

REUSE



Reusable packaging is packaging designed to be used multiple times for the same purpose for which it was conceived. Reusable beverage packaging is either a packaging format that is used by the consumer and then returned so that it can be refilled again by the producer (returnable-refillable) or any drinks dispensing system where a consumer uses a reusable container (refillable).

Redesigning how to bring products to people in new ways, like reusable formats, is an effective way of reducing single use plastic use and becoming more resource efficient in the materials we use. Reuse therefore complements the progress being made on beverage packaging circularity and is part of the solution to eliminating plastic pollution and reducing carbon emissions.

Our approach to reuse

In February 2022, The Coca-Cola Company (TCCC) announced its goal to have at least 25% of its global volume sold in returnable-refillable glass or plastic bottles or reusable containers through fountain or dispensers by 2030. This goal, which was set with input from the Ellen MacArthur Foundation, builds on a strong track record with refillable packaging, especially in Latin America, Europe and Africa.

The Ellen MacArthur Foundation has defined [four models of reuse](#) in terms of packaging ownership and whether a consumer needs to leave home to refill/return the packaging. We support this model as a wide scope of reuse enables geographical (e.g. transport distances for refill) and environmental factors (e.g. water usage) to be taken into account when assessing our packaging mix in different markets.

For refillable bottles, modelling by the [Carbon Trust](#) shows us that the transport distance to wash and refill a bottle have a significant impact of the carbon footprint of that bottle. In markets where the geography necessitates a large transport distance, refillable bottles will often not reach an 'environmental break-even point' compared with a fully circular single-use bottle.

We are working to increase the share of reusable packaging in our portfolio and are conducting a deeper analysis of reusable packaging across our business to ensure we can monitor and report our progress.

Together with TCCC, we have initiated a cross system approach to drive innovation in returnable-refillable packaging and dispensed delivery models, offering consumers new ways to enjoy our drinks. This includes new returnable-refillable pilots in France and Great Britain and Compact Freestyle smart dispenser pilots in at-work and university environments. Our glass bottles in Spain are in returnable-refillable formats in hotels, restaurants and cafes (HoReCa) and we are making this shift in France too. In Europe, approximately 84% of our glass bottles were returnable-refillable in 2022. We also opened a new returnable-refillable packaging line in Germany.

As the majority of containers for use with dispensed equipment are bought directly by our customers, we are also supporting them as they explore refillable container pilots and innovation initiatives which will drive both the infrastructure and consumer behaviour change needed to increase the share of reusable containers with dispensed delivery solutions.