

# ACTION ON PACKAGING



## You Sort, We Recycle (France)

In France, we supported You Sort, We Recycle, a major campaign that saw 12 drinks brands joining forces for the first time to encourage consumers to recycle plastic bottles. Created by our sustainable packaging partner CITEO, the campaign demonstrated that one plastic bottle, when sorted correctly, can be recycled to produce another plastic bottle in the future. The campaign was launched in Paris before expanding to 40 major cities across France.



Sustainability Action Plan

*The Coca-Cola Company* | *Coca-Cola*  
EUROPEAN PARTNERS