



The Coca-Cola Company's Packaging Vision: A World Without Waste







**WE AIM TO HELP
COLLECT AND
RECYCLE **ONE**
BOTTLE OR CAN
FOR **EVERY ONE**
WE SELL BY 2030.**



Plastic bottles
are not trash.

World Without Waste: Framework for Action

DESIGN

GOAL: Make all our consumer packaging 100% recyclable globally by 2025.

GOAL: Use 50% recycled materials in our bottles and cans by 2030.



COLLECT

GOAL: Make recycling more accessible to achieve 100% collection and recycling by 2030.

GOAL: Help people understand what, how and where to recycle.



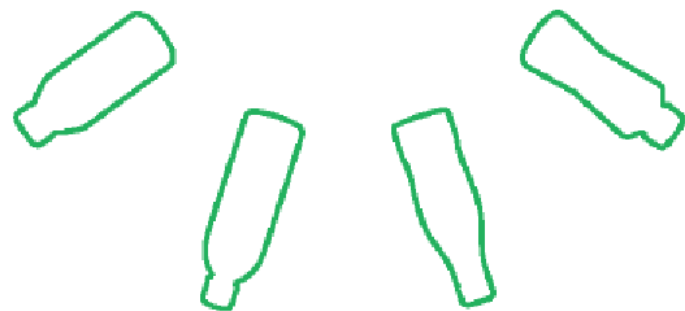
PARTNER

GOAL : Work together to support a healthy, debris-free environment and oceans.





world without waste
THE COCA-COLA COMPANY



“What I do doesn't make a difference.....

.....said 920 thousand Fijians ”

FIJI[®]
WATER

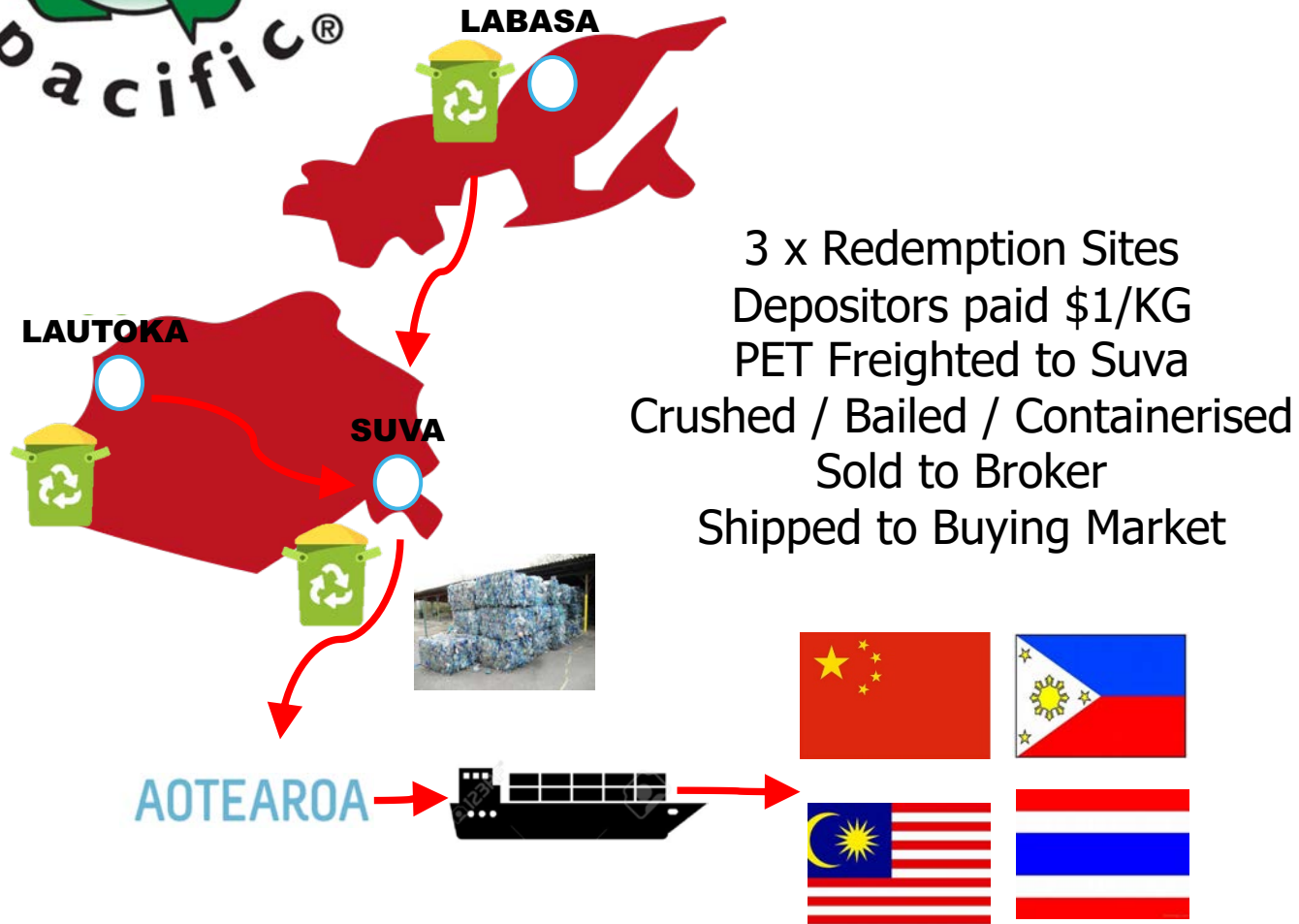


CCA
COCA-COLA AMATIL
FIJI





MISSION PACIFIC OVERVIEW



CCA
COCA-COLA AMATIL

CCAF Distributed PET



ccamatil.com

Mission Pacific Recycles approximately
20% of CCAF Distributed Product



WALKING THE TALK !

CCA
COCA-COLA AMATIL
FIJI



**World First
Clear Sprite Trial**

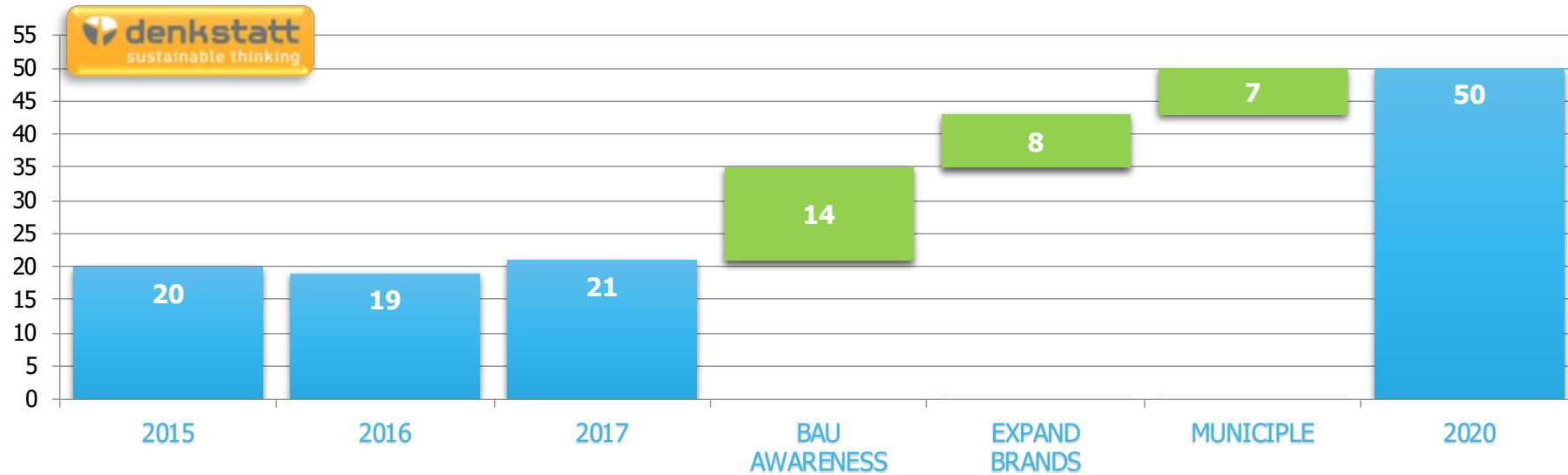


**100% SS rPET
by 2020**

CCA
COCA-COLA AMATIL



DENKSTATT RECOMMENDATIONS TO IMPROVE COLLECTION RATES



MORE AWARENESS

EXPAND BRANDS

INCREASE COLLECTION POINTS



Fiji Hotel and Tourism Association

First and foremost

Fiji does not have a Recycling problem.....

...Fiji has a Littering problem.



PUBLIC MEDIA PROMOTING THE PROGRAM



RECYCLING IN FIJI SINCE **1999**



1.2M

KGS OF BOTTLES &
CANS RECYCLED
TO DATE

TOTAL CASH PAID OUT TO
CUSTOMERS FOR RECYCLING

\$1.2M

**ENJOY A COKE
RECYCLE THE BOTTLE**

WHEN YOU'RE DONE, YOUR BOTTLE
OR CAN'S ARE NOT, PLEASE RECYCLE.



CCA
COCA-COLA AMATIL

**refresh recycle
repeat**

Recycling of PET Bottles & Cans

www.missionpacificfiji.com

We pay \$1 per Kg
Opening Hrs: 9am - 1pm | Monday Wednesday Friday
For details call: 3396 497

Classified - Confidential

**refresh recycle
repeat**

bring in your bottles & cans

Recycling of PET Bottles & Cans

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OUT AND ABOUT – PUBLIC EVENTS AND BEACH CLEAN-UPS

ccarnati.com



NEXT STEPS – HOW DO WE TAKE THE NEXT LEVEL

1 CDS CONSULTATION

Utilise knowledge gained from Australian deployment in help shape future Fijian Scheme

- Efficient & Effective at meeting Collection targets
- Aligned Industry & Govt partnership
- Commercially viable & thus sustainable model
- Audit & Control of downstream material flow



2

SHAPE OUR INVESTMENT



Education

Research

Infrastructure

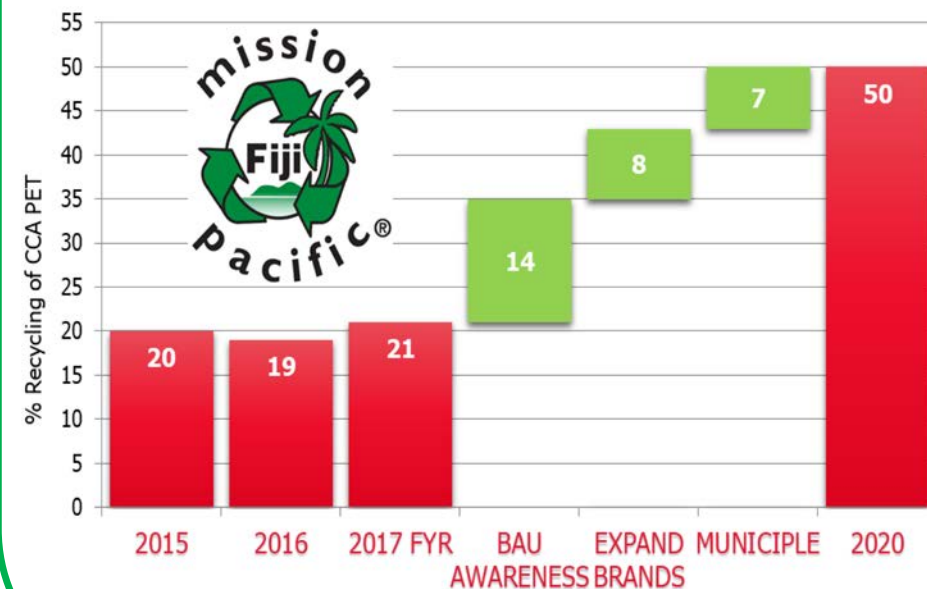


3

INCREASE AWARENESS OF MP AND BUILD COLLECTION RATES



commissioned study reinforces our approach on steps to improve Mission Pacific effectiveness



VINAKA