

ACTION ON PACKAGING

Our packaging plays an essential role in maintaining the quality and safety of our drinks. We're taking action to ensure that we collect 100% of our packaging so that none of it ends up as litter or in the oceans.

Recent years have seen an increasing focus and growing public concern around plastic waste. Packaging is part of modern life, but the world has a major packaging waste problem. All too often, packaging is discarded after being used just once and ends up polluting the planet. As a beverage industry leader, we recognise we must do more to address the issue. We're committed to leading the way towards a circular economy where 100% of our packaging is collected, reused or recycled so that none of it ends up as litter or in rivers or oceans.

Although all of our bottles and cans are fully recyclable, too much of our packaging ends up in the wrong place. That has to change. So we're leading the way towards a circular economy where we will collect for recycling the equivalent of 100% of the packaging we produce.

To achieve this, we're taking action on packaging in a number of ways. Firstly, we're working with our packaging suppliers to minimise the impact of our packaging on the environment by designing it for recyclability, aiming to reduce packaging weight and increase our use of recycled and renewable materials. We are working with [The Coca-Cola Company](#) and using our brands to encourage consumers to recycle more, as well as working with customers, local governments and other stakeholders to improve local collection and recycling rates. We also want to lead the way in sustainable packaging innovation, including using renewable materials and finding smart new ways to reduce packaging waste.

Our Action on Packaging supports the [UN Sustainable Development Goal 12](#) on Responsible Consumption and Production as well as [UN Sustainable Development Goal 14](#) on Life Below Water. We're also proud that our Action on Packaging targets will help to deliver The Coca-Cola Company's vision for a [World Without Waste](#).



We'll make sure that 100% of our packaging is recyclable or reusable.

We'll remove all unnecessary or hard-to-recycle plastic from our portfolio.

We'll work with local and national partners to collect 100% of our packaging in Western Europe, including support for well-designed deposit return systems.

We'll ensure that at least 50% of the material we use for our PET bottles comes from recycled plastic by 2023.

We'll use the reach of our brands to inspire everyone to recycle.

We'll lead the way in pioneering sustainable packaging – including renewable materials and smart new ways to reduce packaging waste.

**Baseline is 2010
and target date
is 2025 unless
otherwise stated**

Sustainability Action Plan