

BACK COVER FOLD

Smurfit Kappa has over 45,000 employees worldwide



Our open community

FRONT COVER FOLD

'Society grows great when old men plant trees whose shade they know they shall never sit in'

REUSING PICNIC BOXES TO BUILD A WALL AT A FAMILY EVENT IN WARSAW, POLAND



A GROUP OF EMPLOYEES AND A LARGE GROUP OF LOCAL PEOPLE CAME TOGETHER TO BUILD A CORRUGATED REPLICA OF THE ANCIENT LEBUINUSCHURCH IN DEVENTER, NETHERLANDS

As part of our culture, we have always believed strongly in building a sustainable future in the communities and countries where we operate. For that reason, every year thousands of Smurfit Kappa employees donate their time, effort and expertise to make a real and lasting impact within their communities.

Last year, we invested over €5million in worthy causes including education, health and wellbeing and the environment. We recognise that good social citizenship is an essential part of building and maintaining a sustainable future.

This brochure contains just some of the examples of the great work that is being done around the world every day.

A handwritten signature in black ink, appearing to read 'T. Smurfit', with a stylized, cursive script.

Tony Smurfit

Group Chief Executive Officer



CHILDREN TAKING PART IN A SMURFIT KAPPA SCHOOL CUP FOOTBALL MATCH

Supporting and empowering children

The Smurfit Kappa School Cup

This programme involves over 700 school children aged between 7-16 from schools in Kolding, Denmark, taking part in sports days. The event attracts a great crowd from the local area with parents, grandparents, siblings and friends coming together to watch the games and take part in the excitement. Smurfit Kappa supports the local sports club that arranges these two tournaments and it felt like a natural progression to develop the relationship further by introducing the Smurfit Kappa School Cup.

The Corrugated Magic Show in Russia

Smurfit Kappa supports many children's initiatives in the communities of Vsevolozhsk and Kommunar in Russia. One of our designers from St. Petersburg had the brainwave of creating a 'Corrugated Magic Show'. The show was performed at the New Year's celebration of a boarding school for children with special needs. It got a fantastic response from the children who said that it was the best show they had ever seen.



CORRUGATED MAGIC SHOW, VSEVOLOZHSK, RUSSIA

SOS Children's Villages in Central Europe

Smurfit Kappa has links with SOS Children's Villages in both Austria and the Czech Republic. The children who live in the SOS villages have grown up in difficult conditions with many of them orphaned or from broken homes.

The mill fire brigade of the Smurfit Kappa Nettingsdorf Paper Mill has worked with the village for more than 40 years. In the latest activity a group of employees, along with students from the Polytechnikum Leonding school, built a covered bicycle rack to protect bikes and toys at the Altmünster village.

Employees from the Smurfit Kappa Brno Plant in the Czech Republic also have a close relationship with their local SOS village. They have been involved in several projects to improve the facilities at the village including replacing boilers, heat pumps, fences and lighting.

La Escuelita in El Salvador

Since 2015 Smurfit Kappa El Salvador has been proudly supporting the 'La Escuelita' school which is located close to the plant. The initiative aims to improve the school environment to make it a more comfortable and inviting place to learn.

So far, the scheme has enhanced the wellbeing of the children, raised the standard of the education delivered, and reduced the number of children dropping out of school.

Cerro Gordo Community Centre

Smurfit Kappa in Ecatepec, State of Mexico, founded a local community centre close to the Cerro Gordo Plant as there was a lack of recreational spaces in the area. The project, which originated as a football school, has become a fantastic amenity for the region servicing 380 people. The community centre offers a variety of stimulating classes and workshops for children. Facilities include a library, playroom, football courts, greenhouse and changing rooms.



SOS CHILDREN'S VILLAGE, AUSTRIA



LA ESCUELITA (THE LITTLE SCHOOL), EL SALVADOR



THE NEW COMMUNITY CENTRE IN MEXICO

Fostering relationships with local communities

Ambassadors for road safety in Costa Rica

22 volunteers from the Smurfit Kappa San José plant joined 220 students and teachers from the 'Escuela Villalobos' elementary school for an initiative to promote road safety and highlight the role of pedestrians in the prevention of traffic accidents.

The initiative arose from a change in how Smurfit Kappa vehicles gain access to the plant. These changes were well communicated to all employees, but they thought it was necessary to involve the neighbouring community as the school is located just 600m from the plant and many children use the surrounding footpaths.

A proposal was made to the school to help the children become ambassadors of road safety. The children really enjoyed the event, and some of them said they wanted to work for Smurfit Kappa when they grow up!



STUDENTS FROM ESCUELA VILLALOBOS ELEMENTARY SCHOOL AT SMURFIT KAPPA, SAN JOSÉ

Employment for neighbours in Colombia

When Corrumed was founded in 1992 in the rural area of the municipality of La Estrella, many people in the community were looking for work to support their families.

From the day it opened, Corrumed set out to employ people from the neighbouring area and today approximately 60% of their workers live within a 3km radius of the plant. In doing so, not only has Corrumed contributed to improving quality of life in the area but also to social development, providing job security to employees and an improved quality of life for their families.



HANSEATIC HELP AT SMURFIT KAPPA HEAD OFFICE, GERMANY

Giving a helping hand to refugees in Germany

Hanseatic Help was founded by a group of people aged between 8 and 80 from Hamburg who wanted to help refugees. The charity was struggling with the logistics side of their operations and needed good quality boxes to store, handle and ship clothes and other items. Smurfit Kappa's German Head Office and Smurfit Kappa North stepped in to help and provided 14,080 boxes which really helped to streamline the process of getting things to where they were needed most.

Open Day in France

The Smurfit Kappa Roubaix Plant in France opened its doors to employees' families and local people. A plant tour was given, providing an insight into our operations and processes. Visiting children were entertained with a fantastic array of toys and games created from corrugated board including football, Connect 4, a toy farm and table tennis.



OPEN DAY, SMURFIT KAPPA ROUBAIX PLANT, FRANCE



'MY FRIEND THE FOREST' INITIATIVE, COLOMBIA

Opening the future through education

'My Friend the Forest' initiative in Colombia

The Smurfit Kappa Forestry Division in Colombia rolled out an educational programme for local children and young people. The 'My friend the forest' project teaches people about the sustainable management of forest plantations and how they are so important for the protection of plants and animals.

"For us, it is a source of pride to be able to contribute in some way to the education of the children who are close to us. And these children learn the importance of forest plantations for the care of natural forests and for the generation of paper which is a tool for education," said Ricardo Gómez, Head of Social Process at the Smurfit Kappa Forestry Division.

Giving students an insight into the packaging industry in Sweden

A group of high school students visited the Eslöv plant in Sweden to get an insight into the different opportunities associated with a career in the packaging industry. The students were given a tour of the plant and Experience Centre. During the tour, there was much emphasis put on the value of getting a good education as the foundation for any career. The students also gained an insight into the many different career paths that people can embark on within packaging.

Finishing high school in Argentina

The Terminá la Secundaria (Finishing High School) educational scheme helps people to complete their studies. Smurfit Kappa Argentina realised that many of their employees and their family members had not been able to finish their studies at school so they started this programme to give them all the tools they needed to enable them to do so.

Students can take classes online or in special classrooms installed in the plants. Having a solid educational base has made a huge difference to both the personal and professional lives of the students.

Many employees wanted to be part of the initiative so they became volunteers on the scheme and are now able to give their support to the students. As of today there are more than 100 students and 3 graduates.



TERMINÁ LA SECUNDARIA,
SMURFIT KAPPA, ARGENTINA

Environmental education in Spain

Smurfit Kappa Alcalá de Henares collaborated with Madrid Zoo on a photographic exhibition to raise awareness and educate people about the monk seal which is an endangered species.

The plant's Design Team created all the materials for the exhibition and there was a fantastic response from both adults and children who came along to learn more.



MONK SEAL EXHIBITION, SMURFIT KAPPA
ALCALÁ DE HENARES, SPAIN

Health and wellbeing

Supporting a new children's cancer ward in Mexico

In Mexico, cancer is the second highest cause of death for children and teenagers aged between 5 and 14. Smurfit Kappa North America formed a partnership with the Castro-Limón Foundation which treats children with cancer at the Paediatric Oncology Centre in Tijuana, Mexico. They made a donation towards a new ward which includes two playrooms and a family therapy room. The facility offers free services to more than 250 local families.

Apartment for families of sick children in Italy

Smurfit Kappa Italy got involved in a project to renovate and adapt an apartment that will house families with children affected by cri du chat syndrome, which is a rare genetic disorder.

The apartment is located in Florence close to the Meyer Hospital which has a team of specialist doctors caring for children affected by this rare and still relatively unknown disease.



SMURFIT KAPPA FUNDED WARD AT THE PAEDIATRIC ONCOLOGY CENTRE, TIJUANA, MEXICO

Promoting the health benefits of cycling in Belgium and the Netherlands

Established in 2016, the bike mobility plan was introduced to the Turnhout Plant in Belgium to benefit both people's health and the environment. Employees of SK Turnhout and SK Van Mierlo were encouraged to travel to work by bike to increase their fitness levels and do their part to reduce pollution on the roads. A set of Smurfit Kappa branded bicycles were purchased and 69 employees have availed of the scheme so far.

A group of cycling fanatics from the Smurfit Kappa Hexacomb Plant in the Netherlands invited all their colleagues out for a bike tour. Dressed in Smurfit Kappa cycling gear, they set off on a 40km tour and were rewarded at the end with a nice dinner.



40KM CYCLE TOUR, HEXACOMB PLANT, THE NETHERLANDS

Chill-out den in the UK

A group of employees from Smurfit Kappa's Inspirepac plant in the UK got involved in a project to build a bespoke 'chill-out den' for a local boy, Joe, who had recently come home after a long stay in hospital following a serious accident.

Joe, who was struggling to cope with being back at home, had received life-changing injuries, including injuries to the brain, after being knocked down by a speeding motorbike. With the help of several local businesses, they managed to build a safe and comfortable environment where Joe could relax. Joe and his family are all delighted with the new den which is a great help for them all.



CONSTRUCTING JOE'S CHILL-OUT DEN, UK



CONTESTANTS FROM THE SMURFIT KAPPA OBALY ŠTÚROVO PLANT PARTICIPATE IN THE LOBAD RACE, SLOVAKIA

Engaging employees through sport

Obstacle course in Slovakia

The Lobad Race in Slovakia is a popular obstacle course race which attracts around 200 participants every year. The 5km route takes people through woodland and there are several challenges along the way including huge haystacks which have to be climbed over.

The Smurfit Kappa Obaly Štúrovo plant supported the event with some employees taking part in the race and others volunteering at the event and providing refreshments for the participants.

Music Marathon for the homeless in Ireland

The Dublin Simon Community homeless charity held a Music Marathon event to raise much-needed funds. A total of 18 established and up-and-coming Irish bands and musicians played during an eight-hour period on the streets of Dublin. The Smurfit Kappa Display Plant in Dublin supported this event by creating an eye-catching, branded arch and also taking part in the Simon Home Run.



SMURFIT KAPPA DISPLAY EMPLOYEES AT THE SIMON HOME RUN, DUBLIN

Marathon running in Austria

15 employees from the Interwell plant decided to take part in the Linz marathon. They did lots of training sessions together before the event which encouraged teambuilding, improved everyone's fitness level but most of all brought lots of fun. The great cooperation between managers and employees added a very enjoyable dimension to the event.

Working together and winning together in France

A group of employees from the Bag-in-Box plant in Epernay started an annual tradition of doing the 10km d'Epernay race back in 2016 and it has been greatly enjoyed by many employees from a wide variety of roles ever since. The race has a scenic route and there's a great sense of team spirit in coming together to train and run.



EMPLOYEES FROM SMURFIT KAPPA INTERWELL, LINZ MARATHON, AUSTRIA

Annual race for the Burgos Foundation for Health Research

The Smurfit Kappa Burgos plant in Spain wanted to do something to help the local community, so they started an annual race to raise funds, this time to build an integrated Paediatric Palliative Care Unit in Burgos. Employees from many different departments and local people came together to take part in this worthwhile initiative. It has been a great way to foster team spirit and build a positive reputation for Smurfit Kappa in the area.



EMPLOYEES FROM SMURFIT KAPPA BURGOS, SPAIN

Other activities around the world

Children & Young People

Cultuurkantine art project	ELCORR, The Netherlands
Rincón del Sol children's centre support	Sunchales, Argentina
Culinary competition	Pruszkow, Poland
Kindergarten corrugated house painting	Štúrovo, Slovakia
Space mission room in children's hospital	Cordoba, Spain
New school yard at primary school	Canovelles, Spain
Restoration of arts & crafts facility	Valencia, Spain
St. Lucia event for children	Lagamill, Sweden
Integration and Children's Day	Konin, Poland

Community Events & Initiatives

Recyclers of Medellín	Recovery Plant, Colombia
'Joy' retirement preparation	Papelsa, Colombia
'Families with Love' event	Papelsa, Colombia
Dni Staromiejskie event	Konin, Poland
School environment improvements	Papelsa, Colombia
Herring bidding event	MNL, The Netherlands
Summer Solstice picnic	Gdansk, Poland
Recycling for Hospital Barbosa	Papelsa, Colombia
Children's voting booths	Vandra, The Netherlands
Reducing the food waste for the local community	Papelsa, Colombia
Retired people event	Zimrovice, Czech Republic
Białoleka Day Picnic	Warsaw, Poland
Local area cleanup	St. Petersburg, Russia
Hexacomb Family Day	Hexacomb, The Netherlands
Pride event sponsorship	Weston-Super-Mare, England
Waste collection initiative	Medellín, Colombia
Deventer op Stelten Theatre Festival	Zedek, Netherlands
Incentives for local environmental improvements	Papelsa, Colombia

Donations

Swedish Childhood Cancer Fund	Sweden
Petting Zoo donkey donation	MNL, The Netherlands
Caritas Food bank	Ibi, Spain
WWF & Make a Wish foundation	Corrugated Benelux
Shoebboxes for Romania	ELCORR, The Netherlands
Pallets for animal houses	MNL The Netherlands
Walburgisheim children's home upgrade	Hamburg, Germany
'That's Life' disability charity	Connaught, Ireland
'Operation Smile' moneyboxes	Display, Ireland
'Pass it on' foundation	Konin, Poland
Single mother's home	Warsaw, Poland
Make a wish foundation	Spain & Portugal
Caritas foodbank donations	Bag-in-Box, Ibi, Spain
Hogar Esperanza Day Centre	Suarez, Argentina

Education

Markland College collaboration	ELCORR, The Netherlands
Fill your school with colour	Papelsa, Colombia
Technics week primary school	ELCORR The Netherlands
High school training	Konin, Poland
Paper donation for art in local school	Sunchales, Argentina
Technical education for employees	Papelsa, Colombia

Employee Engagement

Doughnut Friday for Irish Cancer Society	Display, Ireland
International Women's Day gifts	Interwell, Austria
Feestvarken Fun Run	Turnhout, Belgium
Social for former employees	Vandra, The Netherlands

'Downs and Proud' fundraising event	Lurgan, Ireland
Cake sale for Pieta House	Display, Ireland
Wellness grant for employees	Smurfit Kappa Sweden
Employee anniversary celebration	Colombates, Colombia

Health & Wellbeing

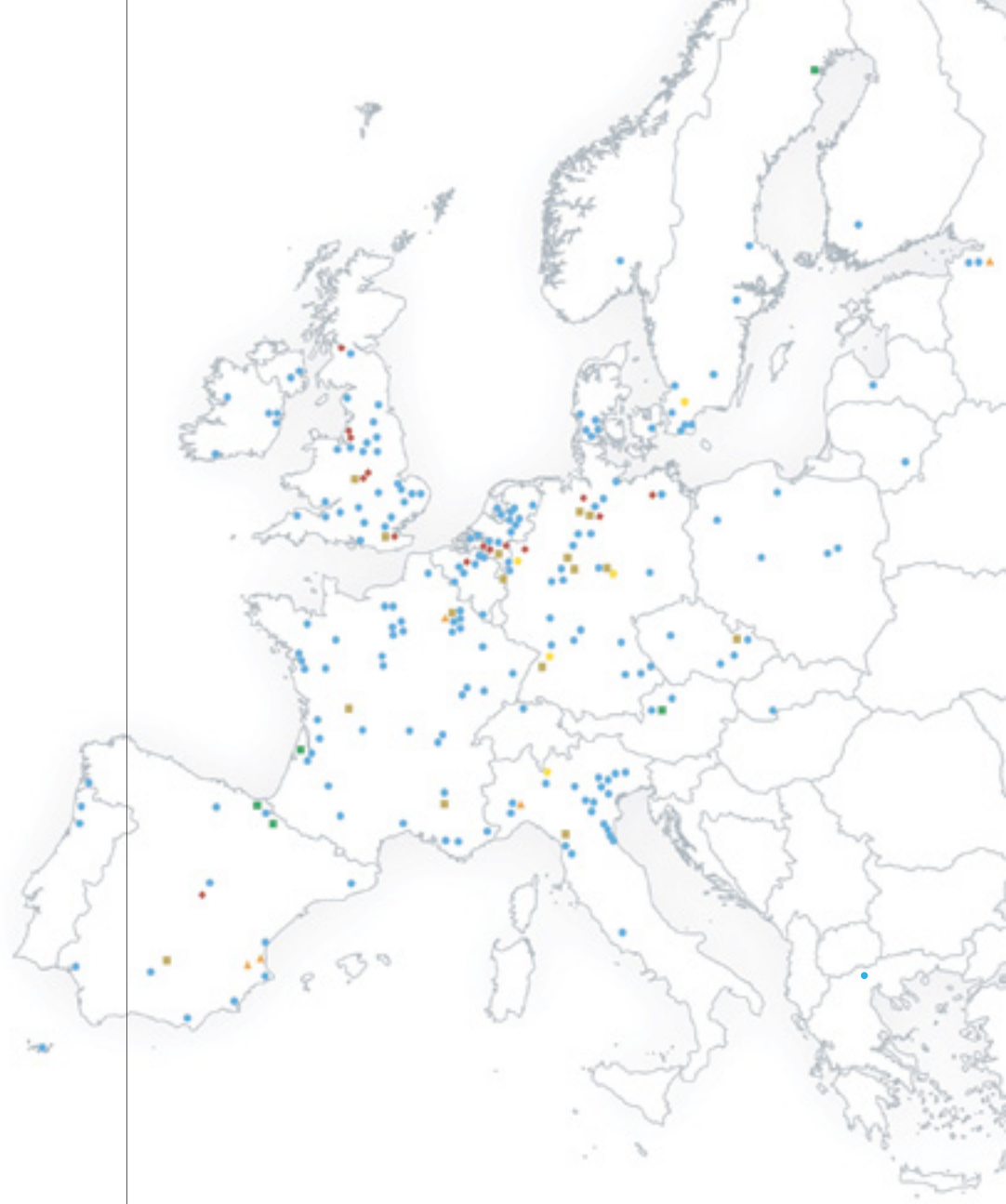
MommaLuv maternity gifts	MNL, The Netherlands
Daffodil Day cancer fundraiser	Štúrovo, Slovakia
La Casita Civil Association	Mexicali, Mexico
Preventing infant mortality	Papelsa, Colombia

Paper & Recycling Workshops

Customer Corrugated Workshops	Interwell, Austria
The Magic of Paper	Cali, Colombia
Workshop in Wilhering School	Interwell, Austria

Sports

Basketball tournament	Warsaw, Poland
Dragonboat Race	Van Dam, The Netherlands
Badminton tournament	Olomouc, Czech Republic
Holland4ALS sports event	MNL, The Netherlands
Volleyball Cup	Gdansk, Poland
Burgos race	Burgos, Spain
Stichting Semmy 15km run	MNL, The Netherlands
Rockwool race	Sanuguesa, Spain
Cabib team race	Bag-in-Box, Canada



INSIDE BACK COVER

