

Press release

The program, which transforms waste into benefits for the population since 2019, has already had more than 54 thousand kilos received and more than 400 participants with the so+ma vantagens program in Paraná, in 2023

SIG supports expansion of the so+ma Vantagens program and opens a new unit in Campo Largo, Paraná

SIG inaugurated a new so+ma Vantagens, in the city of Campo Largo, being the sixth in Paraná. The first was inaugurated in 2019, in the neighborhood of CIC in Curitiba. The other points are located in Vila Sandra, Mercado Municipal, Cotoengo, and Batel, also in the city of Curitiba. The locations operate as a place where people can practice the circular economy by taking their recyclable waste, which is weighed and transformed into points accumulated in the so+ma Vantagens program and that can then be exchanged for different types of rewards. Among them, professional improvement courses such as photography, crafts, business, cooking, and fashion, discounts in stores and also for products from SIG customers.



"Bringing this new unit, now in Campo Largo, shows that we are on the path of expansion and partnership with the program and aligned with the objectives of the company's global sustainability strategy, increasing the rates of packaging recycling in Brazil and encouraging people's behavior. And I am happy that this new location is in our home, since SIG's industrial plant is located in Campo Largo", comments Isabela de Marchi, SIG's Sustainability Manager in South America.

SIG's investment made it possible to build all the necessary infrastructure to incubate the cooperative, involve the community, develop local partners, and the technology service that enables the transfer and governance of the process. In 2023 alone, 54 thousand kilograms were received and more than 400 participants in 6 hubs. It was possible to save an additional 157,000 kWh of energy, 3 million of water, 146,000 in CO² emission compensation, and 464 trees were no longer reforested.

About SIG

SIG is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable, and affordable way. Our technology and outstanding innovation capabilities enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories, and connected packs, all to address the ever-changing needs of consumers. Sustainability is integral to our business, and we strive to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2022, SIG produced 49 billion packs and generated €3.1 billion in pro forma revenue (incl. unaudited revenue from recent acquisitions). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#)

About SO+ma

The startup's purpose is to generate social and environmental impact by joining technology and behavioral science in order to promote behavioral change, for the promotion of environmental quality and social development in communities through partnerships with private, public and non-profit entities. By taking their recyclables to spaces maintained by so+ma, residents earn points that can be redeemed for courses, basic food, experiences, supermarket discounts, and more. Membership is completely free and has no annual fees.

The startup also promotes the growth of the local economy by encouraging the exchange of points in local businesses. To learn more, access www.somosasoma.com.br

Picture caption:

SIG opens the first casa so+ma in Campo Largo

Photo: SIG

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