

## Business case study

### The 'Bottle of the future': driving full circularity in plastics packaging

Coca-Cola Europacific Partners (CCEP) has an objective to recycle the equivalent of 100 per cent of their packaging and to ensure that at least 50 per cent of the material the company uses for their PET bottles in Western Europe comes from recycled plastic (rPET) by 2023. By 2030, the company aims to reach 100 per cent recycled or renewable plastic<sup>\*</sup>, up from 50 per cent today. Recycled plastic has up to a 70 per cent lower carbon footprint than virgin fossil-based PET.

CCEP's 'Bottle of the future' strategy explores how circular PET can be achieved at scale using a combination of mechanically recycled PET and 'like-virgin' quality PET from depolymerisation recycling or PET from renewable sources. To achieve their target, CCEP is working closely with governments and the recycling industry, including entering into long-term supply agreements with mechanical recycling partners (such as their joint venture with Plastipak to create the Infineo recycling centre in France). CCEP is also investing in CuRe Technology to support the commercialisation of the production of 'like-virgin' materials using depolymerisation recycling technology.

Policies like the Single Use Plastics Directive and the Packaging and Packaging Waste Directive have been helpful in driving collective action on circularity but in isolation are insufficient to enable full circularity. The upcoming revision of the Packaging and Packaging Waste Directive could enhance circularity by making Deposit Return Systems (DRS) mandatory in all EU Member States and by improving the food and beverage industry's access to recycled food-grade PET material. The upcoming Directive would ideally also provide clear legislative guidance on chemical recycling technologies because the current lack of guidance in EU legislation is driving uncertainty at a Member State level, potentially restricting the commercialisation of these types of recycling technologies.

<sup>\*</sup>Target relates to CCEP's operations in Western Europe.



100 per cent rPET Coke bottle.

Credit: Coca-Cola Europacific Partners