

ACTION ON PACKAGING



TerraCycle Loop (France)

In January 2019, we were one of a number of FMCG companies to join forces with recycling firm, TerraCycle, to trial a global shopping system and reuse model, called Loop. The e-commerce scheme is designed to reduce reliance on single-use packaging by offering a convenient and circular solution to consumers. The scheme will allow consumers to responsibly consume products in refillable packaging which is collected, cleaned, refilled and reused. In May, we'll begin working in Paris on a pilot scheme with one of our customers Carrefour and our iconic glass bottles.



Sustainability Action Plan

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