# INFINITUM

Annual Report 2016

#### Infinitum

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PANT ALT. DET HAR EN VERDI

Since 1999, Infinitum has owned and operated the deposit scheme in Norway. Infinitum's goal is 100 % collection and recycling of non-refillable plastic bottles and beverage cans. The goal is not a financial profit, but to ensure an efficient, future-oriented and environmentally friendly operation of the deposit scheme.

In 2014, we changed our name from Norsk Resirk to Infinitum. The name was inspired by the endless number of times one can recycle bottles and cans that are in the deposit scheme. This means a lot to us and to the environment

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## (2)

Manufacturing plant Heia, Fetsund Receiving area: South Norway Number of employees: 38 Collection figures 2016: 833 million\*

#### Department Manager: Ståle Maldum

Address: Heiasvingen 59 1900 Fetsund

Phone: +47 22813100

## 3

Phone: +47 98630059

Manufacturing plant Heimdal, Trondheim Receiving area: Mid-Norway Number of employees: 6 Collection figures 2016: 146 million\*

Department Manager: Åge Skagen

Address: Torgårdstrøa 5 7072 Heimdal

Phone: +47 92051399

## (4)

Manufacturing plant Bjerkvik, Narvik Receiving area: North Norway Number of employees: 4 Collection figures 2016: 62 million\*

Department Manager: Ole-Rolf Dahlberg

Address: Salomonsvei 25 8530 Bjerkvik



<sup>+</sup> Figures from the plant include non-deposit, i.e. foreign cans that are accepted without deposit refund.

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## In retrospect

#### 1902

The deposit system for refillable bottles is established in Norway.

#### The 1980s

The trade and commerce industry wants recyclable and non-refillable packaging that can be compressed upon return.

#### 1995

The deposit system is approved by the SFT (the Norwegian Environmental Agency, now known as The Norwegian Enviroment Agency).

#### 1996

November 11, the company Norsk Resirk is founded. The beverage industry and the grocery industry have an equal share in the company.

#### 1999

Norsk Resirk's deposit-return scheme for beverage cans and recyclable bottles was established. The scheme is open to all. The first can was returned in the scheme on 3 May 1999.

#### 2000

The first recyclable bottles were entered into the deposit-return scheme. Norsk Resirk opened their own facility in Alnabru in Oslo.

#### 2001

Lower transport costs on materials sent to recycling.

#### 2002

Norsk Resirk was granted tax exemption.

#### 2003

During the company's fifth year of operation,92 percent of all cans and77 percent of all beverage bottles were collected in the deposit-return scheme. The Norwegians were already at the world's top in returning empties for refund.

Odd Børretzen played a role in a thought-provoking film about the scheme, which turned out to be a great success for many years afterwards.

#### 2004

Norsk Resirk had yet another successful year with increased collection of both beverage cans and recyclable plastic bottles.

The results showed that the population was becoming increasingly clever at returning cans and bottles. This was due partly to better access to deposit return sites, partly to more products with the deposit label, but also to a massive marketing of the deposit-return scheme across the country. The marketing pressure was placed in holiday periods, when people travelled away from their home deposit return habits. This strategy produced measurable results – 93 percent reduction on environmental tax for cans and 80 percent on PET.

Norsk Resirk took over the manning at Alnabru.

#### 2005

The deposit-return scheme for PET bottles became substantially more environment-friendly and cost effective, as stated by civil engineer Arne Oak in his doctoral thesis. COOP OBS in Lade in Trondheim was at the top of the deposit-return scheme with a million bottles and cans.

#### 2006

Norsk Resirk established a manufacturing plant in Bjerkvik for Northern Norway.

Norsk Resirk worked in cooperation with the Red Cross across the country with the deployment of deposit-return containers. This gave the local teams of the Red Cross a nice source of income. Gol and Hemsedal Red Cross purchased a used ambulance with the money.



#### 2007

Kjell Olav Maldum became the new Managing Director after Jarle Grytli.

A survey conducted by Infact in December 2007 showed that the residents in Troms, Finnmark and Oslo were the cleverest at returning beverage cans.

Sports clubs were given the opportunity to collect return deposits, through a new container from Norsk Resirk.

The Red Cross Rescue Corps collected deposit-return items worth 2 million NOK, as much as they received in state aid.

#### 2008

The dairy company Tine launched new beverage bottles for the first time in 40 years. The prerequisite was the deposit-return scheme. The new beverage Friskus came in a PET bottle.

#### 2009

The Climate and Pollution Agency approved that also deposit-return labelled bottles and cans that went to energy recovery would be counted as part of Infinitum's return percentages. The portion that went to energy recovery made up about 4 percent of the total return percent for cans and about 8 percent for recyclable bottles.

#### 2010

The deposit-return scheme celebrated its 10th anniversary.

#### 2011

The environmental fee for recycling bottles disappeared, because the approved collection rate was over 95 percent of sold packaging.

The enrolment process for manufacturers and importers was changed, so that small importers also had the opportunity to join the deposit-return scheme.

Efficiency improvements and changes in logistics and transport resulted in savings in costs and the environment.

The Norwegian garment manufacturer Norrona purchased PET for one of its fleece-collections in order to highlight recycling and the depositreturn scheme.

#### 2012

The environmental tax on cans disappeared because the approved collection rate for cans was over 95 percent of the sold packaging. MACK Bryggeri, Ringnes and Coca Cola Enterprise shifted from refillable bottles to non refillable and recyclable PET. The other breweries followed their lead.

A new manufacturing plant for Mid-Norway opened in Heimdal outside Trondheim.

#### 2013

A new manufacturing plant for South Norway in Heia, Fetsund.

#### 2014

Norsk Resirk changed their name to Infinitum. Both the name and logo were strongly inspired by the endless number of times one can recycle the bottles and cans in the deposit-return scheme.

#### 2015

"Smart deposit" was introduced as a pilot project by attaching bottle and can receptacles to the outside of the selected trash bins in Grünerløkka in Oslo.



#### 2016

In 2016 we celebrated two milestones. Infinitum had their 20th anniversary, and the factory in Bjerkvik was 10years old.

1. In September, we gathered everyone at Infinitum and our partners to Infinitum Games. We celebrated the anniversary in the beautiful Arctic nature, with visits to Narvik, walks along the historic Rallar Road, activities and lodging at a Sami camp.

2. The tv-commercials "Poor Peder" demonstraded how much energy is lost when bottles and cans are thrown into the residual waste, rather than returned. A historical number of people report that the main reason they return bottles and cans is due to the environment. In connection with the annual "TV Auction", we had children and youth all over Norway involved in a good cause. With the help of child superstars Marcus and Martinius we collected 180 000 NOK to the Norwegian Red cross.

**3.** Towards the end of the year, the entrepreneur Niklas Barre implemented the idea of using old oil barrels to collect empties. These collection points were placed at schools, in common areas and at different offices. The objective was to make it even easier to return bottles and cans. More schools in Oslo have shown interest in these barrels, so the work continues in 2017. More schools in Oslo have reported interest in drums, and work continues in 2017. At the beginning of the year, we

commissioned an LCA analysis by Østfoldforskning of the deposit system. The research report addressed the effectiveness of the entire value chain and proved that Infinitum has the most effective deposit system in the world.

4. In 2016, we published the third edition of Infinitum Movement-magazine. In December, we published a book that included the best articles from all of the editions. In addition, we have participated in many large and exciting activities throughout the year.

Together with Fantefilm and Ambassador Simen Knudsen, we produced a film in the spectacular surfing surroundings of the West Coast of Norway. In the film, Simon tells how important it is to take care of the environment and to return empties instead of throwing plastic or other trash into the sea.

We also launched the snowboard movie, Supervention. This was the kick off for the campaign "*Pant for pudder*" (Return empties for Powder). Now people can return their empties in large bottles labelled "Pant for Pudder" at the largest ski resorts and cinemas in Norway.













nfinitum

## Assessing the lifesycle

Infinitum has teamed up with research institute Østlandsforskning to prepare three reports with Life Cycle Assessments (LCA) for the handling of bottles and cans. As part of Infinitum's total producer responsibility, we calculated our total environment and climate footprints.

The main purpose of the study was to assess and compare the potential environmental impact of the production of beverage containers with different collection and processing systems in Norway.

When the empty bottle is collected and recycled, it gets a "new life" and is reused. The more empties that are

collected, the greater the amount of beverage can be filled in bottles made of plastic that were used in the original bottle.

The graph shows the effect of collecting and reusing the plastic of PET bottles for 1000 litres of beverage. Depending on how much we can collect, the original plastic gets used time and time again. The more we collect and recycle, the more bottles and the more litres of beverage the original plastic can be used to contain. •



Recycling performance: Collection rate from 10 to 100%, minus loss in recycling for PET. There are great gains to be made by returning empties instead of throwing them in the residual waste. When we return empties, the plastic material gets recycled, and we don't have to use the energy that would otherwise go to the production of new plastic. This way we can save both energy, and raw material! If we throw away the bottle as residual waste, we have to make new energy-intensive and polluting plastic to create a new bottle, instead of using recycled plastic.

The graph shows that when we return empties, the plastic gets used over and over again - the bottle gets new life

every time we return an empty one. First-time production is made of new, virgin material and is shown in grey on the graph. Every time we return an empty and the plastic gets recycled, we lose a little of the material in the recycling process. So, the next time there is a little less material available for new bottles. All of these bottles are produced using recycled material, and are shown in white on the graph.

Altogether, the plastic in the original bottle can be used 12,5 times before it is completely used up! •



No. of cycles The first cycle is from the original bottle production with virgin material (grey column). Subsequent cycles are bottles made of recycled material from previous cycles (white columns).

## Deposit-return 2016 in figures







545 397 194 collected plastic bottles\*





15 000 collection sites



512 newly registered products



18 new members

\* Collection figures through the reverse machines.

## Part 1

What happens when you throw empties in the trash? Infinitum's commercials show some dramatic consequences.

## An energy bomb

"In 2016 we informed people how much energy gets lost if you throw in the residual waste, a bottle or can instead of returning it. The commercials created a lot of excitement. We keep getting questions about figures and calculations," says Randi H. Varberg, Director of Information and Market in Infinitum.

#### An empty bottle is full of energy.

The money you get back when you return a bottle is not worth as much now as it once was to people. Consequently, Infinitum wants to communicate the other advantages of the deposit system. If you throw away an empty bottle or can in the residual waste, energy is lost. An empty bottle of average size has an energy potential an energy potential of about 1 kWh. While an empty can has about 0.46 kWh. This is the same amount of energy you would need to run an outboard engine for four minutes, a tennis ball machine for over and hour, or use an electric razor for 25 hours. "It can be a little hard to understand how much 1 kWh is. Therefore, we have translated abstract kilowatt hours to concrete, energyintensive chores that most people can identify with," Varberg says.

The figures behind the commercials were taken from three fresh reports conducted by Østfoldforskning.

#### Now we return empties for the environment.

The commercials had great results. Never before have so many people reported that they return empties to save the environment. In June, Infinitum won the award for the best creative work by Creative Forum. The work was developed in cooperation with Einar Film & Fortellinger, with Aksel Hennie as director.







For Ørjan Kongsvik Aall and the other enthusiasts in the organisation Protect Our Winters (POW), the biggest fear is that winter will disappear. That we will never again experience a white christmas.

# Will winters disappear?

**Text** Geelmuyden Kiese

Photo Protect Our Winters, Norway



"For us, winter is not just a passion, it is a life style."

This is how the international organisation Protect Our Winters (POW) describes itself. The organisation was started in 2007 by the professional snowboarder Jeremy Jones. He wanted to create an arena where athletes, recreational enthusiasts and winter-loving athletes could have a positive effect on the climate debate.

Currently, the organisation has more than 130,000 supporters all over the world. Through the programme "Riders' Alliance", POW gets well-known athletes to promote the organisation and the climate issue. International athletes such as the alpine star Ted Ligety, the snowboarder Jamie Anderson, and the Norwegian snowboard star Kjersti Buaas are all POW ambassadors.

"We use the winter to make the climate issue concrete and to get the message across," said Ørjan Kongsvik Aall.

He is the leader of POW in Norway. He has a burning commitment to the climate cause.

"Our brains have a two-fold function; one side is all about emotions and the other about logic. Logically, it is very easy to understand that the climate is in trouble. Anyone can read the graphs. It is something else to reach that understanding on a deep, emotional level. At the same time, we see that climate changes result in there being less snow and fewer snowy winters. Losing the snow is a very concrete and very emotionally charged issue for people in Norway."

#### - Received no reply

Ørjan Aall has always been dedicated to making a difference for the planet. Even so, it was just by chance he became the head of POW in Norway. Basically, his plan was to study civil engineer-

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– Ørjan Kongsvik Aall, head of POW in Norway

ing. Taking the energy and environmental study, at the Norwegian University of Science and Technology (NTNU).

"I was actually very disappointed. I came to Trondheim full of motivation, and was perhaps a little naive. I was going to study energy and the environment, and save the world. In the first lecture, all we talked about was coal power, oil sands and nuclear power. It was not quite what I imagined for myself," said the POW leader.

It didn't take long before he began to struggle with his motivation to study. But the commitment for the climate and the environment was not gone; he just had to find a new outlet for it. After looking around a bit for organisations that appealed to him, Aall decided to try to start something himself. In 2013, he decided to start up a Norwegian branch of POW.

"I have always been fond of the outdoors and nature. I came from Leikanger in the county of Sogn and Fjordane, and grew up with skis and winter. So, I had already heard about POW, and I followed them on Facebook."

#### Had to open a bank account

Since 2013 POW Norway have grown dramatically in number of members and conducted activities. Currently, there are 50 volunteers. But even if the organisation has grown, they have kept it simple. They have kept the relaxed and laid-back style that comes with being ski bums and backpackers.

"We have not had much financial means. It has been involvement and volunteerism that have kept us moving forward. At Easter time last year, we started accepting paying members. That has helped us a lot." The first financial support came from Infinitum, who wanted to establish a partnership with the organisation. There was only one problem. "*POW had no bank account where they could accept the contribution*," says an amused Aaas

"That says a lot! We have had the commitment and drive where money has not been so important. We've accomplished so much without money. But now we are aiming higher and see the need for more permanent staff.

We would like to be as large as the other environmental organisations like Zero and Bellona. We see that we attract people who might not otherwise become committed, but who are fond of the outdoors, skiing and winter. Therefore, we believe that there is room for a major environmental organisation, with a slightly different focus."

#### **Festival activists**

It is not easy to advance in the field of climate champions. However, Aall and POW have a plan ready for how they are going to get the message out.

"We have a three-part plan. First, we are going to reach out to private investors who are concerned about the great outdoors and winter sports. The second group we want to reach is the winter sports industry. This includes ski centres, equipment manufacturers, etc.

As soon as these are in place, and we have dedicated outdoor people and professional companies and special interest organisations behind us, we want to get a clearer political voice. We know that it is hard to get big changes made if you don't participate in the political arena. There we have a lot to gain and much to contribute," said Aall. POW Norway is well on its way already. Despite the fact that







they have only been around for four years, they have conducted a series of activities.

"We have been to many festivals. There we meet outdoor enthusiasts, which is an important target group for us. We have also helped the festivals to make good choices. We have set up recycling stations, made vegetarian food and shared recipes. We feel we are being listened to. One of the festivals decided to be helicopter-free due to environmental concerns. This meant that they had to say no to a sponsor who wanted to shoot from a helicopter, but the sponsor agreed that it was worth it to sacrifice for the environment."

#### The Sensible Environmental Rules

POW is no part-time job for Øyvind Aall. He thinks about POW all the time. That was how the Sensible Environmental Rules came about. In cooperation with the Norwegian Trekking Association, POW made a list of seven simple and easily understood tips for how one can live life outdoors without damaging the environment and climate. The goal is that it should be possible to go skiing even fifty years from now.

"I sat on the night bus to Trondheim and thought that we needed a national campaign. I contacted the Trekking Association and asked if we could do something along the lines of their Sensible Mountain Rules. The solution was a joint campaign with tips on how to be more environment-friendly in nature."

"There are seven simple and easily understood rules. The first is travel less, experience more. The point is not that one should never travel,

but that one should be conscious about it. You can experience a lot more than you think in your own area!"

#### #pantforpudder (deposit for powder)

Winter and snow is POW's main message. It is easy to talk about and easy to understand. But there is more to it.

"Taking care of winter is not our only goal. We see the larger problems, and are not just concerned about what's going on with our ski slopes. But it is our way of talking about the problem, and our example of the challenge," said Aall.

He paused a bit before he continued.

"The UN climate report describes how a warmer climate will affect Norway. First, there will be less snow. Then there will be more extreme weather." Aall stressed that snow is important, also for those who do not ski. "Snow is an extremely important source of water. If the Himalayan snow melts, for example, China and India will lose much of their water supply. The effect of snow and ice acting as a mirror for radiation on Earth is also very important for our planet.

POW works with several players, such as Fri Flyt, Norway Freeride, the X2 Festival, the Mountain Sports Festival, DNT Youth, and Infinitum. Together with Infinitum, they carried out the 2016 campaign #pantforpudder. The campaign showed how snow can get us to open our eyes to the climate crisis.

"It's all about linking action to consequence. We see the larger problems, and are save the world by itself. But it is an important action. First of all, it results in an actual climate



#### $\psi$ The Sensible Environment Rules

- Travel less, experience more The shorter distance you travel, the more time you get for the actual trip. Find possible excursions that you have nearby, and make use of them.
- 2. Invest in experiences, not equipment Buy used equipment or borrow from friends. Take good care of the equipment you have, so that it lasts year after year. Fill your sports storage room with good memories, not fancy equipment.
- Fix everything, always Always have duct tape, baling wire and a pocket knife in your bag. Most things can be fixed, and there are spare parts for equipment and clothing.
- 4. Eat green

Eating green is good for the environment and your health. Remember nature's own pantry when you're outdoors on a trip; few things are better than the fish you caught yourself cooked over a campfire.

- Ride sharing is a good practice Find the most environment-friendly travel method, whether it be ride sharing or public transport.
- 6. Be prepared for unexpected litter Take along an extra bag, or reserve a pocket in your pack for litter. The only things you should leave behind are ski tracks, foot prints and good memories.
- 7. Lead the way; be a climate model Be part of the climate solution, not the problem! Have respect for nature and the possibilities it gives us. Lead the way and show those around you how easy it is to do everyday and outdoor tasks in a more environment-friendly way.

#### gain. Second, returning empties is part of a mindset that affects other choices. Returning empties can serve as a reminder that we have to go from a use-and-throw-away mindset to a circulation mindset."

Aall pointed out that the biggest challenge in stopping climate change is to get everyone who is in position to act.

"Scientific studies have shown that it is political non-action that is the biggest reason for our not reaching the 2 degree goal. Our politicians are not doing enough. But we haven't lost hope – we are optimists!"

Sometimes Aall thinks about might happen to POW members if the snow were to disappear for good.

"We would have a big leisure problem! Many people have problems with winter depression, but if the snow were to disappear, I think I would get a huge summer depression," he said.

"We Norwegians are born with skis on our feet. It's not as awesome using roller skis. I understand that not everyone is that fond of snow. But everyone wants to have a White Christmas. Think of the 2 degree goal. It sounds small, but in a Norwegian winter, 2 degrees can be the difference between snow and rain. This has a lot to say for whether Christmas will be white or not." • Ton Emans is President of Plastics Recyclers Europe (PRE). He thinks plastic is fantastic, but only if we manage to create a recycling scheme for all the plastic we use.

# The European recycling advocate

"We need to avoid plastic waste in total. It's so simple, yet so hard. Every time you recycle, you save oil, energy and CO2."

Plastics Recyclers Europe (PRE) was established in 1996 to represent plastic recyclers in Europe. The more than 120 member organizations recycle 2,5 million tons of plastic waste each year, and the number continues to grow. Ton Emans has worked in PRE since 2000 and has been the organization's President since 2011. In addition, Emans is Director Group Recycling in CeDo, a plastic manufacturer that is a front runner within plastic recycling in the Netherlands.

"My firm was part of a national plastic recycling organization, but we saw the need for a European organization. The recycling challenge is worldwide, and we therefore need cross-border collaboration."

"We produce incredible 60 million tons of plastics in Europe every year. Only 26 percent of this is recycled! The impact of plastic production is enormous, and it takes hundreds of years before the plastic disappears in nature. Therefore, it is vital to establish a good recycling system for plastic packaging."

#### Plastics is not the enemy

Plastic is very important in the overall picture, considering climate change and CO<sub>2</sub> emissions. If we do not do anything now, 15 percent of all CO<sub>2</sub> emissions will come from plastics in 2050, according to the Ellen Macarthur Foundation report. Today, plastic accounts for 1 per cent of the emissions.

"A lot has changed since I started working with recycling. In 1996 everything was new. Companies were worried that recycling would hurt their business. Today we are talking about the circular economy. People know we need to change. The planet's population is growing, and our consumption increases as we grow richer. But our natural resources are limited. People see and understand this to a much greater extent today than 21 years ago." Plastic is used to keep food fresh longer, and plastic packaging can protect products so we can reduce waste. Nevertheless, the plastic is an environmental challenge.

"But plastic is not our enemy. "Plastic is fantastic" is an old slogan, but I think it still works. Plastic is a fantastic material, it just needs to be properly recycled. It is waste that is the enemy."

"In the last 10 years, we have produced as much plastic as the past 56 years combined. We need to make it very clear to people how the absence of recycling affects our planet. In 20 years' time, we will produce four times what we produce today. Incidents like the whale in Norway hopefully give people a clear picture of how the lack of recycling affects our planet."

#### The European example

Europe is best-in-class in when it comes to recycling. The average in Europe is better at recycling than the rest of the world. It is therefore expected that we are a front runner and show the world how they can follow our example. The biggest pioneer in plastic recycling is Germany, according to Emans.

"Germany is great. They have achieved a lot within recycling and can be proud. They have worked continuously with this for a long time. Now, they have set a goal to recycle 63 percent of all plastics in the country by 2022. With this goal and everything they have achieved so far, they are a guiding star for the rest of Europe."

However, there are large variations between countries in Europe on whether recycling is a high priority in society. The low oil prices in recent years have also reduced incentives for using recycled materials.

"We are very vulnerable to fluctuations in supply and demand for oil. Today, Europe depends on what we get from the Middle-East. To become more independent, we need more recycling! Using our own waste can make us more independent. But to make that happen, we need to make products in a way that can be recycled. We see a trend among several big companies to focus more on this now."

#### An important part of the solution

Recycling plastic bottles is an important key in solving the recycling challenges for plastic. Emans points out that this has been an important factor for Germany's successful recycling efforts.

"We see that the countries that have a deposit-system are far more successful. That is why PRE like deposit-systems as the one you have in Norway. Norwegians, as I know them, do not like to waste money. I think that is why bottle recycling has been a big success in Norway!"

Infinitum has about 90 percent recycling collection rate when it comes to plastic bottles and aluminum boxes. In PRE's opinion more European countries should learn from the Norwegian deposit-system and the solutions we have developed in our lengthy country.

"Other countries should look to Norway and learn that it is possible to introduce a deposit-system even in a long and narrow country. Norway's challenging geography with mountains and fjords makes the well-functioning system even more interesting.



Ton Emans Photo: Plastics Recyclers Europe (PRE)

It works despite the long distances. However, getting a recycling system that works is more challenging for other products than PET that the bottles are made of. The largest product group is plastic used as packaging (Polyefin, PE). Nevertheless, the deposit-system is an important part of the solution!"

#### 60 percent return rate

In 2014, the EU issued a so-called green letter, containing 26 questions that everyone could give their answers to.

"The EU Parliament want to recycle 60 percent of the plastic by 2025. This is a fairly good goal as the official recycling number today is 26 percent. Although the actual production volume of regranulates in Europe is only 5 percent of the total plastics consumption. But I think we can recycle more than 60 percent. All we need is political will. For example, over 70 percent of metal and glass is recycled today."

"The environmental challenge is a shared responsibility. There is absolutely a producer responsibility. The European plastic industry has an annual turnover of NOK 350 billion. When you produce something, you are responsible to make sure it can be recycled. However, we are all responsible for recycling and doing the right thing. You and me. Nevertheless, the biggest change will come from the government changing legislation in terms of plastic recycling."

"The world is moving forward, and I am optimistic for the future of recycling. When I started in this industry, an average plastic bottle weighed 52 grams. Today it weighs only 19 grams. In the past we have considered used plastic as waste, but now it's seen as a resource!"

## Infinitum's Ambassadors, 2016



#### Terje Håkonsen

Born: 1974

**Occupation:** Professional snowboarder

#### Terje about the environment:

"Some say that people should change the world. But I believe you have begin with yourself. The point is that everybody has to contribute - returning bottles, sorting trash, and not the least making good purchasing choices."



#### Simen Knudsen

Born: 1985

**Occupation:** Surfer and leader and founder of the environmental collective Nordic Ocean Watch.

#### Simen about the environment:

"It may sound like nit-picking, but with consumer power we tell the community what world we want to live in. When you buy bottles that cannot be returned for a deposit refund, you are saying that recycling is not important."



Malin Jacob

Born: 1989

**Occupation:** Blogger and environmentalist

#### Malin about the environment:

"The deposit return system is brilliant. You pay a little to borrow a plastic bottle, and you get the money back when you return the bottle. In addition, you save the planet from greenhouse gas emissions. For each kilogram of plastic that is recycled, we save two kilograms of oil."

Part1



#### The Wegge brothers

Inge Wegge Born: 1986 Occupation: Educated at the Nordland Art and Film School

Markus Wegge Born: 1987 Occupation: Educated in nature and outdoor life at Telemark University College, Bø

**Håkon Wegge** Born: 1992 Occupation: Longboarder

### The Wegge brothers about the environment: "Do like us and pick up

litter and empties when you go walking on the beach. The nature will become even more beatiful and the experience will become even better!"



#### Ina Othilie Vikøren Ronæss

Born: 1990

**Occupation:** Master's student in entrepreneurship at NTNU and blogger at Turjenter.no

#### Ina about the environment:

"If a green lifestyle leads to our mountain peaks staying white, I feel that's the least we skiers can do. We don't want our grandchildren to be born with roller skis on their feet, do we?"



#### Karl Kristian Muggerud

Born: 1992

**Occupation:** Skier and student of renewable energy at the University College in Sogn and Fjordane county

#### Karl Kristian about the

**environment:** "Making new bottles instead of returning to the deposit system the ones we already have means that we have to pump up more oil, use more energy, emit more CO<sub>2</sub>, and thus cause the glaciers to melt even faster, and the possibilities for summer skiing diminishing each year."

# Cornerstone brewery

For over 180 years, the family-run Aass Bryggeri has been among Drammen's primary landmarks. The goal is a new hundred years, with new generations taking over.

Text Geelmuyden Kiese Photo Aass Bryggeri

Poul Lauritz Aass was the first generation of the Aass family that ran Norway's oldest brewery. He built it up to a production capacity of 7,000 litres an hour in 1904. Currently, the brewery is operated by Christian August Knudsen Aass, fifth generation Aass. It is the country's largest Norwegian-owned brewery.

"We are proud that Aass have managed to remain a family business. The long history with the premises right in the centre of Drammen has given us a solid brewery," says Sølvi Anita Eide, Marketing Manager of Aass Bryggeri.

In the last decade, there has been a tremendous growth in the number of microbreweries in Norway. Some would think that this would threaten a traditional brewery. But to become old in a tough market, one must always think ahead. Instead of countering the development, one must adapt. Aass looks at the big growth of the microbreweries as a source of strength for the beer category.

"Everyone wants a share of the market.. But we see that the growth of the microbreweries has strengthened interest in craftsmanship and various flavours of beer, says Sølvi Anita.

#### Filled the bathtub with beer

The Market Manager tells us that many interesting things have happened in the brewery's history. In 1983, Aass' Bock beer was at the top in a beer won a taste contest in the New York Post. The brewery was then under the direction of Terje Aass, fourth generation Aass, who found himself in the Drammen Theatre when he was told that Dagbladet (a Norwegian tabloid) wanted a somewhat untraditional article.

"Dagbladet promised a full-page spread if he filled a bathtub with the winning beer. Terje and his brother, Paul Lauritz Aass, fetched as much beer as they could carry and filled up the bathtub in Terje's home.

*"It all ended with a full-page spread of Terje sitting in the bath-tub, said Sølvi Anita.* 

#### - In constant search of new flavours

Terje Aass is still active in the brewery. He works on promoting beer culture at Aass' pilot brewery. They have established their own type of microbrewery. In the pilot brewery, Aaas is constantly searching for new flavours.

"We run a beer school with food for businesses that come here for tours. We also invite pubs and grocery stores to come visit, and to develop new products together with us in the pilot brewery. This way we get locally customized producsts, and a constant search for new flavours," says Sølvi Anita.

The beer movement has had a positive effect on the national player. In 2016 Aass' new brewery was ready in Drammen.

"As a family business, we believe that things should be in better condition when they are passed on to the next generation. The new brewery was needed to meet the demand, both present and future. Aass is going to be a positive part of the cityscape in Drammen. Pre-



viously, proper cities had to have a top football club, and a brewery. We're still taking care of the brewery bit for Drammen," said the Market Manager.

The brewery is committed to sustainability, in terms of both development and operation.

"When we analyse our climate footprint, we always think cradle to cradle – then recycling is essential. It is quite natural for us to be part of the deposit-return scheme.

#### Inspiration from Germany

The Market Director has worked for Aass for 11 years and could not imagine Drammen without the brewery.

"Everyone who comes through Drammen sees our building. If you walk along the river, you can look into the production premises. Aass is proof that Drammen has managed to carry their history forward while the city has grown.

Before Sølvi Anita came to Drammen, she lived 14 years in Germany. That's where her interest in beer really began.

"It was exciting trying all the different flavours they had in Germany. When I was growing up at the west coast of Norway,, we only had the local brew. Its weird to look back that, when we see the great diversity we have in Norway today. It is exciting to be able to work for the development of Norwegian beer each and every day," concludes a committed Marketing Director.



Over the last decades, we have experienced a beer revolution in Norway. The number of micro breweries has increased from six to 150. We constantly find new quality beer on store shelves. Foreign-born Evan and Thorvardur can take some of the credit for Norway becoming a beer-nation.

## Beer and Norwegian ladies

Text Geelmuyden Kiese Illustration Fam Viggen

Ægir and Lofotpils are among the microbreweries that have contributed to the huge beer-transformation in Norway. Evan Lewis and Thorvardur Gunnlaugsson stand behind these two beer successes. Both are foreign, and saw a great potential for quality beer in Norway.

"In Lofoten Islands, there is tremendous creativity and strong traditions for cooking. I saw that the same diversity was lacking for beverages. It was clearly a great potential," said Thorvardur.

He was right. Currently, Lofotpils is the fastest growing microbrewery in Norway. The growth in the number of microbreweries has been so large, making it hard to determine how many there currently are. The Norwegian Brewery and Beverage Association has 117 small-scale breweries as members, but the total number is probably 150.

#### San Flåmsisco

"The Norwegian beer culture I first came to know was very little developed," said Evan.

He grew with the crafted brewery culture of Rochester, New York, and has brewed beer since 1989. Needless to say, he knows what he's talking about. As such there is no surprise that he found the Norwegian beer selection disappointing at first. "I have always had a love for beer. As I grew up, I always got the first sip of my dad's beer. Unlike other people, who often did not like their first beer, I loved it! So it was perhaps not a coincidence that I started to brew myself."

However, it was just a big coincidence that he became the man behind Ægir, one of Norway's most popular beers. Evan and his wife were well established in San Fransisco, without any plans to move elsewhere. Then one day, the phone rang.

"My wife had been given the opportunity to move home to Flåm to run the local inn."

"She had no plans of moving back home to Norway. After living in San Francisco for 15 years, she was very happy there. And so was I, but I was tired of the rat race in Silicon Valley, where I worked as a designer. I was ready for new challenges. Flåm sounded like an exciting adventure."

"So that's how an American persuaded a Norwegian from Sogn to move back over the pond," said Evan.

It was a move neither of them regretted. When Evan and his wife Aud came to Flåm, the plan was to run the local inn. In addition, they considered building a new hotel and maybe a pub. The plans changed very quickly into something much bigger. Evan was used to picking and choosing between a variety of beers. So, it seemed to him that the selection of Norwegian beer was poor.

"Coming to Norway with such a limited beer selection was like coming to a city that only served fast food. The turning point was when I bought a bottle of Nøgne Ø. When I opened the bottle, I recognized the smell of hops. I thought that I knew I was going to be all right in this country after all," Evan chuckles.

*"Very quickly, the idea came to me about starting up a small brewery in connection with the inn."* 

### "I was accused of planning to poison people with aluminium. But all the cans have a protective layer that makes this not a problem."

- Evan Lewis, entrepreneur

#### Met love at the Nurses' Inn

Chance also played a part when Thorvardur decided to remain in the country. And in that he started the brewery. The Icelander came to Bodø in 1983 to take the three-year study programme in fishery economics, without any plans to remain in Northern Norway. A party changed his plans.

"I went into a nurses' inn, and since then I haven't been home," laughed the Svolvær entrepreneur.

Thorvardur met the woman of his life. She's the nurse whom he later married. After many years of moving between Norway, Iceland and Canada, the trip ended in Svolvær, where he decided to build a brewery. Out of curiosity and interest, Thorvardur wanted to develop the drinking culture along with the strong food culture in the Lofoten Islands. It proved to be a lot of hard work.

"It was not easy. I started from scratch, with no experience with beer. That is part of the reason that it took eight years from the registration of the brewery until we were in production. I had a background as fishery production manager and put a lot of energy into creating a premises with good logistics. That required a lot of work, but was worth it. In total, I have invested 25 million NOK and many hours of blood and sweat," said the fearless Icelander.

Today, his son Andreas Thorvarson is the Manager of Lofotpils. For Thorvardur, Lofotpils has been a hobby project that he spends a lot of time on.

#### Local pride

Today, Lofotpils and Ægir have grown to be two of the premier microbreweries in Norway. In 2015 Lofotpils beer sold for over 7 million NOK and Ægir for over 20 million. They have both grown significantly since 2015. Not only have the breweries achieved national recognition in Norway, they have also meant a lot to the local communities.

"I notice good commitment among the people. I am often stopped on the street by people who want to sit down with a beer for a chat. It's very nice. We start with local raw materials and the pure water that is perfect for brewing types of beer such as pils, lager and pale ale. Our local ties have given us a strong position in Lofoten Islands," said Thorvardur.

Evan also feel that sense of local pride.

"We now have ten employees in Flåm, several of them have moved to Flåm. They came with dogs and children. This means a lot for a village here with 350 permanent residents. Among other things, the day care centre has had to hire an extra person. I am proud of the positive impact we have created," said Evan.

Evan was welcomed when he came to Flåm. The villagers appreciated that he insisted on speaking Norwegian right from the start. Today, you can hear that the American is also a Sogn resident. Evan tells us that he gets messages from villagers who may be sitting in Oslo or Tromsø, telling him that they are sitting and drinking Ægir beer. One of the highlights was when they were going to celebrate the fifth anniversary of Flåmsbrygga's pub-brewery and open a new building.

"We were very excited. We had sent out invitations to everyone, and had no idea how many people would come. But we had no reason to worry. At 5 p.m. every house in Flåm was empty. Everyone was at the Flåmsbrygga to celebrate with us!"

#### The first in Europe

Evan and Thorvardur are both entrepreneurs with a focus on development and improvement. That is what has made Ægir and Lofotpils soccessful. By giving Norwegians good beer, and by putting the local communities on the map. But it's not just in taste the two men are constantly searching to improve. The environment is also important.

*"I quickly realised that we could not invest in glass bottles,"* said Thorvardur.

Both Evan and Thorvardur have taken brave choices when it comes to the packaging and packing of the beer. The microbrewery market has been characterized by glass bottles without a recycling system. They wanted to do something about that, so they introduced deposit-return cans.

"We deliver over such a large geographical area that a return system was not possible to maintain. Without a return system, there would be no sustainable solution. So, in January 2015, shortly after start up, we became the first microbrewery in Norway to tap beer in cans," said Thorvardur.

Lofotpils has continued some tapping in glass bottles because many restaurants have requested beer in bottles. But now the creative microbrewery has found a solution: Deposit-return bottles made of aluminium.

"We have worked together with Infinitum on the aluminium bottles over a long period of time. If everything goes according to plan, they will be in the store shelves this summer. According to our Dutch



*supplier, we will be one of the first in Europe who do this,"* said the Lofotpils entrepreneur.

 $\pounds$  gir has developed its own solution to safeguard both the aroma and the environment.

"It was important for us to safeguard the aroma when we launched the line of cans. So, our cans have a removable top. This allows you to hold the can like a glass and smell the beer while you drink it. In addition, it is easier for outdoor-loving Norwegians to pack a couple of light cans than heavy glass bottles," tells a passionate Evan.

Evan says that he met great resistance when he wanted to switch from glass bottles to aluminium cans.

"I was accused of trying to poison people with aluminium. But all the cans have a protective layer that solves this problem. In fact, the cans are significantly better for the quality. In the air-tight cans, the beer does not get exposed to air or light, which destroys the quality of the beer. I feel confident that the beer is of good quality even after a long transport. We can also transport more beer and have lighter loads. This way we reduce diesel fuel consumption and greenhouse gas emissions," said Evan.

#### Aiming abroad

The new packaging is good for the environment and consumers here at home. In addition, transporting beer in cans is far easier, due to shelf life concerns and because it's easier to load vehicles and boats in an environmentally efficient manner for. Neither Evan or Thorvardur is satisfied yet. They have set themselves new goals. Now, Norwegian beer is going to be exported.

"After switching to cans, we experienced a sharp reduction in transport costs. This has led to a sharp increase in exports. But as Norway's fastest growing microbrewery, we focus on the the domestic market – we are aiming to increase our sales fivefold this year," says Thorvardur.

Evan also has offensive plans. The Aurland brewery's exports increased fivefold in 2016, with no plans to stop.

In 2017 we aim to export 25 percent, states a decisive Evan, who is already sending the viking beer to the other side of the world – to Australia.





In 2013, ten entrepreneurs got together to start the company that would revolutionize the Norwegian grocery trade. Currently, Kolonial.no have 500 employees and a turnover of close to a billion NOK. They serve to make everyday life easier for most people.

# Easy on the Web

**Text** Geelmuyden Kiese

**Photo** Kolonial.no



Mats Barlo, infrastructure manager and co-founder of Kolonial.no.

#### "It has been an exciting journey."

That's how the Infrastructure Manager and co-founder Mats Barlo sums up the huge growth. What began as an empty idea has created a new reality for grocery retailers with physical shops.

#### A big bite

Kolonial.no lets Norwegians shop for groceries on the web for a reasonable price. Not only that – you can also get the groceries delivered right to your door. The service has become very popular.

"In the UK, 10 percent of all grocery shopping is done online. We knew that it was riskym with major wholesalers controlling the grocery market in Norway. But it worked!"

#### Freed up time and better planning

Now Norwegians are embracing online shopping with delivery of groceries. Time has become more valuable for people, and you want to spend your time on other things than shopping in a store.

"We see that we have freed up time for people. People get more time to do what they want to do, like being together with friends and family, exercise, or whatever else they want to do. Those who want, don't have to waste time going to the grocery shop week after week."

Do Norwegians shop differently online?

"Research shows that those who shop with us buy 50 percent more fruit and veg than people do in other shops. We sell more fish, less alcohol, less tobacco and less sweets. For families, it is often important to be able to spend time together, and not go around with hungry and cranky children in the shop. For other groups, such as people with disabilities, the online stores has been a natural solution," said Barlo.

Some would argue that you remove some of the cosiness of going to the shop to do your shopping?

"Yes, there are many who comment on that. They want the shop to be a meeting place in the village. Our view is that this form of technology and services are coming anyway. It is a matter of time constraints. That does not mean that we shouldn't have physical meeting places. Just that they are not the grocery store anymore."

"We do not believe that the physical shop will die out completely. But the volume will probably increase for online shops, and hence the physical stores will be probably become more specialized and supply things that online shops can't. Perhaps by showing off smell and taste, and delivering specialised and niche products."

#### **Collecting empties**

It is not only groceries that fit into the web that Kolonial.no is weaving. Infinitum is now collaborating with Kolonial.no on collection of deposit-return empties. If you shop at Kolonial.no, they will collect empties at your door when they deliver the goods you have ordered.

"We had long conversations, to figure out how we could receive the empties in an efficient manner. We are very satisfied with the result," said Barlo.

Customers buy rolls of five 50-litre bags, which can be filled with empties. The delivery service collects the bags of empties and brings them back to the Kolonial.no warehouse. From there, the empties are shipped to Infinitum, where they are counted, before the money gets deposited into the customers ' account. The net effect on the environment is positive

"Now you can throw the empties in a bag and give it to one of our drivers who is already at the door. Thus we avoid the extra emissions due to transport."

#### Unique position for the future

Currently, Kolonial.no delivers groceries to almost the entire eastern Norway. From Lillehammer in the North, to Grenland in the Southwest and to Halden in the East. The next goal is to expand the delivery to the entire country. But it won't stop there.

"We see that we can offer services in several other areas than groceries. We visit our customers at home several times a month. That gives us a unique position which we can easily combine with delivery of other items. The ability to simplify distribution for people when we are already at their homes is certainly present."

How will the market for such services develop?

"Look at the market for self-driving cars. Soon you will save a lot of time because you don't have to drive yourself. New solutions will make sure we avoid traffic jams and queues. Time is becoming more valuable; therefore, people will be even more concerned about what they spend their time doing. That is a trend that will continue," ended Barlo.
# Part 2

# A word from the Managing Director



# Kjell Olav A. Maldum

Infinitum presents historic results in 2016. Norwegians have for long been world champions in the deposit-return scheme, and last year we broke an historic record. We returned over one billion bottles and cans in the deposit-return scheme. That was incredibly!

> In addition, for the first time, Norwegians stated that consideration for the environment is the most important reason for their returning to the deposit system. Surveys show that energy and the environment are just as important as the money they get back at the check out. This is fantastic proof that we have managed to show Norwegians that there is a major environmental gain in participating in the deposit return scheme.

Returning more empties means that fewer Norwegian plastic bottles and cans wind up in nature and in the sea. It also means that we can reduce the need for virgin plastic and aluminium.

### Knowledgeable and environmentally conscious

Infinitum are knowledgeable. It is part of our identity and is set out in black and white in our brand strategy. Therefore, we have prepared Life-Cycle Assessments (LCA), together with Østfoldsforskning, of the handling of bottles and cans. Here you can read about Infinitum's total environmental and climate footprint.

The analyses show that the energy gain by participating in the deposit-return scheme is very high. Take, for example, plastic beverage bottles: To collect the bottles which together have contained 1 000 litres of drink we release 1.5 kg CO<sub>2</sub>. That includes emissions from transport, sorting, production and operation of the reverse vending machines. By using the collected material to make new bottles, we save the community for large CO<sub>2</sub> emissions. In fact a whole 142 kg CO<sub>2</sub> is saved.

These are results we are very proud of – and a fantastic investment for the environment.

### 100 percent

Infinitum's ambition is 100 percent collection rate. Consequently we are not completely satisfied until we get the Norwegians to return absolutely all cans and bottles with a deposit-return label. Then we are going to sort them so that the materials are recycled and used in the new high-quality products.

The deposit-return scheme is an arrangement where the beverage manufacturers take full environmental responsibility. The consequence is that we can show exactly how large footprint we have on the environment. We can also show how large the savings in emissions that result from our actions.

Let me illustrate this with another example: If everyone returns all bottles and we sell them for high-quality recycling, we can reduce the production of virgin plastic from 22 000 tonnes per year to 2 200 tonnes per year. That says something about the potential of the deposit-return scheme. It may also explain why each month we receive visits of delegations from all corners of the world. They come to learn about the Norwegian deposit-return scheme.

### A fantastic year

2016 was a glorious year for Infinitum. I would therefore like to take this opportunity to thank all of our skilled our staff for their efforts. Together we created the good results that benefits society.

Thank you so much for a fantastic year!

Villela

Kjell Olav Maldum Managing Director, Infinitum

# The Board of Directors



Svein Sollie Head DMF (Asko Norge AS)



Lars Midtgaard Deputy DLS (Hansa Borg Bryggerier AS)



Stein Rømmerud Member of the Board BS (Coca-Cola Enterprises Norge AS)



Christian Granlund Member of the Board BS (*Ringnes AS*)



Tore Nygaardsmoen Member of the Board CNH (Coop Norge Handel AS)



Benno Graser Member of the Board DMS (*Rema 1000 Distribusjon AS*)

Deputies in 2016

Siv Grønning, BS (Ringnes AS) Jens Olav Flekke, DMF (DMF) Torgeir Løftingsmo, CNH (CNH) Christian Aass, BS (Aass Bryggerier AS) Thomas Weihe, DLF (DLF)

Abbreviations: DMF Dagligvarehandelens Miljø Forum, CNH Coop Norge Handel, BS Bryggerienes Servicekontor, DLS Dagligvareleverandørenes Servicekontor, DLF Dagligvareleverandørenes Forening

# Infinitum's owners



Ownership interest

- **35,0 %** Bryggeri- og Drikkevareforeningens Servicekontor AS
- **33,5 %** Dagligvarehandelens Miljøforum AS
- 15,0 % COOP Norge AS
- 7,5 % NHO Mat og Drikke
- **7,5 %** Dagligvareleverandørenes Servicekontor
- 1,5 % Bensinforhandlernes Bransjeforening

## Income statement (figures in NOK 1000)

Operating income and operating costs	C	ans		PET	1	otal
	2016	2015	2016	2015	2016	2015
Administration fee from producers and importers	13 115	5 489	100 994	71 804	114 109	77 293
Deposit revenues from consumers via producers and importers	558 846	508 950	1 100 450	1 069 223	1 659 296	1 578 173
Sale of collected material to recyclers	66 235	69 331	51 070	54 817	117 305	124 148
Other operating revenues	7 951	11 952	25 596	20 763	33 547	32 715
Total operating revenues	646 147	595 722	1 278 110	1 216 607	1 924 257	1 812 329
Deposits refunded to consumers via receiving locations	476 730	435 235	988 919	937 220	1 465 649	1 372 455
Handling fee to receiving locations	89 287	82 406	129 358	123 305	218 645	205 711
Transport costs	20 861	20 573	83 173	81 423	104 034	101 996
Other operating costs	27 626	29 312	44 908	41 609	72 534	70 921
Total operating costs	614 504	567 526	1 246 358	1 183 557	1 860 862	1 751 083
Result operational activities	31 643	28 196	31 752	33 050	63 395	61 246
Administration, marketing						
and depreciation	24 629	26 371	37 016	33 407	61 645	59 778
Result from operations	7 014	1 825	-5 264	-357	1 750	1 468
Net financial items	297	367	446	463	743	830
Profit (loss) after net financial items	7 311	2 192	-4 818	106	2 493	2 298

## Key figures

Product flow	Cans	Tons cans	% added	PET	Tons PET	% added
Total sales	559 438 560	8671.3		627 976 252	22795.5	
Value chain inventory	-10 900 000	-169.0		800 000	29.0	
Supply (Sales - Value Chain Inventory)	548 538 560	8502.3	100.00 %	628 776 252	22824.6	100.00 %
Total deposited in reverse vending machines	466 793 339	7235.3	85.10 %	545 397 194	19797.9	86.74 %
Out from main sorting	5 824 968	90.3	1.06 %	780 488	28.3	0.12 %
Out from slag sorting	50 572 994	783.9	9.22 %			
Out from source sorted materials	5 486 790	85.0	1.00 %	659 837	24.0	0.10 %
Energy utilized	5 555 260	86.1	1.01 %	51 518 272	1870.1	8.19 %
Total recycled from waste	67 440 013	1045.3	12.29 %	52 958 597	1922.4	8.42 %
Total recycled	534 233 352	8280.6	97.39 %	598 355 791	21720.3	95.16 %
Bottom ash residue	8 924 646	138.3	1.63 %			
Loss of energy utilization	1 055 589	16.4	0.19 %	9 712 223	352.6	1.54 %
Unknown waste disposal	4 324 973	67.0	0.79 %	20 708 239	751.7	3.29 %
Total not returned	81 745 221	1267.1	14.90 %	83 379 058	3026.7	13.26 %
Total	548 538 560*	8502.3	100.0 %	628 776 252*	22824.6	100.00 %

\* Collection figures including energy recovery.

## Balance (figures in NOK 1000)

Assets	2016	2015
Fixed assets		
Tangible assets		
Land, buildings and other real estate	55 996	57 363
Machines, plant, movable equipment, fixture & fittings, etc.	55 409	60 218
Total property, plant and equipment	111 405	117 581
Long-term financial assets		
Net pension assets	58	17
Long-term financial assets	58	17
Total fixed assets	111 463	117 598
Current assets		
Receivables		
Accounts receivable	184 442	170 027
Other receivables	74 822	62 782
Total receivables	259 264	232 809
Bank deposits, cash, & cash equivalents	13 640	13 427
Total current assets	272 904	246 236
lotal current assets	2/2/04	
Total assets	384 367	363 834
		363 834 2015
Total assets Shareholders' equity and liabilities	384 367	
Total assets Shareholders' equity and liabilities Shareholders' equity	384 367	
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity	384 367 2016	2015
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK1 000)	<b>384 367</b> <b>2016</b> 1 500	<b>2015</b> 1 500
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity	384 367 2016	2015
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK1 000)	<b>384 367</b> <b>2016</b> 1 500	<b>2015</b> 1 500
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK 1 000) Total paid-up capital Earned equity Other equity	<b>384 367</b> <b>2016</b> 1 500	<b>2015</b> 1 500
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK 1 000) Total paid-up capital Earned equity	<b>384 367</b> <b>2016</b> 1 500 <b>1 500</b>	2015 1 500 1 500
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK 1 000) Total paid-up capital Earned equity Other equity	<b>384 367</b> <b>2016</b> 1 500 <b>1 500</b> 22 465	<b>2015</b> 1 500 <b>1 500</b> 19 971
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK 1 000) Total paid-up capital Earned equity Other equity Total earned equity	<b>384 367</b> <b>2016</b> 1 500 <b>1 500</b> 22 465 <b>22 465</b>	2015 1 500 1 500 19 971 19 971
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK 1 000) Total paid-up capital Earned equity Other equity Other equity Total earned equity Total shareholders' equity	<b>384 367</b> <b>2016</b> 1 500 <b>1 500</b> 22 465 <b>22 465</b>	2015 1 500 1 500 19 971 19 971 21 471
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK1 000) Total paid-up capital Earned equity Other equity Other equity Total earned equity Total shareholders' equity Liabilities Short-term liabilities	<b>384 367</b> <b>2016</b> 1 500 <b>1 500</b> 22 465 <b>22 465</b>	2015 1 500 1 500 19 971 19 971
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK1 000) Total paid-up capital Earned equity Other equity Other equity Total earned equity Total shareholders' equity Liabilities Short-term liabilities	384 367 2016 1 500 1 500 22 465 22 465 23 965	2015 1 500 1 500 19 971 19 971 21 471 90 780 2 272
Total assets Shareholders' equity and liabilities Shareholders' equity Paid-up equity Share capital (200 shares at NOK 1 000) Total paid-up capital Earned equity Other equity Other equity Total earned equity Total shareholders' equity Liabilities Short-term liabilities Accounts payable	<b>384 367 2016</b> 1 500 1 500 22 465 22 465 23 965 92 686 2 283 6 662	2015 1 500 1 500 19 971 19 971 21 471 90 780
Total assets         Shareholders' equity and liabilities         Shareholders' equity         Paid-up equity         Share capital (200 shares at NOK 1 000)         Total paid-up capital         Earned equity         Other equity         Total earned equity         Total shareholders' equity         Liabilities         Short-term liabilities         Accounts payable         Public charges payable         Other short-term liabilities         Allocations to deposit-liability fund	384 367 2016 1 500 1 500 22 465 23 965 23 965 92 686 2 283	2015 1 500 1 500 19 971 19 971 21 471 90 780 2 272 5 071 244 240
Total assets         Shareholders' equity and liabilities         Shareholders' equity         Paid-up equity         Share capital (200 shares at NOK 1 000)         Total paid-up capital         Earned equity         Other equity         Total earned equity         Total shareholders' equity         Liabilities         Short-term liabilities         Accounts payable         Public charges payable         Other short-term liabilities	<b>384 367 2016</b> 1 500 1 500 22 465 22 465 23 965 92 686 2 283 6 662	2015 1 500 1 500 19 971 19 971 21 471 90 780 2 272 5 071
Total assets         Shareholders' equity and liabilities         Shareholders' equity         Paid-up equity         Share capital (200 shares at NOK 1 000)         Total paid-up capital         Earned equity         Other equity         Total earned equity         Total shareholders' equity         Liabilities         Short-term liabilities         Accounts payable         Public charges payable         Other short-term liabilities         Allocations to deposit-liability fund	<b>384 367 2016 1 500 1 500 2 2 465 2 2 465 2 3 965 3 965 9 2 686 2 2 83 6 662 2 58 771</b>	2015 1 500 1 500 19 971 19 971 21 471 90 780 2 272 5 071 244 240

Infinitum's deposit-return system is a partnership between those who produce, those who import and those who sell beverages. Cans and bottles can be returned at around 15 000 stores, kiosks and petrol stations in about 3 700 reverse vending machines. Everyone who sells cans or bottles is committed to accepting return-deposit empties, even if they do not have a reverse vending machine.



## Our members 2016

7 Fjell Bryggeri AS

Aass Bryggeri AS Add Value Sweden AB c/o Kongsvinger Regnskap AS Alam import Alma Norge AS Alive AS All For You Norge AS Amundsen Bryggeri AS Amway Norway Amway Danmark APS Aquadana Arendal Bryggeri AS Arcus AS Arena Import AS Arla Foods AS Arvid Nordauist as Aurskog Drikker AS Austmann Bryggeri AS Axellus AS

B6 Trading Company AS Bacardi Norge AS Bama Gruppen AS Divisjon Trading Beer Enthusiast AS Berentsens Brygghus AS Berge Blystad AS Bergen Havnelager AS Betterday Norway AS BK-Trading Scandinavia AB BM Aemulator AS Brewery International AS

California Craft Beer AS Carlsberg Supply Company AG Cask AS Cembo Production DA Chiquita Banana Company Chiauita Norway AS Coca Cola Drikker AS Compass Trade AS Coop Norge AS Crafted Brands AS CULT Norge AS

Danone Norge Norsk Filial av Svenske Aksjeselskap Danone AB Den Norske Krone Det Gode Brygg Import AS Det Lille Presseriet AS Diageo Norway AS Ditt Kontor AS Ditt Vann Duggfriskt AS

Eco Scandinavia AS Eden Springs Norway AS Eqmont Serieforlaget AS Eirawater AS Engrospartner AS Epleblomsten AS Europris AS Euro Supply Bergen AS

Finstad Gård Engros AS Fjellbryggeriet AS Fjord Trading AS Fludium AS Foodbroker AS Food Heaven Sandnes AS Fondberg AS

Galleberg AS GD Hercules Global Beverage Glåmos Mineralvann AS Gottit AS Grans Bryggeri AS Grans Bryggeri AS Gray's American Stores AS Gymgrosisten Sweden AB

Hansa Borg Bryggerier ASA Happy Drink Taherifard Harboe Norge AS (tidl. Moss Bjørnebryggeri AS) Haugen-Gruppen AS Heijden Sport Næringsprodukter AS Hemsedal Kildevann AS Hogna Brygg AS Holst Wines AS

ICA NORGE AS Interbev AS Interbrands Wine & Spirits ISKLAR AS Islandske Produkter AS

Jacobs Douwe Egberts Norge AS JED Norway AS Jensen & Co. AS Jula Norge AS

Kaffe Grossisten AS Klosterøya Mikrobryggeri AS K & S Import DA

L1quid Norway Lamborghini Energy Drink Norway AS (LED Norway AS) LCP Salq AS Lerum Fabrikker AS Lervik Aktiebryggeri AS Lesax Trading AS Lidl Norge NUF Lime Nordic AS Lofotpils AS Løfberg Lila AS

Macks Ølbryggeri AS Matimport AS Matmegleren METNOR AS MGT Norway AS Middelthon Engros AS Moestue Grape Selection AS Molo Brew AS Morene-Drift AS Msra Enterprise Kamalaraja . Multibev AS

Naturkost S. Rui AS North Peek Enterprises Nils Karlsen Agentur Njie Group Norge AS Noa Potions AS Norbrew AS Nordic Refreshment Company AS Nordic Sports Norfresh AS Norske Bryggerier AS Norwaters AS Norwegian Glacier Water AS Novartis Norge AS Nutramino NO Nøgne Ø

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Odd Langedalen Frukt og Grønt Engros AS Olden Brevatn AS Oluf Lorentzen AS Oosterrijsen Brewing Co AS Opposite Lock AS

Orientdeli AS Orkla Foods Norge AS Orkla Health AS Oseana Trading AS Oskar Sylte Mineralvannsfabrikk AS

### P.Ltz. Aass A/S

Pat Venture AS Pernod Ricard Norway AS PetPack Drikker AS Premium Drinks AS Premium Products AS Printer & Long AS Prof. Scandinavia Proteinfabrikken AS Proteinvann AS PureFood Norway

Redbull Norway AS Rema Tradina ÁS Ringnes AS Rogaland Konservefabrikk AS Roma Mineralvannfabrikk Morten Bergersen AS Røra Fabrikker AS Røyse Frukt- og Bærpresseri AS

Sagene Bryggeri AS Saturn Kommunikasjon AS Scanasia AS Scandza Drikker AS Spirit of Norway AS Snåsavann AS Sports Nutrition AS Sport Nutrition Scandinavia AS c/o Foretakshjelp AS Stabburet AS Statoil Fuel & Retail AS Staur Foods AS Stenberg & Blom AS Stordalens Mineralvannsfabrikk AS Strag AS Strøm AS Superfruits AS Synnøve Finden ASA

TDK Media AS Telemark Kildevann AS Telemark Mikrobryggeri AS Telejuice AS Tenza Norge AS TGR Norge AS The Rock Norge AS Tine SA Tønsberg Handelskompani AS

Ultra Premium Brands AS UNIL AS Unilever Norge AS

Valika Import Export Engros AS Vectura AS VestPharma Vikingens Tørrfisksnack AS Vinhuset AS Vinoterra AS Vitamin Well Norway AS Von Design AS Voss Bryggeri Voss of Norway ASA Voss Production AS

Waterconcept Norge AS/Adwater Water of Norway AS

## Yerba Mate Norge

Ægir Bryggeri AS

# INFIMITUM

PANT ALT. DET HAR EN VERDI.