



# Vinventions plastic stewardship 2024 *The Nomacorc Blue Line*

January the 3rd, 2025

 **south pole** The Climate Company

An aerial photograph of a beach. The top half of the image shows the ocean with white-capped waves breaking onto a dark, pebbly or sandy shore. The bottom half of the image is a close-up of the dark, textured ground of the beach.

# Executive summary

# Vinventions' Nomacorc Blue Line plastic footprint

## Aim of this assessment

This assessment calculates Vinventions' Nomacorc Blue Line plastics usage and end-of-life management in 2024.

It also evaluates Vinventions' plastic stewardship strategy to serve as evidence for a transparent and credible plastic action claim for the Nomacorc Blue Line.

## Scope

The scope of measurement for Vinventions' Nomacorc Blue Line plastic footprint includes operational and downstream macroplastic use, as well as the associated end-of-life scenarios in key markets.

The footprint includes the Nomacorc Blue Line closures and packaging.

## Reporting period

The plastic footprint reporting period is January 2024 to December 2024.

Claims following the results of this plastic footprint are valid for one year from the date of the final report.

## Guidelines and standards

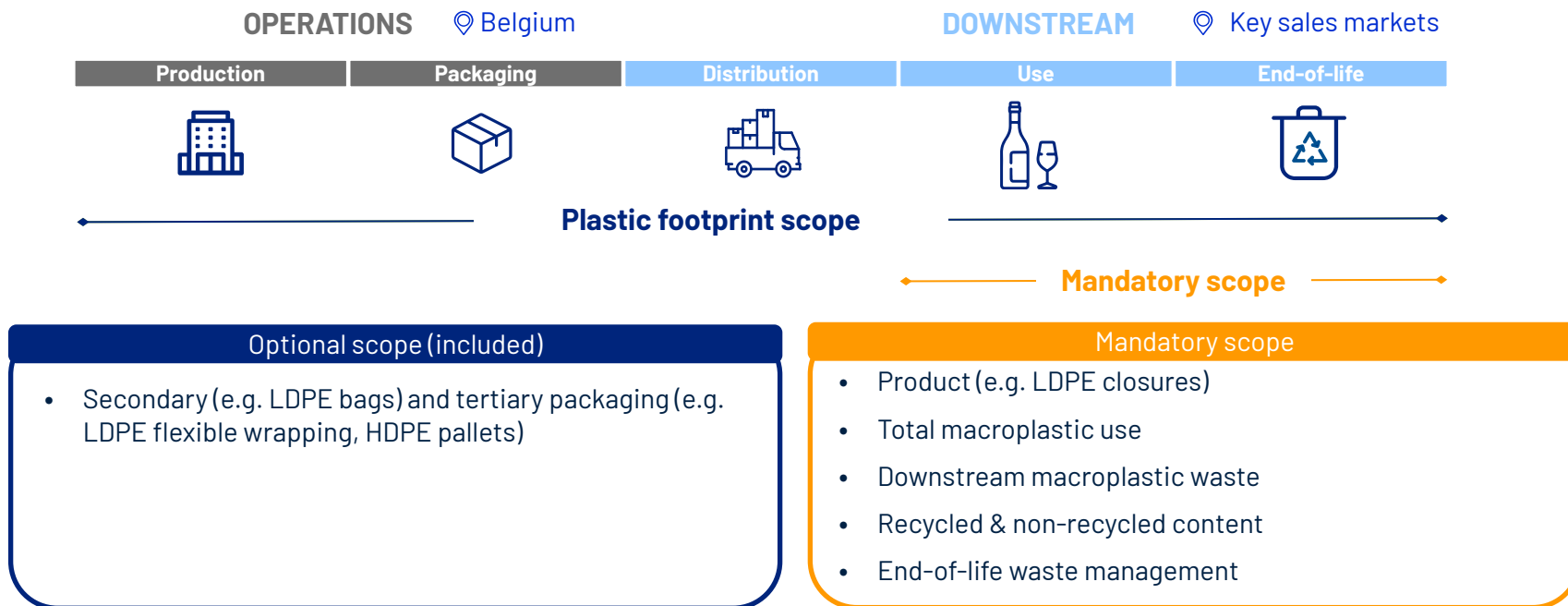
The plastic footprint accounting follows best practices from the Plastic Footprint Network and Corporate Guidelines for Plastic Stewardship\*.

Mitigation strategies are assessed using best practice standards, including the Verra 'Plastic Waste Reduction Standard'.

\*The Plastic Footprint Network can be found [here](#). The 3RI Guidelines for Plastic Stewardship can be found [here](#). A methodology deviation was applied in the categorisation of exported plastic waste to reflect waste management rates in importing countries. For more information see Definitions on slide 18.

# Scope and boundaries

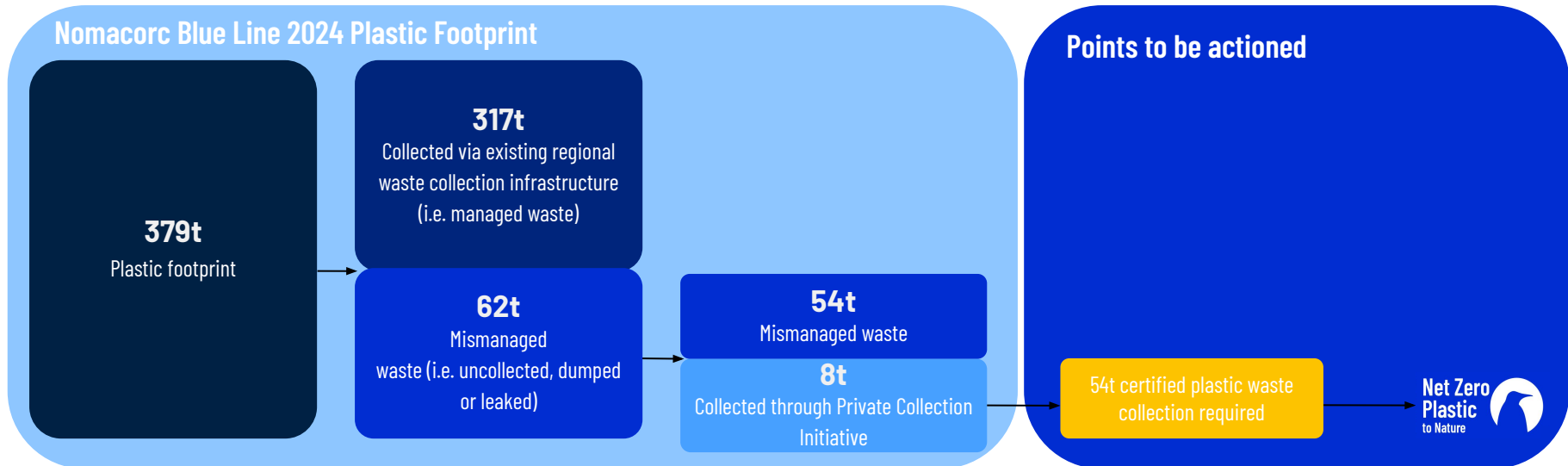
The plastic footprint includes downstream waste from the use and disposal of Nomacorc Blue Line closures and their packaging. Polymer types include LDPE, HDPE and elastomers.



# Steps to Net Zero Plastic to Nature

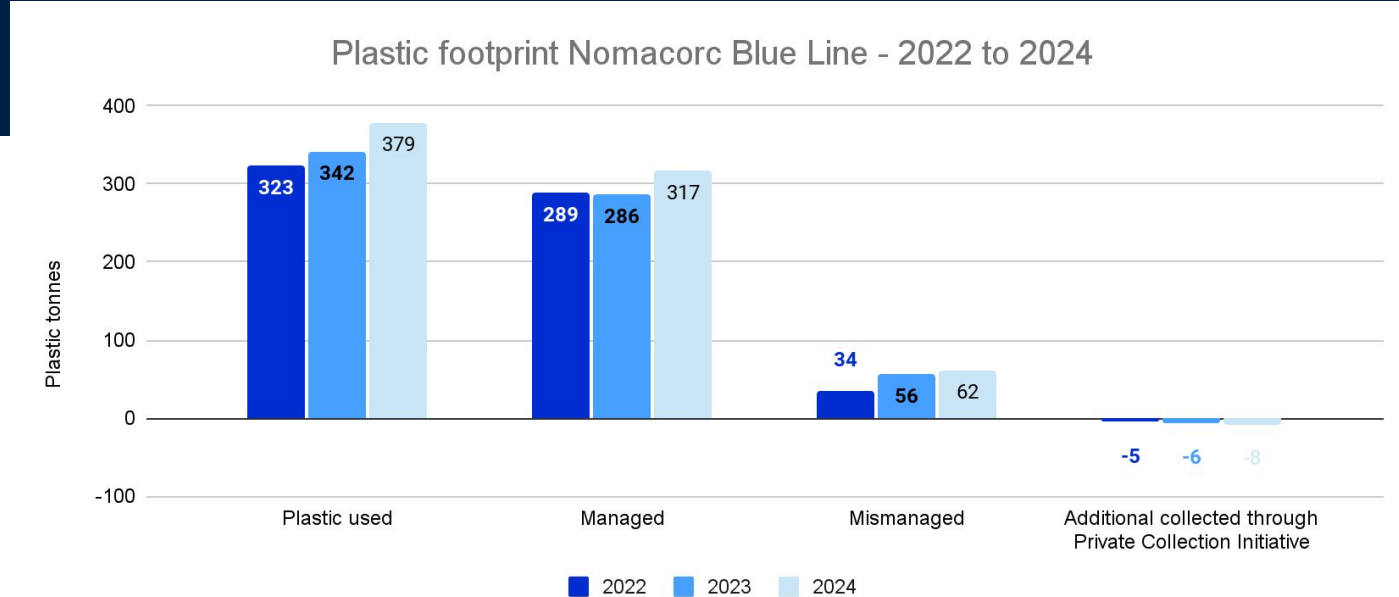
Vinventions' developed a plastic stewardship strategy and achieved Net Zero Plastic to Nature for the Nomacorc Blue Line for the first time in 2022. Vinventions has continued progress on its plastic stewardship journey to achieve Net Zero Plastic to Nature for the Nomacorc Blue Line in 2024. This involved plastic footprint measurement, and mitigation of residual mismanaged plastic waste through certified plastic action projects.

Vinventions' Nomacorc Blue Line plastic footprint in 2024 is 379 tonnes (t). The assessment identified that 62 t of plastic waste are likely to be mismanaged in countries of disposal. The Private Collection Initiative is estimated to collect 8t of additional plastic waste in 2024. Accordingly, a residual 54t of plastic waste should be addressed through mitigation measures to achieve South Pole's Net Zero Plastic to Nature label for the Nomacorc Blue Line in 2024.



# Comparison: total plastic footprint 2022 vs. 2024

The volume of plastic used is higher in 2024 than in 2023 for the Nomacorc Blue Line closures due to a higher number of Nomacorc Blue Line closures produced\*. The volume of plastic mismanaged and leaked to the environment is also higher in 2024 than previous years, due to the higher number of Nomacorc Blue Line closures and a change in key markets in 2024 (see next slide).

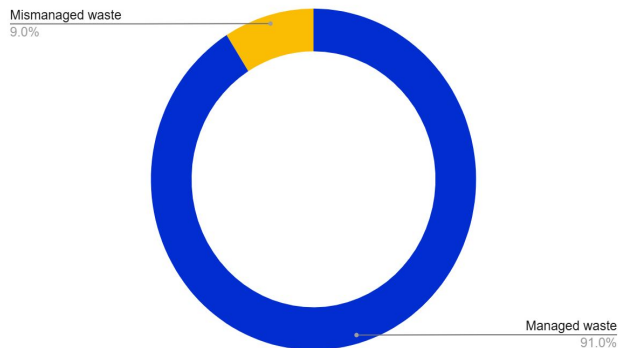


\* data for November and December 2024 have been estimated based on data from Vinventions covering January-October 2024 (5% increase).

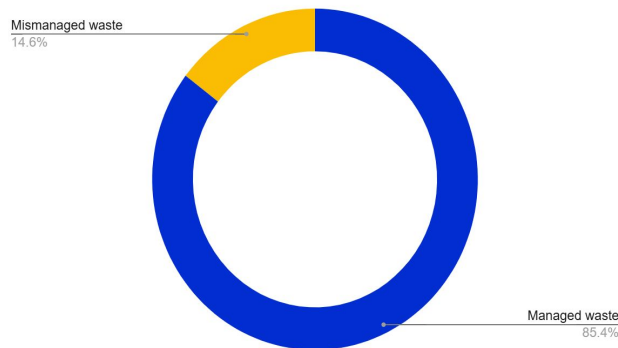
# Comparison: mismanaged plastic waste from 2022 to 2024

The portion of plastic from the Nomacorc Blue Line that is likely to be mismanaged remained the same in 2024 as it was in 2023 (16.3%). Taking into consideration the additional collection of the Private Collection Initiative (8t in 2024), the residual mismanaged waste from the Blue Line is 14.2% in 2024. This is a bit less than in 2023 (14.6%), and higher than 2022 (9%) due to a change in sales countries and waste management data in 2023.

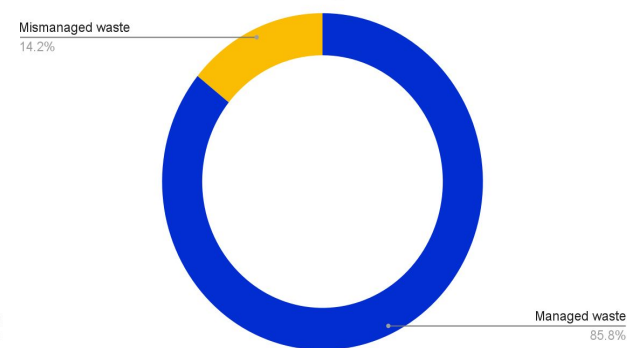
### Share of mismanaged waste - 2022



### Share of mismanaged waste - 2023



### Share of mismanaged waste - 2024



# Nomacorc Blue Line mitigation activities

Vinventions engages in three types of mitigation activities for the Blue Line in 2024. Within its own value chain, Vinventions supports the Private Collection Initiative and uses recycled plastic for the Blue Line.

Mitigation activity	Description
<b>Private collection initiative</b> <i>(within value chain)</i>	<p>Together with their partners (e.g. wineries), Vinventions invites customers to return Nomacorc Blue Line closures to stores in France to ensure that they are collected and well managed. Without the collection initiative, closures are likely to either enter the general waste management system (mixed waste), remain uncollected or be littered in the environment.</p> <p>Vinventions collected 102.25 t of synthetic closures in 2024. It is the responsibility of Vinventions to track the progress of the collection initiative and confirm that this has been achieved.</p>
<b>Recycled feedstock</b> <i>(within value chain)</i>	<p>Upstream innovation enables the Nomacorc Blue Line closures to include chemically recycled LDPE. Closures include 50% recycled content through a Mass Balance approach.</p>
<b>Project Second Life</b> <i>(beyond value chain)</i>	<p>Project Second Life removes plastic from the environment in remote areas and islands in Thailand. Thailand's islands and remote areas are among the top locations struggling with marine plastic pollution, globally. Vinventions financed the collection of 56t of plastic waste to address the residual mismanaged plastic waste identified for the Blue Line in 2024.</p>

