

From: [REDACTED]
Sent: Wednesday, April 01, 2015 10:59 AM
To: FALKENBERG Karl (ENV)
Cc: [REDACTED]
Subject: Packaging Waste & Coca-Cola - Meeting request

Dear Mr Falkenberg,

I'd like to follow up on last week's discussions in Brussels around the circular economy and packaging waste, and the position of Coca-Cola therein, especially in view of the use of refillable bottles in Germany and the respective criticism of Coca-Cola's packaging strategy.

May I ask if you would be available for a discussion with me and my colleagues during the coming weeks? We would appreciate a lot if we could provide you with more detail on our position and strategy.

Looking forward to hearing from you soon, many thanks in advance and kind regards,



[REDACTED] **Public Affairs and Government Relations Director, Europe**

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From: [REDACTED]
Sent: Thursday, June 25, 2015 6:43 PM
To: FALKENBERG Karl (ENV); [REDACTED]
Cc: [REDACTED]
Subject: Coca-Cola & Mehrweg in Deutschland

Lieber Herr Falkenberg, [REDACTED]

Im Nachgang zu unserem Gespräch letzte Woche möchte ich Ihnen noch einmal ganz herzlich für Ihre Zeit und die gute Diskussion zum Thema Kreislaufwirtschaft und Verpackungsabfall danken.

Dabei hatten wir ja auch die Diskussion zu Mehrwegverpackungen in Deutschland angesprochen, und da diese Woche in einem offenen Brief des EEB und anderen NGOs dieselben Anschuldigungen gegen Coca-Cola erneut vorgebracht worden sind, möchte ich Ihnen noch einmal unsere schriftliche Klarstellung dazu schicken (ich werde diese auch an Kommissar Vella und die Kabinette der anderen Adressaten schicken).

Für Fragen stehe ich Ihnen und Ihren Kollegen jederzeit gerne zur Verfügung.

Mit herzlichem Dank und besten Grüßen,
[REDACTED]



[REDACTED], Public Affairs and Government Relations Director, Europe

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Coca-Cola
Germany suppo...

From: [REDACTED]
Sent: Thursday, June 25, 2015 6:44 PM
To: VELLA Karmenu (CAB-VELLA)
Cc: [REDACTED]
FALKENBERG Karl (ENV)
Subject: Packaging & Packaging Waste / Coca-Cola and refillable bottles in Germany

Dear Commissioner,

Following our short discussion about Coca-Cola in the EU during your visit to AmCham EU a few months ago, I allow myself to contact you in regard recent allegations against Coca-Cola in Germany in the field of packaging & packaging waste.

In an open letter to you by the European Environmental Bureau and other NGOs, Coca-Cola is being criticized for *shift[ing] away from environmentally-friendly and waste-preventing reusable systems*.

Please let me clarify that these allegations are not true. Coca-Cola is committed to sustainable packaging and will continue to use refillable bottles in Germany and many other European markets.

Indeed our German bottler Coca-Cola Erfrischungsgetränke AG has taken the decision to phase out two types of packaging from its broad range of refillable bottles as those have proven to be economically unsustainable. However, these two packaging types constitute only a small part of our refillables portfolio, and our share of refillable packaging in Germany will continue to be substantially higher than the industry average. There are no plans to change this.

Refillable packaging will continue to be an integral part of our company's sustainable packaging policy in Germany, in addition to the many other types of containers we use, made from glass, metal, PET and carton, all being 100% recyclable.

Please find attached a background document on the matter with further information. I'm at your disposal at any time should you have questions or wish to discuss this matter in more detail.

Your sincerely,

[REDACTED]

Cc: [REDACTED] Member of Cabinet of Commissioner Vella (Green Economy)
[REDACTED] Member of Cabinet of Vice-President Timmermans (Environment)
[REDACTED] Member of Cabinet of Vice-President Katainen (Circular Economy)
[REDACTED] Karl Falkenberg, Director-General Environment



[REDACTED], Public Affairs and Government Relations Director, Europe

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Coca-Cola
Germany suppo...

Press release



Brussels, June 2015

Coca-Cola Germany Supports Variety of Beverage Packages

Coca-Cola in Germany, which has a variety of refillable and recyclable beverage packages, is discontinuing two of its refillable PET packaging sizes, which has led to some questions about the environmental impact of the decision.

Coca-Cola Erfrischungsgetränke AG, the Coca-Cola bottler in Germany, is committed to providing a comprehensive range of the highest quality products to meet consumer needs while at the same time minimizing our impact on the environment. The German bottler offers products in a range of refillable bottles in both glass and PET, as well as recyclable PET plastic bottles. In fact, over the years, Coca-Cola in Germany has introduced a choice of eight different refillable packages (from 0.2l glass bottle through to 1.5l refillable PET¹).

Last year, Coca-Cola Erfrischungsgetränke AG announced that due to changes in consumer purchasing habits and to improve efficiencies it would no longer produce the 0.5l and 1.5l refillable PET bottles.

Even with this change, the system's refillable share of packaging in Germany will remain above the average of the overall German soft drinks industry. Coca-Cola Erfrischungsgetränke AG remains committed to offering a packaging mix, whether in glass or PET, refillable or non-refillable.

It will continue to offer 0.5l and 1.5l packs for German consumers in PET. This pack also has a second life with about 95% of Coca-Cola non-refillable PET packaging in Germany being collected and recycled into new products. Coca-Cola Germany also currently uses an average of 25% recycled material in its non-refillable PET bottles.

The Coca-Cola Company believes it can always do more and continues to work on packaging innovations. With the launch of Coca-Cola Life in Germany, it will introduce for the first time, worldwide, a bottle which is made exclusively of recycled PET. This 100% rPET bottle is produced in a resource-saving manner from recycled bottles. New material is not necessary, so that CO₂ emissions and natural resources can be saved.

Further information

- Press release of 06 March 2015: "Klarstellung: Wir bieten weiter Mehrweg an – Mehr als 75 Prozent des Mehrwegvolumens bei Coca-Cola bleiben bestehen"
- The Coca-Cola Company's sustainable packaging policies

Contact

Dr. Nikolaus Tacke, Public Affairs and Government Relations Director, Europe, The Coca-Cola Company
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¹ Refillable range in Germany is: 0.2l glass; 0.25l glass; 0.33l glass, 0.5l glass; 0.5l PET; 0.7l glass; 1.0l PET; 1.5l PET

From: [REDACTED]
Sent: Friday, November 11, 2016 9:04 AM
To: [REDACTED]
Subject: Circular Economy Package meeting at Fleishman Hillard

Dear [REDACTED],

It was a pleasure to talk to you the the Fleishman Hillard event last Wednesday. I would like to take the opportunity to come back to your offer to industry to give input for the best possible framework for a circular economy and the upcoming roadmap on plastics. Our company has been engaged in driving circular economy for a long time not just to make all our packages including their components (e.g. labels and closures) recyclable, but also to use recycled materials. So we presented the first beverage plastic bottle containing recycled content already in 1991 and our first bottle containing bio-based plastics in 2009. We have both package systems in the market as well as we are reusing some of our packages. In Germany we have the first pilot plant recycling 99.4% of all production waste (material recycling – stoffliche Verwertung – only).

But we also know the challenges to drive solutions like reuse, recycling content, bio-based material but also biodegradables, deposit systems, water efficiency and water reuse. I personally have experienced all of these challenges with the German packaging regulation and the Green Dot systems here, as I was involved in the development and implementation from the beginning in 1990.

I would like to ask you for a personal exchange in the next weeks on these experiences and challenges related to the current proposal and political discussion (including several amendments in the EP) of the Waste Framework Directive, the Packaging and Packaging Waste Directive and the Plastic Strategy. I am looking forward for your feedback and possible dates for a meeting.

With kind regards,

[REDACTED]

Coca-Cola Germany
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From: [REDACTED]

Sent: Thursday, November 17, 2016 11:00 AM

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: Circular Economy Package meeting at Fleishman Hillard

Dear [REDACTED]

Thank you again for the offered dates. I can confirm the December 15th at 11:00 am. I would like to come with my colleague [REDACTED]. Could you please let me know where we should come.

With kind regards,

[REDACTED]


 Germany
Deutschland

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From: [REDACTED]
Sent: Monday, December 12, 2016 3:54 PM
To: [REDACTED]
Cc: [REDACTED]
[REDACTED]

Subject: Our meeting on the Plastic Roadmap and Circular Economy Package this Thursday

Dear [REDACTED]

My colleague, [REDACTED], and I are looking forward to meet with you and your colleagues Thursday this week to discuss the upcoming plastic roadmap and strategy. As already said in the meeting at Fleishman-Hillard our company for many years now has a lot of experiences in recyclable plastic packages and use of recycled materials in our PET packages as well as with plant-based PET bottles. So we are happy to share it with you at the meeting to demonstrate the advantages and challenges in this area of Circular Economy. Coca-Cola has also been engaged in the establishment of different EPR schemes for package recovery so that we could also share some of these experiences.

May I ask you if there is anything in particular or anything else that you would like us to share with you?

With kind regards, [REDACTED]



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From: [REDACTED]@coca-cola.com]

Sent: Friday, December 16, 2016 4:58 PM

To: [REDACTED]

Cc: [REDACTED]

Subject: Our meeting on the Plastic Roadmap and Circular Economy Package this Thursday

Dear [REDACTED],

Thank you very much for your time yesterday, it was a pleasure to meet with you. As promised attached please find the Roland Berger study on the impact of the German Deposit system. For the overview on deposit in different countries I am waiting for the input of my colleague. We will send it to you as soon as we got it.

The design for recycling guideless for PET bottles you can find here <http://www.epbp.org/design-guidelines> and information on the PlantBottle including sustainable sourcing you can find at our website <http://www.coca-colacompany.com/our-company/plantbottle>

In case of any questions please come back to us. And we are looking forward to continue the dialog with you on the Waste Framework Directive, the Packaging and Packaging Waste Directive and the Plastic Roadmap and Strategy.

Have a nice weekend.

With kind regards,

[REDACTED]



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Roland Berger
Studie_MUC-05...

From: [REDACTED] [mailto:[REDACTED]@coca-cola.com]

Sent: Tuesday, January 10, 2017 3:44 PM

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: Our meeting on the Plastic Roadmap and Circular Economy Package this Thursday

Dear [REDACTED],

First of all I want to wish you a Happy New Year.

At our meeting last year we also promised you an overview about the results of deposit systems. Unfortunately it took some time to get it from our colleague who was on vacation. Today I am able to send it you so attached please find the overview. Please note that the overview is based on different sources and that in a few cases the figures are not from 2015 but the year before. So there might be some minor differences but it demonstrates the general conclusion that the results of deposit systems differ pending on the national/local circumstances.

Please don't hesitate to come back to us in case of any questions.

Kind regards, [REDACTED]



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