**Arçelik pioneers sustainability practices and products across the white goods manufacturing sector to help fight climate change**

***Leading global white goods manufacturer, Arçelik, continues to pioneer and embed innovative sustainable practices to help fight climate change. With the recent launch of their 11th sustainablity report, the company continues to draw attention to the importance of the circular economy in the manufacturing sector.***

**<Insert location, date>:** Leading global white goods manufacturier, Arçelik, continues to pioneer sustainable innovations as the company celebrates World Environment Day on the 5th June 2019.

The company, which was established in 1955, recently released its annual sustainablity report, showcasing the company’s progress towards developing its own circular economy practices and sustainability goals. The report measures against Arçelik’s six pillars, including; governance, talent management, responsible production and consumption, research and development and digitalization, as well as value chain and community development.

**Recycled PET drum for washing machines**

Arçelik’s vision “*Respecting the world, respected worldwide*” continues to underpin its innovations and activities. This is illustrated by the company’s washing machine drum manufactured from recycled PET bottle plastic. The drum, has enabled Arçelik to recycle 15 million PET bottles in the past year, with the goal of increasing this to 25 million this year. Energy savings from the intiative include 5.7 million kWh, the equivalent of the annual energy consumption of 1,700 houses (average), as well as preventing 885 tonnes of CO2 emissions.

**Vacuuming up abandoned fishing nets**

Abandoned fishing nets continue to be a risk to marine life, causing substantial amounts of marine animals to die each year. To help raise awareness of the issue and resuse the nets in a sustainable way, Arçelik developed a vacuum cleaner composed of 90% waste electrical and electronic equipment (WEEE) collected through recycling campaigns and recycled at the plants in Eskişehir and Bolu. Arçelik was awarded the Recycled Consumer Lifestyle Product of the Year Award in Europe in 2018 by Plastic Recyclers Europe (PRE).

**Foaming technology in the Plastic Injection Moulding Process**

During 2018, Arçelik launched a new innovative foaming technology used within the manufacturing of plastic injection moulds. Thanks to the innovation, Arçelik decreased the consumption of 150 tonnes of plastic raw material from the launch of the innovation until 2018 year-end by usign this foaming effect. As the company continues to use this new technique for the manufacturing of their plastic moulds, the target is to save 500 tonnes of plastic raw material and prevent 750 tons of carbon dioxide emissions.

**Hakan Bulgurlu, CEO of Arçelik commented:** “We are currently facing a climate change crisis. Our role is to ensure that our activities help us minimise our impact on the planet, by achieving a circular economy and reducing our carbon footprint. Thanks to our Grand Renewal Movement in 2018, 300,000 used white goods were replaced with highly energy efficient products. We’re also proud to report that between 2014 and 2018, products with old technology were replaced with new eco-friendly products, with the outdated products recycled at our recycling plants for Waste Electrical and Electronic Equipment in Eskişehir and Bolu. This prevented almost 100,000 tonnes of CO2 emissions entering our atmosphere and saved 3.6 million tonnes of water. At Arçelik we’re commited to developing a sustainable ecosystem though investing into eco-friendly and innovative technologies.”

**ENDS**

**Editor’s notes:**

Highlights from Arçelik’s 2018 Sustainability Report include:

* Arçelik is the first industrial company from Turkey that was listed consecutively in the Emerging Markets category of the Dow Jones Sustainability Index
* The company was listed as an “Industry Mover” in 2019 Sustainability Yearbook based on the 2018 SAM Corporate Sustainability Assessment of the company
* Water consumption per product in the operations in Turkey, Romania, China, Russia and South Africa was reduced by 48% compared to 2012 base year
* Energy consumption per product was reduced by 40.22% compared to 2010 base year
* The company increased the rate of waste recycling to 96.35% for Turkey operations, with the goal of overall waste recycling set for 98% by 2020
* With 148 energy efficiency projects in Turkey, Romania, Russia, China and South Africa, Arçelik saved 82,981 GJ of energy and prevented 7,966 tonnes CO2 emissions
* Arçelik was the first company in Turkey to be ranked first in the “Management” category in the European Commission’s European Business Awards for the Environment (EBAE)
* Arçelik received the Istanbul Chamber of Industry (ISO) Awards for Environment, as well as first prize in the category of “Large-Scale Companies - Innovative and Eco-Friendly Product” with the company’s high performance, innovative and eco-friendly washing machine and with washing machine drum manufactured from waste PET bottles

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