

# COLLECTION



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## Our approach to collection

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We are committed to achieving our collection goals and aim to collect a bottle or a can for every one we sell by 2030 so that beverage packaging can be recycled and reused.

Addressing collection and infrastructure challenges is often complex and collection solutions vary depending on the socio-economic and legislative context in each market. They include **extended producer responsibility (EPR)** schemes, such as beverage packaging return schemes and kerbside collection, which are driven by legislation. They also include directly funded voluntary action to invest in local collection systems to drive progress towards both our and the wider industry's collection goals.

**In markets where collection infrastructure is often well developed**, like Europe, Australia and New Zealand, CCEP supports legislation for well designed, industry-run beverage packaging return schemes, unless a proven alternative exists.

Whilst the term used to describe these schemes varies per market (in Europe, they are called Deposit Return Schemes, in Australia, Container Deposit Schemes), the principle is the same; it places a value on our packaging and aims to incentivise consumers to return it. Whilst there are many already in operation in which we play an active role, we are also working closely with governments in Europe, Australia and New Zealand on establishing beverage packaging return schemes.

**In markets where collection infrastructure and legislation is less developed**, such as Indonesia, the Pacific Islands and Papua New Guinea, CCEP is committed to proactive voluntary action and aims to directly fund collection solutions to recover used beverage packaging and drive circular economy outcomes while also acting as a "catalyst" for wider industry and government action on managing waste collection at scale.

CCEP takes this voluntary action alone where needed to drive progress towards our goals in each market. Our preference is to collaborate with government, NGOs and beverage industry stakeholders in each market as we believe that together we can go further to drive collection and circularity at scale.