

# Coca-Cola Europacific Partners (CCEP) sustainability strategy on packaging & the use of packaging data

Anke Roeyen, GS1 Forum, March 2024



THIS IS  
**FORWARD**

**We recognize our role in the global packaging waste crisis**

**We don't want to see our packaging end up where it does not belong**

**Our goal is to close the loop on packaging & collect for recycling the equivalent of 100% of our packaging by 2030**



# OUR SUSTAINABILITY ACTION PLAN “THIS IS FORWARD”



Our sustainability action plan,

## THIS IS FORWARD

sits **at the heart** of our long-term business strategy.

It sets out the actions we are taking on **six key social and environmental topics**, where we know we can make a **significant difference**.

# 3 THINGS TO REMEMBER

1

DATA &



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

2

REDUCE

REUSE

RECYCLE

3



# ACTION ON PACKAGING



*Coca-Cola*  
EUROPACIFIC  
PARTNERS

> THIS IS  
FORWARD

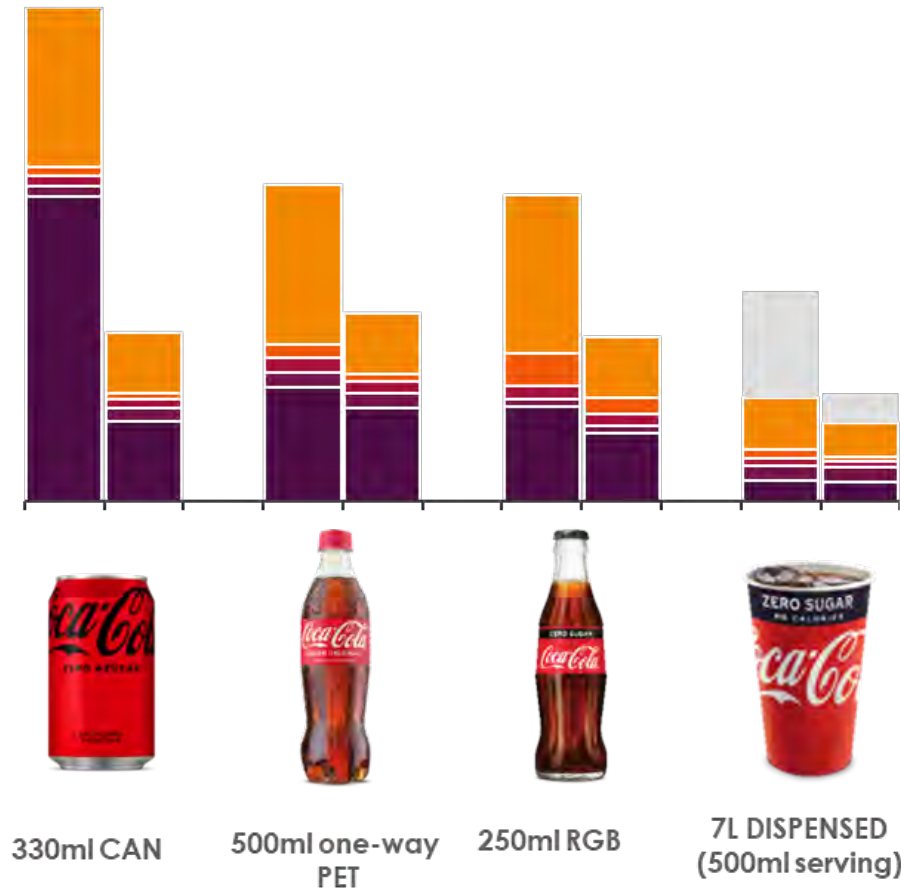
# PACKAGING WILL PLAY A CRITICAL ROLE IN OUR NET ZERO 2040 AMBITION



2022 **GHG EMISSIONS BREAKDOWN** CCEP BELGIUM & LUXEMBURG

# ALL PACK TYPES, HAVE THE POTENTIAL FOR A **SIGNIFICANT LOWER CARBON FOOTPRINT TOWARDS 2030 AND BEYOND**

Estimated range evolution of carbon footprint per pack in CCEP EU markets from 2023 to 2030



Source: Research conducted by PWC for CCEP in 2023 – based on soft Drinks analysis

Notes: 1) Dispensed vessel in 2030/40 is assumed to be a reusable glass or cup. Data for carbon emissions for the vessel is taken from TCCC LCA analysis and is not necessarily comparable

Classification - Internal

# SUSTAINABLE PACKAGING



Ensuring that the equivalent of **all the packaging we do use is collected, reused or recycled**, so that it does not end up as waste or litter.

## OUR COMMITMENTS

We will **reduce our use of packaging** where we can.

We will ensure that the equivalent of **all the packaging** we do use is **collected, reused or recycled** so that it does not end up as waste or litter.



## OUR STRATEGY & PROGRESS

### FOCUS #1 PRIMARY PACKAGING

#### REDUCE

We use 100% rPET and 57% rALU with a 85% target by 2030



#### REUSE

Innovate in refillable and dispensed solutions



#### RECYCLE

Drive packaging circularity



### FOCUS #2 SECONDARY PACKAGING

Remove unnecessary packaging & move to recycled content



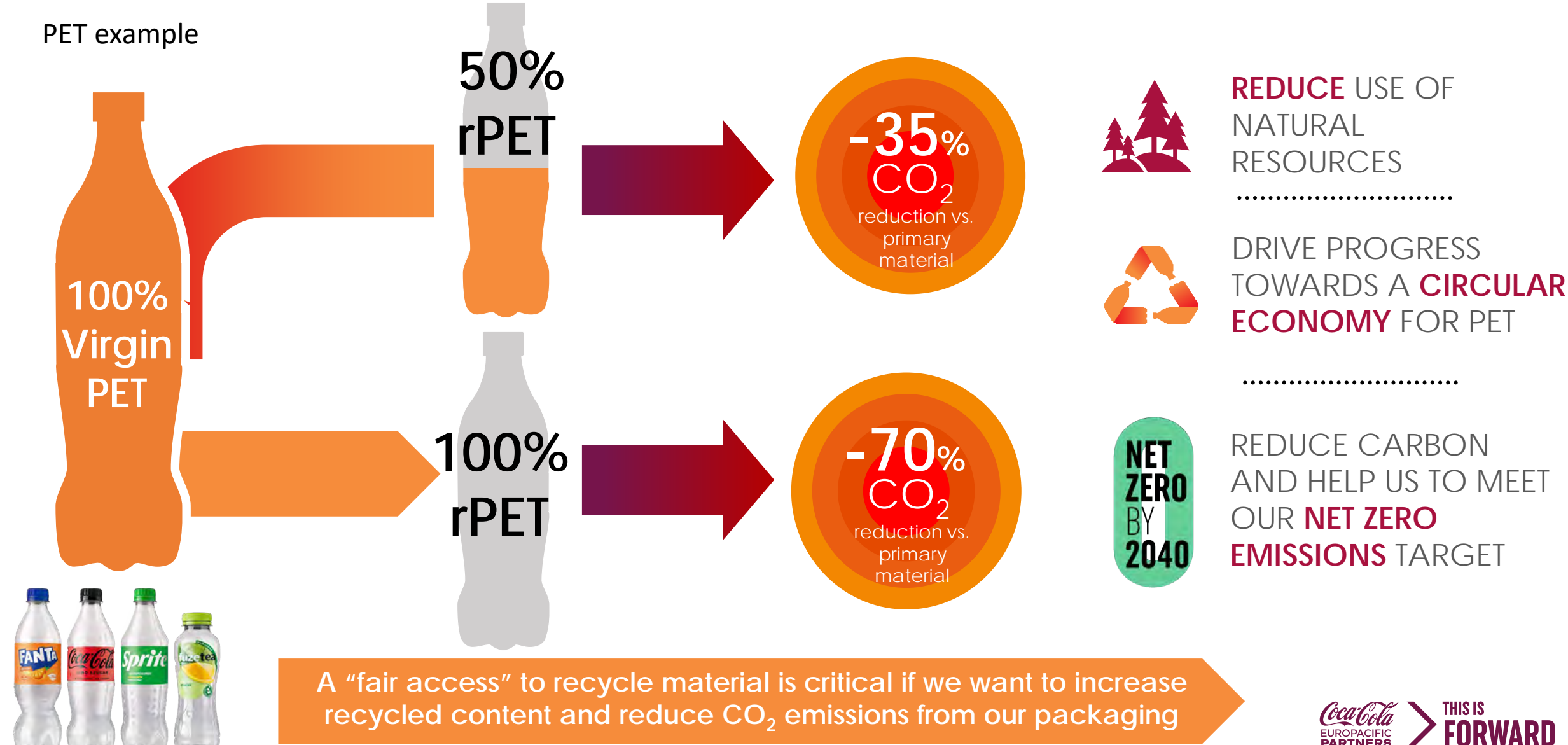
# How much % recycled plastic do the PET bottles contain at Coca-Cola Belgium ?



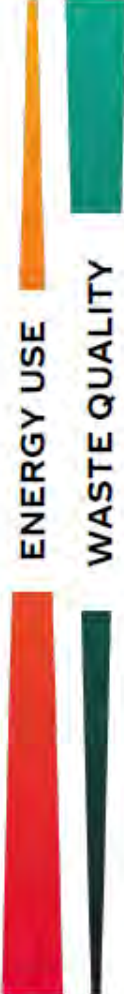
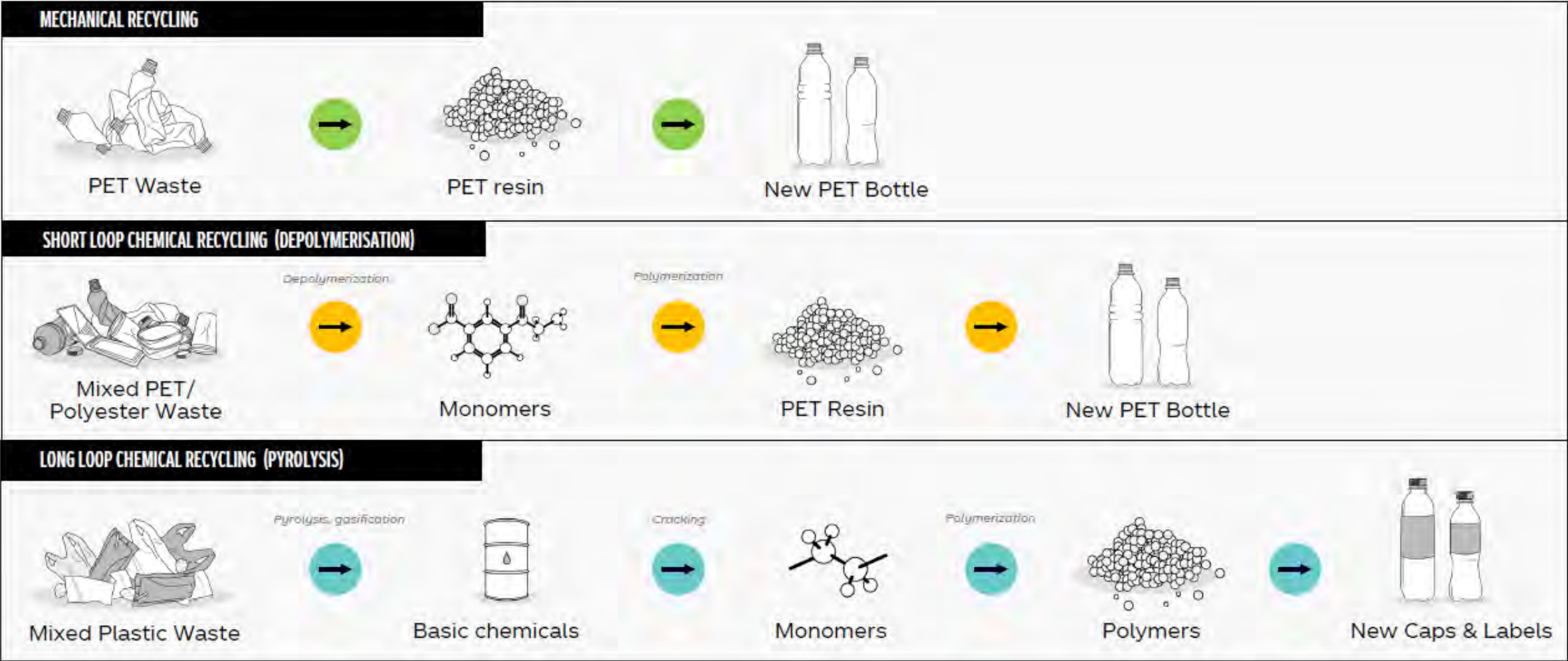
**Mentimeter**  
code: 1536 412

# 1 INCREASING RECYCLED CONTENT IN OUR PACKAGING

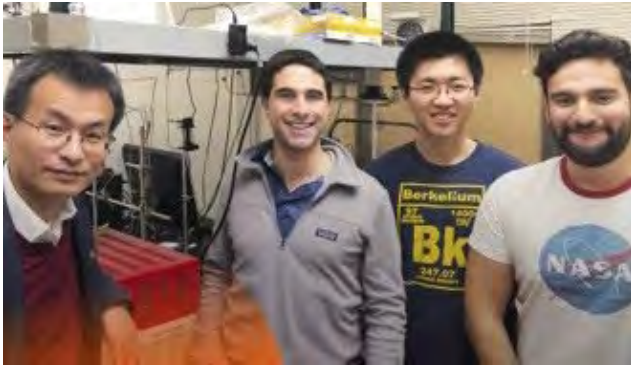
PET example



# Plastic Recycling Methods Summary



# WE KEEP INVESTING & INNOVATING FOR A SUSTAINABLE FUTURE



In 2022, we announced a collaboration with the University of California, Berkeley (UCB) to develop scalable methods of converting captured CO<sub>2</sub> into sugar.

[Read more](#)



At the beginning of 2023, we invested in new partnerships to upcycle CO<sub>2</sub>.

[Read more](#)



We've made a further investment in recycling technology to accelerate the elimination of virgin plastic in our PET bottles.

[Read more](#)

2

## INNOVATING IN REFILLABLE PACKAGING

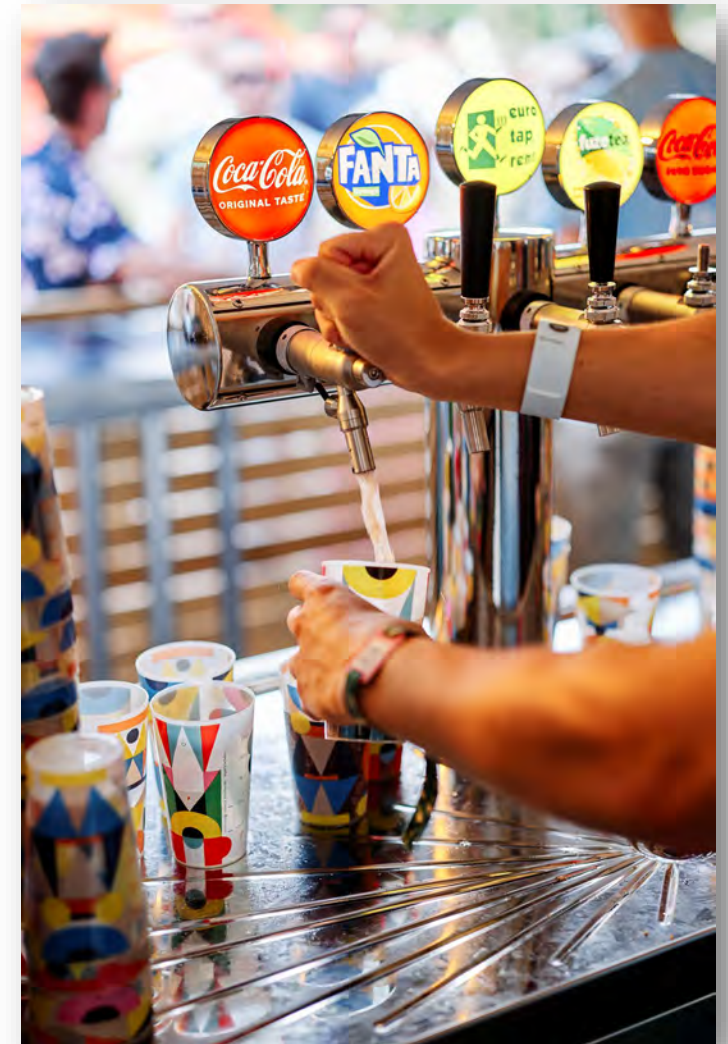


19%

In 2022, ~19% of the packaging sold by CCEP BELUX is in reusable packaging.

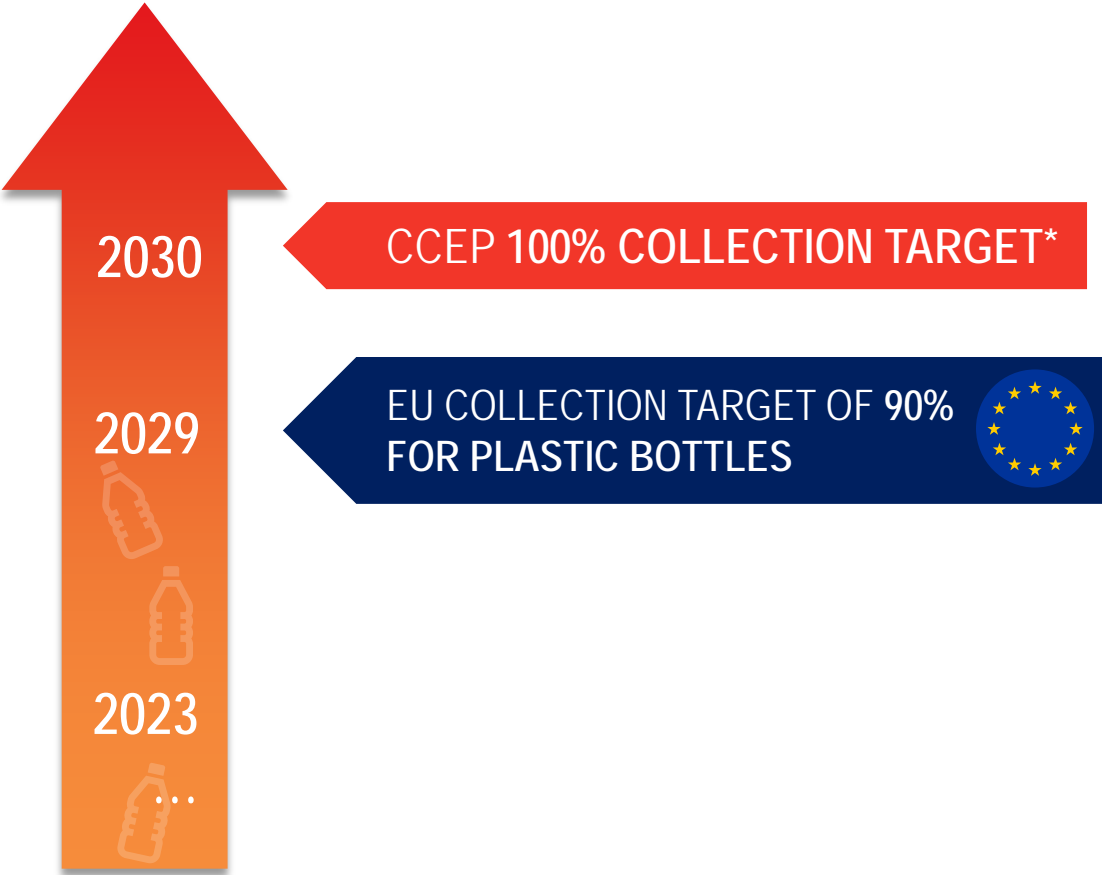
WE CONTINUE TO  
PILOT AND DEVELOP  
NEW REFILLABLE  
SOLUTIONS

Source: CCEP 2022 Data



### 3 DRIVING **PACKAGING CIRCULARITY**

We are committed to reducing our use of packaging where possible and ensuring that the **equivalent of all the packaging we do use is collected, reused or recycled**, so that it does not end up as waste or litter.



WE ARE SUPPORTING  
**WELL-DESIGNED DEPOSIT  
RETURN SCHEMES,**  
TO HELP COLLECT AND  
RECYCLE 100% OF OUR  
PACKAGING  
IN OUR MARKETS



# ACTION ON PACKAGING

THANK YOU !



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