



**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.

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



It's the right thing to do for our planet, our communities  
and our business

## COCA-COLA COMPANY ROLE

We have a responsibility to help solve the problem.

*"By investing in our planet and our packaging, we can help make the world's packaging problem a thing of the past".*

- James Quincey, CEO & Chair,  
Coca-Cola Company

## COCA-COLA COMPANY SOLUTION

To do this, The Coca-Cola Company is leading the industry with a **bold, ambitious goal:**

To help COLLECT & RECYCLE a bottle or can for every one we sell by 2030.

## COCA-COLA COMPANY STRATEGY

This is part of our larger strategy to **grow with conscience.**

We are becoming a total beverage company that **grows the right way.**

# 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.



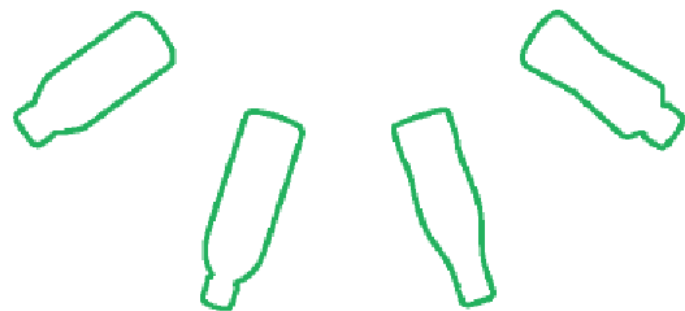
## PARTNER

**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

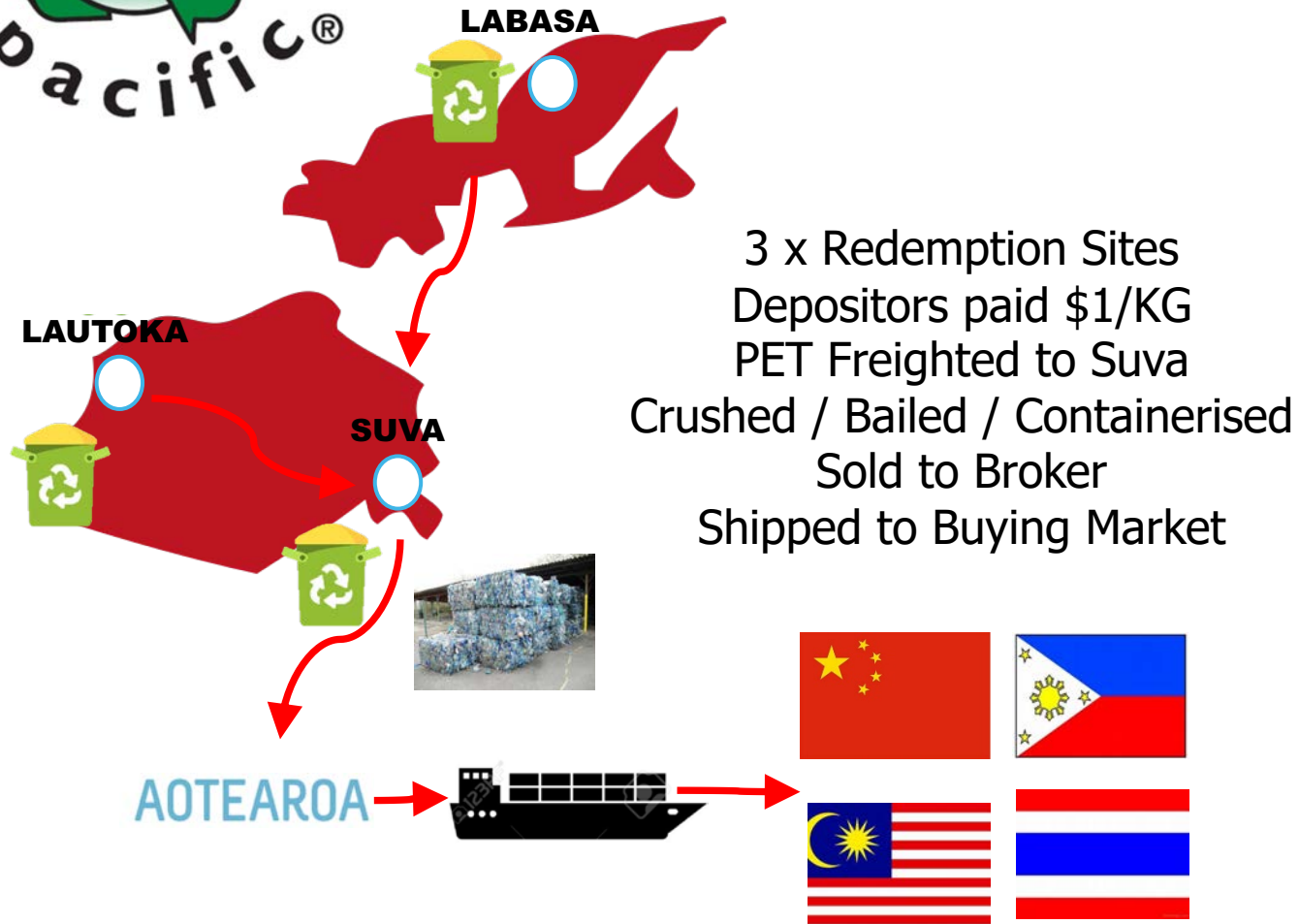
**CCA**  
COCA-COLA AMATIL  
FIJI





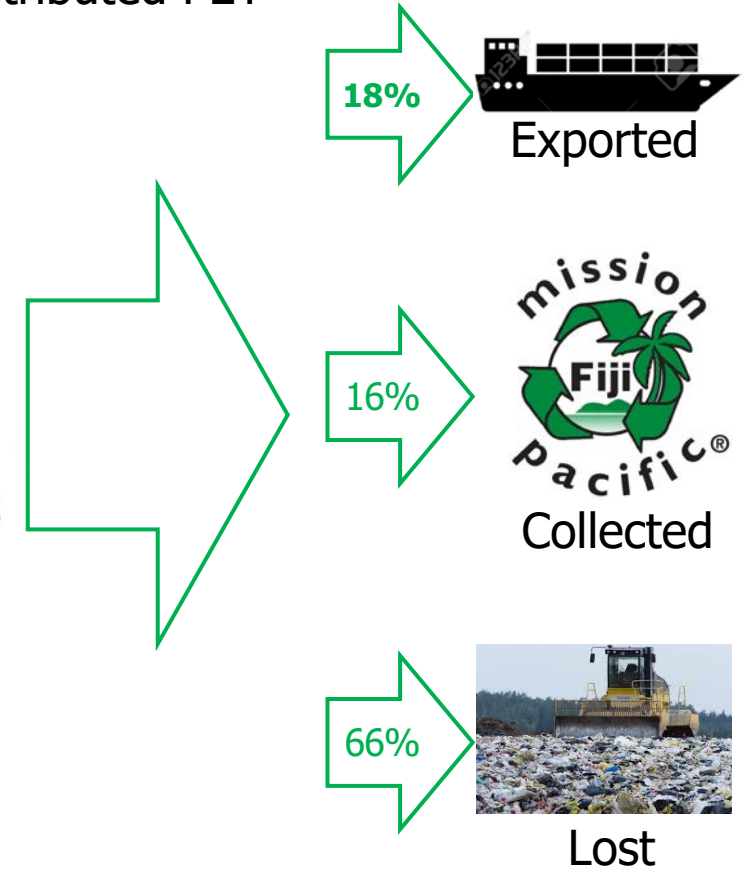


# MISSION PACIFIC OVERVIEW



CCA  
COCA-COLA AMATIL

## CCAF Distributed PET



Mission Pacific Recycles approximately  
**20%** of CCAF Distributed Product



# WALKING THE TALK !

**CCA**  
**COCA-COLA AMATIL**  
FIJI



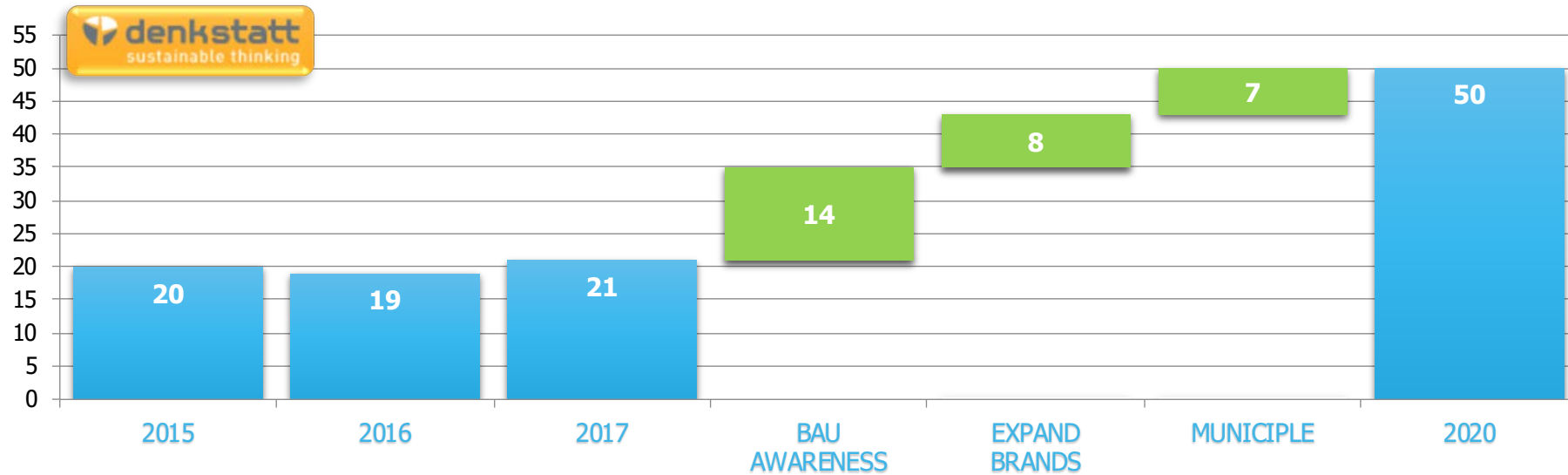
**World First  
Clear Sprite Trial**



**100% SS rPET  
by 2020**



# 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](http://www.missionpacificfiji.com)

**We pay \$1 per Kg**

Opening Hrs: 9am - 1pm | Monday Wednesday Friday  
For details call: 3396 497



**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

ccanadi.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

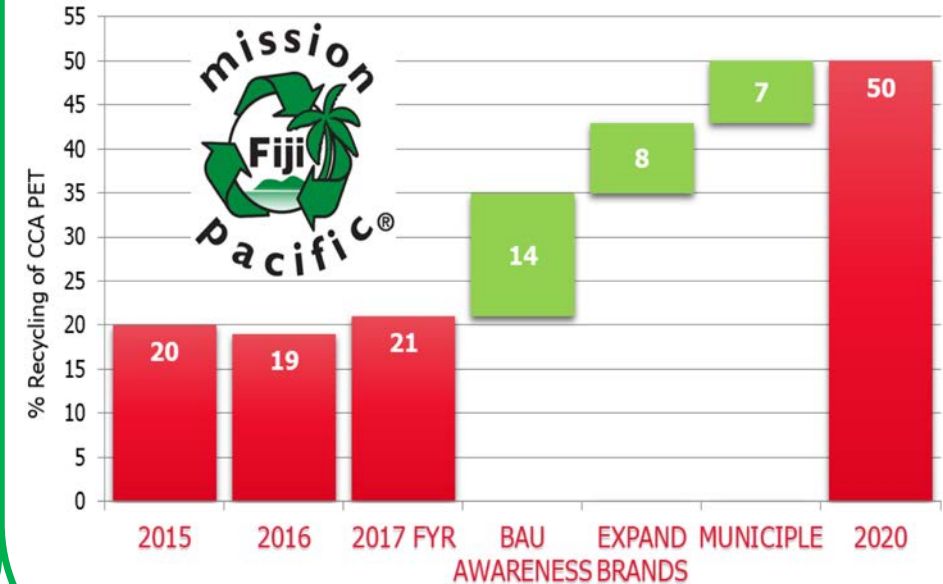
Infrastructure



## 3

## INCREASE AWARENESS OF MP AND BUILD COLLECTION RATES

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



# VINAKA