



EUROPEAN COMMISSION

Office of the First Vice-President Mr Frans Timmermans

Member of Cabinet

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Brussels, 12 Apr. 2018

Ares (2018) 949530

Dear Mr [REDACTED],

First Vice-President Timmermans would like to thank you for your letter of 12 February 2018 concerning Coca-Cola's new vision on recycling and recovery of packaging. We were very interested to read about the steps Coca Cola is taking and of your intention to set a new global standard for beverage packaging.

The EU Plastics Strategy lays the foundations for a new plastics economy and recognises the importance and need for wider mobilisation and engagement in making it a reality. The efforts you have made as a company and the goals identified will contribute to meeting the Plastics Strategy's objectives - by 2030 all plastic packaging on the EU market will be recyclable, the consumption of single-use plastics will be reduced and the intentional use of microplastics restricted. Stimulating design for circularity and boosting recycled content will play a key role and we intend to address this as a priority.

Companies and industry associations are also invited to submit voluntary commitments to the European Commission as part of its "Pledging Campaign" launched together with the Plastics Strategy in January.¹ We hope that Coca Cola will also consider joining the pledging campaign.

Your commitment to a new *World Without Waste* vision and efforts to bring other partners on board is very welcome and we look forward to hearing more about your efforts to lead the industry and to achieve your sustainable packaging goals.

Yours sincerely,

[REDACTED]
Helena BRAUN

¹ Interested companies and/or industry associations have until 30 June 2018 to submit their pledges to the following email address: GROW-ENV-RPLASTICS-PLEDGE@ec.europa.eu. For more details, please consult Annex III of the Plastics Strategy

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