

Completing the circle

We have a joined-up, low-carbon approach to circularity that includes: sourcing the right raw materials; designing packages for enhanced recycling and reduced litter; and building partnerships to develop effective collection and recycling infrastructure worldwide.

Raw materials
More renewable materials
New materials with recycled content



1

A joined-up approach to circularity

2

Packaging design
Design for recycling
Anti-littering openings



3

Collection and recycling
Partnerships for effective collection and recycling



1. Raw materials

Our goal is to use as much plant-based renewable raw material as possible in our packaging. This includes paperboard, which makes up more than 70% of our packages, and plant-based alternatives to fossil-based polymers, which are used for caps and coatings. We are also working towards incorporating new materials with recycled content into our packaging (see also next page).

Achievements in 2019

- We reached the milestone of having helped our customers to produce over 500 billion FSC™-labelled packages since 2007.
- In partnership with our long-term supplier Braskem, we became the first company in our sector to obtain Bonsucro Chain of Custody certification, which includes all stages in the plant-based polymer supply chain.
- We sold 5.2 billion plant-based polymer caps and 12.6 billion packs with plant-based polymer coatings (up from 4.2 billion and 11.3 billion respectively in 2018).
- We made significant investment so that all our European factories are now capable of plant-based lamination.
- As part of our Ellen MacArthur Foundation (EMF) New Plastics Economy Global Commitment, we agreed to incorporate a minimum of 10% recycled plastics content on average across our beverage cartons sold in Europe by 2025, subject to suitable food-grade recycled plastic being technically and economically available.

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2. Packaging design

Our vision of the ideal package of the future is a beverage carton that's both fully renewable and recyclable. After consulting with our customers to ensure alignment, we accelerated our efforts and increased investment to restructure our packaging innovation strategy around this vision. This includes workstreams that will enable us to: increase the share of renewable materials; use recycled polymers and paper in all our packaging materials, while never compromising food safety; develop innovations that address litter; and enhance recycling by design.

Achievements in 2019

- We continued development work to extend our 100% Plant-based offering to other products in our packaging portfolio.
- We initiated a close supplier collaboration to explore utilising recycled content in paperboard.
- We collaborated with customers on initiatives to utilise recycled content in secondary packaging in certain markets.
- We became the first carton packaging company to launch paper straws in Europe, fulfilling the first of our EMF global commitments.
- We have initiated several developments for anti-littering openings beyond paper straws, including biodegradable straws, non-detachable alternatives and tethered caps.
- We delivered our first ever filling machine for aluminium-free aseptic packages and the solution is now being field-tested. This will help to raise the post-consumption value of our packaging, thereby boosting collection and recycling.
- We participated in the testing of Holy Grail, a new recycling sorting technology based on digital watermarking. We have since joined Holy Grail 2.0, a major consortium now seeking to industrialise the technology.

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3. Collection and recycling

We have been working to develop collection and recycling infrastructure for many years, investing €23 million between 2012 and 2019, and building effective partnerships at a local, regional and global level. As a result, we have helped to grow the number of facilities that recycle beverage cartons from 40 in 2002 to more than 170 today.

Achievements in 2019

- We co-founded the 3R Initiative, a global effort to reduce, recover and recycle plastic that creates a “plastic crediting” mechanism to incentivise recycling activities.
- We co-founded 4evergreen, a new European alliance that aims to boost the contribution of fibre-based packaging in a circular and sustainable economy.
- We are active players in newly formed packaging recovery organisations that aim to develop collection infrastructure in transitional markets.
- We joined the Consumer Goods Forum Plastic Waste Coalition of Action, which is in the process of outlining and agreeing ambitious deliverables around product design, extended producer responsibility (EPR), chemical recycling and collaborative initiatives in priority markets.
- We continued to develop our partnership with Veolia to enable all components of used beverage cartons collected within the EU to be recycled by 2025.
- We contributed to the development of Furukawa Electric’s breakthrough new technology, which can combine plastic and paper waste in a single process to make a material comparable to glass-fibre-reinforced plastic, but at a much lower cost.
- We helped support the recycling of 50 billion Tetra Pak® packages (26% of the total sold).