



Our Journey Towards A World Without Waste

In 2018, in partnership with The Coca-Cola Company, we launched our World Without Waste strategy setting out our ambition to design more sustainable packaging; to collect and recycle the equivalent of every bottle or can we sell by 2030; and to partner with NGOs, customers and stakeholders to help clean up the planet.

Here is our progress to date.



DESIGN

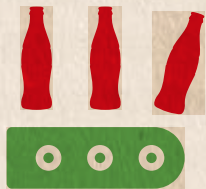
100% Recyclable Packaging

All our bottles and cans are 100% recyclable.

More Recycled Material

We use **40%** recycled PET (rPET) across our portfolio.

- Deep RiverRock 100% rPET.
- On-the-Go Packs 50% rPET.
- Larger Take-Home Packs 25% rPET.



Through our use of rPET we are eliminating **3,450 tonnes** of virgin plastic from the supply chain in 2019.

Less Packaging

By the end of 2019 we will have reduced the amount of plastic we use in our bottles by more than **800 tonnes**.

(Baseline 2017)



Our 500ml Deep RiverRock uses **39%** less plastic compared to 2016.



Did You Know?

Using rPET can **reduce carbon footprint** by as much as **79%** compared to virgin polymers.

(ALPLA study by Roland Fehring, denkstatt GmbH)



COLLECT

More Waste Collection and Recycling

We aim to collect and recycle the equivalent of one pack for each one we sell **by 2030**.



We are encouraging consumers to **recycle** with **messages** on pack and in our TV advertising.



PARTNER

We Cannot do this Alone



We are partnering with NGOs, customers and stakeholders to encourage consumers to dispose of their packaging in ways that allow it to be recycled.

We have proudly partnered with An Taisce and Keep Northern Ireland Beautiful on the Coca-Cola Clean Coasts Week for more than a decade.



Coastal volunteer achievement 2019.
5,450 volunteers engaged.

100,000km of coastline cleaned.

254 events and clean-ups.



27 tonnes of litter removed from the coastline.

