycling plastic at Reciclene, because we were convinced of our commitment to the environment, of our responsibility as entrepreneurs, and of the conviction of our founding fathers.

When talking with our customers, innovation and optimizing resources when manufacturing our products have always been issues, because these two subjects are part of our DNA. When we established our

Sustainable Innovation Strategy, we highlighted the various aspects we carried out in the different companies and we began to define projects based on ecodesign. Together with our customers, we identified joint targets that would allow us to contribute to the circular economy in the packaging and agriculture solutions we provided.

As a result of networking with suppliers in 2019, we strengthened our presence in North America. We gradually made a name for ourselves in the packaging sector and enjoyed the good fortune of

having a member of our technical team in Canada, which opened doors to new business opportunities for us. "My arrival in Montreal coincided with the development of Colombia's export market to Florida. The close proximity to the United States and my knowledge of the Group's portfolio were an advantage for us when it came to exploiting this opportunity. When we presented our packaging solu-

tions, sales options began to open up. Fortunately, purchasers are highly technical, which made communications with them easier, and I have gradually acquired commercial skills", says the current Plastilene North America Director, Claudia Borda.

In 2019, the search for new customers centered around the sale of sustainable products made from recycled material and materials with better recyclability attri-

butes that had a lower environmental impact and lower carbon footprint. These new products attracted interest from important multinationals and local customers in the United States, enabling close commercial relationships to be forged with them.

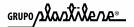


We feel it is very fortunate that several of our companies have customers in common



(GRI 102-2) (GRI 102-6) Plastilene Group has a highly diverse portfolio of applications, most of which boast sustainable features such as lower plastic consumption, lower carbon footprint, renewable materials, materials with a recycled content, materials with a high recyclability index, and simplified structures. We feel it is very fortunate that several of our companies have customers in common. It is a source of great pride to be able to meet different market needs.

(GRI 418-1) Our customers run no risk of their privacy being breached and/or of data being lost because, as a matter of principle, exclusive information that is shared with each one is treated as confidential by Plastilene, and whenever so required, we have a document signed by the respective parties containing information management commitments.























Plastics Industry and Derivatives













**Products for** Chemicals and

#### **Plastilene** produces the following:

- Flexible films for the automatic packaging of foodstuffs and beverages such as sugar, grains, water, soft drinks and milk.
- Flexible films for the automatic packaging of cleaning products such as toilet paper, chlorine, and powdered and liquid detergents.
- Barrier films for dairy products, minerals, agrochemicals and juices.
- High- and medium-barrier flexible films for the thermoformed bases and lids used in the packaging of foodstuffs such as meat and cheese.
- Industrial packaging for all types of palletized merchandise.
- · Laminates and single sheets for the chemical and agrochemical industry.

- · Laminated polyethylene, polypropylene and PET packaging with and without printing, for the food industry, pet food, and personal hygiene products.
- KHROMA-line labels for cleaning products and beverages: thermo-shrinkable sleeves, WA labels (wrappers), and safety seals.
- Films with additives for open-air and greenhouse agro-plastics use.
- Films for the agriculture and greenhouses sector (films with 1 to 3 layers plus additives for protection from the sun and to conserve crops).
- Mulch for planting fruit and vegetables.
- · Trade film.





#### **Novalene** produces the following:

· Barrier films for water, dairy products and iuices.

75-82

 Flexible films for the automatic packaging of foodstuffs and beverages such as sugar, grains, water, soft drinks and milk.





#### **Altalene** produces the following:

- · Bags for packing diapers and napkins.
- Film for general industrial shrink-wrapping.
- · Bags for cleaning material companies.
- Repackaging for foodstuffs. • Trade bags.
- Wicket-type bags





#### Vinipack produces the following:



• Sheets used in the agriculture and industry sectors based on post-consumption PET scales.





**Reciclene** recovers post-industrial material from Group companies and other customers, and produces:

- · Plastic cores.
- · Plastic pallets.
- · Compounds with mineral loads that decrease the environmental impact.
- · Recovered PE and PP raw materials for the plastics industry in general.
- Functional compounds for the plastics sector (white master, anti-block, process aid, slip).







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- Flexible films for the automatic packaging of foodstuffs and beverages such as sugar, grains, water, soft drinks and milk.
- Flexible films for the automatic packaging of cleaning products such as toilet paper, chlorine, and powdered and liquid detergents.
- Barrier films for dairy products, minerals, agrochemicals and
- Laminated polyethylene, polypropylene and PET packaging with and without printing, for the food industry, pet food, and personal hygiene products.
- High- and medium-barrier flexible films for the thermoformed bases and lids used in the packaging of foodstuffs such as meat and cheese.
- Industrial packaging for all types of palletized merchandise.

TechnoFilms, S.A.



#### **Interplast** produces the following:

• Compounds with special additives for stabilizing polymers for the agriculture and industry sectors.

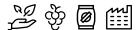




#### **Agroplásticos** produces the following:

- Films with additives for open-air and greenhouse agro-plastics
- Films for the agriculture and greenhouses sector (films with 1 to 3 layers plus additives for protection from the sun and to conserve crops).
- Tunnels to cover special crops, such as asparagus.
- Mulch for planting fruit and vegetables.
- Plastics for covering water reservoirs.
- Plastics for disinfecting soil.
- · Films without printing for packing food sector and mass consumption products, and other industrial coatings.









(GRI 102-3) (GRI 102-4) Plas-

75-82

tilene Group has plants in Colombia, Ecuador and Guatemala, and its corporate offices are in Bogotá (Colombia). It also has commercial offices in the USA, Canada and Mexico, and commercial representatives in Peru and Chile.

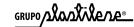
We have trodden this path with our customers gradually. At first, we heard things like "there's not the slightest chance I'll sacrifice the image, shine and transparency of my packaging", but circumstances have brought us to the point where our customers have taken the initiative, committed themselves to sustainability, and begun to open doors so that they can work on the basis of 'from ecodesign to closing the loop'.

Our commercial relations have been noted for their transparency and closeness, and we have managed to forge more strategic alliances that generate greater value for the parties. We have built links through interaction between the companies' innovation and sustainability areas.



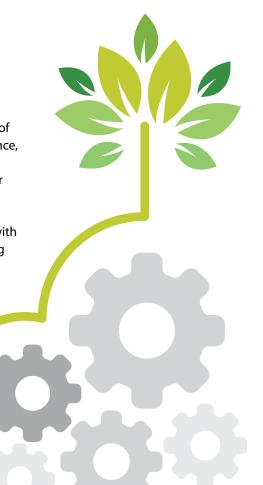






Constant interaction with our customers in associations and through other collective channels has enabled us to identify new common targets in the fields of sustainability, circular economy and closing the loop which complement the value of providing a competitive price, an excellent product, compliance, and service. We have realized that in many cases we have the same principles, values and sustainable business vision as our customers.

New environmental legislation has begun to exert pressure with respect to packaging design, waste management, and closing the materials loop. Consequently, our President established Sustainable Commitment No. 1: To help or customers in Colombia to comply with Extended Producer Responsibility (EPR). Although this matter has not yet been regulated in Guatemala and Ecuador, we have anticipated it by starting to identify opportunities to work in this direction and taking on board lessons learned and experience gained in Colombia.



#### THE PERSPECTIVE OF THOSE WHO VIEW US FROM OUTSIDE





Something very interesting has happened in our dealings with Plastilene, namely our closeness to the packaging design area, because you are the manufacturers and, at the same time, you have also approached us as a transformer. Plastilene Group is a big ally of ours when it comes to closing the loop. When we order products from you today, we want them to have material in them that has been reincorporated from products we have previously put on the market, in the context of extended product responsibility. Our relationship with Plastilene Group has meant a real contribution to the three components of sustainability and has truly materialized without all the rhetoric associated with social economic and environmental components.

From the social viewpoint, we are working with independent recyclers, a highly vulnerable population group, and we firmly recognize the work they do as providers of exploitation services. From the economic angle, we are consolidating the supplier chain and moving resources throughout the entire plastics value chain. And from the environmental point of view, we are consuming materials responsibly, with a life cycle vision and from the perspective of the impact that containers and packaging can have on the environment.

A more complete scenario than this is impossible for materializing sustainability on the basis of a commercial relationship.

José Jaime Restrepo



# SUPPLIERS

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



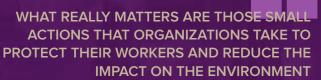
WE HAVE WORKED WITH THEM SO THEY CAN IDENTIFY PRODUCTS THAT WE CAN PROCESS AND IMPROVE COLLECTION OF THESE WITHIN THE RECYCLING CHAIN

We focus on building a sustainable supply chain where the principles that the Group espouses can be passed on to its suppliers and hence lead to a reduction in the environmental impact of the system. To this end, we have forged specific alliances with certain important suppliers with whom we share an interest in research, product development or reinforcement, and sustainable projects.

We are developing new supply chains based on impact projects, such as the new post-consumption transformation plant. As part of this project, we are building a circular economy business model that has a positive environmental impact, because it helps to ensure that plastic waste does not enter ecosystems and reduces the carbon footprint of recycled raw materials, at the same time as it helps independent recycling communities to have better incomes and a better quality of life.

We have reinforced recycling associations by making them direct suppliers. In 2019 we went from having one recycling association to having three more, and we hired an industrial plastics post-consumption administrator who answers to the Group strategy. We have worked with them so they can identify products that we can process and improve collection of these within the recycling chain, with a view to showing that our packaging is recyclable and can be incorporated into the circular economy for exploitation.

Ricardo Estrada





Our area started to implement the supplier selection process evaluation, using environmental sustainability and social responsibility components that were being applied for generating a sustainability culture throughout the chain.

We have reviewed our suppliers in terms of impacts, worker protection, good practices, and not using child labor. While the smallest suppliers tend not to have specific, structured programs, we can see that they do many things to protect their workers and to support communities in their areas of influence. The role played by the Group has been to explain to them that while they do not necessarily have to have an established sustainability system, what really matters are those small actions that organizations take to protect their workers and reduce the impact on the environment. And although nothing is specified, you can see when you talk to them that there are things they do that contribute, little by little.

Sustainability and Procurement Management has been a great leader in the Group, and has brought together initiatives that have been implemented for many years in the different companies. For example, work has been going on for a long time on matters relating to technology, reducing calibers, how to optimize products and how to make products much more efficient, but all this has been taken on board from the product development point of view, rather than having been referred to specifically as sustainability.

Sandra Sandoval
MANAGEMENT LEADER







# ACOMMON

TO ALIGN OUR SUSTAINABILITY PLANS

# We always try to ensure that the ethics of our suppliers match our values

When we began to structure our sustainability strategy, we realized right from the start that one of the biggest environmental impacts on our products came from the raw materials we use. The vast majority of them come from non-renewable sources. Also, unfortunately, very few of those materials are produced in Colombia, and most of them are therefore imported. Our search for renewable and more sustainable alternatives continued in 2019.

A few years ago, we had a meeting with our main suppliers and found that sustainable initiatives were not as structured in practice as we had thought, and that the road ahead would be a long one. Opportunities were then provided

within the Group to search for alternatives which would enable us to offer our customers tailor-made solutions that would also meet the needs of the country and society. We have traveled the world sharing experiences with suppliers, understanding new technologies and identifying new, sustainable raw materials both for production and ecodesign and for the circular economy and closing the loop in our industry.

We have also begun to consider sustainability criteria when evaluating our own suppliers, and as a team have helped to ensure that the plastic production value chain is more conscious of impacts on the three components of sustain-



ability: environmental, social and

#### Our sustainable management criteria

(GRI 408-1) (GRI 409-1)

(GRI 412-1) We always try to ensure that the ethics of our suppli ers match our values. Just as we work hard to guarantee that our management and production are

clean, we also expect our partners to have the same level of commitment. Before selecting a supplier, we check documents and criteria, which includes an evaluation of certain aspects of sustainability.

The use of child labor or forced labor, plus human rights issues, are criteria which exclude candidates from the selection process. All suppliers selected in 2019 underwent the verification process by means of a self-evaluation

#### (GRI 308-1) (GRI 414-1)

(GRI 414-2) Since September 2019, the supplier verification form has included various questions about social and environmental impacts on the community in the respective area of influence. We have found that 50 per cent of suppliers selected since that date have measured their environmental impact and have programs to mitigate it, 33 per cent have social investment programs in their area of influence, and 45 per cent measure

their social impact and apply programs to reduce it. None of these criteria would exclude candidates from being hired, although we attempt to follow up on these aspects, in order to get better results each year. We are evaluating the viability of being assisted by a third party who specializes in helping local suppliers to certify their good sustainability practices and to reinforce the development of these in the respective areas.

(GRI 102-9) (GRI 102-10) Suppliers in our supply chain are segmented into the following categories. There were no significant changes in 2019, compared to

#### SUPPLIER CATEGORIES

- 1. RM RESINS AND ADDITIVES
- 2. RM ROLLS AND ADHESIVES
- 3. RM DYES AND SOLVENTS
  - 4. RM PACKAGING
  - **5. SERVICES**
- **6. FINISHED PRODUCTS** 
  - 7. PARTS
- 8. RM RECOVERED MATERIALS AND SCRAP
  - 9. MM PRE-PRINTING
- 10. SYSTEMS AND COMMUNICATIONS
  - 11. RAW MATERIALS

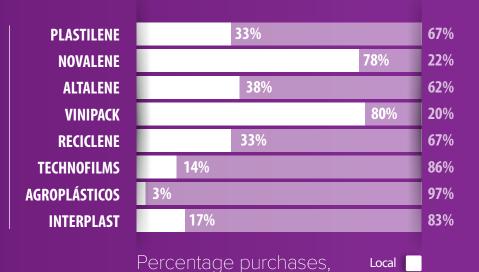
\* RM = Raw Material; MM = Manufacturing Material



Imported \_\_\_\_

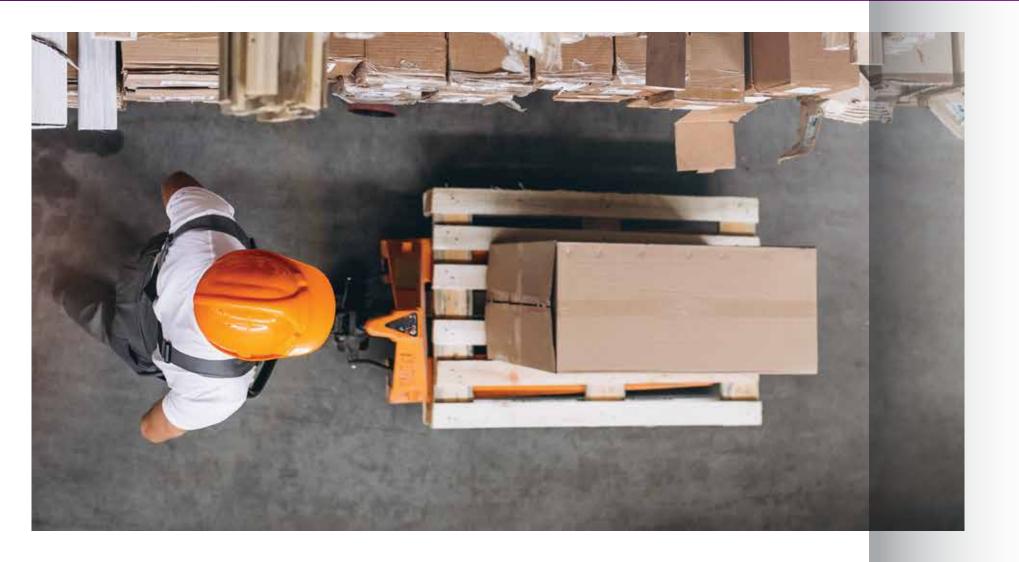
(GRI 204-1) The Group has procedures and standards that describe the steps involved in hiring suppliers. Raw materials are purchased directly from manufacturers, most of whom are international. Priority is given to local suppliers when purchasing raw materials.

The following table shows the ratio of local to imported purchases for each company in the Group, according to total cost by category and taking into account the total number of suppliers.

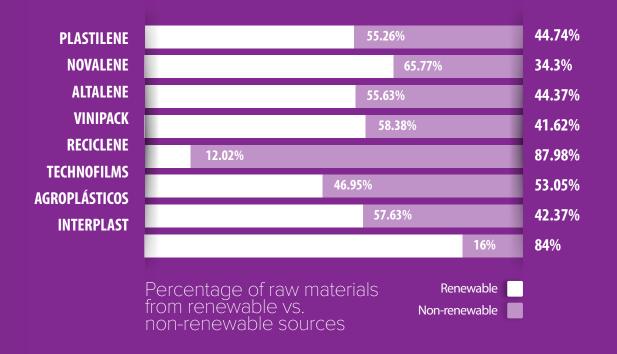


local vs. imported





In order to contribute to the circular economy, and from the sustainability perspective, we are interested in ensuring that the important raw materials we consume come from renewable sources. (GRI 301-1) Since we have different types of raw material and different measurement units for them, the result of consuming these is reflected in terms of annual expenditure.



#### Alliances for a sustainable supply service

Alliances with suppliers of the latest technology have brought us significant benefits in terms of productivity, quality, innovation and sustainability; our current operations are cleaner, we consume less energy, and we can manufacture products using fewer raw materials without any loss of functionality or quality. We even have suppliers of carbon-neutral equipment, which contributes to our goal of managing greenhouse gas emissions and reducing our footprint.

We at Plastilene are clear that if we are to be successful, we must have the best technology and the best technological alliances. We

know that, in an open and highly competitive market, to be successful over time we must equal or better the value offer of any competitor anywhere in the world. Or, better still, we must be able to be the best option in what we do for any potential customer, irrespective of where in the world that customer might be. Technology cannot be a barrier, it must be an ally.

To this end, we have invested much time and money in selecting, achieving and consolidating relationships with the best suppliers of equipment for each of our processes.

For us, a technology supplier is not merely a supplier, he is a partner and, as such, the relationship is much more than commercial. It is a relationship of mutual trust, where we establish development goals that make sense for both parties that are consistent with their respective strategies. Fortunately, we can rely on support from the most prestigious technology suppliers, with whom we have successfully forged these alliances.

"I have fond memories of when we decided, more than 15 years ago, to join forces with one of the most prestigious companies in the world, in Germany. I remem-



ber, somewhat ironically, the great fear of failure. Deep inside I felt that we didn't have the culture, the knowledge and the ability to handle such costly, advanced, sophisticated and inflexible technology. After various talks with the chosen supplier, we managed to convince them that it was a joint project and that its success depended on both parties. Today, 15 years on, we have 16 lines erected and operating and an additional line in the process of being dispatched for installation, and vari-

ous other projects are being studied. In addition to having succeeded in establishing a high-value relationship with much trust, this relationship has allowed us to train and motivate many of our operating staff, many of whom had never left Bogotá before or taken a flight, who had the opportunity to go to Germany for training, not to mention also enjoying a very special experience in their lives. Nothing is more important than having people who are committed, motivated and content. This relationship, and many more, have allowed us to achieve part of this. It is all part of our technology selection strategy, which goes way beyond simply buying equipment.

We have pioneered the introduction of new technologies and new products in every phase of our processes, but where we have been most successful has been in forging alliances and friendships that go beyond a simple investment or purchase transaction", savs our President, Stefano Pacini.

#### An anecdote: Stefano Pacini

"When I was still a university student, far removed from the world of business, I remember that I used to accompany my father and his staff on journeys through Europe, looking for machines and technologies to take back to our region. Those were other times, when business barely generated enough to buy second-hand technologies, but it was a fundamental part of achieving what we have today. Those trips marked the start of relationships that have nowadays become fundamental to the business. They forced us to dream, and to work enthusiastically to make those dreams

We bought much equipment produced by the big brands, but second-hand. Slowly we began to buy new, but basic, equipment. Then, equipment that was increasingly more sophisticated, until finally we were able to invest in the best technologies with the most sophisticated aids to simplify the operation for our workers and guarantee our customers an excellent product. I gradually became delighted with technology and enjoyed trips to the various fairs, to the plants of European and American colleagues, to various of our suppliers' production plants. They won me over.

Together with the Group's entire technical team, which is both critical and essential and without which none of what we have would have been possible, we traveled millions of miles and drove thousands of kilometers, choosing technologies and allies. For us, buying an item of equipment is much more than simply buying a machine or a technology, it is the culmination of an alliance. We don't purchase equipment, we forge alliances, alliances that must be winners for both parties and, above all, lasting. We try to make our suppliers, as well as our customers, our partners and our friends.

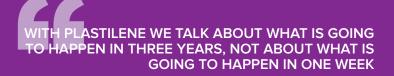
It is with great pride that I can say that our Group works today with the best suppliers and the best technologies available. As with everything, this hasn't been easy, because the economic and financial effort has been enormous and the cultural change that the companies and, above all, operating staff have had to undergo has been demanding, but we have managed it, albeit not without difficulties and a number of hitches.

Today, more than thirty years on from those first trips looking for second-hand equipment all over the world, things have changed. Technology continues to be a priority for me, and although the time available is no longer the same, today we have a group of dedicated professionals who do the job much better than we were able to thirty, twenty or even ten years ago. We have the best professionals and the best suppliers in the region and in the world. They believe in us and have become our allies, our strategic partners. We have always dreamed of being a leading company in the world, and nowadays we are one".

2019 SUSTAINABILITY REPORT - PLASTILENE GROUI

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#### THE PERSPECTIVE OF THOSE WHO VIEW US FROM OUTSIDE





Whenever a company like DOW launches a product and we look at the three or four customers in the world that we are going to test developments with, Plastilene is normally there, and you can rely on Plastilene. This relationship clearly ceased long ago to be transactional, about business, since it is a long-established company where the concept of 'long term' is customary on a daily basis. With Plastilene we talk about what is going to happen in three years, not about what is going to happen in one week. We have a joint agenda on the question of sustainability...hopefully it will be the same with many customers.

The company's interest is really a matter of conviction, not because it is the fashion, not because it is what is being talked about nowadays. Having a sustainability report, for example, is not common among our customers or in the industry, and it is something that really makes a difference and denotes Plastilene's interest and commitment. Sustainability has been an issue for very many years, and I would say that they are pioneers, especially on a large scale.

**Juan Pablo Contreras DOW CHEMICAL** 





I have known about Plastilene Group for a long time, but I have been working for DOW for approximately five years now and have been able to see how the question of sustainability has advanced. The issue of how to make your products more efficient has always been there, and what we mean when we talk of efficiency is that we have good packaging and a very good product, with a rational use of plastic, that has the fewest materials available or possible in its structure.

You can see that the company is genuinely interested in this; it really is not a question of mere words, not something for it to brag about, because it is deeply and fully involved. DOW has always worked to develop new resins that go hand-in-hand with sustainability, searching for simplified structures, searching for ecodesign. This has been embedded in Plastilene for many years and is why we have been partners in the development of products and new platforms, because there is full trust and credibility between us.

I remember perfectly a meeting in a cake shop that ended in an agreement between the two companies after each had jotted down ideas on a paper napkin. It marked the start of what later became a cooperation relationship. If we look back at 2019, we can see how we were able to accelerate design and circular economy matters, in terms not only of the conception of these ideas but also with respect to execution. In 2020 we are seeing the results.

#### **Camilo Romero**

DOW CHEMICAL

# HOWWE GOTTO GUATEMALA

Our arrival in Guatemala as Plastilene Group occurred in a very natural way. It all began in the nineties, at a marble fair in Verona. A supplier of mining machinery put me in touch with some Americans who were thinking of investing in green marble quarries in Guatemala. I went to the country that same year, and although nothing happened with the Americans, we managed to join forces with the local supplier of marble and built a new plant on a plot adjacent to his. We took charge of promoting and selling the products of both plants on the North American market.

Since we were in Guatemala we decided to inquire about packaging, and we found that there were good opportunities for Plastilene. We sent out a salesman, who had the following mandate: Develop the Central American market to see what comes of it. We were clear that the plastic packaging market was not so well developed in the region and that we had good products to offer. The salesman did his job, and when the volume was sufficient we sent out the first second-hand machines, together with two more people who were already working for us. I recall that the warehouses were not in the best of locations; you couldn't leave at seven o'clock at night because it was very dangerous.

Our culture of respect, appreciation and trust was warmly welcomed. Our workers learned to appreciate and respect us, and in next to no time we became locals. I remember that at first there were virtually no high school graduates, but on visiting a Mexican company we realized that although it was a complex matter to get staff with qualifications in Guatemala, it would be a challenge that we could overcome. Nowadays all our staff are high school graduates, at least, and many of them graduated through the company's internal programs. Many are technologists or professionals, and some even hold master's degrees.

We have gone a long way since we started out. Today we have a modern factory with state-of-the-art technologies, an enviable team and a market that covers the region from Mexico to Panama.

As a very good friend of mine, a successful American executive, says, "to do things well or badly requires the same energy, so let's do things well". This has been the formula for our success, coupled to our values, our respect, and our trust in all those who have accompanied us on this adventure.

And it all started when we looked for green marble quarries!

Stefano Pacini Chairman of Plastilene Group



# ENVIRONMENTAL MATTERS

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



WE HAVE ALWAYS CONCERNED OURSELVES
WITH MAXIMIZING EFFICIENCY IN OUR PLANTS
AND REDUCING ENERGY CONSUMPTION

Our management systems naturally include the environmental management of our companies. The Plastilene Group Sustainability Strategy has allowed us to go beyond what is stipulated in the law and implement initiatives such as measuring the carbon footprint of our plants.

We have always concerned ourselves with maximizing efficiency in our plants and reducing energy consumption, which is a significant component of our production costs, but without knowing that by doing this we were also helping to reduce our carbon footprint.

Nowadays, all Group staff are more committed to sustainability matters; I believe this has been a big change in our organization.

**Gabriel Jaramillo** 

THE CHALLENGE LAY IN JOINING TOGETHER ALL-THOSE SUBJECTS THAT WERE SCATTERED AROUND DIFFERENT AREAS OF THE GROUP



I remember when Stefano presented to the board of partners a number of big projects he wanted to undertake when he became the Group's President, a couple of years ago; one of them was the question of sustainability. Initially, leading the environment line was the responsibility of whoever handled management systems, but when we realized that we would all have to deal with everyday data, such as details relating to teams, infrastructure and negotiating services, I joined this management line's team.

We had been working on projects in one way or another at all plants, always seeing how we could be more efficient, pollute less, comply with waste management legislation. The challenge lay in joining together all those subjects that were scattered around different areas of the Group, and that led us to form an interdisciplinary team in each company. I would like to stress that working on this management line has been a method for integrating the group.

Mauricio Muñoz







# MMIMENI THE PLANET

Concern for the environment and conserving natural resources are realities that can be seen globally and regionally.

We at Plastilene Group are fully conscious of this situation, and it is why our Sustainable Innovation Strategy is a direct contribution to Sustainable Development Goals 13, 14 and 15, the targets of which focus on climate action, protecting life below water, and life on land.

The 2015 Paris Agreement, which was signed at the 21st Climate Change Conference, committed the 195 signatory countries to work for climate change, including Colombia, Ecuador and Guatemala, the countries where we operate. We at Plastilene Group are committed to reducing greenhouse gas emissions to the global target.

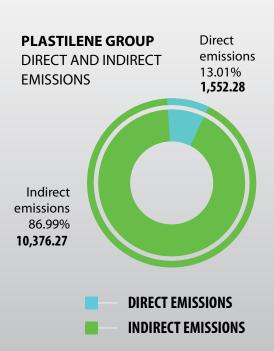
In November 2019 our President accordingly declared Sustainable Commitment 3: To be carbon-neutral companies by 2020. We took our first steps towards this goal by measuring greenhouse gas emissions at Plastilene (Soacha and Tocancipá plants) and Novalene (Mosquera plant). This exercise proved to be very fruitful in terms of collecting information, obtaining supporting data and using tools for the final carbon footprint calculation.

We later identified reforestation projects in Colombia and voluntarily offset our emissions.

The next step in 2019 was to measure emissions by the other companies, with a view to being able to offset the corporate footprint and draw up mitigation plans that would allow us to get carbon-neutral certification for the Group in 2020

(GRI 305-1) (GRI 305-2) (GRI 305-3) (GRI 305-4) (GRI 305-5) (GRI 305-6) (GRI 305-7)

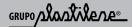
Direct Plastilene Group greenhouse gas emissions in 2019 totaled 1,552.28 tonnes of CO2e, while indirect emissions resulting from electricity consumption were 10,376.27, by virtue of consuming 48,330.7 MWh.



		Emissions CO <sub>2</sub> (tonnes)	% contribution to absolute emissions
	Agroplásticos	25.95	0.22%
2	Altalene	93.21	0.78%
<u></u>	Interplast	3.47	0.03%
DIRECT EMISSIONS	Novalene	111.52	0.94%
E	Plastilene	447.44	3.75%
E	Reciclene	73.15	0.61%
R	Technofilms	733.53	6.15%
	Vinipack	63.98	0.54%
	Subtotal D.E.	1,552.28	13.02%
S	Agroplásticos	346.86	2.91%
N	Altalene	739.67	6.20%
SSI	Interplast	28.73	0.24%
MISSI	Interplast Novalene	28.73 491.38	0.24% 4.12%
T EMISSI	•		
RECT EMISSI	Novalene	491.38	4.12%
DIRECT EMISSI	Novalene Plastilene	491.38 2,978.16	4.12% 24.97%
INDIRECT EMISSIONS	Novalene Plastilene Reciclene	491.38 2,978.16 1,095.39	4.12% 24.97% 9.18%
INDIRECT EMISSI	Novalene Plastilene Reciclene Technofilms	491.38 2,978.16 1,095.39 4,119.26	4.12% 24.97% 9.18% 34.53%



Plant	Absolute Emissions (Tonnes CO <sub>2e</sub> )	Absolute Emissions (%)	Specific Emissions (g CO <sub>2e</sub> /kg)
Agroplásticos	373	3.13%	144
Altalene	833	6.98%	200
Interplast	32	0.27%	67
Novalene	603	5.05%	122
Plastilene	3,426	28.72%	163
Reciclene	1,169	9.80%	82
Technofilms	4,853	40.68%	406
Vinipack	641	5.37%	188
Total	11,928.55	100%	



POSITIONING

91-98



Interplast and Reciclene are the companies in the Group that generate the fewest specific emissions, since their activities consist of producing raw materials by either manufacturing compounds or recycling plastic materials. As a result, the grinding, mixing and palletizing processes are more efficient than the principal processes at the other companies: extrusion, printing, cutting and lamination.

Novalene, meanwhile, produces the third fewest emissions, due to its high productivity, excellent technology, and energy efficiency; it is the model company for the whole Group, in terms of conversion processes. The energy emission factor plays an important role in carbon footprint results and is a variable that cannot be controlled by the Group. Data from each facility is used for estimating indirect emissions deriving from energy consumption, and these are multiplied by the energy This emission factor depends on how each country generates its electricity and on the extent to which renewable resources, such as water, wind or solar power, are used for generation purposes. As far as absolute emissions in 2019 are concerned, Technofilms was responsible for more than 40 per cent of the entire corporate carbon footprint, since the energy factor in Guatemala is higher.

#### Electricity emission factor for the three countries

Country	<b>E.F.</b> (Kg CO <sub>ze</sub> /kWh)	Year
Colombia	0.16438	2019
Guatemala	0.3671	2017
Ecuador	0.3002	2018

\*The factors for each country relate to different years, because they are based on the most recent information published in each one.

#### Plastilene - Novalene, emission comparison

Similarly, if gross emissions in 2019 at Plastilene and Novalene are compared with specific emissions (grammes of CO2e/kg), variations can be seen, as shown below, due to the increase in the electricity emission factor. There was a 52.2 per cent increase in Colombia (from 0.10800 to 0.16438), and this was the main cause of the rise in the carbon footprint at Plastilene and Novalene.

	2018	2019
Plastilene + Novalene (gross emissions)	2,524 tonnes CO <sub>2e</sub>	4.029 tonnes CO <sub>2e</sub>
Specific emissions, Plastilene	107.35 gr Co2e/kg produced	163 gr CO <sub>2e</sub> /kg produced
Specific emissions, Novalene	72.33 gr Co2e/kg produced	122 gr CO <sub>2e</sub> /kg produced
Electricity emission factor	0.10800	0.16438

(GRI 302-1) (GRI 302-2) (GRI 302-3) (GRI 302-4) (GRI 302-5) Our biggest carbon footprint contribution continues to correspond to Scope 2, and it is on this that we have been concentrating our greatest efforts, carrying out internal optimization plans and working with energy companies to get them to provide us with certified clean energy, while not neglecting other matters relating to environmental management.

#### Annual energy consumption by company

	Soacha	Mosquera	Tocancipá	Bosa		Ecuador	Guatemala	Zona Franca Btá
Electricity (kWh)	18,117,550	2,989,287	6,663,738	4,499,731	3,509,148	1,155,415	11,221,071	174,777

(GRI 303-1) (GRI 303-2) (GRI 303-3) (GRI 303-4) (GRI 303-5) (GRI 304-1) Plastilene Group plants discharge nothing into water sources, and water management focuses on controlling consumption in cafeterias and administrative areas.

#### Water use by plant, 2019 vs. 2018

	Plastilene	Novalene	Reciclene	Altalene	Vinipack	Agroplásticos	Technofilms	Interplast
	Soacha	Mosquera	Tocancipá	Bosa		Ecuador	Guatemala	Zona Franca Btá
water m <sup>3</sup> / 2019	20,897	952	5,034	1,352	979	1,345	4536*	126
water m³/ 2018	20,278	1,144	5,967	2,015		1,189	No meter available	Not measured in 2018

<sup>\*</sup>Estimated consumption in 2019





The plastics industry is noted for low water consumption in its production processes. Taking into account the water used by companies in the Group and annual production, we used an average of 0.4 m3 of water per tonne produced.

53-60

43-50

	Plastilene	Novalene	Reciclene	Altalene	Vinipack	Agroplásticos	Technofilms	Interplast
	Soacha	Mosquera	Tocancipá	Во	osa	Ecuador	Guatemala	Zona Franca Btá
water m³/year	20,897	952	5,034	1,352	979	1,345	4,536	126
Production tonnes/año	21,019	4,945	14,308	4,170	3,407	2,595	11,963	479
m³/tonne	0.994	0.193	0.352	0.324	0.287	0.518	0.379	0.263

33-42

Areas where we found opportunities for improvement included the possibility of measuring not just water use (as reflected on bills) but also that consumed in our processes (water that evaporates or is incorporated into the product), in order to control the amount of water we are taking from the basin.



#### **Waste management**

#### (GRI 304-2) (GRI 304-3)

Our plants are situated in areas that are suitable for industrial activities, free zones or industrial parks, and they therefore have no effect on biodiversity.

#### (GRI 306-1) (GRI 306-2)

As far as waste management is concerned, we have implemented DGA matrices in our plants, and we use these to carry out follow-up and controls. Our goal is to correctly handle and treat not only exploitable but also dangerous waste.

		Plastilene	Novalene	Reciclene	Altalene	Vinipack	Agroplásticos	Technofilms	Interplast
Non-dange- rous waste	Kg	893,287	104,761	101,272	548,227	421,433	2,019	452,699	11,992
Dangerous waste	Kg	1,242,153	8,528	2,606	10,697	1,815	54	41,945	0



THERE HAS BEEN A DYNAMIC THAT HAS DRIVEN PLASTILENE GROUP COMPANIES INTO A BETTER POSITION IN THE INDUSTRY



I see more in Plastilene Group than just a customer and an ally, and whenever I see an opportunity I invite them to work with us. The sustainability commitment runs from executive level downwards as a contribution that goes beyond film solutions; it is not something that is viewed from the perspective of product quality features and meeting legal requirements.

There has been a dynamic that has driven Plastilene Group companies into a better position in the industry. The greatest progress I have noticed has been in terms of incorporating the life cycle analysis methodology and evaluating environmental matters like the carbon footprint. I love it when I hear executives talking knowledgably about these subjects. A further big development has unquestionably been the expansion of the plastic recovery lines, or the polyolefin washing and recovery line, scheduled for 2020. With this we expect to calculate the carbon footprint offset internally, which will mean tremendous progress.

Plastilene Group has become our technical ally in everything plastic, and I know we can build many things in the future.

Carlos Naranjo
GAIA SERVICIOS AMBIENTALES



# SOCIAL RESPONSIBILITY

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



WHAT I STRESS WITH STAFF ABOUT OUR SOCIAL RESPONSIBILITY IS ENSURING THAT ALL OF THEM HAVE A DECENT HOME, TRAINING AND DEVELOPMENT

Staff welfare is vital for the Group. The Labor Climate Index is one of the indicators that we review constantly in each company, in order to determine what action is needed for guaranteeing staff satisfaction.

It goes without saying that social responsibility translates into responsible actions, and in this company's case it is very clear that we never skimp on efforts, either internally or externally, when it comes to materializing these types of actions.

In my experience, such things as making direct contracting possible, for example, which would perhaps go unnoticed in other companies, is a value for our staff that marks a difference, since in over 90 per cent of cases their work background is in temporary jobs.

What I stress with staff about our social responsibility is ensuring that all of them have a decent home; similarly, in terms of training and development, we are interested in guaranteeing that all staff receive at least full high school training, and we are also concerned about their families, stimulating and encouraging staff members' children who have been outstanding in their studies.

Nidia Olaya EXECUTIVE LEADER WE SHARE THE WILL AND DESIRE OF THE PACINI FAMILY TO PROVIDE WORKERS WITH THESE TYPES OF BENEFITS, WITH HAPPINESS AND WELLBEING



Solidarity is one of our four values and there is a very great social awareness among our staff, something that has been fostered by Human Resources in all the companies.

I fondly remember a meeting I had more than ten years ago with our founder, don Antonio, where he told me that he couldn't allow his workers to not live in a decent manner. It was from this that the idea arose of providing housing, with support from the Solidarity Fund. The initiative has progressed to such a point that nowadays we not only provide ready-built homes, we also acquire a plot, even in 2019, which we hand over to each member of our staff.

On one occasion, we refurbished a staff member's house. When we handed it over, we were surprised to find that the mother-in-law had cooked a special lunch for us to share. Our staff member asked his children "do you like this house?", and they said "yes, of course. It's very pretty. Whose house is it?". The father answered "this house is ours, the company where I work built it for us, and it's where you're going to live". The children couldn't stop crying with joy, nor could we when we saw them. An anecdote never to be forgotten.

We share the will and desire of the Pacini family to provide workers with these types of benefits, with happiness and wellbeing.

Mario Chavarría







# CULTIVATING SOCIAL MEANING

TO PROMOTE COMPANY SOCIAL RESPONSIBILITY INITIATIVES

Social responsibility with staff, volunteering, and donations

Our social responsibility management line is divided into three parts, and it is through these that we carry out various initiatives aimed at generating more value throughout our chain: social responsibility with staff, volunteering, and donations.









The right to a house is a central issue for the United Nations, the New Urban Agenda (NUA), and the Sustainable Development Goals (SDG). According to the UN, if countries cannot guarantee all people a decent home, the goal of sustainable cities and communities will not be possible. This is a material goal for all of us, and we contribute to achieving it through the Social Responsibility management line. The Pacini Award is a contribution by the Group for buying and/or improving housing, paying mortgages and, in very special cases, paying for children's further education. Staff who have been with the company for more than five years can apply for this award. In 2019, it was granted to 54 of the 85 people who registered.

Awards range from two to seven million pesos, and approximately 180 million pesos were awarded in total.

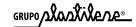
One thing that brought us great satisfaction was to see how some people, after receiving their award, adapted and improved the quality of their home, while



others received the first home of their own. This improves the family environment and encourages people to continue to be part of the Plastilene family.

The award was introduced initially at Plastilene, before being replicated at Altalene in 2019. The goal is for it to cover all companies in the Group. In Guatemala, meanwhile, Technofilms acquires properties near the plant and offers company staff the option of leasing them. Two staff members acquired their homes under this system, and one of them shared his experience with us. "My name is Carlos Fuentes and my wife and I are very happy with the house because, in truth, there was no way

that I could afford to buy something like this. The benefits we have received are extraordinary, because previously we were a long way away from the company. Here there's peace and calm, and the security is first class. Where we were before I had to get up very early and it was very dangerous, and a few months before they gave us the house I was nearly attacked and went through a bad time, but since I've been here the experience has been totally different. Thank you, Plastilene Group, because you have helped us make a dream come true, one that was out of my hands".



### The wellbeing of our family

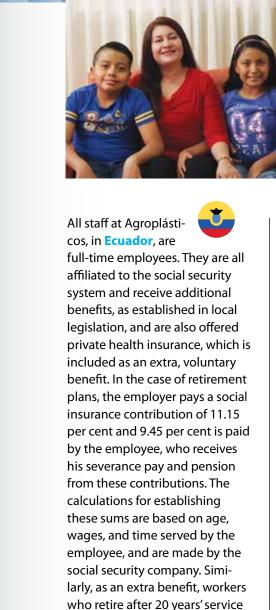
Because the family is the nucleus of society, Plastilene Group places great emphasis on the time, experience and knowledge that each member of our staff devotes to us, and we therefore demonstrate our commitment to society by guaranteeing that we will meet all obligations stipulated in the law relating to retirement plans, social security, parental permissions, disabilities, etc. We grant further benefits, in order to promote wellbeing in all our staff and their families, irrespective of whether they are direct or temporary employees, as we achieve each of our individual goals: that all our staff feel they are part of the Group and have the same development opportunities.

On reaching retirement age, all staff have the opportunity to continue working voluntarily, even when they receive a pension; this enables us to guarantee that they will receive additional income, while the organization benefits at the same time by being able to rely on their experience.

Guaranteeing overall staff wellbeing ensures their development, satisfaction and motivation, and this translates into greater productivity. The Plastilene Group commitment to its staff goes beyond simply complying with current labor legislation; the company's results show that we are major allies in ensuring that all members of our team achieve their personal targets.

(GRI 201-3) (GRI 401-2) Each of our companies complies with all legal provisions in its respective region. Insofar as companies based in Colombia are concerned, all direct and temporary staff enjoy social benefits that include EPS (health system), pension, and labor risks, as well as coverage for sickness at work, general illness or accident at work, through the different EPS and ARL (labor risks). All retirement plan contributions are paid in full each month and, in accordance with current legislation, 12 per cent is payable by the employer and 4 per cent by the employee, based on the ordinary salary. The only benefit for directly-employed staff is life assurance.





will receive a significant sum so

they can enjoy their pension.

Benefits at Technofilms are similar for temporary and for direct employees. In both cases, legislation is adhered to and staff benefit from social security coverage. Permanent staff are provided with medical insurance that covers deficiencies in the health system, and the company grants them a 55 per cent food subsidy. All production personnel are provided with a transportation service, which also helps to reduce the carbon footprint because a single vehicle is used for transporting various workers.

In Guatemala, a bipartite Solidarity Association has been formed, which means that the Association is administered and financed by both the company and workers. The company contributes a percentage for capitalization purposes,

and associates save part of their salary, thus allowing them to get consumption loans to cover emergencies, but principally for improving their homes or acquiring decent housing.

The purpose of the difference in additional benefits among temporary workers is to encourage them to do an excellent job, so that they can be selected as direct workers. As far as retirement plans are concerned, employer and employee make 3.67 per cent and 1.83 per cent contributions, respectively.



### From generation to generation

We are proud of our oldest staff members, some of whom have been part of the Plastilene Family for 40 years and have witnessed our growth, our triumphs and our adversities, as well as how we have helped them to develop as members of society.

Carmen Lucía, one of our oldest members of staff, worked for Plastilene for 47 years, and nowadays one of her daughters continues the story, as a member of the Group's team.

**Carmen Lucía**: "I started work in 1971 and I was a receptionist and management secretary at the Soacha plant. In those days it wasn't a Group, it was just Plastilene, and I'm delighted at how it has grown. Plastilene is like a second family for me, because not only your fellow workers but also the bosses make you really feel at home. When my daughter Diana had to do an internship, the opportunity arose for her to join the company, and although we don't work together now, because I had to retire so I could take care of my husband, I'm still very much in touch with many people, including don Antonio and don Stefano".



**Diana Carolina**: "At first, I wanted to gain experience and it seemed interesting to join the company where my mother worked, but as time passed I got to like the subject of plastics very much, seeing how raw materials were transformed and what the different companies focused on, which is not just on making packaging but also on concerning yourself with the whole plastic life cycle. I worked at Reciclene for many years and that's why I feel I'm part of the Group's sustainability process. Someone said to me once that my mother had been the 'bridge', but I was here because of my work. And I also believe I'm here because the company has people who are extremely humane, who are concerned about us and who make us feel we are in a second home. A good job is one where you learn every day, and when you stop learning, that job is no use any more. And I believe that the Group is one of those companies that teach you every day".



We are very proud to be helping to strengthen families and we will continue along this same path, because we believe that a happy, satisfied worker will not only help the company to grow but will also make his own family happy and contribute to their wellbeing. (GRI 401-3) Parental leave benefits include the possibility for the worker to use vacation days to extend his or her leave. The aim of this is to allow the new father or mother to spend more time with their offspring during the first moments of life.

At Agroplásticos, in addition to the parental leave workers are entitled to by law, women are allowed two hours' leave each day for a further nine months for breastfeeding purposes. If the mother dies, the father is allowed the same maternity leave that the mother would have been entitled to.

In 2019, we granted both men and women parental leave, in accordance with legislation in each country. Two cases arose at Plastilene of mothers who did not return to their jobs for personal reasons when their leave ended, but there were no such cases at the other companies.

#### Corporate





Females

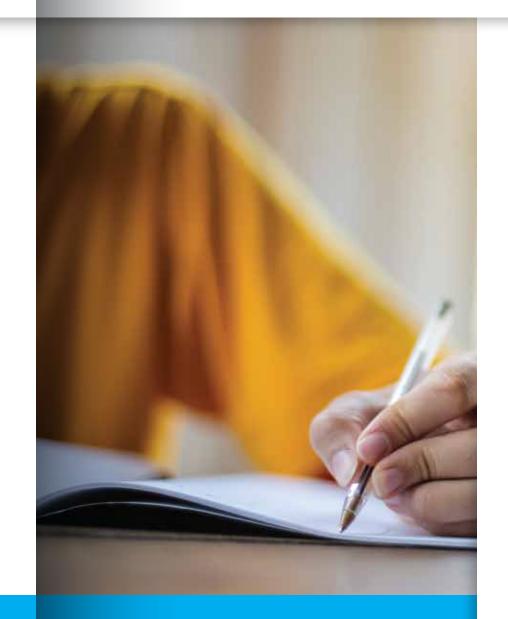
Total employees who were entitled to parental leave	5	16
Total employees who took parental leave	5	15
Total employees who returned after parental leave	4	15
Total who returned and were still working 12 months later	4	15
Return and continuance rates for people who took parental leave	4	15

GRUPO/XXXXXXX

#### Welfare matrix

The welfare and wellbeing of our staff is one of the cornerstones of Social Responsibility for the Group and is why we devote our efforts to offering them the best options in various areas. Detailed below are some of the benefits offered by the different companies in the Group, which are applied in accordance with the salary policy of the particular company for which each member of staff works.

Leisure	Family environment	Transportation	Health	Bonuses	Food	Donation and volunteering
Celebration of commemorative dates	Rotary fund for buying and improving housing	Support for staff so they	• Health and welfare week	<ul> <li>Extralegal bonuses</li> <li>Funeral insurance</li> <li>Five-yearly</li> <li>End-of-year bonus</li> </ul>	<ul><li>Food for all company staff</li><li>Hampers on special dates</li></ul>	• Pacini award • Michín Club
• Sports activities and championships	Interest-free loans of up to three times the employee's salary at the time	can live in areas near their place of work	Private,     optional health     insurance     Annual     medical checks	Special days bonus	<ul><li>Free food service</li><li>Hampers on special dates</li></ul>	Bottles of love donation
dates for staff families  • Birthday celebration	Housing benefit for direct and associate staff through Asotech	Transportation service for all staff	<ul><li>Nutrition sessions</li><li>Annual laboratory tests</li></ul>	• Employer contribution to ordinary salary • Five-yearly	• 55% food subsidy • Hampers on special dates	Ayuvi     Nuestra Sagrada Familia
	<u> </u>		<b>(</b>	\$	<ul><li>Techo Foundation</li><li>Tree plantation an</li><li>Volunteers, Palín to</li></ul>	



#### **TRANSPORTATION**

Transportation is important in the context of worldwide sustainable development because of its environmental, social and economic effects. As cities continue to grow, so does the challenge of providing sustainable transportation.

We therefore try to ensure that most of our staff live near our plants, since this improves their quality of life considerably, helps reduce environmental impacts, and contributes to the development of communities nearby.

The houses we have provided at Technofilms are situated in or

near the Industrial Park condominium, which means that most people who live there travel to the plant by bicycle or on foot. We also provide collective transportation for staff who live outside the town of Amatitlán.

In Colombia, especially in Bogotá, we have seen how air pollution, which is largely caused by the city's traffic, has a negative influence on people's quality of life. As far as our plant in Tocancipá is concerned, we provide collective transportation for staff who live in Bogotá, thereby sharing the carbon footprint of these long jour-

neys among all who use this service. In the case of our plant in Mosquera, around 80 per cent of our staff live nearby.

Our employee Misael Guevara, a printing supervisor, has been a member of the Plastilene family for 18 years and has benefited from its support. "Plastilene has become everything for me; it supports my home and my family. I used to live with my parents in Bosa and I received a Pacini Award, which gave me the opportunity to move to Soacha, approximately eight years ago. They helped with the whole pro-



cess of house, paperwork, banks, everything. Now I go to work by bicycle and this has brought many benefits, especially because I can be closer to my family and can spend more time with them. Plastilene Group makes you feel more than just a worker, you're a member of a family; it's the treatment by the bosses, lunch breaks, trips and activities all the time, even my family have been able to enjoy the things the company does for us, and we're very grateful for that".

#### TRAINING AND DEVELOPMENT

Education is part of a country's development, and for Plastilene Group it is a fundamental aspect of its Sustainable Innovation Strategy. Through training we help the community. We continually support our staff's intellectual growth by providing training and entertainment both virtually and physically, using development programs and plans that not only increase their skills for doing their job but also their personal growth.

(GRI 404-2) Programs in 2019 focused on introducing new technologies, such as Google G-Suite and English language teaching, initially for managers and directors. Training was also offered in value-added products and sustainability for commercial staff in the Group's companies.

Technical and behavioral skills which, together with ethical values and principles, improve how things are done, were reinforced. Training included all specialized knowledge that might be required for performing the duties involved in each role, reducing labor risks, improving communication, helping with emotional equilibrium, fostering a good working environment and achieving excellent performance, thus making it easier for the Group to achieve its goals.

Improvements were made to training programs relating to new employee induction, transfers, promotions and training needs, based on the demands of each company and their new projects that focused on strategic goals. Examples include technical training for extrusion staff at SENA, and ISO 22000 Internal Safety Management Systems Auditor and ISO 28000 Supply Chain Risk Security training.

Staff who would receive economic support and start and/or continue professional and postgraduate studies were selected. In Guatemala, staff have received support for studying at private universities, and in Colombia we rely on support from the National Apprenticeship Service (SENA), an entity that has become a strategic ally for training our staff.



33-42

In previous years, there were four promotions of Plastic Film Extrusion Technicians and three of Flexographic Printing Technicians, and in 2019 the first Plastics Technologist promotion was trained. This alliance has been a fundamental way for our operating personnel to develop their career.

Human Resources works in the field of knowledge management, with a view to helping staff to continue their further education after completing their technician or technologist studies, so that in the future they can hold the title of Plastics Engineer or Industrial Engineer.

We encourage education for the children of our staff by offering them access to an allowance for university, high school or primary studies. We choose the best students and grant them funding based on their performance, when this is outstanding. 15 primary and 15 high school candidates were chosen in 2019. It is envisaged that the project will be extended to all levels and companies in the Group, since it has a direct impact on families.

The corporate target for the first group who benefited from bilingual training is for them to reach level B2 (advanced). To help reach this target, 63 direct employees followed English courses, in both Guatemala and Colombia, at Leveling, Beginner, Elementary, Intermediate and Advanced levels.

There is no gender discrimination in Plastilene Group training plans. The number of hours' training depends on the needs of the specific post and on merits, but not on gender. Our production processes and technologies have two special features. The first is that they are highly specialized and require specific knowledge, most of which is acquired inside the organization by combining theory with practice, and the second is that because of the need to move heavy articles around in the production processes, most plant operating personnel are male. (GRI 404-1) In view of these two special features, the mean number of hours devoted to education is higher for men than for women. In administrative areas and executive posts, it is similar for each gender.



Mean number of hours training in 2019, by employee

	Mean	Mean Females	Mean Males
Plastilene	1,425.75	273.39	1,152.3
	hours/month	hours/month	hours/month
Novalene	26.22	0.9	1,152.3
	hours/month	hours/month	hours/month
Altalene	306.42	36.64	266.45
	hours/month	hours/month	hours/month
Vinipack	259.92	50.96	208.95
	hours/month	hours/month	hours/month
Interplast Reciclene	186.16	32.22	153.95
	hours/month	hours/month	hours/month
Interplast	225	50	175
	hours/month	hours/month	hours/month
Technofilms	616	87	529
	hours/month	hours/month	hours/month
Agroplásticos	44.42	23.08	21.33
	hours/month	hours/month	hours/month



Plastilene Group staff can receive training abroad when a new technology is acquired. We also offer wide-ranging opportunities to attend international fairs, since these are settings for acquiring new knowledge. In 2019, for example, fourteen staff from different areas in the Group attended Fair K, the most important one in the industry, which is held every three years in Germany.

#### **SUPPORT FOR SOCIAL CAUSES**

The donations and volunteering components frequently coincide in a given project. In August 2019 we embarked on a very fine environmental protection project with the **Defenders of Nature** Foundation, in Guatemala, when we planted 1,111 trees in United Nations National Park. We undertook to sponsor them and to make periodic visits for irrigation and individual care purposes, and we therefore succeeded in ensuring that over 85 per cent of them thrived. We will carry out various volunteer activities in 2020 to maintain the trees, with a view to guaranteeing that the entire plantation survives.

In Colombia, meanwhile, we continued to take part in the **Add your Hands for a Sustainable Guajira** project, which aims to ensure that waste is correctly separated and managed at Cabo de la Vela, in order to close the loop with respect to the miscellaneous waste that is produced in the area. In 2019 we donated 985 kilos of white and black bags, to foster the correct separation of solid waste there. Later, in September, we visited hotels and

restaurants in person and gave informative talks, thereby setting in motion the education and awareness phase for the Cabo de la Vela community, and on that same occasion we took part in handing over a truck that will collect trash and allow the beaches to be kept clean.

Our commitment to vulnerable population groups never ceases. With a view to protecting children from problems that arise on the street, and in conjunction with the Our Holy Family Foun-









dation in Guatemala, we support 111 children whose ages range from 6 months to 14 years during the day by providing them with education and food benefits while their parents are at work. Elsewhere, 46 children go to a private school and have accident and medical insurance, in addition to benefiting from psychological and nutrition support. In Colombia, we continue to support Hogares Club Michín with monthly donations for their programs, which each year benefit children and their families living in the Plastilene area of influence, in Bosa, and other families in the Diana Turbay neighborhood. The work we do aims to minimize the number of children who abandon school, prevent physical, emotional and economic mistreatment

in families, and reinforce affection links.

Recyclers are very important Plastilene Group suppliers when it comes to closing the loop for plastic, because of the work they do to collect and store plastic. This interest group consists traditionally of vulnerable people, mostly elderly, who have spent many years recycling and doing informal work. But conditions have gradually improved for those who are organized and have formed associations, and we have been able to help them in different ways through our social commitment.

We support recycling associations in the towns of Tocancipá, Cajicá and Chía by repeatedly buying plastic materials from them at fair prices, and they have benefited from the training and leisure activities we provide. In December we were able to celebrate Christmas with around 30 such recyclers, and for a whole day we shared a Eucharist and the novena with them, and we had lunch together and handed out presents.







#### THE PERSPECTIVE OF THOSE WHO VIEW US FROM OUTSIDE

NOW WE WANT TO CONNECT MUCH MORE WITH THEIR BUSINESS ROLE AND WE ARE GOING TO DESIGN ACTIVITIES WHERE WE CAN TEACH CHILDREN AND FAMILIES ABOUT MANAGING PLASTIC



We have known Plastilene Group for approximately thirty years. They have supported us ever since with monthly contributions to finance our community and homes programs and to benefit around 200 children and their families in areas of influence around one of their plants, in Bosa, through assistance with schooling, preventing mistreatment, and psychosocial support. We have also received three houses, so we can provide better conditions for our children and families.

One of my most beautiful memories dates back around twenty years, to a time when the foundation was going through one of its most difficult periods, economically. There appeared before me a grey-haired man with blue eyes, who was wearing a dark blue jacket and casual shoes. I had no idea who he was. He approached me and asked what my problem was. I had so many problems in my head that I began to cry. He put a firm hand on my arm and said "keep calm, I'm going to help you". And here we are.

Now we want to connect much more with their business role and we are going to design activities where we can teach children and families about managing plastic. Since I learned all about what Plastilene Group does and the importance of each person's commitment, I am a better citizen and I want the same for every one of the Hogares Club Michín families.

Pilar Escobar HOGARES CLUB MICHÍN





I came to live in Guatemala a few years ago with my family, but I have always been connected to my country. Shortly after we arrived, my wife and I thought that since this country was educating our children and allowing us to build a life here, it was only fair that we should put something back. I remember one of don Antonio's trips, when he showed me some photos of Club Michín, and it was then that I decided to support the cause, albeit from a distance. Then we got some advice about how to start something similar in Guatemala, and that's how Our Holy Family came into being.

Approximately ten years ago I invited Plastilene Group to join the cause and support a home. With approval from don Antonio and the manager of Technofilms, economic contributions began to come in. Because of the way all staff have become involved, today we rely on them for the annual race, donations for bazaars (selling used articles that are in good condition), support on family day, getting food for the families of children who are in the home, taking part in administration activities, sponsoring scholarships to study, etc. We have managed to get many workers to be proud of the fact that we are helping 118 children, thanks to their contributions and company benefits.

Juan Zauner OUR HOLY FAMILY



# FINANCES

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



NOW OUR ACTIONS ARE MUCH MORE ORGANIZED, OUR CONVERSATION ABOUT SUSTAINABILITY ACTIVITIES MUCH CLEARER, AND BECAUSE OF THIS WE ARE APPLYING TO BANKS FOR GREEN LINES

The financial area has the task of supporting all areas, including sustainability, in the projects they embark on. Our duty is to monitor and to guarantee that investments that are made or funds that are allocated to the different operations make good sense, not only in economic terms but also in terms of non-material benefits for the various projects throughout the company.

Banks started to inquire timidly about sustainability around three years ago, and ever since then, together with closing the loop, it has been a priority for the company's financial management. Fortunately, we have Vinipack and Reciclene, which have been working with recovered products for many years, and this enabled us to demonstrate our commitment and our strategy to the financial system. Now, our actions are much more organized, our conversation about sustainability activities much clearer, and because of this we are applying to banks for green lines, which could help us to get better financing rates.

I remember that when we launched the Sustainability Report, in 2019, we sent out an invitation to various banks and one of the delegates who attended was, precisely, the person responsible for sustainability. He had come from Medellín, and it was because of our meeting that new talks, about sustainability, began with that institution.

Amaury Mogollón EXECUTIVE LEADER





Financial management has been working hard and in conjunction with the financial sector to find mechanisms, solutions and products that will enable us to carry out our projects on sustainability and closing the loop. For example, sustainability initiatives include building and commissioning the post-consumption plant, which will guarantee the recovery of a significant quantity of recycled materials, and under current regulations this will allow us access to tax benefits established by the government for this type of project.

It was very gratifying for us to see that in 2019 Plastilene Group won financial sector recognition, precisely for all its sustainability projects. All the hard work put in has given the companies a good name and led to their being recognized by banks and insurance companies.

**Luz Dency López**MANAGEMENT LEADER





## INVESTING FUTURE

Company leaders should think of leaving future generations a better planet and a better future

Investments of any type, as we know them, are changing. Consumption habits and new sustainable policies are transforming the market. It is not enough today to focus solely on producing, it is necessary to consider the consequences that production has on climate change and the environment, on workers and consumers.

Sustainability has been a subject that has occupied a significant part of the agenda of governments and corporations all over the world in recent years. The use to which the planet's resources are being put, the increase in pollution levels and people's quality of life are currently some of the most important issues.

Various studies confirm that a significant percentage of the world's investors are of the opinion that all investment funds should take sustainability into account. However, a report presented by the United Nations Development Programme (UNDP) in Colombia states that only 9 per cent of the country's public funding budget is allocated to the development of sustainability strategies. This makes it clear that countries like ours can and should place greater importance on sustainability matters.

Although private enterprise makes a big effort to contribute to sustainability, public and private sector investments combined continue to illustrate that the country is well below other countries in the region in this respect.

Nowadays it is very important that company leaders think not only of making money but also of leaving future generations a better planet and a better future. There is a need to go on working in conjunction with the public sector to ensure that even more investments are made in projects related to these issues. Our experience has been very enriching in this area.



It was fundamental for Plas-

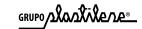


While the media and public opinion attacked plastic because it finds its way into rivers and seas, the risk level that financial institutions perceived for our industry grew, because they naturally thought that some companies that made plastic would disappear for ever.

tilene Group to establish its Sustainable Innovation Strategy and to determine that banks are one of its interest groups. We have always had a good relationship with banks and insurance companies and we are of the opinion that now is the right time to get even closer to them. We began to hold meetings with our closest banks and to present the Strategy to them, since it illustrated from many viewpoints that we were not going to disappear from the market. We took on certain commitments and found in their concerns the biggest opportunities to generate value throughout the entire chain.

"Plastic is definitely not going to disappear. It is the only solution for many applications", they told us after the meetings. And we began to draw up joint projects, aligning expectations through green credit lines to boost such things as circular economy solutions and to link projects to certain tax benefits.

Corporate Financial Management is fully involved in the Sustainable Innovation Strategy, actively and constantly. We engage in a continual dialogue with banks and investment funds, in order to identify opportunities that will contribute to all aspects of sustainability, and funds have been set aside internally for attending to social and environmental programs.



\$ 469,392,123 \$413,715,364 \$ 417,900,380 \$403,887,474

\$ 51,491,743 \$9,827,890

**EVR** 

91-98

#### (GRI 102-45) (GRI 201-1)

The financial information reported in this document has been validated by our fiscal auditor and relates to the following companies: Plastilene, Novalene, Altalene, Vinipack, Reciclene, Interplast, Agroplásticos and Technofilms.

2019 **2**018

(EVG) Direct Economic Value Generated, Group (EVD) Economic Value Distributed (EVR) Economic Value Retained



**EVD** 

53-60

(GRI 201-2) According to the 2019 Global Risk Indicator (GRI), Colombia is one of the countries most vulnerable to the effects of climate change, due to its geographical location. This is reflected in constant droughts, heavy rains, landslips and strong winds, which cause problems in various sectors.

Our transportation logistics were faced with a number of risk situations in 2019 due to highways being closed because of landslides, and these occasionally forced us to dispatch our products by air or sea, with the consequent extra costs.

Meanwhile, an opportunity relating to climate change arose and we acquired carbon bonds, which offset 2018 emissions by Plastilene and Novalene. Measuring greenhouse gas emissions has allowed us to manage

our carbon footprint and to identify opportunities for improvement. The footprint of all companies in the Group was measured in 2019.

**EVG** 

(GRI 201-4) We try to understand how to support our sustainability strategy through tax benefits offered by the government in each country where we operate, and thus bring ourselves into line with their sustainable development policies.

Our parent company is based in Colombia and the country allows us to apply direct discounts on revenue and VAT with respect to the acquisition of production assets.

Ecuador, Guatemala and Colombia, in particular, have international dual taxation agreements. In the case of the United States, where we are strengthening our presence, since 2012-2013 we have come under the Interna-

tional Trade Agreement, which is projected until 2020.

Taxes are high in Ecuador because of the tax imposed on exchange leaving the country. However, because we are in the Andean Zone, we come under an international income tax agreement.



Guatemala is a permanent exporter and has special tax charges, such as a Solidarity Tax (ISO).

A special situation exists in most exporting countries, since in most of them we enjoy tax relief on certain products that generate a high value for the economy in each one of them.

It is because of these tax benefits that we can make our operations viable, create jobs, and contribute to the countries' development by investing in infrastructure assets. (GRI 203-1) The April 2019 IDB Macroeconomic Report entitled "Building Opportunities for Growth in a Challenging World" states that Latin America and the Caribbean are among the regions with the slowest annual growth indices in the world, due mainly to the lack of investment

In our case, we constantly think about helping to change this

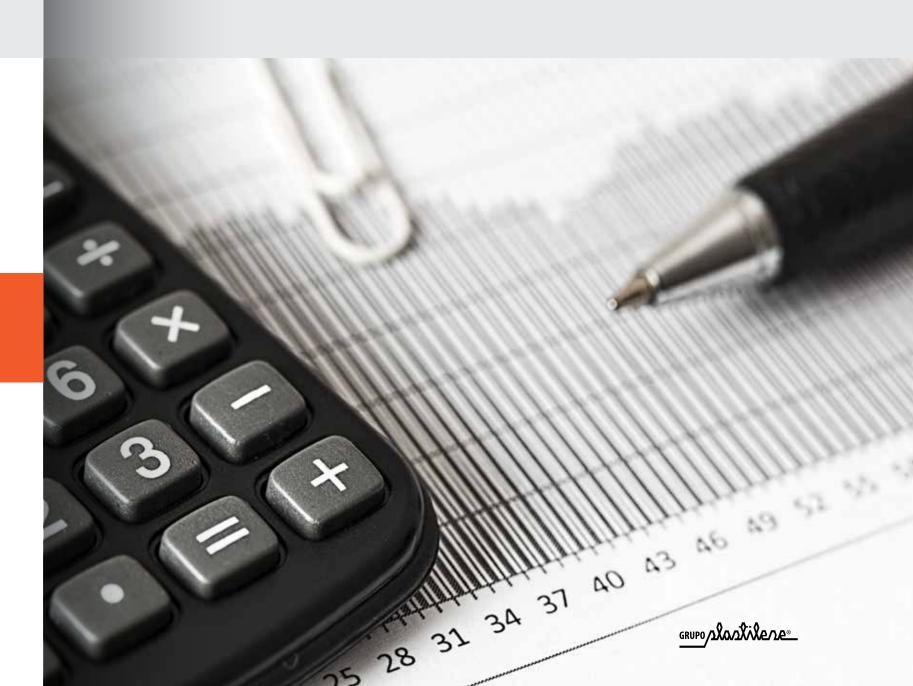
in infrastructure.

situation, not only by supporting progress in countries where we have a presence but also by investing in our facilities, so that the processes we carry out are more effective and efficient.

In 2018, we helped to develop the town of Soacha, one of the most socioeconomically vulnerable in the country. And 2019 was a year when we invested in our facilities by acquiring machinery with the latest technology to make new, specialized packaging products, enabling us to obtain benefits in terms of efficiency, productivity, and environmental impacts.

(GRI 203-2) (GRI 206-1) No significant indirect economic impact was identified in 2019, nor did any cases of corruption or monopolistic practices arise, or activities which went against free competition.

(GRI 207-1) One of the targets we have set for 2020 is for Financial Management to take charge of implementing fiscal planning. We also have tax advisers in the Plastilene Family who alert us to current regulations.





#### THE PERSPECTIVE OF THOSE WHO VIEW US FROM OUTSIDE

THE MOST IMPORTANT RESULT OF ALL FOR ME IS THE HAPPINESS OF KNOWING THAT PLASTILENE GROUP DECIDED TO GO AHEAD WITH ITS POST-CONSUMPTION PLASTIC TRANSFORMATION PLANT PROJECT WHILE WE WERE STILL COMPLETING OUR STUDIES



Bancoldex has been financing the plastics sector for 30 years and during that time we have had a basic knowledge, for purposes of understanding sector performance. But we have not necessarily had the elements that this project provided us with in order to be able to fully understand how resources are managed and the interest they have in ensuring that those resources are managed sustainably, and that is very important for us.

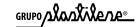
We found that the experience of working with Plastilene Group was very gratifying. We achieved a very good synergy with Gaia and La Sabana University for carrying out a circular economy project that enabled us to have a better technical understanding of how plastic is exploited, and this gave us many ideas about things we can replicate in later programs.

This was one of the first assistance programs that Bancoldex carried out in the country. The results were highly positive, not just because of the work scheme but because they demonstrated a very important technical capability and what I believe is a potential that can be developed much more in the future. The result of working with the team was encouraging; what I mean is not that it was surprising or anything like that, it was understanding that there is a clear awareness of the fact that we are making an impact on the planet and that we can manage that impact much better with exercises like those you are doing.

This is a very good example of a public-private alliance, even though it is not an official one, because our assistance was the result of an exercise we carried out with the Ministry of Trade, an entity we are attached to. The funds for this assistance come from them, and there is a clear synergy between what public policy should do and what should be done by an entity like Bancoldex, which is a public policy development tool, an entity that assists companies like you that are unquestionably leading players in the change we have to make. These experiences help us to know that we are on the right path.

The most important result of all for me is the happiness of knowing that Plastilene Group decided to go ahead with its post-consumption plastic transformation plant project while we were still completing our studies. We believe they decided to build it more quickly than planned, and that is the best news of all for us.

Jorge Arcieri BANCÓLDEX





## REGULATIONS AND ASSOCIATIONS

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS



COMPANIES IN THE INDUSTRY FIND IT BENEFICIAL TO BE REPRESENTED BEFORE SENATORS AND CONGRESSMEN, FOR TRANSMITTING TO THEM OUR VISION OF CIRCULARITY AND TRYING TO ENSURE THAT LEGISLATION IS INCLINED MORE TOWARD REGULATING USE

Trade associations represent companies before other industries and the government. We have found it very valuable to be part of Agroplásticos, for example, in all matters relating to technical issues and regulation with the government, for tariff purposes and for agreements with other companies. We have had a seat on the board since 1985, without interruptions, and the way issues have been approached has changed over the years.

Despite the company adopting a low profile in public scenarios, it recently became absolutely essential for it to be a bit more visible and to show what we do for the circular economy, in order to respond to the harsh attacks on plastic. Nowadays, a greater presence before regulatory bodies and the general public is fundamental, so as to make what we do known. Companies in the industry find it beneficial to be represented before senators and congressmen, for transmitting to them our vision of circularity and trying to ensure that legislation is inclined more toward regulating use than toward prohibiting materials.

But also, thanks to our membership of various associations, we have been able to take part in education and culture campaigns relating to the correct management of plastic waste, in national cleaning days and in cooperation projects with other sectors, so as to contribute to the circular economy.

Fernando Venegas EXECUTIVE LEADER





In Guatemala, we have always been a member of the Coguaplast trade association, but our participation has recently changed. Now we are relevant when decisions are made, and we are consulted on technical matters. When we presented our first sustainability report, we became much better known in the association and we are now being taken into account as benchmarks on the subject.

We currently play an active role in social responsibility and volunteering activities, and we attend not only board meetings but also general meetings of shareholders on a regular basis. Moreover, we are also about to start taking part in important programs relating to responsible waste disposal management.

The big challenge facing the region lies in coordinating policies correctly, in order to ensure that plastic activities can have a sustainable future.

David Martínez

MANAGEMENT LEADER





## ALLIANCES FOR DEVELOPMEN

#### O SUPERVISE REGULATIONS GOVERNING THE INDUSTRY

Sustainable Development Goal 17, Partnerships for the Goals, is one of our material SDGs. It is fundamental that we work hand in hand with the various actors in the chain, because we are convinced that we will get better results that way and that the impact on environmental, economic and social goals will be much greater.

(GRI 102-13) Acoplásticos was formed in 1961 and we have been a member of this trade association ever since. Through it we try to promote the sustainable development of our industry by working in conjunction with other members. We participate in the various scenarios the association offers, such as the regulation, communications, containers and

packaging, and foreign trade committees. We also sit on the board of directors and have taken part in working parties with government bodies, which has enabled us to close gaps between legislation and prohibitions, and the impacts that these decisions have in the country.

We work in conjunction with the association to support the industry's position on the importance of recognizing the realities and benefits of plastic, the environmental impacts that replacing it with other materials can have, and the correct management of plastic waste.

As we have carried out our Sustainable Innovation Strategy, we have found new opportunities to boost strategic alliances.

### Acoplásticos

Plásticos - Cauchos - Petroquímica - Pinturas - Tintas - Fibras

Currently, we are members of **ANDI** (Colombia's National Association of Entrepreneurs) and part of the Bogotá section; we also sit on the Chemical Industries Committee and are involved in the Vision 3030 pilot program, where we share experiences with parties in the different production sectors and technical knowledge about our industry, contribute to the circular economy through projects with other companies, and keep up to date on legislative matters in the country.

In 2019 we sat on various **Vision 3030** committees, such as the plastic materials, administration, logistics, transformer and communications committees, all of which enabled us to contribute to building the pilot program and to designing collection initiatives and communication strategies, in order to comply with Resolution 1407 of 2018.





Also in 2019, we joined **CEMPRE** (Business Commitment to Recycling), the aims of which focus on designing and adhering to public policy on exploitable waste management and drawing up projects that contribute to exploitation, the circularity of materials, and changing people's behavior. Membership also allows us to carry out cooperation projects and forge alliances with various parties in the chain. We sit on this organization's Communications Com-

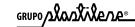
mittee and Board of Directors, and we are also members of the **Red Reciclo** collective.

This initiative, which also aims to provide a response to EPR, enabled us to design projects with other actors in the chain, in order to boost our role as transformers and contribute to the circular economy. We find it highly satisfactory to be able to support recycler associations, to reinforce their plastic collection mechanisms, give this material a



Una iniciativa Cempre

value, and transform it into new applications for effectively closing the loop.



For academic and technical subjects, we have the Rubber and Plastic Research Institute (ICIPC), which is a benchmark for the country and the region and specializes in knowledge about the industry, research, development and education; it also places a high value on the different actors in the chain. It is a source of great pride for us to be in the "Founding Institution" category of the Plastic Packaging Cluster, where we have interacted with various actors in the value chain: resin manufacturers, packaging manufacturers, brand owners and academia.

All this has enabled us to reinforce a more comprehensive vision of the industry and to align legal,



regulatory, technical and market trend concepts. We have also had access to technological supervision reports on the packaging and plastic materials sector, information about projects, invitations that we could take part in, and training offers on current subjects.

33-42

We have worked hard on certain social matters for several years with **AINCA** (Cazucá Industrialists Association), and this has enabled us to get a closer view of reality in communities in our area of influence.

As a result of this, we have a very important community relationship process in Soacha, and in 2019 we took part in meetings with community leaders in areas near the plant, carried out train-



ing processes on environmental matters, urban vegetable gardens and waste management, and arranged activities with children and the community, such as aerobics workshops, painting and recreation.

Another entity in the area that we work with is the La Despensa Parish Community Action Board.
Every year it allows us to use the La Despensa pitch for our staff sports championship and, in return, we make a contribution to improving the facilities.

It is fundamental that we work hand in hand with the various actors in the chain

In Guatemala, meanwhile, we are members of the Guatemalan Plastics Commission, **COGUAPLAST**,









where we play an active, cooperative part in activities organized by the association on plastics management and national regulations.

(GRI 102-12) At international level, we are members of the Sustainable Packaging Coalition (SPC), where companies and academics work to develop sustainable packaging throughout the value chain, from responsible supplies and good design processes to education and communication for waste management, sustainable innovation, and the

development of new technologies.

We are highly motivated by the fact that after applying in late 2018, we were accepted in 2019 to sit on the final markets committee, where we interact with multiple global actors to identify applications where plastics can be incorporated into the economy, always seeking to maximize the value of waste and, wherever possible, to use it in new films or new packaging.

We share this setting with leading industries representing each link

in the value chain: resin producers, fellow transformers, brand owners, and recovery associations in the United States.

**2019 SUSTAINABILITY REPORT - PLASTILENE GROUP** 

We continue to be a member of **AIMP-LAS**, a Plastics Technology Institute in Spain that is a benchmark for us and a support on sustainability matters, such as the biodegradability of plastics and chemical recycling technologies.

Work in this management line will continue with a participative focus on various global collective scenarios that will allow us to continue materializing **SDG 17** within our organization.

#### THE PERSPECTIVE OF THOSE WHO VIEW US FROM OUTSIDE





The experience we have had with Plastilene Group at ANDI has been very gratifying, because we have seen the commitment of its teams on all fronts, the cooperative work it offers, the openness and willingness, the creation of value for society, the work it does with its suppliers, and its commitment to closing the loop and to helping to ensure that the 3030 Vision is a success.

I would like to highlight the contribution it has made on matters relating to knowledge, the sustainability commitment, and the attitude to constructing collectively. We are convinced that unless various actors unite to see that recyclers are included and that plastic is collected and exploited, we are not going to make progress on sustainability. Plastilene Group has to play a very important role in meeting the challenge of changing people's habits, in order to ensure better separation at source.

At ANDI, because of its sector plurality nature, we contribute to the country's general interests, and sustainability is one of them.

#### **Carlos Herrera**

AND



## POSITIONING

THE PERSPECTIVE OF MANAGEMENT LINE LEADERS.



WE ARE CONVINCED THAT THROUGH DIALOGUE AND COMMUNICATION WITH VARIOUS ACTORS IN SOCIETY WE CAN HELP TO FIND COMMON INTERESTS

We have been developing our Sustainable Innovation Strategy on the basis of benchmarks like the United Nations' Sustainable Development Goals, the Circular Economy Theory, and the New Plastic Economy concepts presented by the Ellen McArthur Foundation.

We are convinced that through dialogue and communication with various actors in society we can help to find common interests and to view the plastics industry as an activity that is essential to mankind's progress, one that should have a sustainable focus and involve private enterprise, academia, public institutions and ordinary people, so that the incorrect disposal of waste does not overshadow the benefits that plastic provides us with. We therefore proposed communicating the Group's actions and progress on sustainability to all actors in the chain with whom we share the responsibility of promoting development of the circular economy for plastics.

Ricardo Estrada EXECUTIVE LEADER

THIS MANAGEMENT LINE ALLOWS US TO CLOSE THAT INFINITE, TO COORDINATE EVERYTHING THAT HAPPENS IN EACH OF THE OTHER LINES, AND TO CONNECT INITIATIVES IN ORDER TO GET BIG RESULTS



It has been very gratifying to see what the path we have followed has been like, in terms of communications about sustainability. Whenever we have the opportunity to present our Sustainable Innovation Strategy to any of our interest groups, we like to conclude our explanation of the various pieces in the jigsaw with the one relating to positioning.

This management line allows us to close that infinite, to coordinate everything that happens in each of the other lines, and to connect initiatives in order to get big results. In this team we are in charge of taking the lead on three fundamental subjects: education, awareness, and communication. We educate about waste management, closing the loop for plastic and the circular economy, so as to make people aware and to create an environmental conscience. Various communication strategies are used for this.

Luisa Fernanda Ribero



## **A TRANSPARENT** DIALOGUE

WITH OUR INTEREST

COORDINATE, COMMUNICATE, MAKE AWARE

#### Education, awareness and communication

In 2017, as our Sustainable Innovation Strategy was being formalized, various countries, including Colombia, began to restrict the use of plastic bags by taxing or banning them. Meanwhile, social media were full of videos and photos of islands of plastic, contaminated beaches, and animals with bits of plastic in their bodies. It was a natural reaction when public opinion pounced on those images to demonize the material.

For us it was clear that we would have to work on a fundamental component in order to achieve a balanced public discourse, highlight the many benefits of plastic, and encourage the community to ensure that plastic does not reach ecosystems. This was how the positioning management line came into being; its efforts would focus on education, awareness and communication.

In 2019 we committed ourselves to holding talks with our interest groups, from the sustainability viewpoint, about actions we were working on relating to such topics as the circular economy, ecodesign for our products, and environmental management. We established various channels for listening to their needs, for understanding what they thought and what they expected from us. This was how, together with customers, suppliers, recycling associations, banks and insurance com-

premise that human beings are problem associated with plastic contamination and that human beings can therefore solve it.



#### Education begins at home

The various Sustainable Innovation Strategy initiatives were being carried out successfully, and we knew not only that we should disseminate them but also that our staff should be the first to know about them.

The Group's internal newspaper, Plastinoticias, was an ideal outlet for this, and we had a section in each issue which described progress made with the Strategy. The opportunity arose at the beginning of the year for us to write the editorial, and in this we described how we were experiencing sustainability in the organi-

Plastilene University was another important outlet within the organization for disseminating information about our sustainability initiatives. Using a virtual methodology aimed at commercial executives, commercial advisers and technical marketing, we taught a module that was devoted exclusively to sustainability. Corporate Sustainability and Procurement Management, together with Corporate Sustainability Leadership, headed a course which explained concepts like sustainable development, extended producer responsibility, life cycle analysis, carbon footprint, and closing the loop to students. We hope that this will lead to a common language permeating our staff.

#### Pluralism in the debate and the search for solutions

We had the good fortune to be invited to take part in various webinars and forums, to talk about the circular economy and managing sustainability in our organization.

These meeting points enabled us to forge links with important academic institutions in the country and to think together about how to close gaps between research, theory and reality, and how to have better production and education practices.

Since we are a member of various international associations, such as the Sustainable Packaging Coalition (SPC), which are at the very forefront of work on subjects like sustainability, we have learned how they communicate sustainability and the concept of contributing to the circular economy to different interest groups. Their experiences elsewhere in the world gave us the opportunity to replicate some good practices for transmitting messages to our customers and consumers, with technical support to back our actions.





53-60

#### Communications ecosystem

After identifying numerous initiatives relating to communications, we felt that the time had come to coordinate them and give them a boost. We formalized the sustainability communication strategy in late 2019 with the help of an agency, so that we could impact our various interest groups through internal and external channels and communicate what we were doing on the subject of sustainability. We prioritized subjects and drew up a schedule.

We entered the social media world of Facebook, Instagram and

LinkedIn, and the message in these digital channels began with a pedagogical focus. We wanted to explain the various functions of plastic in a different and entertaining way: its benefits, how to recycle it, the process we use to recover it, the role played by everyone involved in the chain, and how the industry creates hundreds of jobs and benefits many families, directly and indirectly. Materializing actions about the circular economy and sustainability became the DNA of communications.



As far as internal communications are concerned, we established two main channels for continuing to send information about sustainability to our staff and for interacting with them. We placed a number of digital screens in the cafeterias at our plants, so that we could publish information about our area, progress and projects. We also designed a monthly bulletin that everyone in the Plastilene Family receives by email, in which we highlight the most relevant points from the month and direct people to our social media for further information. The response from our staff has been gratifying. They value and appreciate our efforts to give plastic a new life and

to prevent negative impacts on the environment, and congratulate us. They have also become multipliers of our Sustainable Innovation Strategy on social media, at their workplace, and in their families.

Interaction in public channels has allowed us to generate chain reactions in users, customers, suppliers and allies, who multiply efforts and foster the preservation of ecosystems, recycling at home, education about plastic, and the benefits of closing the loop. More people are joining this initiative all the time; they share what they have learned, and they encourage us to continue with our commitment to sustainable processes.

#### Where to find us



www.facebook.com/PlastileneGroup



www.instagram.com/grupoplastilene



www.linkedin.com/company/grupo-plastilene



www.grupoplastilene.com



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#### With our customers in mind

Conversations about the labeling of packaging and communication with the consumer were an important feature of the sustainability agenda with our customers. Although we were working on better products as part of our sustainable portfolio, the way in which sustainable attributes could be communicated and backed up began to take on relevance in 2019.

We therefore formalized the issuing of certificates that year, when requested by customers, relating to the characteristics of our packaging in terms of recyclability, lower consumption of raw materials, and carbon footprint. We also introduced a seal for customers who opted to use their own declarations on their packaging.

33-42





The confidence that a technical, verified backup gives our customers is part of our responsibility as manufacturers of plastic packaging.

Our communication strategy has been achieving its goal. We have got ever closer to our interest groups and the strategy has enabled us to make an impact in other ways, not just digitally. We ended the year with a landmark in the history of the Group: we launched our first Sustainability Report. In November 2019 we

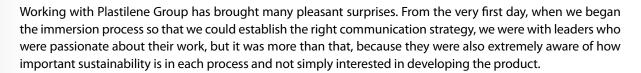
invited partners, customers, suppliers, associations, banking entities and foundations to a presentation, as never before, of the sustainability commitment and all initiatives relating to it.

The effort we have been putting in at Plastilene Group is certainly in addition to initiatives by associations and the value chain, with which we also promote the production and responsible consumption of material, its final disposal and recycling, in order to make the circular economy in the plastics

industry a reality. Our aim is for society to be better informed and educated about the circular economy for plastic, and hence ready, with sound arguments, to make correct decisions that will benefit the environment.



IT IS HARD TO FIND A COMPANY THAT HAS SUCH A SOUND SUSTAINABILITY PLATFORM, AND THE PRINCIPAL CHALLENGE WITH COMMUNICATION IS THEREFORE THAT IT SHOULD BE CONSISTENT, IN TERMS OF MESSAGE, TONE AND CHANNEL, WITH THE ROBUSTNESS OF THE STRATEGY



It is hard to find a company that has such a sound sustainability platform, and the principal challenge with communication is therefore that it should be consistent, in terms of message, tone and channel, with the robustness of the strategy. This is how the communication bridges that enable us today to tell the world what Plastilene Group does, how it does it and, above all, why, came into being.

Not only should the message arrive, it should transcend in such a way that the essence of the Group, which, among other things, is sustainable right from the start, forges an awareness and creates behavior habits in its interest groups. The response by our audiences has shown that we are achieving this and that we are becoming a benchmark for good sustainability practices in Colombia and in the region.

Fernando Mejía



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417-2 417-3	23 23	Casos de incumplimiento relacionados con la información y el etiquetado de productos y servicios Casos de incumplimiento relacionados con comunicaciones de marketing		
418-1	36	Reclamaciones fundamentadas relativas a violaciones de la privacidad del cliente y pérdida de datos del cliente		