

Rome(rquelle) wasn't built in a day

AND BOTTLE BECAME
A BOTTLE

PRICKELND

AUS FLASCHE
WERDE FLASCHE

PRICKELND

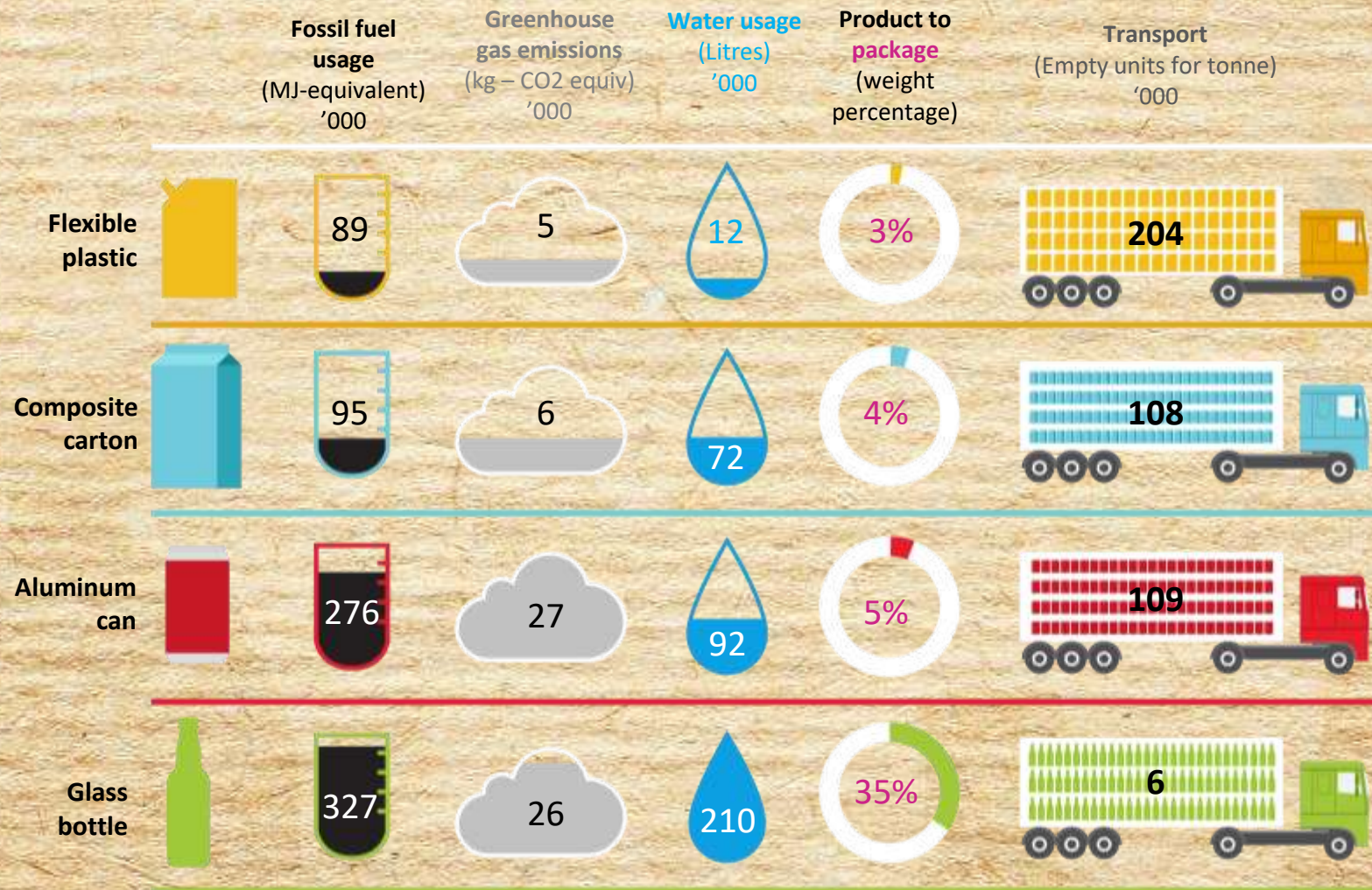
Plasticity Amsterdam

20 June 2019

THE TOP 10 CORPORATE PLASTIC POLLUTERS IN GLOBAL BRAND AUDITS



Plastic... fantastic?



CCHBC packaging 2025 commitments

**100%
RECYCLABLE
PACKAGING**



**35%
RECYCLED
PET**



**75%
OF PRIMARY
PACKAGING**



**Coca-Cola
Hellenic Bottling Company**

We are expanding our recycling capacities

Partnering to improve feed-stock availability & quality



99.8% technical recyclability (2018)

Best-in-Class packaging design & weighting program on track

-22%
vs 2010

New technical solutions (melt-in, flakes)
chemical recycling solutions

We are exploring alternative solutions



**Nature multipack
Paperback can-pack option**



**Edible, biodegradable
primary, secondary,
tertiary materials**



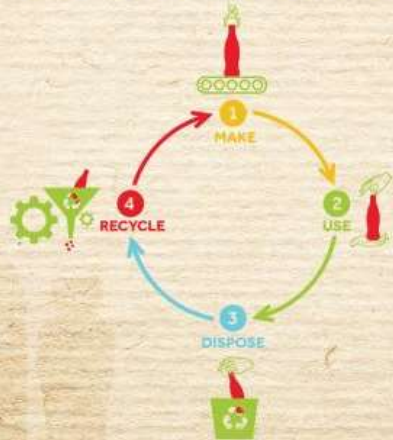
**Paper based
preform tests**

**Leveraging R&D
partnerships with
universities & start-ups**



#WeCollect

circular economy



**Partnering along value
chain stakeholders**



**Ensure locally-relevant
collection systems**



Consumer facing initiatives

Recovery Highlights



45%

packaging
recovered for
recycling

Russia & Nigeria

new packaging
recovery organi-
sations established

21

packaging waste
mgt schemes
supported

€800 million

'green' revolving credit
facility incl. waste
collection criteria

Various

collection &
educational
initiatives

Zero Waste Partnerships

Thessaloniki, Greece

Plovdiv, Bulgaria

Schladming, Austria

Budva, Montenegro

Cēsis, Latvia

Kazan, Russia

Tisza river, Hungary



The background of the slide features a dense arrangement of green leaves of various sizes and orientations, scattered across a light beige, textured surface that resembles recycled paper or parchment. The leaves are a vibrant green color, contrasting with the warm, earthy tones of the background.

Your questions please!