



Euroopa Maaelu Arengu
Põllumajandusfond:
Euroopa investeringud
maapiirkondadesse

18th
May 2023



SUSTAINABILITY & PACKAGING SOLUTIONS IN THE BEVERAGE INDUSTRY

Coca-Cola
in Europe

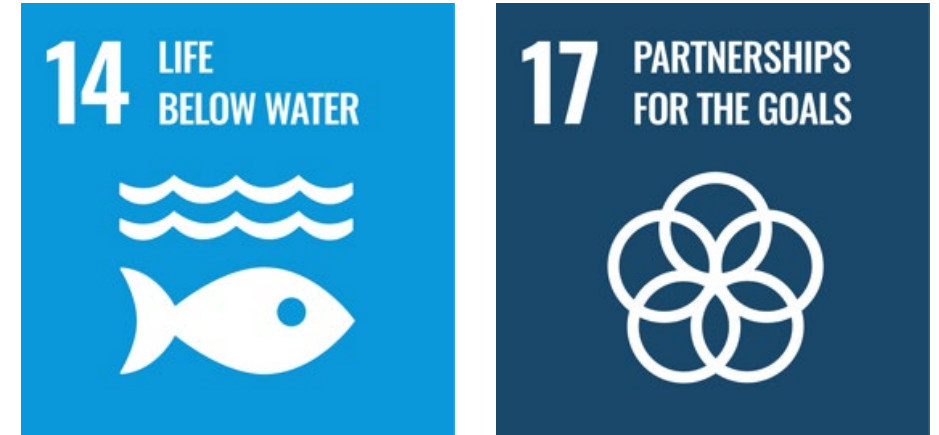
**Working towards a
world without waste**



world without waste
THE COCA-COLA COMPANY



World Without Waste



WHY

The world has a packaging waste problem

Packaging should never end up as litter on our streets or polluting our rivers and oceans.

As a beverage industry leader and major producer of plastic packaging, **we have a responsibility to solve this global waste problem** and we want to be part of the solution to address the impact of packaging waste on the environment.

HOW

In 2018, we launched World Without Waste, our global sustainable packaging strategy.

Its objective is to create a systemic change by driving a circular economy on all of our packaging value chain. Our overarching goal is to make packaging waste a thing of the past.

Refresh the World. Make a Difference.



2022 BUSINESS & SUSTAINABILITY REPORT



WWW: our ambition

Net-Zero GHG Emissions

Our WWW strategy is essential for us to meet our Science-based Climate target to achieve our Net-Zero ambition by 2050.

Zero Waste

Plastic packaging is a valuable resource for all kinds of industries, but too much packaging is discarded after being used just once and ends up polluting the planet.

We need to capture that value and prevent it from becoming waste at the end of its life.

WWW: a strategy with 3 pillars

Design



We are transforming the way people can enjoy their preferred drinks by continually innovating solutions for beverages with a lower packaging footprint, including maximizing our use of renewable and recycled content while minimizing our use of virgin fossil material and also innovating in refillable and package-less solutions.

Remove Reduce Reuse

- 100% Recyclability by 2025
- 50% recycled material 2030
- Reduction of 3MM virgin plastic
- 25% reuse volume

Collect



We strive to make beverage packaging part of the circular economy. Our goal is to create 'closed loop' systems, extracting the maximum value from packaging materials and products while in use, and then preventing them from becoming waste through recovery, recycling and reuse.

Sell one, Collect one
100% collection by 2030

Partner



We believe partnerships are necessary to deliver a more sustainable business: the packaging waste problem cannot be solved by a single entity. We therefore collaborate with governments, suppliers, consumers, NGOs and other stake-holders to foster solutions that help create a circular economy.

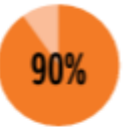
Engage partners

DESIGN: GOALS

2022 STATUS

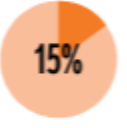
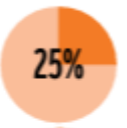
Make 100% of our packaging recyclable globally by 2025

90% globally¹



Use at least 50% recycled content in our packaging by 2030

25%² recycled material in our packaging globally; 15% of PET used is recycled PET

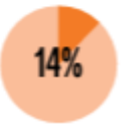


Reduce our use of virgin plastic derived from non-renewable sources by a cumulative 3 million metric tons from 2020-2025³

In 2022, we avoided around half a million metric tons of virgin plastic usage through our efforts on lightweighting and use of recycled content with an incremental avoidance of over 50,000 metric tons compared to 2021. However, growth of plastic packaging has outpaced these efforts, so we did not reduce virgin plastic usage overall in 2022

By 2030, we aim to have at least 25% of our beverages worldwide by volume sold in refillable/returnable glass or plastic bottles or in fountain dispensers with reusable packaging

Approximately 14% of total beverage volume was served in reusable packaging in 2022



We continue to deliver breakthrough technologies to lightweight our plastic packaging:



Label-less bottles are now available across a range of brands in Japan, South Korea and China. Laser engraving technology used directly on the bottle helps improve recyclability and reduce carbon emissions.



We licensed our technology for a **100% plant-based plastic bottle** to a company building a commercial-scale facility in Germany, which is scheduled to deliver material in 2023. Bio-based plastic packaging has a lower carbon footprint than petroleum-based plastic packaging.



Bottles with **tethered caps**, which enable bottles and caps to be collected together for recycling, are being piloted for our entire portfolio in Germany, Bulgaria and Italy. Additionally, a new lightweighted bottle neck finish in Europe will save an estimated 9,100 tons of plastic per year by 2024.



The **KeelClip®** packaging solution made from recyclable cardboard replaces plastic rings for multi-packs. Following a successful rollout across Europe, the first-of-its-kind solution is being piloted in select U.S. markets.

Recycling and Recycled content



01

Mechanical Recycling

02

Enhanced recycling

03

Advanced recycling

Mechanical recycling



Short-loop chemical recycling (depolymerisation, solvolysis) Enhanced

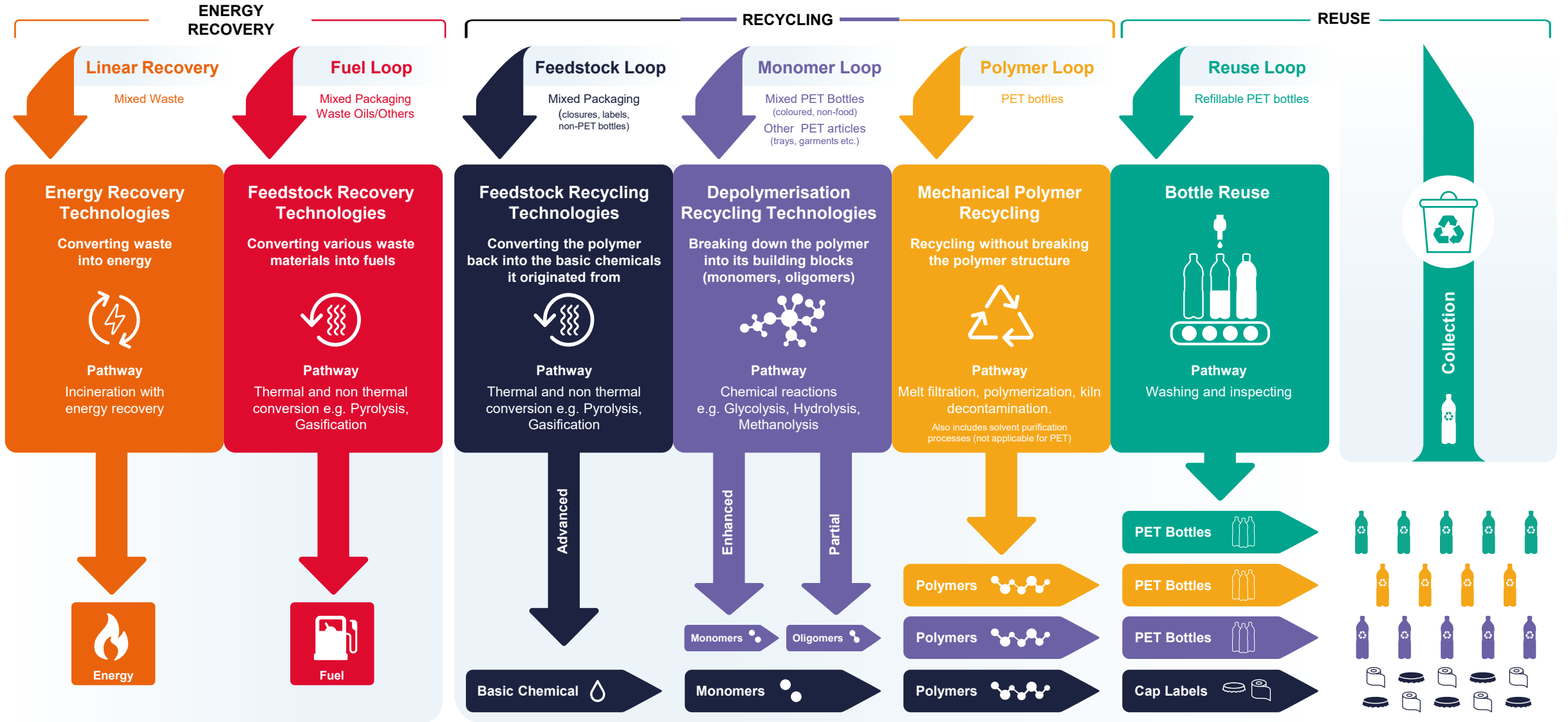


Long-loop chemical recycling (pyrolysis, gasification) Advanced



Recycling loops

Feedstock recycling will enable caps and labels to become circular



The chart above illustrates the current industry situation in Europe and does not represent all existing polymer recycling technologies. *Mechanical recycling of polyolefins (e.g. HDPE or PP for closures) is not allowed for food contact packaging by current EU legislation.

We support Well-designed deposit return schemes



01

Well designed DRS → high collection and quality of feedstock

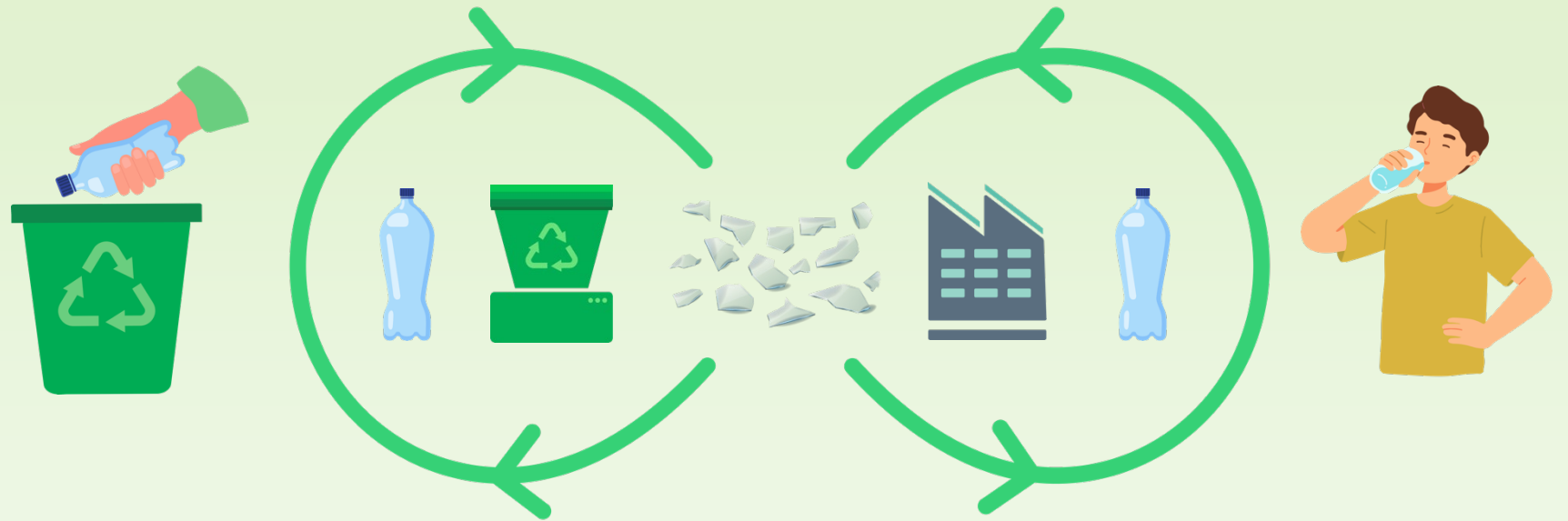
02

Minimum requirements for effectiveness and cost efficiency

03

Industry-owned not for profit
Revenues to stay within DRS
Priority access to feedstock for recycling

Access to Recycled content for recycling



01

Targets are linked to enabling conditions. These will drive better circular outcomes for PET by building bottle-to-bottle recycling loops and avoiding high quality PET being downcycled into low value plastic and being lost from the loop.

Priority Access to feedstock for recycling

02

Recycled content contributes to lower emissions and resource efficiency, but we need access to feedstock for recycling!

03

This will encourage investments on different loops by all the other industries

04

Linked to minimum requirements of deposit return schemes

05

Calculation of rContent on average vs per SKU

Our re-use targets

Coca-Cola was the first global beverage company to **set global re-use targets**, prompting others to do the same.

Global effort to reach

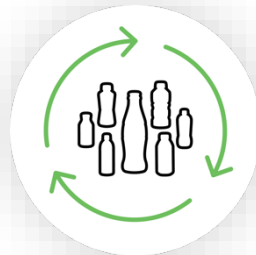
25% REUSE

across our portfolio of brands by 2030

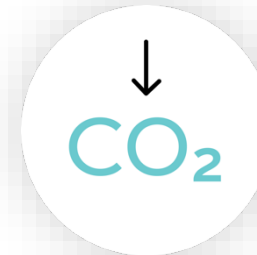
Reusable packaging includes refillable or returnable glass and plastic bottles as well as dispensed solutions where consumers refill a reusable container. This description is in line with International Organization for Standardization (ISO) definitions used by the Ellen MacArthur Foundation.



Creates value for **consumers and customers**



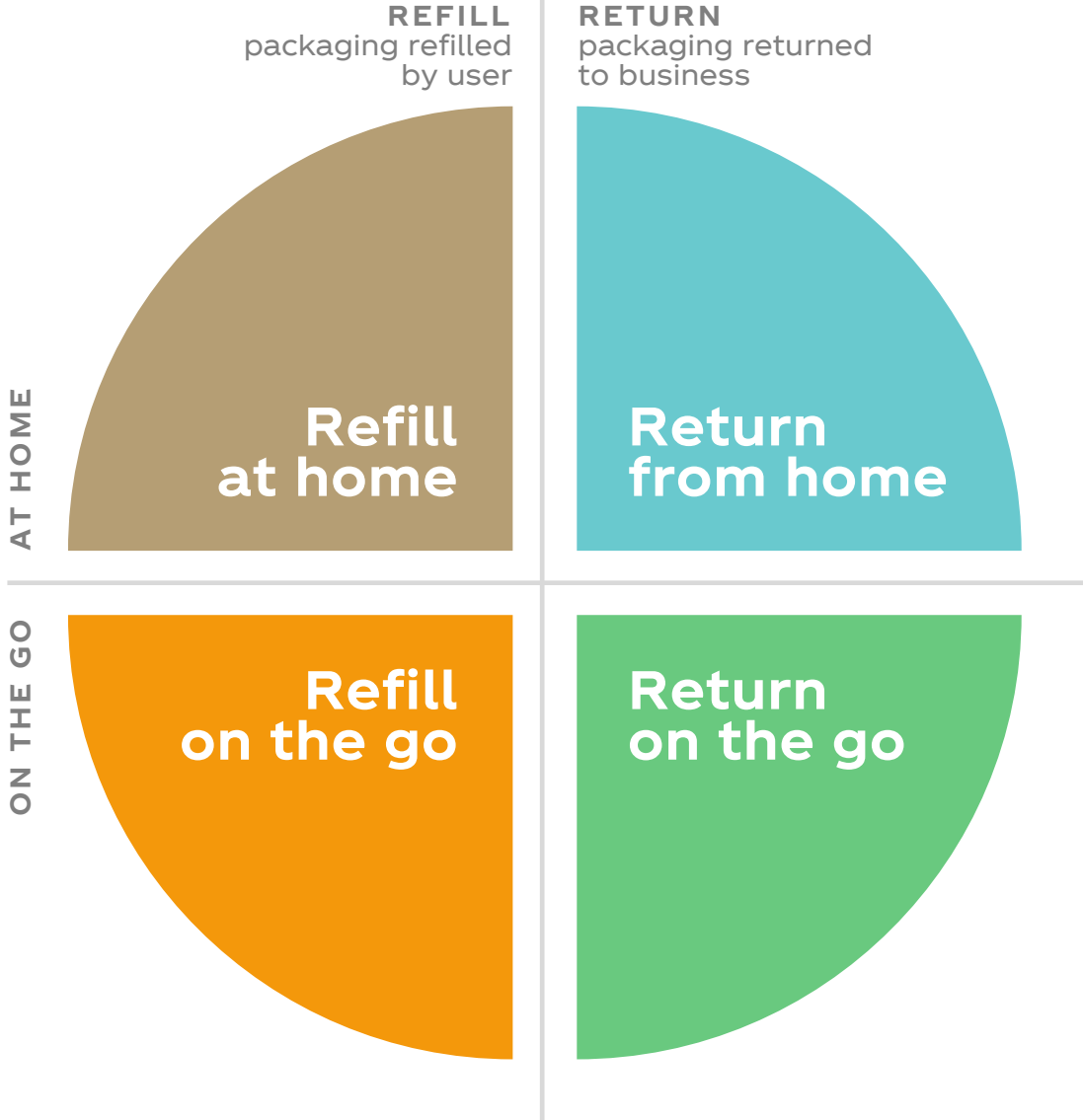
Drives increased **collection of packaging**



Helps to reduce our **carbon footprint**

The four reuse models

Business-to-consumer reuse models differ in terms of packaging “ownership” and the requirement for the user to leave home to refill/return the packaging .



Refill at home

Users refill their reusable container at home (e.g. with refills delivered through a subscription service)



Return from home

packaging is picked up from home by a pick-up service (e.g. by a logistics company)



Refill on the go

Users refill their reusable container away from home (e.g. at an in-store dispensing system)



Return on the go

Users return the packaging at a store or drop-off point (e.g. in a deposit return machine or mailbox)

Reuse enabling conditions

1 Reusable formats are part of the solution to eliminating plastic pollution and reducing greenhouse gas emissions.

2 Reuse part of the EU's strategy to prevent waste generation, reduce single use packaging and **complement - rather than substitute** - the progress being made on beverage packaging recyclability, collection rates and recycled content.

3 Reuse targets should be realistic, set in a way that takes into account geographical, environmental, economic and infrastructure factors; this is why it's important to have a wide scope of reuse

4 A wide scope that includes the four modalities of reuse as defined by the Ellen Macarthur Foundation

5 Consumer habit not there yet - **we all need to work towards this!**



Thank you.
