

Dispelling packaging myths: developing packaging which has the least environmental impact

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Where have we come from?

1900

Coca Cola
launched in
refillable glass
bottles

1975

First light-weighting
initiative

1978

First PET bottle

2015

Announced one of
world's first science-
based carbon targets

Where are we today?

Focus is on creating a more circular economy for existing packaging types



Coloured to clear rPET

100% recyclability

Always refreshing.
Now made from 100% recycled plastic*



100% rPET

Shrink to Board



**Movement on Scotland's
Deposit Return Scheme**

Where are we today?

83% of soft drinks shoppers would consider recycling packaging to help reduce their impact on the environment

In England, the waste from **households recycling rate** increased from **41.2% in 2010** to **45.5% in 2019** – a marginal uplift

Almost **1 in 3 Soft Drinks shoppers** are **“Eco Active”**

Where are we today?

Taking action on plastic forms a key part of our strategy in the creation of a circular economy for PET packaging

The World Without Waste strategy has signals a focus on our entire packaging lifecycle – from how bottles and cans are designed and produced to how they're recycled and repurposed – through a focus on three fundamental areas: design, collect and partner.

Collect and recycle
a bottle or can for
every one we sell
by 2030

Make our packaging
100% recyclable
by 2025

Coca Cola Company target for
**25% of volume to be
in refillable or reusable**
solutions by 2030

Where are we today?

Taking learnings from other markets

- Paper-bottle prototypes
- Label-less bottles
- Cancollar technology
- Keel clip technology
- Invisible barcodes
- Compact Freestyle dispenser



Where do we need to go?

Move up circularity
hierarchy – **reuse
and refill**

Better data to influence
decision-making

Engage and
educate
shoppers

Test and learn

And how do we get there?

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THANK YOU

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