

**From:** BRAUN Helena (CAB-TIMMERMANS)  
**To:** PETROVA Rozalina (CAB-SINKEVICIUS)  
**Cc:** (CAB-TIMMERMANS)  
**Subject:** RE: thinking outside the bottle  
**Date:** mardi 16 février 2021 18:08:40  
**Attachments:** image001.jpg

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Dear [REDACTED],

Thank you very much, both for the stimulating meeting and the information shared.

Unfortunately it would be very difficult for me to organise another meeting in the near future, given the amount of requests in this period and the need to ensure the possibility to be heard for a wide variety of stakeholders. I thank you in advance for your understanding and would kindly ask you to stay in touch again in spring.

In the meantime, I would like to wish you all the success in realising the impressive commitments made.

Kind regards,  
Helena

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**From:** [REDACTED] <[REDACTED]@coca-cola.com>  
**Sent:** Tuesday, February 16, 2021 5:59 PM  
**To:** BRAUN Helena (CAB-TIMMERMANS) <Helena.BRAUN@ec.europa.eu>; PETROVA Rozalina (CAB-SINKEVICIUS) <Rozalina.PETROVA@ec.europa.eu>  
**Subject:** thinking outside the bottle

Dear Helena, Rozalina,

Thank you very much for the discussion just now and for the positive reception of UNESDA's vision. The questions you put on the table, on prevention, reduction, reuse, operation of EPR/DRS schemes, recycling technologies and others are indeed the right ones. As time was limited to further discuss all of these, I would like to kindly ask you for a follow-up meeting, on behalf of Coca-Cola, in order to address those questions and share with you our learnings from operating in the field and from innovating at scale.

Using recycled content in products and accessibility to quality recyclates are key policy tools that need to be further developed. Coca-Cola, having already achieved [100% rPET bottles](#) in several markets together with its bottling partners, continues to invest on innovation as per its global [World Without Waste](#) vision. An example of this is the recently announced [paper bottle](#) prototype. This is why Coca-Cola would like to share with you the learnings and thoughts for ways forward, in order to achieve a circular economy in Europe and have your feedback on those.

I am also sharing with you an opinion piece published on Politico today, called ["Thinking outside the bottle"](#) on how we are fighting against plastic packaging waste through innovation.

Looking forward to hearing from you and thank you again for today's stimulating discussion.

Best,  
[REDACTED]



[REDACTED] ctor

Europe, Middle East & Africa  
EU Transparency Register: [00475041584-03](#)

Coca-Cola Services [@coca-cola.com](#)  
Chaussée de Mons 1424 T: +32 2 [REDACTED]  
B-1070 Brussels, Belgium M: +32 [REDACTED]  
VAT: BE 0462525791

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