

# ACTION ON PACKAGING



## Reverse vending machines summer trial

(Great Britain)

Research by Coca-Cola Great Britain reveals that 64% of British consumers would recycle more on-the-go if they were rewarded instantly for their actions(1). To test this finding, CCEP and Coca-Cola Great Britain partnered with Merlin Entertainments to trial reverse vending machines at some of the UK's most popular family attractions in 2018. During the trial, reverse vending machines were installed at four of Merlin's leading theme parks: Alton Towers Resort, Thorpe Park, Chessington World of Adventures and LEGOLAND Windsor. Consumers who deposited their empty 500ml plastic bottles in the machines were instantly rewarded with a voucher to receive 50% off entry at 30 participating Merlin attractions. Across the four theme parks, 26,373 bottles were collected between 25 July and 19 October 2018. (1) Research carried out by YouGov on behalf of Coca-Cola Great Britain. Total sample size was 2019 adults from Great Britain. Fieldwork was undertaken between 15th - 19th June 2018. The survey was carried out online. The figures have been weighted and are representative of all Great Britain adults (aged 18+)



Sustainability Action Plan

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