



# FACTSHEET: ACTION ON PACKAGING



12 > RESPONSIBLE CONSUMPTION  
AND PRODUCTION

14 > LIFE BELOW WATER

We're committed to finding the most sustainable ways for people to enjoy our drinks, as part of a circular economy for packaging, that are right for them and right for the planet.

## OUR STRATEGY

We're committed to leading the way towards a circular economy where 100% of our packaging is collected, reused or recycled. At CCEP we see this as one of our most urgent sustainability priorities, and in 2019 we announced enhanced packaging targets to accelerate delivery, together with The Coca-Cola Company (TCCC).

Through these enhanced targets, we have committed to eliminating all unnecessary or hard to recycle plastic from our portfolio. We've also brought forward the deadline to increase the level of recycled content in our plastic bottles to at least 50% from 2025 to 2023, aiming to reach 100% recycled or renewable plastic in the future. By 2025, all of our packaging will be 100% recyclable.

We continue to work with TCCC to use our brands to encourage consumers to recycle more, as well as working with customers, local governments and other stakeholders to improve local collection and recycling rates.

We also continue to invest in sustainable packaging innovations, including exploring refillable and packaging free delivery models. Finally, to improve transparency on our packaging performance, we have committed to reporting annually on our packaging footprint.

## OUR ACTIONS

In 2019, we developed a Sustainable Packaging Office (SPO), a cross system working model that streamlines all the technical and exploratory sustainable packaging work across our geographies, accelerates our innovation in this area and supports our progress towards our enhanced packaging targets.

To support our commitments to make 100% of our packaging recyclable or reusable by 2025, we announced that we would replace hard to recycle shrink wrap with 100% recyclable cardboard packaging for multi pack cans. In 2020, this will remove around 4,000 tonnes of single use plastic across our territories. We also changed the colour of our plastic Sprite bottles from green to clear, making them easier to recycle bottle to bottle.

During the year, we announced that we would support well designed deposit return schemes across Western Europe, where an effective alternative doesn't already exist. This supports our goal to collect a bottle or can for every one we sell by 2025.

We also stepped up our efforts to increase the recycled content in our packaging. From 2020 onwards, all our Honest, GLACÉAU Smartwater, Chaudfontaine and ViO bottles will be made from 100% recycled plastic, removing 9,000 tonnes of virgin plastic from our portfolio per year. In addition, from 2020, all our plastic bottles produced in Sweden will be made from 100% rPET – a global first for the Coca-Cola system.

Innovation continues to play a vital role. In 2019, we unveiled our first ever sample bottle made using 25% recycled marine plastics. Developed through a partnership between Ioniga Technologies, Indorama Ventures, Mares Circulares and TCCC, the marine bottle demonstrates that, one day, even ocean debris could be used in recycled packaging for food or drinks.

We recognise that cross sector alliances play an important role in creating a circular economy for our packaging. Together with TCCC and the Coca-Cola Hellenic Bottling Company, we have joined the Circular Plastics Alliance, an initiative bringing public and private stakeholders together to support the EU's target of ensuring that 10 million tonnes of recycled plastics are used to make products in Europe in 2025.

Our progress	2019	2018
Primary packaging that is recyclable or reusable	98.3%	97.9%
Recycled plastic in our PET bottles	30.5%	27.6%

**OUR RECYCLING PROGRAMME AT BRUSSELS AIRPORT IN PARTNERSHIP WITH CCEP SUPPORTS THEIR AMBITION TO COLLECT EVERY BOTTLE THEY PUT ON THE MARKET. WITH THIS PROJECT WE ARE RESPONDING TO EVER INCREASING ON THE GO CONSUMPTION, AIMING FOR AN INCREASE IN PACKAGING WASTE COLLECTION AND ITS RECYCLING RATE."**

Patrick Laevers – Managing Director Fost Plus – Belgium

## FAQ

We'll collect all of our packaging so that none of it ends up as litter or in the oceans.

## SUSTAINABLE PACKAGING

### What progress have you made in ensuring your packaging is recyclable or reusable?

The majority (98.3%) of our primary packaging is recyclable. By 2025, we will also ensure that our other primary packaging materials, including the cartons and pouches we use for some of our drinks, will also be fully recyclable and compatible with local packaging collection infrastructure. This is aligned with TCCC's global pledge to use 100% reusable or recyclable packaging as part of their **World Without Waste** strategy.

### How much of your packaging is made of recycled and renewable materials?

Using recycled material in bottles and cans keeps valuable resources in a circular economy and reduces the carbon footprint of our packaging. Our goal is to replace all virgin oil-based plastic with 100% recycled plastic (rPET) or renewable materials. We will reach our goal of 50% rPET in our plastic bottles by 2023, two years earlier than previously planned in our **This is Forward** commitments.

30.5% of the plastic we use is rPET across our business and in some countries we are already using higher proportions than this. For example, in the Netherlands, we reached an average of 52.6% rPET content in our PET bottles in 2019 and we are aiming to reach 50% in GB in 2020. From 2020 onwards, all our Honest, GLACÉAU Smartwater, Chaudfontaine and ViO bottles will be made from 100% recycled plastic, removing 9,000 tonnes of virgin plastic from our portfolio per year. In addition, from 2020, all our plastic bottles produced in Sweden will be made from 100% rPET – a global first for the Coca-Cola system. Over time, we also aim to reach 100% recycled content in our aluminium cans and glass bottles.

We'll also continue the use of Plant PET, which is identical to regular PET but made from sustainable, renewable, plant-based sources. In 2019, 1.4% of our PET packaging was made from Plant PET. As the rate of rPET increases, our use of Plant PET will continue to decrease.

### How do you ensure a reliable supply of high quality rPET?

Currently, the demand for rPET exceeds supply. So, we are investing in new technologies, like enhanced recycling, and engaging in partnerships to ensure a reliable supply of high quality rPET in all our markets. In 2018, we entered into a new partnership and supply agreement with **Loop Industries**. Loop's technology enables low value plastics to be recycled into new, high quality PET plastic.

### To what extent are you already using refillable bottles?

In some markets refillable bottles already play a significant role in our packaging mix and, across our portfolio in 2019, around 15.7% of our packaging we put on the market can be returned and refilled; we are working to increase this across our entire business. In 2019, refillable PET bottles represented 12.9% of the PET bottles we put on the market, and 82.8% of our glass bottles were refillable.

### Are you planning on expanding your dispensed delivery models to prevent the plastic waste problem?

We want to use less packaging where we can. Dispensed solutions allow consumers to enjoy our drinks using their own cups or bottles. Of all the ways we have to serve our drinks, dispensed solutions have the lowest carbon and water footprints. We already have a number of dispensed solutions available today, including fountain and our **Freestyle smart fountain dispensers** and we are continuing to innovate our dispensed product offering.

### What role does sustainable design innovation play in your efforts to reduce packaging waste?

We aim to lead the way in pioneering sustainable packaging design solutions and smart new ways to eliminate packaging waste, whilst simultaneously lowering our carbon footprint. Innovation is a hugely important pillar in our strategy which is why we have formed a new strategic sustainable packaging innovation hub, which brings together people from multiple functions and disciplines across our business. This will help us to streamline and accelerate our sustainable design innovation for the future in a way that will achieve maximum impact as we work towards our goals.

We want to use less packaging where we can and we are continuing to innovate in our dispensed offering to find new ways to serve consumers that encourages the use of reusable packaging, such as our Freestyle smart fountain dispensers. Through TCCC, we have led the way in introducing rPET into our packaging. We also brought PlantBottle™ to market – the first fully recyclable PET plastic beverage bottle made partially from plants. More than 40 billion PlantBottle™ bottles are now produced worldwide and we have now opened up this innovation to others who wish to use it.

A revolutionary enhanced recycling technology enabled us to achieve a world first by creating the first sample **plastic bottle made with 25% marine plastics** that is 100% recyclable. While this technology is still in its infancy, we are investing to help it scale so that all kinds of damaged or lower grade plastics, including those found in the oceans or currently sent to incineration and landfill, can be made back into bottles in the future.

We're also helping turn the concept of the world's first 100% bio-based and recyclable paper bottle into a reality.

### What steps are you taking to lightweight your packaging?

We have a long-standing program to reduce the weight of our packaging, which has allowed us to reduce the amount of packaging material we use over time. For example, in 2008 a 500ml PET bottle weighed 28.9g. Today, thanks to innovative work with our packaging suppliers, a 500ml PET bottle weighs just 19.9g. We aim to remove a further 20,000 tonnes of packaging material from our business as a result of packaging lightweighting initiatives by 2023. We are currently reducing the weight of our small PET bottles which will remove 1,240 tonnes of PET in 2020. We plan to remove around 3,500 tonnes of glass by reducing the weight of our non-refillable glass bottles and around 8,700 tonnes of glass from our refillable glass bottles by 2022. In preparation for EU legislation, which will require the introduction of tethered closures, we are also developing a solution to integrate tethering and weight optimisation which we are planning to roll out by the end 2023.

## PACKAGING COLLECTION

### How are you going to reach your 100% collection target?

We're committed to working together with other companies and governments to help accelerate a circular economy where 100% of our packaging is collected, reused or recycled and have clear targets to recover a bottle or can for every one that we sell by 2025.

Achieving a 100% collection rate for our packaging is a complex challenge. To do this, we're supporting well designed deposit return schemes, wherever an effective alternative doesn't already exist, and we will use the reach of our brands to encourage consumers to recycle our packaging.

We're currently working with a range of recycling and collection organisations across Western Europe, including **Fost Plus** in Belgium, **CITEO** in France, **Remondis** and **Interseroh** in Germany, **WRAP** and **Valpak** in GB, **Infinitum** in Norway, **Ecoembes** in Spain and **Returpack** in Sweden. Because we've always operated on a local level, we know that each of our markets is different. So we're approaching this on a

market-by-market basis, identifying and supporting the right recovery systems for each territory. We also continue to support anti-litter and ocean clean up initiatives across our territories through local community partnerships.

Achieving our 100% collection target requires dedicated time and resources, as well as internal collaboration. To support this, in 2019 we set up the Sustainable Packaging Office (SPO) – a cross system working model that streamlines all the technical and exploratory sustainable packaging work across our geographies and accelerates our innovation in this area. Among its other functions, the SPO has sought to develop a more detailed understanding of CCEP's packaging collection rates by material by market. This has given us a more accurate baseline for our 100% collection target and a view of progress being made towards this on an annual basis.

### How much of your packaging are you collecting currently?

As of 2019, we estimate that 77% of our packaging across our territories is being collected. This represents an aggregated number, based on packaging collection rates by material in each of our markets which is then applied to our own packaging volumes. The way that packaging collection rates are calculated may differ across our markets and therefore this aggregated number should be treated as an estimate.

We are working to understand the calculation methodologies behind the recycling rates for beverage packaging across all of our markets. The data sources that we have used in 2019 to calculate our packaging recovery and value chain carbon footprint can be found in our **methodology document**. Rates for PET packaging collection can be found in our **country data sheets**.

### Plastic waste has become a major area of concern. What is CCEP's position on this issue, and what are you doing to address it?

The increasing focus and growing public concern around the impact of plastic waste on the environment and our oceans has led to the introduction of new regulations around single use plastic packaging. In 2018, the European Commission **proposed rules** restricting the use of single use plastics, which represent around half of all marine litter in Europe.

As part of our Action on Packaging we've made a number of commitments to reduce the impact of our packaging. We want to use less packaging where we can and, for the packaging we do use, our focus is on the circularity of this packaging, collecting and recycling everything we use with zero waste so that none of our packaging ends up as litter, in our oceans or environment.

We're looking at ways to make closed loop recycling a reality by supporting well designed deposit return schemes, wherever a successful and proven alternative doesn't already exist, and partnering with local household collection schemes, as well as investing in the rPET supply chain and PET reprocessing infrastructure. In 2019, 30.5% of the PET we used to make our PET bottles was rPET and 98.3% of the packaging we used was recyclable.

In September 2019, we committed to take action on unnecessary and hard to recycle plastic and, as part of this, we **announced** that we would replace hard to recycle shrink wrap with 100% sustainably sourced, recyclable cardboard packaging for multi pack cans. This will remove around 4,000 tonnes of single use plastic in across our territories in Western Europe in 2020, and over the next two years, we aim to remove a total of 11,000 tonnes of plastic from our secondary packaging. In addition, our work on lids, cups and straws will remove 0.6 tonnes of single use plastic annually. We also changed the colour of our plastic Sprite bottles from green to clear, making them easier to recycle bottle to bottle.

We recognise that addressing the challenge of plastic waste requires industry wide collaboration, and we support initiatives that make this possible. Platforms like the **Ellen MacArthur Foundation's New Plastics Economy Initiative**, the **UK Plastics Pact** and the **French National Pact on Plastic Packaging** provide a strong signal that change is possible. In 2018, CCEP became a founding member of The UK Plastics Pact. Led by **WRAP**, the Pact is a cross sector initiative bringing together the entire plastics value chain behind a common set of ambitious targets to create a circular economy for plastics. In February 2019, CCEP was one of the signatories of the French National Pact on Plastic Packaging which establishes a series of concrete commitments on packaging. We are also actively supporting anti-litter programmes across all our territories.

## What are you doing to address the plastic waste and litter that is already on our streets and in our oceans?

Through local community partnerships across Europe, we support a wide range of major clean up campaigns. As well as removing litter, the campaigns help address the source of the problem by influencing consumer behaviour and raising awareness around littering and recycling.

Our clean up campaign partners include the **Ecomar Foundation** in Spain and Portugal, **Keep Britain Tidy**, **Keep Scotland Beautiful** and **Keep Wales Tidy** in the UK, and **Mooimakers** and **Wallonie Plus Propre** in Belgium.

We also partner with customers. In Germany, we partnered with **Delivery Hero** for a forest clean up. In Belgium, together with FostPlus and Brussels Airport we developed a waste charter to stimulate a circular economy for PET bottles consumed at the airport. In total 38 companies signed the charter.

## How are you reducing waste within your own factories?

Our manufacturing sites work hard to reuse and recycle as much as possible and reduce the amount of waste they send either to landfill or for incineration. In 2019, 94.9% of this waste was recycled, including composting.



READ MORE AT  
[WWW.COCOLAEP.COM/  
SUSTAINABILITY/THIS-IS-  
FORWARD/ACTION-ON-  
PACKAGING](http://WWW.COCOLAEP.COM/SUSTAINABILITY/THIS-IS-FORWARD/ACTION-ON-PACKAGING)