

ACTION ON PACKAGING - FAQ

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

Sustainable Packaging

Q. - What progress have you made in ensuring your packaging is recyclable or reusable?

A. - The vast majority (98%) of our 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 The Coca-Cola Company's global pledge to use 100% reusable or recyclable packaging as part of their [World Without Waste](#) strategy.

Q. - How much of your packaging is made of recycled and renewable materials?

A. - Using recycled material in new bottles and cans keeps valuable resources in a circular economy, encourages recycling and significantly reduces the carbon footprint of our packaging. However, in many of our markets the availability of food-grade recycled PET (rPET) remains low, and the cost is often significantly higher than virgin PET.

Currently around a third of the plastic we use is recycled plastic, and we committed that by 2023 at least 50% of the material we use for our PET bottles comes from recycled plastic, two years earlier than previously planned in our This is Forward commitments.

We are on course to meet or exceed that target in many of our territories. For example, in the Netherlands, we are due to reach 50% rPET content in our PET bottles by 2019 and our Great Britain business will follow suit in 2020. In 2019, we announced that we will move three of our brands into bottles made entirely from recycled plastic. Chaudfontaine is now available in 100% recycled plastic and GLACÉAU SmartWater and Honest will transition their bottles in 2020. This will avoid the use of 10,000 tonnes of virgin plastic every year.

Obtaining sufficient and suitable recycled plastic can be a challenge, so we're investing in plastic reprocessing infrastructure 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.

We're also increasing our use of Plant PET, a sustainable, renewable material derived from plants. In 2018, 3% of our PET packaging is made from Plant PET. Our glass, steel and aluminium is made of 35.3% recycled content on average and, in 2018, 13.8% of our PET packaging and 84.9% of our glass packaging was refillable.

Q. - How much of your packaging is made of recycled and renewable materials?

A. - Packaging is the biggest contributor to our value chain climate impact, representing 41% of our value chain carbon footprint. Using recycled material in new bottles and cans keeps valuable resources in a circular economy, encourages recycling and significantly reduces the carbon footprint of our packaging.

We also work to reduce the weight of our packaging, which helps us to minimise our use of resources and further reduce the carbon footprint of our packaging. The plastic packaging we use today is far lighter than the plastic bottles we have used in the past. Today a 500ml plastic bottle weighs only 19.9g compared with 28g in 2008. All of our plastic bottles are also fully recyclable, and far lighter than glass bottles, which makes them easier and less energy intensive to transport. We are looking to bring the weight of our packaging down even further.

In 2018, we invested €3.7m to reduce the weight of our bottles, cans, closures and labels. As a result we eliminated 1,983 tonnes of packaging material and 4,663 CO₂e. As a result of our ongoing initiatives to use recycled content and to reduce the weight of our packaging we have reduced the carbon footprint of our packaging by 14.2% since 2010.

Q. - What role does sustainable design innovation play in your efforts to reduce packaging waste?

A. - Through The Coca-Cola Company, 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.

We want to go further, supporting innovation into new packaging materials and new ways to reduce the need for packaging and minimise waste. Part of this involves innovation on new ways to serve customers that encourage the use of re-usable packaging, such as our [Freestyle smart fountain dispensers](#). Following Freestyle's successful launch at the University of Reading in the UK, we trialled the system at two music festivals and a number of other events throughout the UK in 2018.

ACTION ON PACKAGING - FAQ- CONTINUED

Packaging Collection

Q. - How are you going to reach your 100% collection target?

A. - We want all of our packaging to be collected for recycling and have a second life either as a new drinks package or to be used for another purpose. We know this an ambitious goal, but we're determined to achieve it. Recent years have seen an increasing focus and growing public concern around plastic waste. In 2018, the European Commission proposed new rules restricting the use of single use plastics, [which represent around half of all marine litter in Europe](#).

We're committed to leading the way towards a circular economy where 100% of our packaging is collected, reused or recycled and have clear targets to recover a bottle or can for everyone 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.

In 2018, to increase packaging recovery rates in our markets by helping to improve recycling and collection systems, we continued to work in close collaboration with local governments, industry partners and consumers. 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 Great Britain, [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 continued 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 developed a methodology that provides a more detailed understanding of CCEP's recovery rates by material by market. This has given us a more accurate baseline for our 100% collection target.

Q. - How much of your packaging are you collecting currently?

A. - As of 2018, we estimate that 74% 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 2018 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](#).

Q. - 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?

A. – 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 sustainability action plan we've made a number of commitments to reduce the impact of our packaging. In 2018, 27.6% of the PET we used to make our PET bottles was rPET and 98% of the packaging we used was recyclable. We believe in building a circular economy, where 100% of our primary packaging is collected and reused. 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.

ACTION ON PACKAGING - FAQ- CONTINUED

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% recyclable cardboard packaging for multipack cans. This will remove around 4,000 tonnes of single-use plastic per year across our territories in Western Europe.

We are also actively supporting anti-litter programmes across all our territories.

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.

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

A. - 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. In Germany, we partnered with the customer [Delivery Hero](#) for a forest clean-up. See our stories for more detail on our current clean-up campaigns and partnerships.

Q. - How are you reducing waste within your own factories?

A. - 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 2018, 93.3% of this waste was recycled, including composting.

Inspiring consumers

Q. - How are you encouraging consumers to recycle more?

A. - Consumers have an important role to play in ensuring that our packaging is collected and recycled and does not end up as litter or in the oceans. We're determined to use the reach of our brands to encourage everyone to recycle more. Across our markets we support a wide variety of consumer recycling and anti-litter campaigns, as well as putting clear recycling messages across all our packs. We plan to increase our investment in these campaigns in future.

2018 saw the launch of [Across the Tracks](#), a major TV advertising campaign encouraging consumers to recycle plastic packaging, supported by on-pack messaging. The campaign was launched in the Netherlands, and was later rolled out in Sweden and Great Britain. Also in 2018, we launched [#CokeDunks](#), a social media campaign aimed at teenagers in the UK. In Belgium, we introduced prominent recycling messages on 10 of our trucks, as part of a recycling campaign in collaboration with [Mooimakers](#) and [Wallonie plus Propre](#).

In 2019, we launched a bold new recycling campaign in Belgium and the Netherlands which used our brand to encourage consumers to recycle their packaging with the tagline 'Don't buy Coca-Cola if you are not going to help us recycle'. In the UK, sending plastic '[Round in Circles](#)', a digital, print and out of home advertising campaign helped increase consumer awareness of the recyclability of our packaging.

Our research shows that many of our consumers are unaware that they can recycle our packaging. To raise awareness, we now include a clear "please recycle" message on many of our bottles and cans, as well as similar messaging on our secondary packaging. In some markets we also include messages advising consumers how best to recycle the packaging, based on the schemes available locally. These messages were rolled out across Western Europe in 2018.