



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





# CONTEXT





# 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.

## TCCC ROLE

**We have a responsibility to help  
solve this 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, president and CEO,  
The Coca-Cola Company

## TCCC SOLUTION

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

**To help collect and recycle a  
bottle or can for every one we  
sell by 2030.**

## TCCC 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 #1. MAKE ALL OUR CONSUMER PACKAGING 100% RECYCLABLE GLOBALLY

- Packages with more than one life.
- Refillable packages.

### GOAL #2. USE MORE RECYCLED MATERIALS IN OUR PACKAGING

- Close collaboration with innovation labs, environmental experts, and mainstream suppliers.
- More recycled content or renewable materials.

## COLLECT

### GOAL #1. MAKE RECYCLING MORE ACCESSIBLE TO ACHIEVE 100% COLLECTION AND RECYCLING BY 2030

There is not a “one size fits all” approach that will work everywhere.

### GOAL #2. HELP PEOPLE UNDERSTAND WHAT, HOW, AND WHERE TO RECYCLE

Encourage more people to recycle more often.

## PARTNER

### GOAL #1. WORK TOGETHER TO SUPPORT A HEALTHY, DEBRIS-FREE ENVIRONMENT AND OCEANS

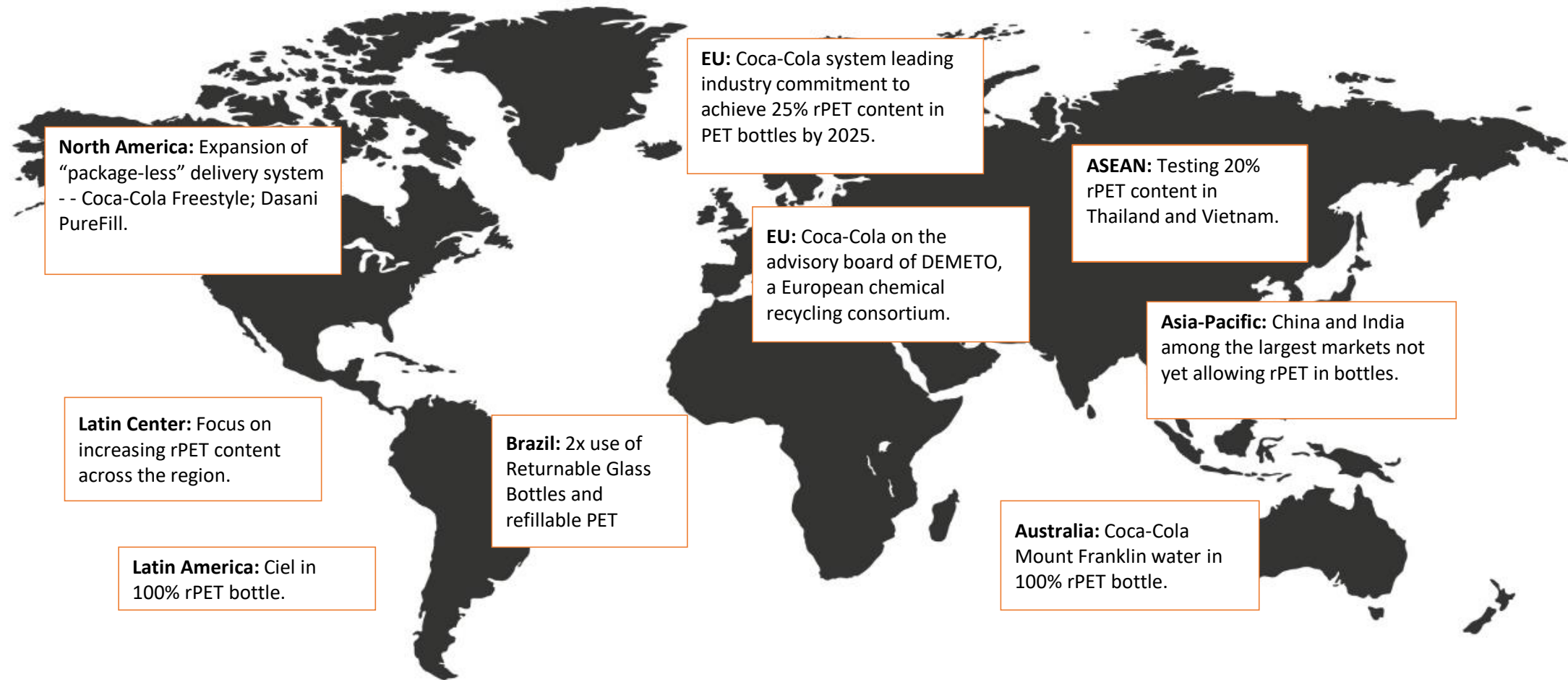
Work with local communities, NGOs, our competitors, and even our critics to highlight this critical issue.

When we all come together to help solve this problem, collectively we will make a bigger difference than if we simply act alone.

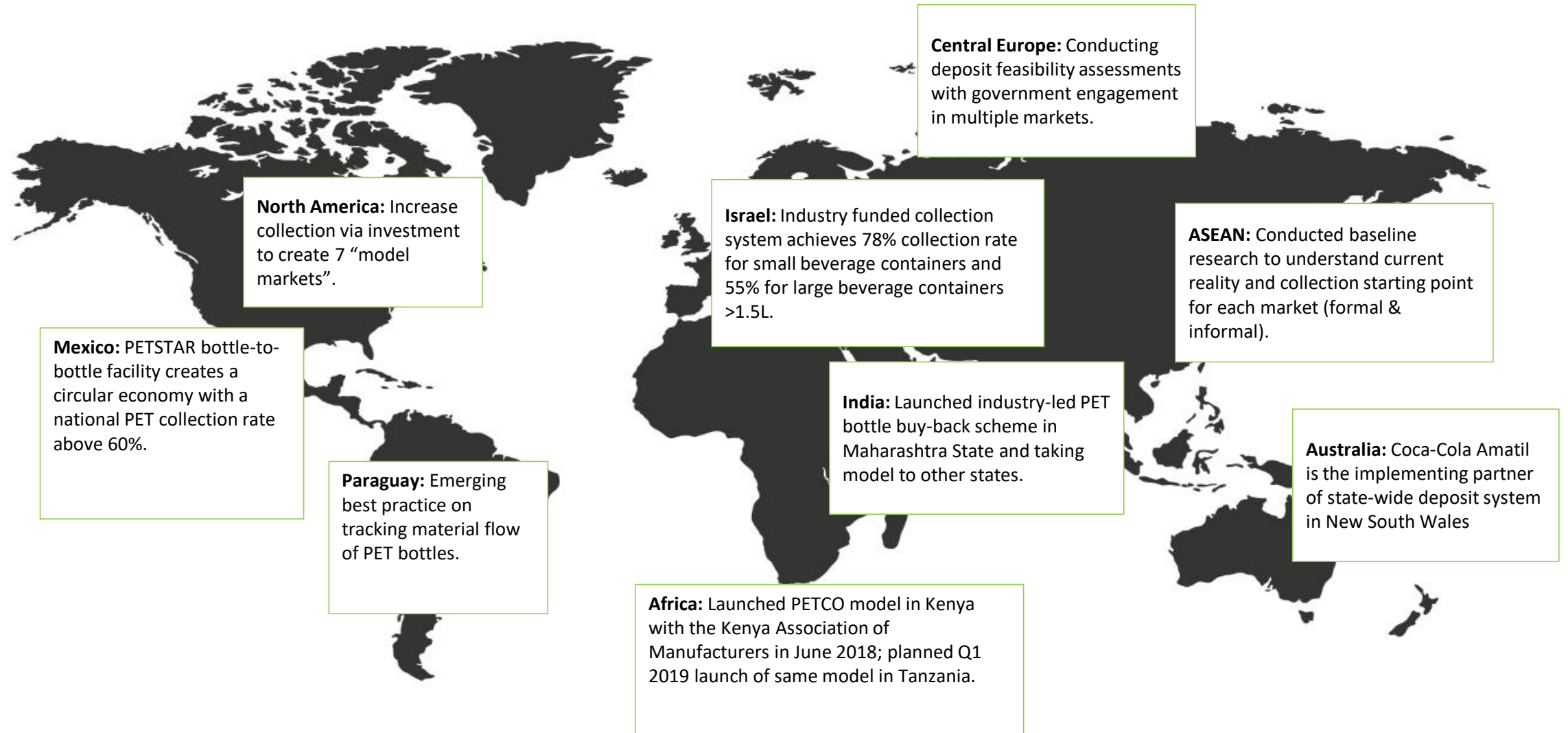


TRASH FREE SEAS ALLIANCE

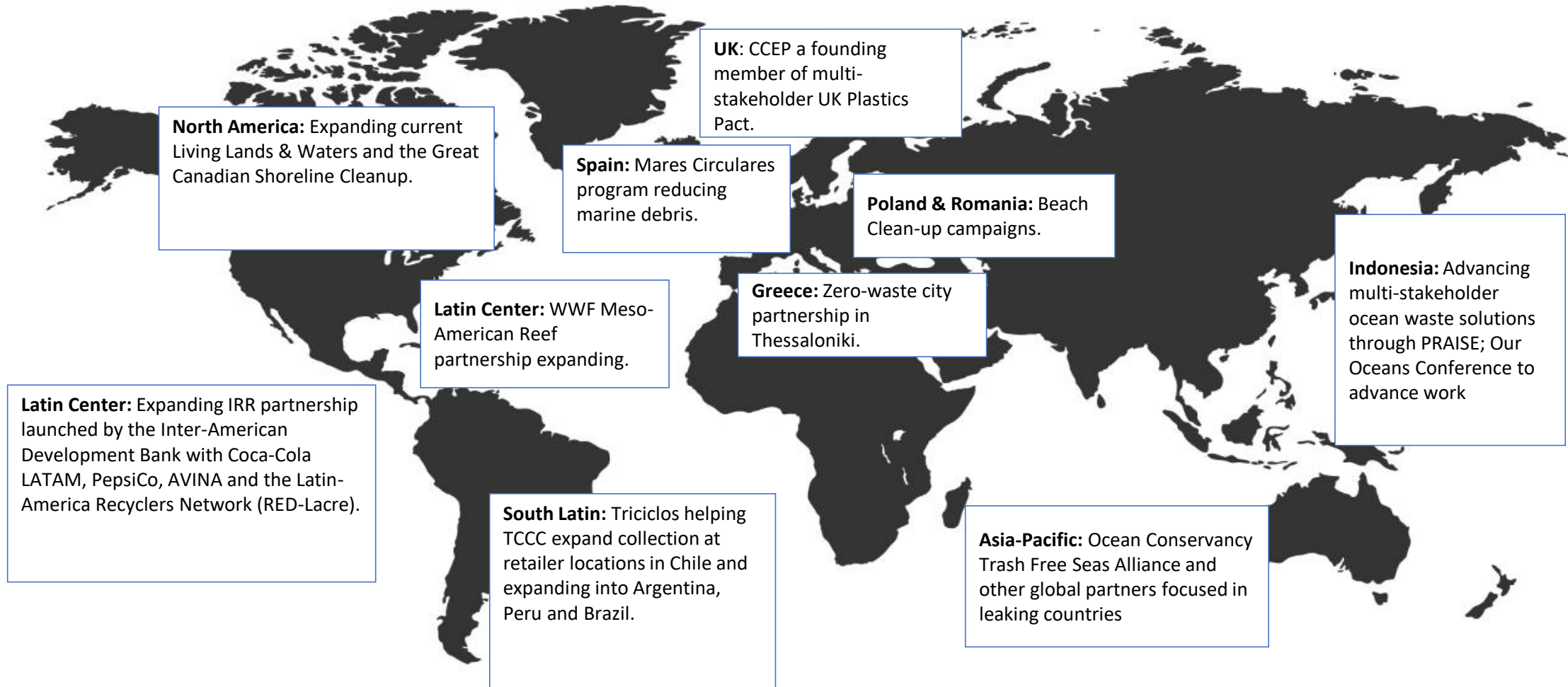
# PROGRESS: DESIGN



# PROGRESS: COLLECT



# PROGRESS: PARTNER



# Industry momentum has reached a tipping point

## RETAILERS

Demanding change in full end-to-end supply chain(s).



## BRAND & CPG COMPANIES

Trying to stay ahead of customer, consumer and stakeholder expectations.



MARS

PEPSICO

## INDUSTRY AND OTHER MULTI-STAKEHOLDER

Dialogues serving as fora for collective action.



TRASH FREE SEAS ALLIANCE



