

OUR VISION

WORLD WITHOUT WASTE

We're acting with urgency to reduce the impact our packaging has on the planet. Because it doesn't belong in the world's oceans or environment. We want to find the most sustainable ways for people to enjoy our drinks, that are right for them and right for the planet.

OUR MISSION

ACTION ON PACKAGING WE ARE ON A PATH TO ZERO



By reducing our use of packaging where we can and ensuring that all the packaging we do use is collected so that it can be recycled and reused as part of a circular economy.



In parallel, these actions will reduce our carbon footprint as we work towards our ambition to reach Net Zero greenhouse gas emissions (GHG) across our entire value chain by 2040 in Western Europe.*

* Western Europe refers to CCEP markets: Andorra, Belgium, continental France, Germany, Great Britain, Iceland, Luxembourg, Monaco, the Netherlands, Norway, Portugal, Spain and Sweden.

OUR PLAN

REDUCE & REMOVE DRIVE CIRCULARITY

01

REMOVING UNNECESSARY PACKAGING.

We're removing all unnecessary or hard to recycle packaging from our portfolio and we'll make sure that 100% of our primary packaging is recyclable or reusable.

02

REFILL. REUSE. DISPENSED.

We're innovating in refillable and dispensed solutions and services as a key strategic route towards eliminating packaging waste and reducing our carbon footprint.

03

SELL ONE. COLLECT ONE.

We're supporting well-designed deposit return schemes, where a proven alternative doesn't exist, to collect 100% of our packaging in Western Europe. And we're using the reach of our brands to inspire everyone to recycle.

04

REDUCING VIRGIN PLASTIC.

At least 50% of the material we use for PET bottles will be made from recycled plastic (rPET) by 2023. We're aiming to accelerate towards zero virgin oil-based plastic within a decade, using 100% recycled or renewable content.

INVESTING AND INNOVATING FOR THE FUTURE

We're investing in the development of new technologies to support our plan. Pioneering sustainable packaging design and recycling solutions and smart new ways to eliminate packaging waste, whilst simultaneously lowering our carbon footprint.

