



The world has a packaging waste problem, and our World Without Waste vision aims to help solve it. A litter-free world is possible, and we want to help lead the way.



Ref. Area(2018)226621-26042018



The Coca-Cola Company

OUR  
PACKAGING

INVESTING IN



OUR  
PLANET

100  
%

WE WILL COLLECT  
AND RECYCLE THE  
EQUIVALENT OF 100%  
OF THE PACKAGING  
WE SELL BY  
**2030!**

## OUR STRATEGY IN DETAIL

### 1. DESIGN

Make all consumer packaging  
**100% recyclable** by 2025



Create  
packaging that  
is **50%** recycled  
materials by  
2030

### 2. COLLECT

**100%** collection or  
equivalent of primary  
packaging by 2030



### 3. PARTNER

Work together  
to support a  
healthy **debris-free**  
environment and  
oceans



OUR ACTION ON  
PACKAGING AIMS TO  
CONTRIBUTE TO



## OTHER SUSTAINABILITY HIGHLIGHTS

### WATER STEWARDSHIP

**100%**

replenishment  
of all the  
water we use  
in our drinks



### CLIMATE PROTECTION

**14%** CO<sub>2</sub>  
REDUCTION

for the drink in  
your hand



### GIVING BACK

**1%** of profits  
and  
**\$106M+**  
given  
back



### WOMEN'S ECONOMIC EMPOWERMENT

**2.4** Million  
Women

economically  
enabled  
via

**5by20**



FOR MORE THAN 20 YEARS  
**WE'VE BEEN WORKING WITH  
 PARTNERS ALL ACROSS EUROPE**

Supporting **recycling programs** and extended producer responsibility schemes (EPR)



Running **consumer awareness and education campaigns** around recycling



Funding partnerships that **protect our seas and waterways**

Working globally with organisations such as WWF, Ocean Conservancy and The Ellen MacArthur Foundation, with initiatives such as the **New Plastics Economy**



**Sponsoring clean-ups**, such as Coca-Cola Clean Coasts Week



Innovating with PlantBottle where **30% of materials is sourced from plants**



Making our packaging

**27% LIGHTER**

## OUR BOTTLING PARTNERS



FOR PEOPLE  
 FOR THE PLANET  
 BY **2025**



IN WESTERN EUROPE, WE ARE TAKING ACTION ON SUSTAINABILITY BY USING OUR BUSINESS AND OUR BRANDS **TO BUILD A BETTER FUTURE**

We continue to make sure that **100%** of our packaging is **recyclable or reusable** by 2025



We'll work with **local and national partners** to **collect 100% of our packaging** by 2025



We'll make sure that at least **50% of the material** we use for our PET bottles **comes from recycled plastic** by 2025

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



Exploring alternative delivery models such as **Freestyle** with reusable cups



**Coca-Cola Hellenic Bottling Company**

GOALS BY  
**2020**

COCA-COLA HELLENIC BOTTLING COMPANY IS CLOSING OUT IT'S 2020 SUSTAINABILITY GOALS

WE MINIMIZE ENVIRONMENTAL IMPACT WITH OUR 3Rs PRINCIPLE:

**REDUCE • RECOVERY • REUSE**

Recover for recycling an average of



**40%**

of total packaging we introduce to our markets

SOURCE  
**20%**



of the total PET we use from recycled PET and/or PET from **renewable material**

**Reduce packaging**

BY  
**25%**

per liter of beverage produced

**PUBLIC POLICY CENTER**  
 EUROPE, MIDDLE EAST AND AFRICA