



Shaping the Future with Packaging

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World Without Waste (WWW)



"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



WWW: Targets

Design

Remove, Reduce, Reuse.

Collect

Sell one. Collect one.

Partner

Engage partners.

WWW: Design

Design

Remove, Reduce, Reuse.

Targets

2025

100%

of our packaging will be recyclable globally

3 Mio. t

of virgin plastic from non-renewable sources will be eliminated

2030

50%

recycled material

25%

of our volume will be offered in reusable

Collect

Sell one. Collect one.

Partner

Engage partners.

Bottle of the Future

Reducing the use of plastic by substitution, light-weighting and increasing refillables.



Less Material



Less Ressources



Less CO²

Enhancing recyclability of our packaging by changing our bottles to clear PET.



Increasing the use of recycled and plant-based materials, specially to reach our vision of 100% recycled and renewable PET.



Investing in solutions that will reduce our packaging: Soda syrups for carbonated water, dispense solutions or refillables.



Fostering innovation and trailing new prototypes: Paboco Paper bottle for AdeZ



WWW: Collect

Design

Remove, Reduce, Reuse.

Collect

Sell one. Collect one.

Targets

2030

100%

collect and recycle a bottle or can for each one we sell

∞



Foster the best collection system in each market

Partner

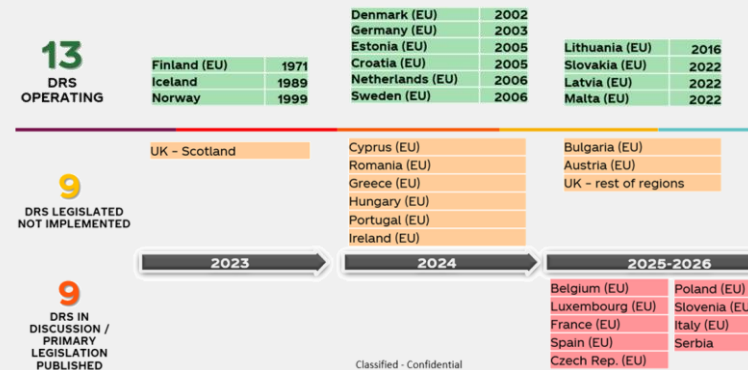
Engage partners.

Returnable Packaging & Infrastructure



DRS implementation

DRS operating, in discussion & legislated, not implemented



Classified - Confidential

WWW: Partner

Design

Remove, Reduce, Reuse.

Collect

Sell one. Collect one.

Partner

Engage partners.

Targets



Bring our suppliers and industry together to look for innovative solutions



Use our brands to reach consumers and raise awareness



Partner on marine litter and recycling solutions

Better together



Bring our suppliers and industry together to look for innovative solutions



Use our brands to reach consumers and raise awareness



Partner on marine litter and recycling solutions



WWW: Targets

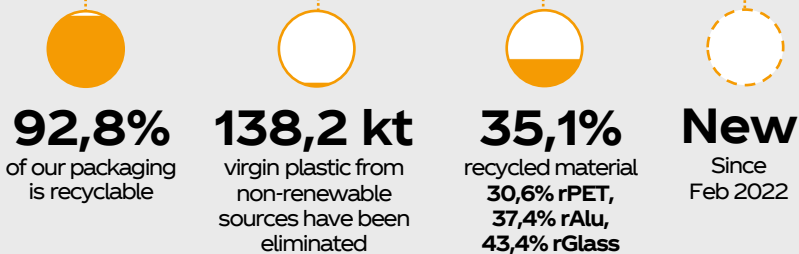
Design

Remove, Reduce, Reuse.

Targets



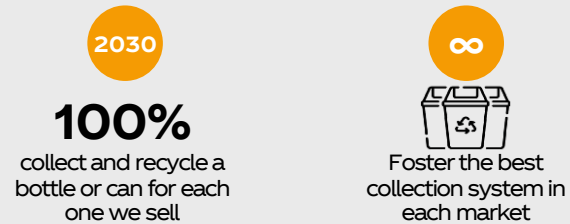
Performance



Collect

Sell one. Collect one.

Targets



Performance



Partner

Engage partners.

Targets



Performance



Our Ambition

0% Zero Waste

Plastic packaging is a valuable resource for all kinds of industries, but too much packaging is discarded after being used just once and ends up polluting the planet. We need to capture that value and prevent it from becoming waste at the end of its life.

Coca-Cola world without waste: [link](#)

0% Net-Zero GHG Emissions

Our packaging represents approximately 40% of our overall carbon footprint. Therefore, our WWW strategy is essential for us to meet our Science-based Climate target to achieve our Net-Zero ambition by 2050.

Coca-Cola sustainability report 2021: [link](#)

Shaping the Future with Packaging

WWW: Remove



WWW: Reduce

Recycle the
unrecyclable



WWW: Reuse



**How can we together write the next chapter
in this sustainability journey?**

A large, faint footprint is visible in the sand, surrounded by sparse green grass and small white shells. The footprint is a large, rounded shape with some internal indentations, suggesting it might be from a large animal. The sand is light-colored and textured. The grass is green and appears to be growing in small clumps. There are several small white shells scattered around the footprint.

Thank you