

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





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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.

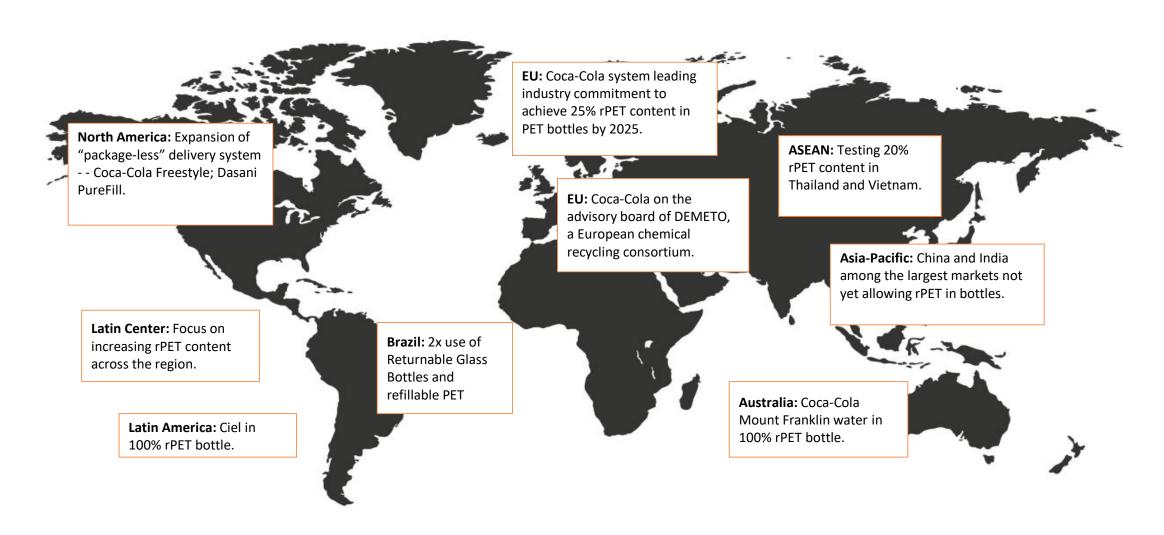
When we all come together to help solve this problem, collectively we will make a bigger difference than if we simply act alone.



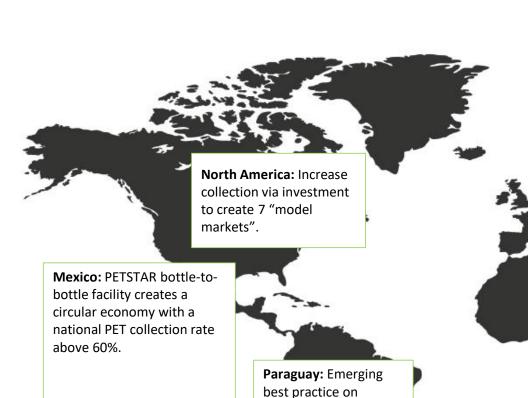


TRASH FREE SEAS ALLIANCE

PROGRESS: DESIGN



PROGRESS: COLLECT



tracking material flow

of PET bottles.

Central Europe: Conducting deposit feasibility assessments with government engagement in multiple markets.

Israel: Industry funded collection system achieves 78% collection rate for small beverage containers and 55% for large beverage containers >1.5L.

India: Launched industry-led PET bottle buy-back scheme in Maharashtra State and taking model to other states.

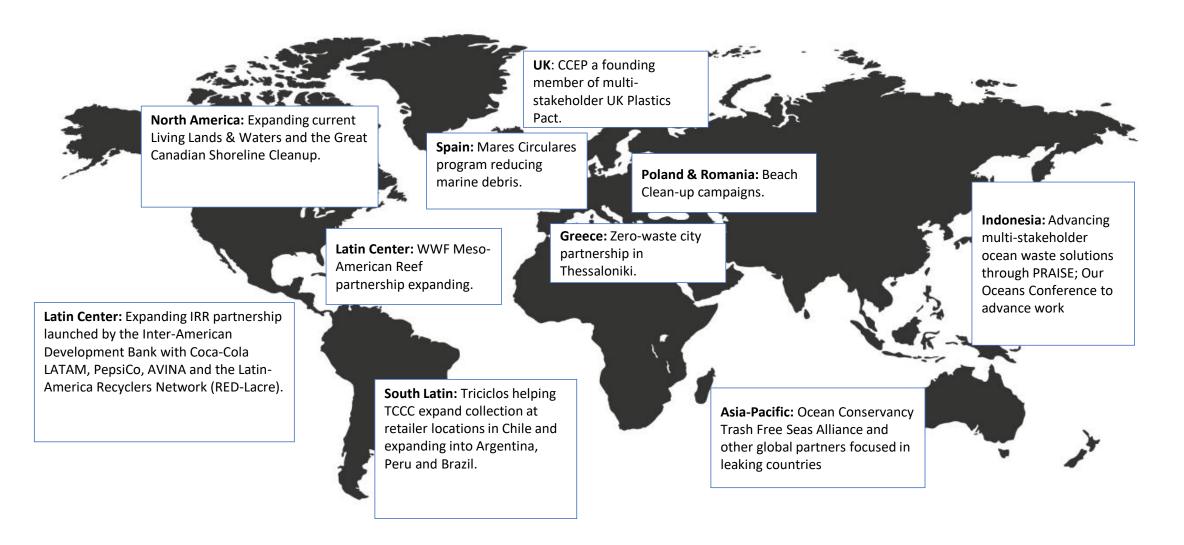
Africa: Launched PETCO model in Kenya with the Kenya Association of Manufacturers in June 2018; planned Q1 2019 launch of same model in Tanzania.

ASEAN: Conducted baseline research to understand current reality and collection starting point for each market (formal & informal).

Australia: Coca-Cola Amatil is the implementing partner of state-wide deposit system in New South Wales



PROGRESS: PARTNER



Industry momentum has reached a tipping point

RETAILERS

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









BRAND & CPG COMPANIES

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











INDUSTRY AND OTHER MULTI-STAKEHOLDER

Dialogues serving as fora for collective action.







TRASH FREE SEAS ALLIANCE



world without waste

THE COCA-COLA COMPANY

