

# Coca-Cola's Sustainable Packaging for a World Without Waste

- Jeju Plus International Environment Forum 2023 -

*Coca-Cola Korea Company  
September 2023*

We make brands and products that people love while building a more sustainable future for our business and for the planet. We do all of this while staying true to our purpose: **to refresh the world and make a difference.**

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- Sustainable Packaging Across the World
- Our Efforts in Korea





# Our Company

## COMPANY FACTS



**137 YEARS**  
of refreshing the world and making a difference



**ATLANTA, GEORGIA**  
Global headquarters



**200+**  
Countries and territories where our products are sold



**~200**  
Master brands



## THE COCA-COLA SYSTEM



**~200**  
Bottling partners worldwide



**~950**  
Production facilities



**700K+**  
System employees



**~30M**  
Retail customer outlets

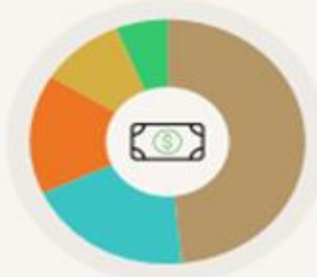


## 2022 PERFORMANCE

**\$43.0B**  
2022 Net Operating Revenues

**11%**  
2022 Net Operating Revenue Growth

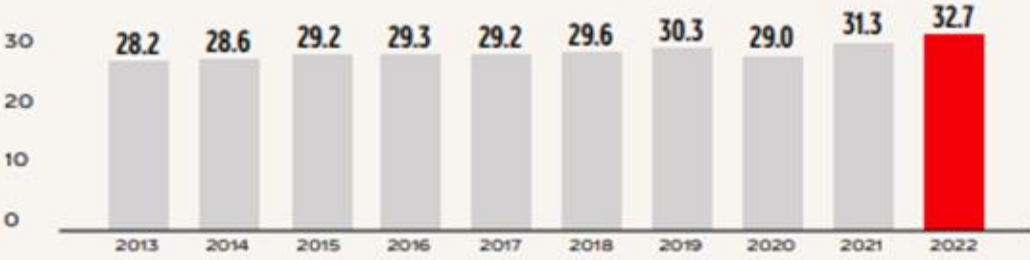
## RETAIL VALUE



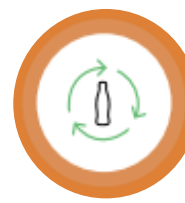
- Trademark Coca-Cola
- Sparkling Flavors
- Water, Sports, Coffee & Tea
- Juice, Value-Added Dairy & Plant-Based Beverages
- Emerging & Other

## UNIT CASE VOLUME

Total Company Unit Cases (in billions)



**2.2B SERVINGS PER DAY**



## PACKAGING

Collect and recycle a bottle/can for each one we sell by 2030; Make 100% of packaging portfolio recyclable by 2025; Reduce virgin PET use by 3M metric tons by 2025; Use ≥50% recycled material in packaging by 2030. 25% of our volume in reusable packaging by 2030



## WATER

Achieve 100% regenerative water use across 175 facilities identified as facing high levels of water stress by 2030.



## CLIMATE

Reduce absolute emissions by 25% by 2030 against a 2015 baseline. Ambition to achieve net zero emissions by 2050.



## AGRICULTURE

Sustainably source 100% of priority agricultural ingredients over time.



## PORTFOLIO

Expand reduced-, low- and no-sugar options across our portfolio.



## PEOPLE & COMMUNITY


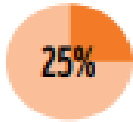
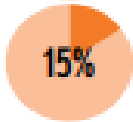
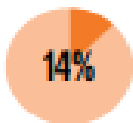
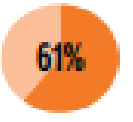
Aspire to be 50% led by women globally; Align U.S. race/ethnicity representation to U.S. census data across all job levels

**OUR PURPOSE:**  
To Refresh The  
World & Make A  
Difference

**OUR GLOBAL  
SUSTAINABILITY  
GOALS**

# Packaging Working Towards World Without Waste



DESIGN: GOALS		2022 STATUS	
Make 100% of our packaging recyclable globally by 2025		90% globally <sup>1</sup>	
Use at least 50% recycled content in our packaging by 2030		25% <sup>2</sup> recycled material in our packaging globally; 15% of PET used is recycled PET	 
Reduce our use of virgin plastic derived from non-renewable sources by a cumulative 3 million metric tons from 2020–2025 <sup>3</sup>		In 2022, we avoided around half a million metric tons of virgin plastic usage through our efforts on lightweighting and use of recycled content with an incremental avoidance of over 50,000 metric tons compared to 2021. However, growth of plastic packaging has outpaced these efforts, so we did not reduce virgin plastic usage overall in 2022	
By 2030, we aim to have at least 25% of our beverages worldwide by volume sold in refillable/returnable glass or plastic bottles or in fountain dispensers with reusable packaging		Approximately 14% of total beverage volume was served in reusable packaging in 2022	
COLLECT: GOAL		2022 STATUS	
Collect and recycle a bottle or can for each one we sell by 2030		61% <sup>4</sup>	
PARTNER: GOAL		2022 STATUS	
We bring people together to support a healthy, debris-free environment.		See our 2022 partnership highlights <a href="#">here</a>	



# r-PET



- **15%** of PET used in recycled PET globally
- **Eight markets** in Europe offer their entire locally produced portfolios in **100% rPET**



# r-PET

これからのチョイス!  
100%  
リサイクルペット

コカ・コーラといろ・は・す実装率は90%リサイクルペットを使用しています。

Coca-Cola



**未来を、  
1本ずつ変えていく。**

コカ・コーラがめざす、無駄を生まない世界に向けて。  
 「100%リサイクルペットボトル&ラベルレス」を、  
 全世界に先駆けて日本で初導入。  
 1本あたり約**60%のCO2を削減**できます。  
 さらに2030年までに、すべてのペットボトルを、  
 新たな化石燃料を使用しない  
 サステイナブルな容器へ。  
 あなたの手に届くその1本が、  
 未来を変えていきます。



TEAM  
Coca-Cola

**Colorful Dreams!**

100%リサイクルPET  
 100%リサイクルPET

※本広告は環境からパフォーマンスの向上を目指すものであり、製品の品質や味は変わりません。また、一部の製品はリサイクル素材を使用していますが、品質や味は変わりません。また、一部の製品はリサイクル素材を使用していますが、品質や味は変わりません。また、一部の製品はリサイクル素材を使用していますが、品質や味は変わりません。

ペットボトルは、もう一度、  
あなたのもとへ戻ってくる。

コカ・コーラには、夢があります。  
「World Without Waste」。廃棄物ゼロの社会をつくる、という夢です。  
2030年までに、ペット容器のサステナブル素材使用率100%をめざして、  
すでにはじめているアクションが「ボトル to ボトル」。

使い終わったペットボトルをペットボトルに再生することで、  
資源を循環させるための取り組みです。  
いま私たちは、自治体や企業などのみなさんと一緒に、  
この動きを日本全国へと広げています。  
普段あなたが手にとるペットボトルも、生まれ変わったペットボトルである。  
それが当たり前になる時代へ。

未来を、1本ずつ変えていく。

100%リサイクルPET

TEAM  
Coca-Cola  
Colorful Dreams!



# Recycled Materials

DASANI bottle caps made with 30%  
recycled HDPE plastic





# Reusable Packaging

(Latin America)  
Returned, cleansed, refilled  
up to 25 times





# Reusable Packaging

(Sweden)

Choosing from over 60 different fountain beverages by using shoppers' own refillable vessels





# Sustainable Innovations





Collect & Partner







# Collect & Partner

Industry collaboration for Bottle-to-Bottle recycling awareness @ G7 Hiroshima Summit



ペットボトルは、ごみじゃない。この星の資源です。



誰よりも同じ未来を見つめる存在。  
それが、ライバルってこと。



使用済みペットボトルを原料として、新しいペットボトルにつくりかえる。  
私たちは、「ボトルtoボトル」水平リサイクルを推進しています。

リサイクルって、つまりは地球規模の協力体制だ。



*PET bottles are not waste,  
but our planet's valuable resources.*

*Recycling, a call  
for a global collective action.*



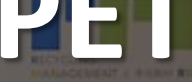
# Our Efforts in Korea



# 투명페트병 순환체계 구축을 위한 업무협약식



식품의약품안전처



## r-PET Application

Introducing Coke 10% r-PET 1.25L SKU from locally sourced recycled PET materials

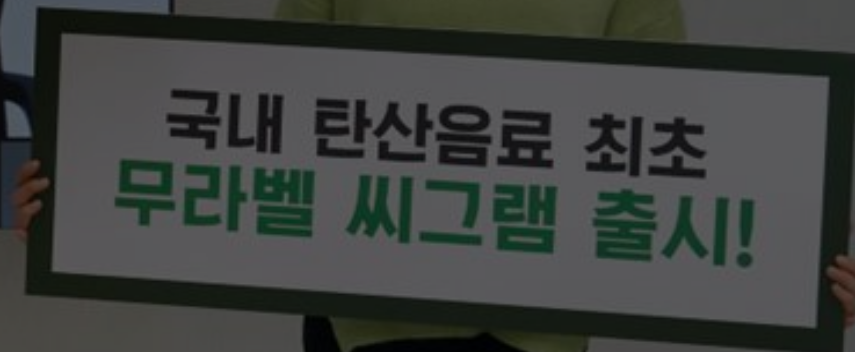




Coca-Cola 환경부  
포장재 재활용 용이성 확대 협약식

# Recyclability Improvement

Introducing Seagram's label free product, the first label-free sparkling beverage to be sold in Korea







1899-1902

1900-1916

1915

1957

1961

1991

1993

2007

2021

*Coca-Cola*

## Recyclability Improvement

- The first label-less Coca-Cola PET plastic bottle with the iconic contour shape and engraved logo
- Extended to Japan and China as well

# Lightweighting Technologies

태양의  
식후  
비법 W차®





# ONETHEPL Campaign for Proper Recycling Education for Consumers

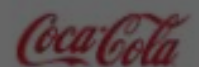
ONETHEPL

다 마신 페트병,  
다시 태어나다.

#원더플캠페인 #투명페트병  
#보틀투보틀 #재생보틀

캠페인 지원하기

수거 신청하기



BLACKYAK

emart

SSG.COM

Gmarket



요기요



*Thank you.*