OUR PLAN
INVESTING IN THE FUTURE. INNOVATING FOR THE PRESENT.

SELL ONE. COLLECT ONE.
We're supporting well-designed deposit return schemes where a proven alternative does not exist to help collect and recycle 100% of our packaging in Western Europe.

REFILL. REUSE. PACKAGE FREE.
We're innovating in refillable and dispensed delivery models.

We're speeding up the development of new technologies to support our plan with a sustainable packaging innovation hub. We aim to lead the way in pioneering sustainable packaging solutions and smart new ways to eliminate packaging waste, whilst simultaneously lowering our carbon footprint.

OUR VISION
WORLD WITHOUT WASTE
We're acting with urgency to reduce the impact our packaging has on the planet. Because it doesn't belong in the world's oceans or environment.

As we work towards our goal of zero waste, with all packaging collected, recycled and reused, we are working in parallel to reduce the carbon footprint of our packaging – another key goal for our business and for our environment.

OUR MISSION
ACTION ON PACKAGING
We intend to be part of the solution.
We want to find the most sustainable ways for people to enjoy our drinks, as part of a circular economy, that are right for them and right for the planet.

But to get there we need to work hard and work together.

OUR PLAN
ACTIONS. NOT WORDS.

1. REMOVING UNNECESSARY PLASTIC.
We're removing all unnecessary or hard to recycle packaging from our portfolio.

2. CHASING ZERO.
At least 50% of the material we use for PET bottles will be made from recycled plastic (rPET) by 2023. We're aiming to accelerate towards zero virgin oil-based plastic in the future, using 100% recycled or renewable content.

3. SELL ONE. COLLECT ONE.
We're supporting well-designed deposit return schemes where a proven alternative does not exist to help collect and recycle 100% of our packaging in Western Europe.

4. REMOVING UNNECESSARY PLASTIC.
We're removing all unnecessary or hard to recycle packaging from our portfolio.

INVESTING IN THE FUTURE. INNOVATING FOR THE PRESENT.
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* Western Europe refers to CCEP markets: Andorra, Belgium, continental France, Germany, Great Britain, Iceland, Luxembourg, Monaco, the Netherlands, Norway, Portugal, Spain and Sweden.