

Sustainable Packaging Materials Commitment

At Burberry, we are passionate about driving positive change and building a more sustainable future. Our sustainable packaging materials commitment aims to minimise the amount of packaging we use and, where packaging is unavoidable, to maximise use of recycled, reusable and recyclable materials in line with circular economy principles.

Scope

This commitment applies to all Burberry customer facing and transit packaging through key packaging supply partners. Burberry licensee partners are currently out of scope.

Our commitments

- Maximise the use of verifiable recycled content wherever possible.
- Ensure packaging is traceable, at a minimum, to the finished goods production facility.
- Use packaging materials which represents a low risk to human health and the environment in line with our Manufacturing Restricted Substances List.
- Ensure all paper, cardboard and cellulose based packaging supports sustainable forest management by sourcing only Forest Stewardship Council® (FSC®) certification.
- Make it easy for customers to reuse or recycle packaging by using materials that are widely reused/recyclable.
- Dedicate resources to investigating and developing more sustainable packaging alternatives.

Our External Targets

- As signatories of the 2025 Global Plastics Commitment, we will minimise and over time phase out the use of unnecessary single-use plastics through re-designing packaging, using recyclable alternative materials and/or enabling reuse schemes. Where plastic packaging is used, it must be made from recyclable plastic and with a minimum of 20% recycled content.