

ACTION ON PACKAGING

Reducing the impact our packaging has on the environment is at the heart of our packaging strategy. We are on a path to zero – zero waste and net zero GHG emissions.

CCEP'S COMMITMENT TO SDGS



RESPONSIBLE CONSUMPTION AND PRODUCTION



LIFE BELOW WATER



OUR STRATEGY

Our packaging represents approximately 43% of our total value chain carbon footprint. Reducing the footprint of our packaging will be a critical part of our journey to reach net zero Greenhouse Gas (GHG) emissions by 2040.

Our strategy is simple – we will reduce our use of packaging where we can (via lightweighting, removing unnecessary packaging and by innovating in refillable and dispensed solutions and services) and ensure that all the packaging we do use is collected so that it does not end up as litter or in the oceans and can be recycled and reused as part of a circular economy. We aim to achieve this through the key strategic pillars of our packaging strategy:

Removing unnecessary packaging: We're removing all unnecessary or hard to recycle packaging from our portfolio and we'll make sure that 100% of our primary packaging is recyclable or reusable.

Refill. Reuse. Dispensed: We're innovating in refillable and dispensed solutions and services as a key strategic route towards eliminating packaging waste and reducing our carbon footprint.

Sell one. Collect one: We're supporting well-designed deposit return schemes to collect 100% of our packaging in Western Europe. And we're using the reach of our brands to inspire everyone to recycle.

Reducing virgin plastic: 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 fossil based plastic by 2030, using 100% recycled or renewable content.

Our Coca-Cola system Sustainable Packaging Office (SPO) streamlines all the technical and exploratory sustainable packaging work across our geographies, accelerates our innovation and supports progress towards our goals.

CCEP Ventures, our innovation investment fund, supports the SPO by providing early stage funding to technologically advanced companies and start ups that, among other things, enable us to explore new ways to bring sustainable packaging innovation to life.

Our progress

Primary packaging that is recyclable or reusable

98.3%

98.0%

Recycled plastic as percentage of total PET we used

30.5%

41.3%

2019 2020

PATH TO ZERO

WHAT IS THE CARBON FOOTPRINT OF YOUR PACKAGING?

In 2020, our packaging represented approximately 43% of our total value chain carbon footprint – making it one of the most significant opportunities we have to reduce our carbon footprint.

Over the past year, we have been working to understand the carbon footprint of our different pack types. For our one-way packs, improving collection and recycling rates and increasing recycled content will be critical, along with using renewable energy and electricity in the production of the raw packaging material, especially for aluminium. For our refillable bottles, the more times each bottle is refilled, and the shorter the distance to the refilling plant, the lower the carbon footprint. We aim to use these learnings to inform our own packaging carbon reduction strategy in the coming years.

WHAT ARE YOU DOING TO REDUCE EMISSIONS FROM YOUR PACKAGING?

Removing and reducing our packaging and driving circularity will help to reduce the carbon footprint of our packaging.

Circularity matters because new packaging uses raw materials which are carbon intensive to extract and create, so we need to ensure the materials we do use are recycled and can be used again. We know that 100% recycled plastic material has a 70% lower carbon footprint than virgin PET material. Therefore, our work to increase the recyclability of our materials and our investment in recycled materials, especially recycled PET (rPET), helps to make our packaging more circular, avoids the use of virgin plastic and also helps to reduce our value chain GHG emissions. Lightweighting and the introduction of dispensed and refillable drinks delivery models also reduce the carbon footprint of our packaging.

REDUCE AND REMOVE

WHAT IS YOUR STRATEGY TO REDUCE AND REMOVE PACKAGING?

Our goal is to find the most sustainable ways for people to enjoy our drinks that are right for them and right for the planet. We are currently evaluating the most effective way to change our pack mix in the future to reduce both our plastic and carbon footprints while meeting our financial objectives.

We want to use less packaging where we can. We are committed to eliminating all unnecessary or hard to recycle plastic from our portfolio and to ensure that 100% of our primary packaging is recyclable or reusable. We are working to remove virgin fossil based PET from our packaging and switching to recycled plastic, reducing the weight of our packaging, and innovating in refillable packaging and dispensed technology solutions and services as a key strategic route towards eliminating packaging waste, driving a circular economy and reducing our carbon footprint.

Over the next 4 years we aim to eliminate 12,500 tonnes of plastic packaging across the business through different packaging reduction and removal initiatives.

WHAT STEPS ARE YOU TAKING TO LIGHTWEIGHT YOUR PACKAGING?

We have a long-standing programme to reduce the weight of our packaging, which has allowed us to reduce the amount of packaging material we use. In 2008, a 500ml PET bottle weighed 28.9g. Today, thanks to innovative work with our suppliers, this bottle weighs just 19.9g. We will continue to reduce PET in our bottles and will remove a further 1,400 tonnes by end of 2021. We also continue to reduce the weight of our cans. We will reduce our 33cl can from 10g to 9.4g and our sleek cans from 9.3 to 9g. In total we will save 1,678 tonnes of aluminium by end of 2022. We will also remove 12,000 tonnes of glass through lightweighting programmes by 2023^(A).

The EU Single Use Plastics Directive requires bottlers to introduce tethered closures by 2024. In preparation for this, we have developed a solution for single use plastic bottles which both tethers the closure and optimises the height and weight of the bottle neck, allowing us to reduce our use of plastic by 9,100 tonnes a year. We will pilot these solutions in 2021, accompanied by consumer research as we start to scale the new designs.

In total, we aim to remove around 26,000 tonnes of packaging material from our business as a result of lightweighting initiatives by 2024.

WHAT STEPS ARE YOU TAKING TO REMOVE UNNECESSARY AND HARD TO RECYCLE PACKAGING?

We aim to remove 4,000 tonnes of hard to recycle plastic from our secondary packaging by the end of 2021 and a total of 11,000 tonnes over the next two years.

In September 2019, we announced that we would replace secondary shrink wrap, which is often hard to recycle, with 100% sustainably sourced, fully recyclable cardboard packaging for multipack cans. In 2020, we continued to work with our suppliers on innovative solutions to achieve this.

For example, in the Balearic Islands in **Spain**, in collaboration with WestRock, we replaced shrink wrap on our cans with CanCollar[®] sustainably sourced paperboard can rings. In the **Netherlands**, we introduced KeelClip[™] packaging technology on our 250ml multipack cans of Coca-Cola, Fanta, Sprite and Fernandes, investing more than €14 million in a new can line and packaging machine at our manufacturing site in Dongen. Combined with other similar shrink to board initiatives, these programmes enabled us to remove around 1,000 tonnes of hard to recycle plastic in 2020. This is a smaller amount than previously planned due to COVID-19 related delays.

In 2020, we also stopped purchasing plastic cups and straws – a step which will save 0.6 tonnes of single use plastic annually. Our remaining paper cups and lids can be recycled if they are segregated – however we are working to ensure that both can be recycled in the paper waste stream. We are also changing coloured bottles, such as Sprite, Lilt in **GB**, Fanta Shokata in **Sweden** and Aquabona in **Spain**, to clear making them easier to recycle bottle to bottle.

(A) This programme has been delayed for one year due to the impact of COVID-19 on HORECA channels.

WHAT PROGRESS HAVE YOU MADE IN ENSURING YOUR PACKAGING IS RECYCLABLE OR REUSABLE?

In 2020, 98% of our primary packaging was recyclable or reusable/refillable. By 2025, we will ensure that all of our primary packaging, including the cartons and pouches we use for some of our drinks, are fully recyclable and compatible with local packaging collection infrastructure. This is aligned with The Coca-Cola Company's (TCCC) global pledge to use 100% reusable or recyclable packaging as part of their [World Without Waste](#) strategy.

WHAT STEPS ARE YOU TAKING TO MAKE YOUR LABELS, CLOSURES AND SECONDARY PACKAGING RECYCLABLE?

Although we are focusing on making our primary packaging recyclable, we ultimately want to ensure all the materials we use are recyclable, and preferably in a closed loop system. Therefore, we are also taking steps to ensure that our labels, closures and shrink wrap we use for multipacks are recyclable.

Most of our closures are made from high density polyethylene (HDPE) plastic. Polypropylene (PP) plastic is used for closures on our returnable bottles. We are exploring mechanical recycling (for HDPE & PP) and emerging recycling technologies (for HDPE) that offer the potential to develop a closed loop recycling pathway for these materials. Our shrink wrap is increasingly likely to be recycled, as many of our recycling partners, such as [FostPlus in Belgium](#), have begun to collect household shrink wrap for recycling.

In 2020, we replaced the virgin fibre paper labels on our Coca-Cola products in returnable glass bottles **in Germany** with paper labels made from 100% recycled fibres. These labels can be recycled as paper.

We are working as part of a pre-competitive industry group with Taghleef Industries to further the development of technology to create recycled labels through a mechanical recycling process. We are also working on a cross industry initiative to move to washable inks on shrink sleeves. This could help increase the number of bottles recognised as PET, and ensure that PET labels can be recycled along with bottles.

WHAT ROLE DO DISPENSED DELIVERY SOLUTIONS AND SERVICES PLAY IN YOUR PLASTIC REDUCTION STRATEGY?

Dispensed solutions and services allow consumers to enjoy our drinks with less packaging, often by encouraging them to use and refill their own cups or bottles. Dispensed solutions also have the lowest carbon and water footprints of all our drinks delivery models. 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.

In 2020, our innovation investment fund CCEP Ventures invested in several dispensed solutions. These include [Innovative Tap Solutions](#), a self-pour dispensing technology and [Lavit](#), a leading maker of multi beverage, countertop dispensing machines. Through these investments, we are

testing and exploring dispensed delivery solutions that let consumers make and pour drinks at the push of a button.

TO WHAT EXTENT ARE YOU ALREADY USING REFILLABLE BOTTLES?

In some markets, refillable bottles already play a significant role in our packaging mix. Across our portfolio in 2020, around 12%^(A) of the packaging we put on the market can be returned and refilled. We are working to pilot and develop new refillable solutions in order to identify how we can increase refillable packaging. In 2020, refillable PET bottles represented 13% of the PET bottles we put on the market, and 84% of our glass bottles were refillable.

In GB and France, we partner with Loop™, a ground-breaking zero waste shopping platform, which provides an alternative to single use packaging. Through the partnership, we supply returnable glass bottles to shoppers, and gain a better insight into the role refillable bottles can play in reducing packaging waste. In GB, we partner with Tesco as Loop's retail partner and in France we partner with Carrefour. In addition, we are also piloting a refillable glass bottle project with our customers Monoprix and Franprix in France.

DRIVING CIRCULARITY

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. We have ambitious targets to make sure that at least 50% of the material we use for our PET bottles comes from rPET by 2023, with the aim to reach 100% recycled or renewable plastic by 2030.

In 2020, 41.3% of the plastic we used to make our PET bottles across our business was rPET and in some countries we are already using higher proportions than this. **In Belgium, GB and Luxembourg** we have already reached our target of 50% rPET across our portfolio. We have already moved to 100% rPET bottles for all of our brands made **in Sweden** and we are doing the same **in the Netherlands, Iceland and Norway**. In addition, all our Honest, GLACÉAU Smartwater, ViO and Chaudfontaine bottles are made from 100% recycled plastic, removing 9,000 tonnes of virgin plastic from our portfolio per year.

We also aim to reach 100% recycled content in our aluminium cans and glass bottles. We are working with suppliers to drive higher levels of recycled content and put targets in place. All of our steel and aluminium cans are also 100% recyclable, and we are shifting from steel to aluminium across our business. The recycled content of our aluminium cans is 42%, and of our steel cans is 5%. Therefore moving from steel to aluminium will substantially increase the recycled content of our cans.

All of our glass is 100% recyclable. On average, 44.9% of our glass bottles is recycled content and that varies by market due to the amount of glass collected, and by the colour of the glass.

(A) Due to the impact of COVID-19 on HORECA channels and an increase in home consumption, refillable glass, primarily a HORECA format, represented a smaller percentage of our packing footprint in 2020.

We are also making progress to increase our use of recycled materials in our secondary packaging. We aim to complete the transition to 100% recycled content shrink film for our multipacks across all our markets by the end of 2023. For example, in October 2020, we started to transition our tertiary shrink packaging **in the Netherlands** to 100% recycled plastic. We aim to complete this switch by the end of 2021, resulting in a saving of 600,000kg of new virgin plastic. This will reduce the CO₂ emissions of our shrink by 60%.

We'll also continue the use of Plant PET, which is identical to regular PET but made from sustainable, renewable, plant-based sources. In 2020, 0.5% of our PET packaging was made from Plant PET.

HOW ARE YOU GOING TO REACH YOUR 100% COLLECTION TARGET?

We are committed to working with other companies and governments to accelerate a circular economy for packaging and have a target to recover a bottle or can for every one that we sell by 2025.

Over the last few years we have developed a detailed understanding of our packaging collection rates by material, by market. This has given us a more accurate baseline for our 100% collection target and a view of the progress we are making on an annual basis.

Achieving a 100% collection rate for our packaging is a complex challenge. We focus on three areas: supporting well-designed deposit return schemes (DRS), encouraging consumers to recycle through on-pack messaging, and supporting litter clean up initiatives across our territories.

Our research tells us that markets with well-designed DRS achieve the highest collection rates (often more than 90%) for beverage packaging across Europe. In addition, the plastic collected has very little contamination from other materials, unlike bottles from household collection schemes. This means that materials can be more easily sorted and baled, and recyclers can create high quality recycled material suitable for bottle-to-bottle recycling.

Within CCEP's territories, DRS are in place **in Norway, Sweden, the Netherlands and Germany**. We are also working closely with policy makers to implement DRS **in Scotland and Portugal** where legislation is already in place. In our other markets we continue to work with a range of recycling and collection organisations, including Fost Plus in Belgium, CITEO in France, WRAP and Valpak in GB, and EcoEmbes in Spain.

In Portugal, recycling rates for plastic and other materials have been below 50% for some years. To support the planned introduction of DRS, we launched a pilot reverse vending machine collection scheme for PET bottles in 2020, in partnership with industry associations and funded by the government. By the end of 2020, the scheme had collected more than 1 million bottles and sent 300 tonnes of PET to recycling facilities. A similar project has been underway in Lisbon since November 2020, and aims to collect 2.5 million beverage packages and recover 50 tonnes of plastic.

We encourage consumers to recycle our packaging with a "recycle me" message on our packs. As part of the move to 100% rPET bottles **in Sweden**, we introduced limited edition labels for our PET bottles with a clear message to encourage consumers to "Recycle me again. I'm 100% recycled plastic". **In the Netherlands**, together with TCCC we launched our "Empty also valuable" campaign educating consumers about how empty packaging is still valuable.

We also continue to support anti-litter and ocean clean-up initiatives across our territories through local community partnerships.

HOW MUCH OF YOUR PACKAGING ARE YOU COLLECTING CURRENTLY?

Because packaging collection rates are calculated in different ways across our markets, we estimate that 79% of our packaging across our territories has been collected in 2020. This represents an aggregated number, based on packaging collection rates by material in each of our markets which are then applied to our own packaging volumes.

We are working to understand the calculation methodologies behind the recycling rates for beverage packaging across all of our markets. Read more about the data sources we used in 2020 to calculate our packaging recovery and value chain carbon footprint in our methodology document. Rates for PET packaging collection are in our 2020 country data tables.

HOW DO YOU ENSURE A RELIABLE SUPPLY OF HIGH QUALITY RPET?

Because the demand for rPET currently exceeds supply, we are investing in long term partnerships to ensure a reliable supply of high quality rPET in all our markets. We are also investing in emerging depolymerisation recycling technologies. These have the potential to help us eliminate the use of virgin fossil based PET, by creating a source of food grade like-virgin rPET from PET which is currently difficult to recycle.

One of these recycling technologies has been developed by CuRe Technology, a start up exploring new ways to rejuvenate hard to recycle plastic waste. CCEP Ventures has invested in CuRe to accelerate its polyester rejuvenation technology from pilot plant to commercial readiness. Once the technology is commercialised, CCEP will receive the majority of the output from a CuRe licensed, new build plant.

HOW DO YOU COLLABORATE WITH OTHERS IN THE INDUSTRY TO ADDRESS THE PLASTIC WASTE ISSUE?

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 send 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 2019, CCEP also signed **the French National Pact on Plastic Packaging** and **the Netherlands Plastic Pact**, both of which also establish a series of concrete commitments on packaging.

WHAT ARE YOU DOING TO ADDRESS THE PLASTIC WASTE AND LITTER IN OUR OCEANS?

Through local community partnerships across Europe, we support a wide range of major clean up campaigns. Partners include the [Ecomar Foundation in Spain and Portugal](#), [Keep Britain Tidy](#), [Keep Scotland Beautiful](#) and [Keep Wales Tidy in GB](#), and [Mooimakers](#) and [Wallonie Plus Propre in Belgium](#). As well as removing litter, the campaigns influence consumer behaviour and raise awareness around littering and recycling.

In 2020, many of these programmes had to be scaled back due to COVID-19, but we will restore previous levels of engagement and support as soon as permitted.

In Spain and Portugal, we continued to support our [Mares Circulares project](#), in partnership with Ecomar Foundation, in the fight against ocean littering. The initiative helps us clean coasts, seabeds and aquatic environments, creating awareness and training for citizens and promoting circular economy studies.

In France, more than 70 employees of CCEP and TCCC volunteered on World Clean-up Day to help clear litter from the Bois de Boulogne outside Paris. This was an opportunity to highlight our partnership with [La Fondation de la Mer](#), which fights plastic pollution through an online platform where people can organise or join litter clean up initiatives on beaches and other locations.

In Belgium, we partnered with our retail customer [Buurtsuper](#) to organise four litter clean ups during World Clean-up Day in September 2020. In addition, together with TCCC we have set up a recycling programme with 10 universities and high schools.

HOW ARE YOU REDUCING WASTE WITHIN YOUR OWN MANUFACTURING SITES?

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 2020, 94.1% of this waste was recycled, including composting.

DRIVING INNOVATION

WHAT ROLE DOES 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, while simultaneously lowering our carbon footprint.

Our Coca-Cola system Sustainable Packaging Office (SPO) streamlines all the technical and exploratory sustainable packaging work across our geographies, accelerates our innovation and supports progress towards our goals. CCEP Ventures, our innovation investment fund, supports the SPO by providing early stage funding to technologically advanced companies and start ups that, among other things, enable us to explore new ways to bring sustainable packaging innovation to life.

Our packaging innovation is focused on new dispensing equipment, recycling technologies, renewable materials and digital recycling technologies.

To achieve an entirely circular pathway for plastic packaging, new depolymerisation recycling technologies are required to make plastic easier to recycle without losing its strength or clarity. While this technology is still in its infancy, we are investing to help it scale so that 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. Examples of our support for the development of these technologies include our investment in the start up [CuRe Technology](#) (see above). Depolymerisation technologies also enabled us to achieve a world first by creating a [100% recyclable sample plastic bottle](#) made with 25% recovered and recycled marine plastics.

Renewable materials is another important area of innovation. For example, TCCC pioneered and 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 TCCC has now opened up this innovation to others who wish to use it. In 2020, TCCC launched its first [paper bottle prototype](#) in partnership with Paboco. The 100% bio-based and recyclable bottle consists of a paper shell with a plastic closure and a plastic liner made from 100% rPET that can be recycled again after use. Our aim is to develop a paper bottle than can be fully recycled as paper.

We are also looking into digital technologies that may help to improve the sorting or collection of materials. In the future, technologies such as unique coding or serialisation on packs could both help to reduce the cost of DRS infrastructure and reduce fraud.