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THE MOST
Recognised
BRAND
ON THE
PLANET



SUSTAINABILITY IS IN OUR DNA



Our focus and aspiration:

Design, make and manage our packaging footprint in an environmentally responsible way and inspire systemic solutions to waste challenges.



Taking Action on Packaging



1

- Supporting **collection** and **recycling**

2

- Increasing the amount of **recycled material** in our packages

3

- Utilising our brand to **inspire** consumers

4

- Advancing more sustainable packaging **innovations**





1960.
Can launched.





REDGARAGE

Circular Economy **RESTORATIVE & REGENERATIVE**

Today's linear (Make, Use, Dispose) economy simply isn't working. It's unsustainable, inefficient and contributing to negative environmental impacts. We are going to change this with **Blockcycle**. [Visit](#)



Startup Thinking

We apply startup thinking to discover scalable and repeatable business models



Coca-Cola Backed

We leverage the power of the Coca-Cola assets and partner to create competitive advantage



Human-Centred

We validate new to the world innovations that solve real human problems

