

Mr Frans Timmermans.
First Vice-President
- Better Regulation, Interinstitutional Relations,
the Rule of Law and the Charter of Fundamental Rights.
Rue de la Loi 200 / Wetstraat 200,
1049 Bruxelles,
Belgium.

12th February 2018

Email: frans.timmermans@ec.europa.eu

Dear Commissioner Timmermans,

**Subject : World Without Waste: Coca-Cola's New Vision to Recycling
And Recovery of Packaging**

We have taken a critical step in becoming a better company and partner by publicly announcing a plan to fundamentally reimagine our global approach to packaging. Our global World Without Waste vision aspires to play a part in helping make the world's packaging problem a thing of the past.

The new World Without Waste vision means we aim to lead the industry in sustainable packaging goals. We've announced a bold, ambitious goal: to help collect and **recycle the equivalent of 100% of the packaging we sell by 2030**. And we will continue to work toward making **100% of our packaging recyclable** globally. We also aim to make bottles with an average of **50% recycled content**. With these objectives, the goal is to set a new global standard for beverage packaging.

At Coca-Cola, we have already made major efforts to reduce the amount of material we use and decreased the weight of our packaging by 27% over the last decade alone. PET, one of the most common materials we use, is fully recyclable and we have pledged to ensure all our packaging in Western Europe will be fully recyclable or reusable by 2025. As a next step, in Western Europe, we will increase the amount of rPET from 25% today to 50% already by 2025.

There is much we can do as a company and as a global bottling system. But we're working together with more organisations because we can't do this alone. We will also launch efforts with new partners at the regional and local level and plans to work with our key customers to help motivate consumers to recycle more packaging.

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We welcome the Commission's Plastics Strategy and the ambitions to eliminate waste and create a circular economy for plastic packaging. Food and drinks packaging is an essential part of modern lives across the EU and can benefit society if they're designed properly and disposed of responsibly. To support this, businesses like The Coca-Cola Company can challenge ourselves to do more. To lead. To take risks. And to grow with conscience by doing business the right way, not just the easy way.

I hope very much that we will have an opportunity to meet in the coming months to discuss our shared priorities. Should you or your services require further information, [REDACTED] ([\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)) in our EU Public Policy Center will be happy to address your questions. I look forward to working together on this important societal challenge,

Kind regards,

[REDACTED]

[REDACTED] Western Europe
The Coca-Cola Company