

ACTION ON PACKAGING



Mare Circulares (Circular Seas) (Spain)

A project that has involved more than 170 public and private organisations concerned about the environmental sustainability of aquatic environments, from prevention and collection of waste to research and raising awareness. Circular Seas has been built as a network for collaboration. Institutions such as the Ministry for Agriculture, Fisheries and Food, through the Secretary General for Fisheries, and environmental organizations such as Fundación Ecomar, Asociación Chelonia and Asociación Vertidos Cero have played a major role in the implementation of the project. The initiative involved more than 5,000 volunteers picking litter from 82 beaches along 270km of coastline in Spain and Portugal, 11 reserves marines and natural espacios and 12 sea beds. More than 584 tons of waste was collected, including 2.10 tons of PET. All of the PET collected will be reprocessed and reintegrated into the Coca-Cola value chain in Spain.



Sustainability Action Plan

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