

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 holds Forest Stewardship Council® (FSC®) certification
- Make it easy for customers to recycle packaging by using packaging made from single raw materials that are widely recyclable.
- Dedicate resources to investigating and developing more sustainable packaging alternatives.

Our External Targets

We aim to eliminate plastic from our retail and digital packaging portfolio by 2025 and accelerate efforts on plastic reduction in our product and transit packaging. Where plastic packaging is unavoidable it should be made from recyclable, light-weight plastic with maximum recycled content technically possible (minimum 20%).