



Coca-Cola HBC

Ireland & Northern Ireland

Committed to creating a World Without Waste

Louise Sullivan

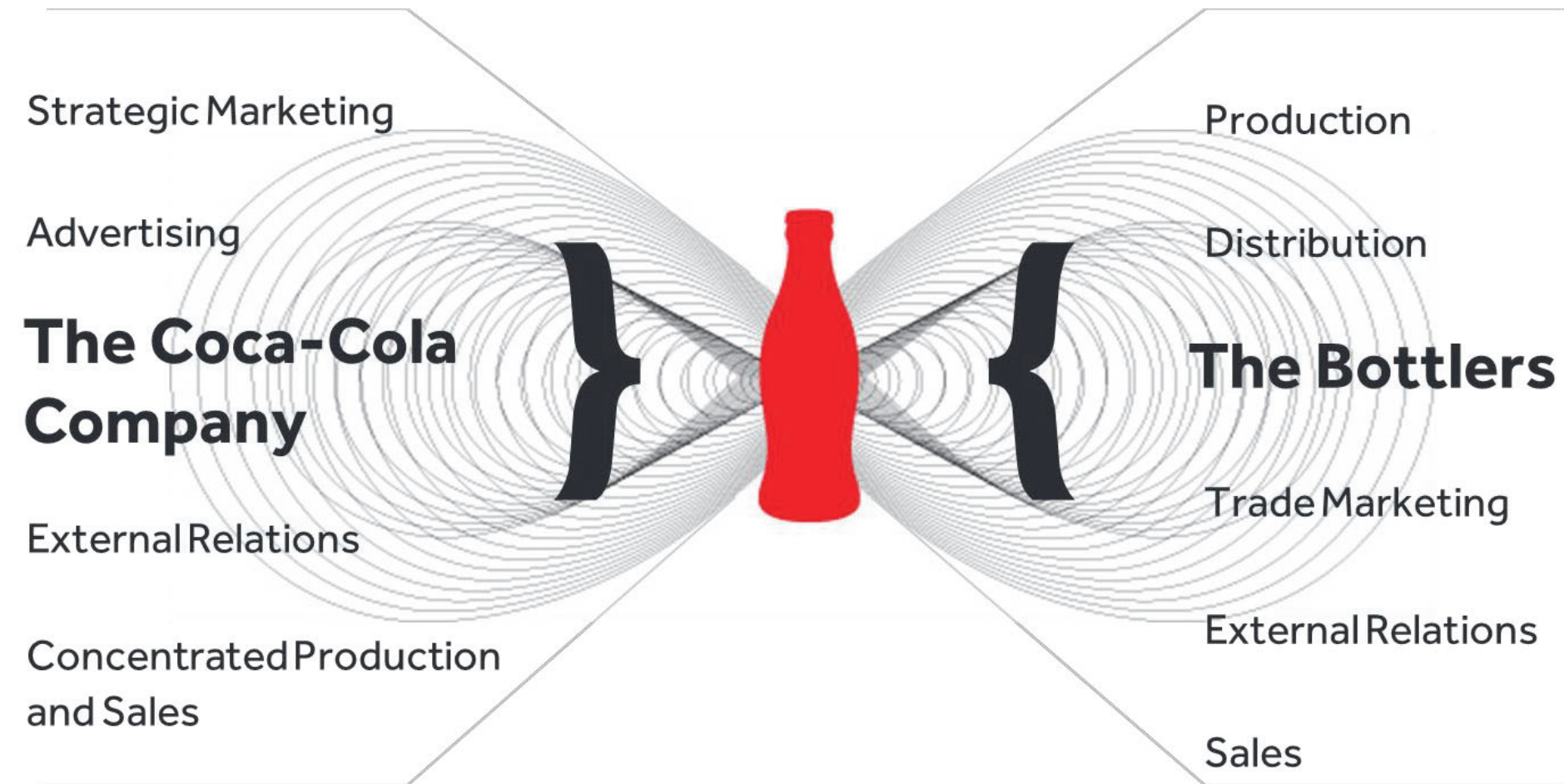
Public Affairs & Communications Director

Coca-Cola HBC Ireland & Northern Ireland





About Coca-Cola HBC



28
country
Coca-Cola Hellenic (CCH) Bottling Group.

Ireland we have proudly refreshed local consumers since **1939**

45 acre state-of-the-art facility at Co. Antrim serves the entire island of Ireland market.

750 Employees in Ireland and Northern Ireland.

18+ Brands distributed, sold and marketed across the island

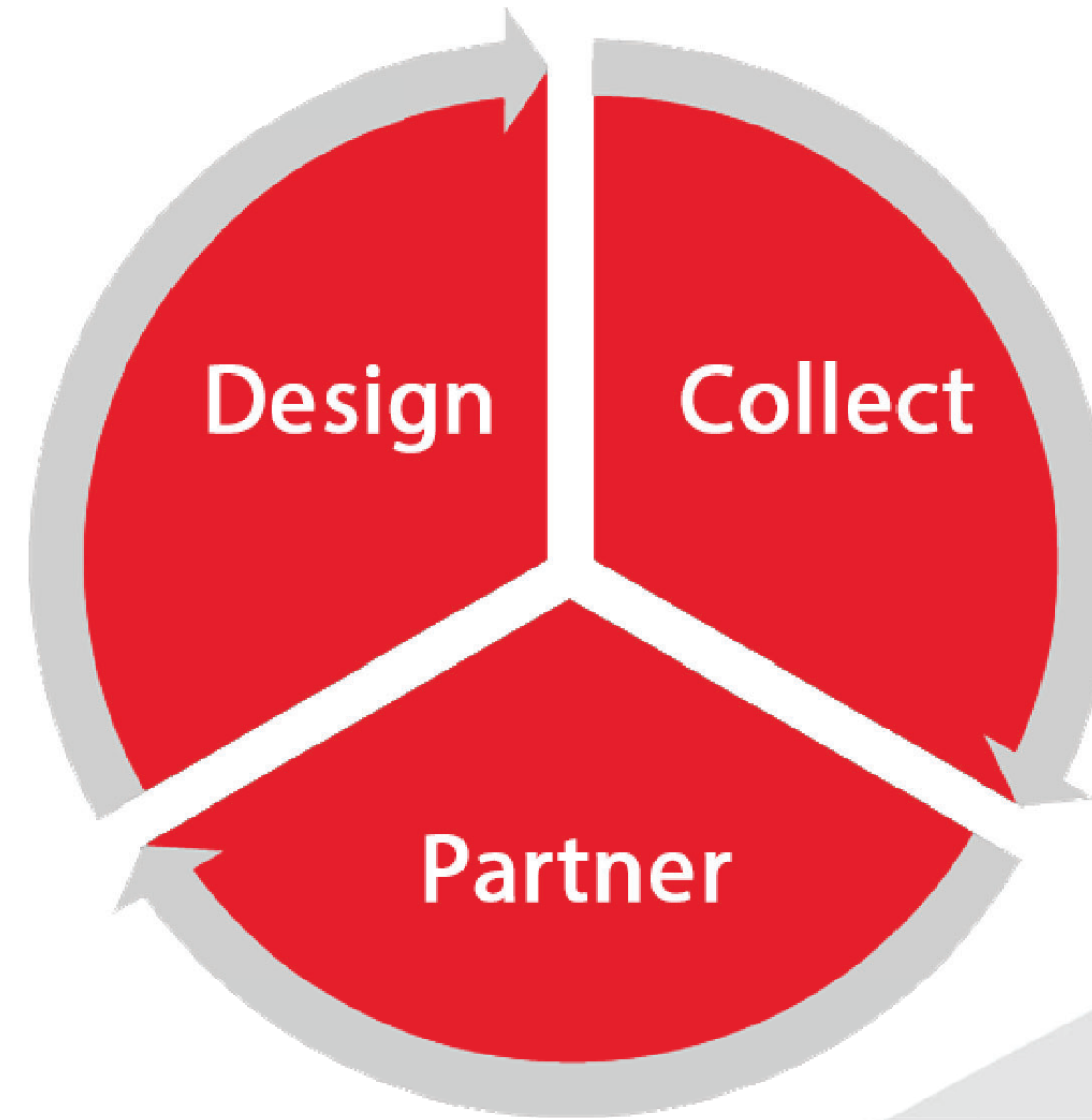


In 2018, Coca-Cola launched its global strategy to reduce the impact of waste

100% Recyclability
50% Recycled Materials

100% Collection

world without waste
THE COCA-COLA COMPANY

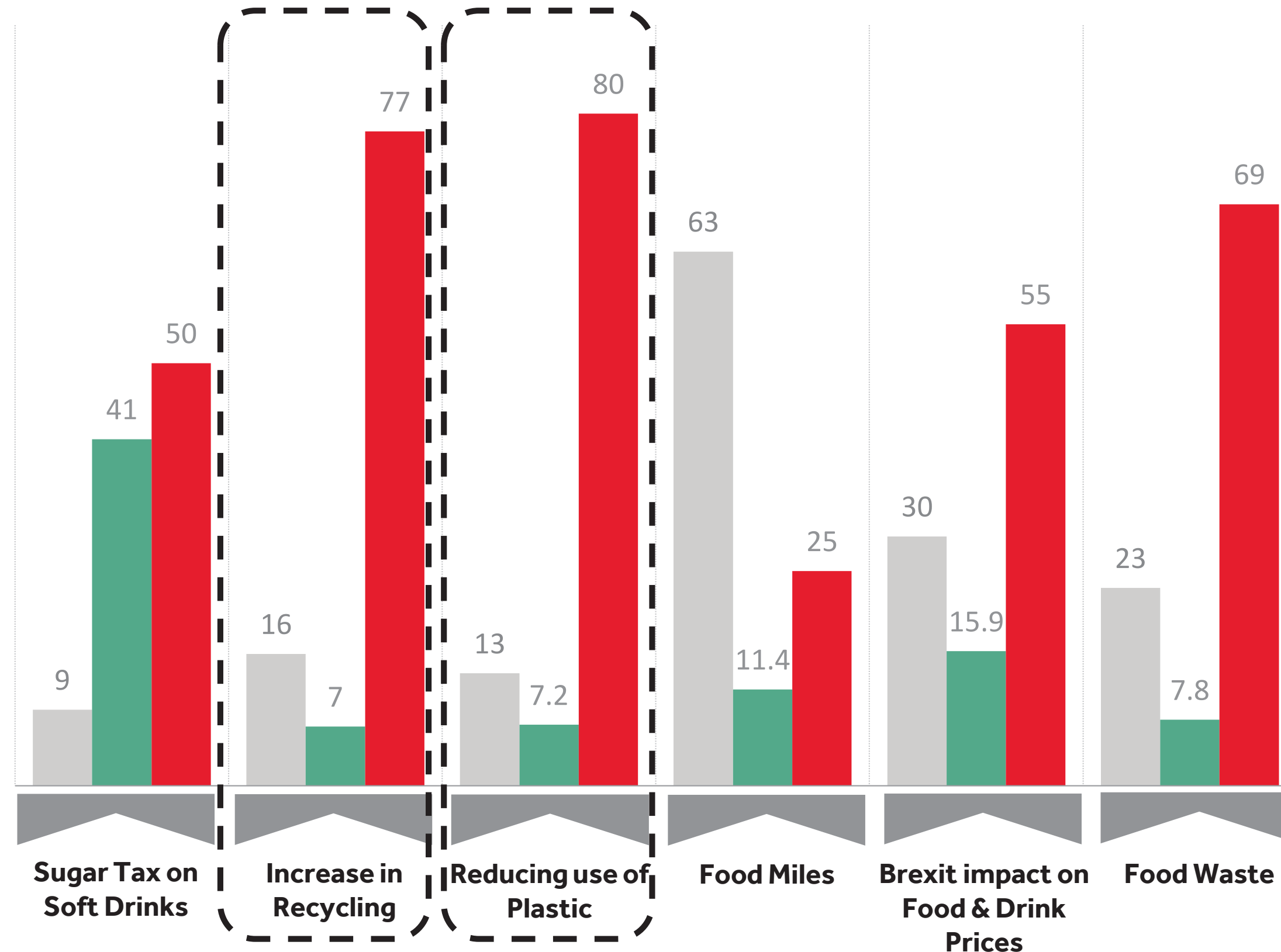
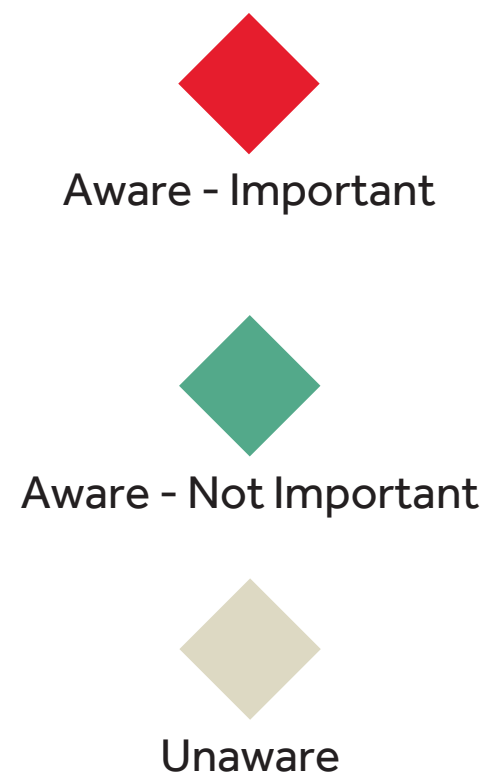


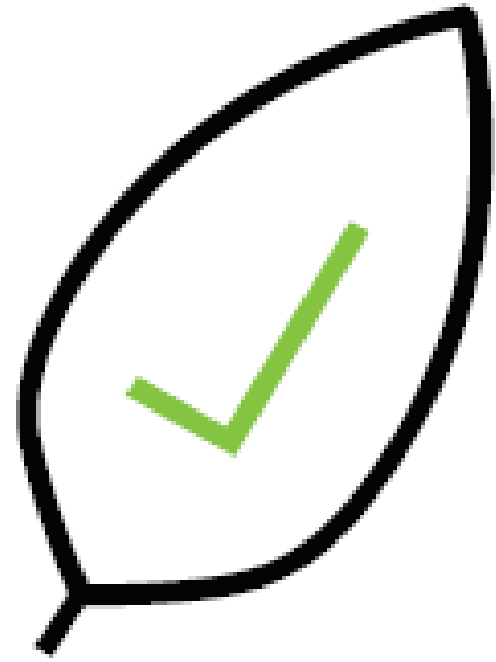
We Can't Do This Alone
Our Approach to Partnership &
Collaborative Action



We are in the business of responding to consumer and shopper needs and we will play a leadership role in tackling the issue of plastic waste

"Have you heard anything on the following topics in the media recently, and if so, are they important to you?"





**Sustainability /
Plastic**

78%

“worry about the effect all my grocery packaging has on the environment”

WORLD WITHOUT WASTE

1. DESIGN



100% Recyclable Packaging

All our bottles and cans will remain **100%** recyclable

More Recycled Material

We're creating packaging that contains more recycled materials; by the end of 2019, our PET plastic bottles will contain at least **25%** recycled material (rPET)

Less Packaging

We will reduce the amount of plastic we use in our PET bottles by **10%** by end 2019 and by **15%** by end 2020*

*From a 2017 baseline

2. COLLECT



More Waste Collection and Recycling

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

3. PARTNER



We Cannot do this Alone

We're working together with our partners to encourage consumers to dispose of their packaging in ways that allow it to be recycled, helping **reduce the amount of plastic waste in our environment and oceans.**



Coca-Cola HBC
Ireland & Northern Ireland



We are committed to designing more sustainable packaging

Reflections on Proposed Plastic Tax

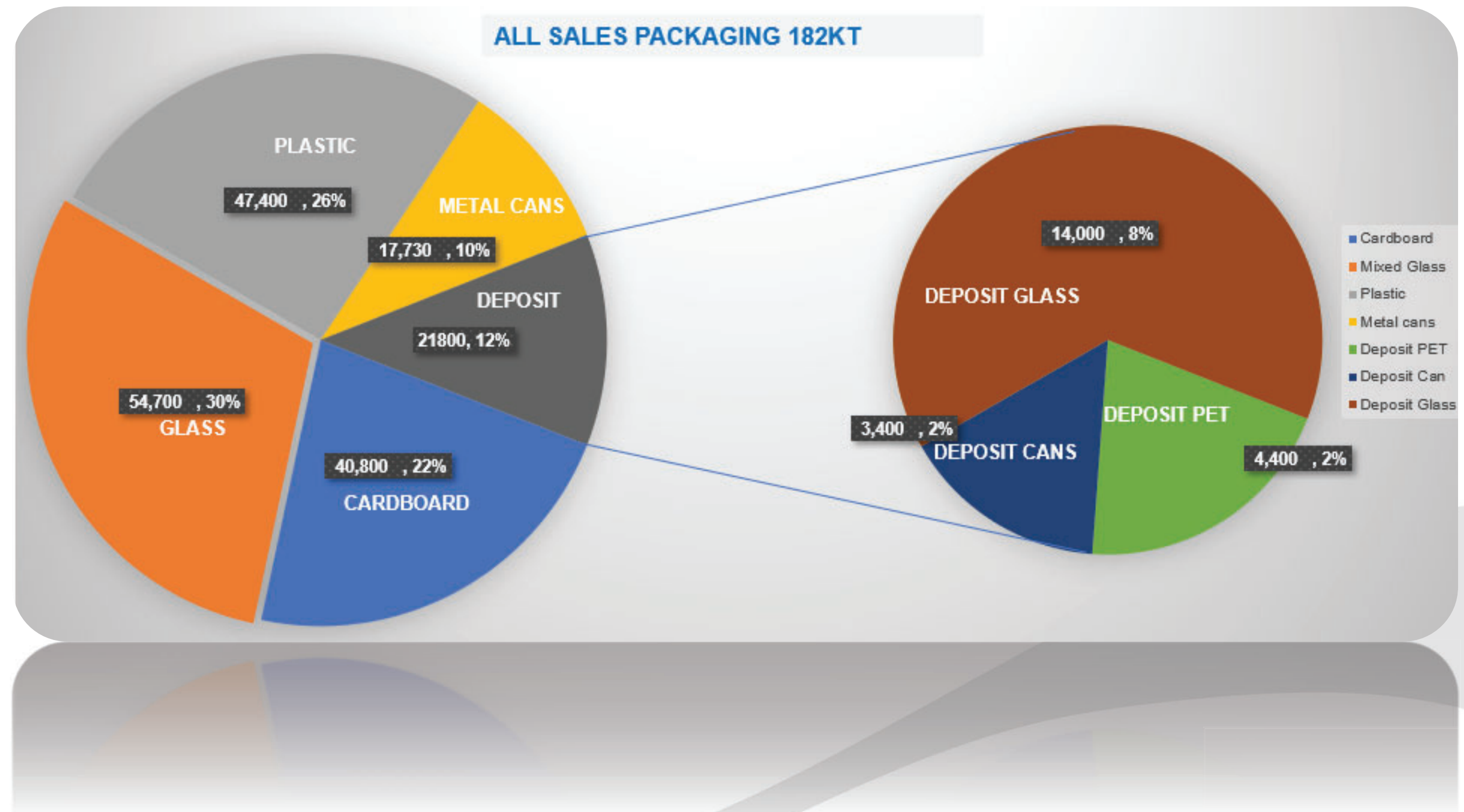
- We have a commitment to integrate *at least 25% recycled PET* across our portfolio by year end, 50% by 2020
- We welcome any measure that incentivises sustainable packaging
- Our experience from the Soft Drinks Industry Levy – taxes are complex!
- Policy outcomes for the tax could be achieved by incentivising recycled content through a modulated fee structure within an EPR
- Any practical application of the plastic tax should take into account/consider:
 - Availability of food-grade recycled materials
 - Role of the packaging & technical constraints for recycled content in certain plastic types (e.g. film)
 - Total unit of packaging when measuring overall recycled content
 - Sales Packaging only
- We propose that revenue raised through the tax should be ring-fenced to incentive innovation and infrastructure support to create consistent availability of recycled materials – i.e. rPET



It's our ambition to collect the equivalent of every bottle or can we sell by 2030

Reform of the current collection system is essential to meet our targets

- Our modelling shows that sales packaging waste recycling in Northern Ireland is currently at approx. 40 – 50%.
- Beverage packaging accounts for 12% of all sales packaging (4% of household waste)
- To achieve EU targets, recycling must grow by 3 – 5%



- Total NI sales packaging is based on the UK DEFRA data, calculated using per capita model. The share of commercial and sales packaging follows international and CEEREC experience.
- Beer, cider, light wine data is based on UK The Can Makers UK Market Report 2016 and NI volumes are calculated using per capita model.
- NARTD data is based on Nielsen report and is adjusted



Our ambition to collect the equivalent of every bottle or can we sell by 2030

- We support the introduction of a **Producer Responsibility Organisation**; a not-for-profit system that would be set-up and implemented by the industry owners. (Model 2)
- It should be responsible for the recovery and recycling of all sales packaging.
- It should be authorised by DAERA, and should develop business plan for packaging waste and recycling *including education* – solely, or in cooperation with councils.
- Collection method should be kerbside collection
- Members should include all handers in the supply chain selling more than 300kg per year in NI market

Reflections on Extended Producer Responsibility





PROs

- ✓ A PRO would have a significant impact on improving overall recycling of packaging waste, which is 23% of household waste
- ✓ Total waste management solution and most likely scheme to achieve targets across all packaging types – with up to 72% recycling target overall, and 55% of plastic.
- ✓ Can build on current scheme
- ✓ Transparent and traceable system

CONs

- ✓ Councils would move from 100% control, to cooperation with PRO
- ✓ Compliance costs increase compared to PRN system, and initial financing would be required
- ✓ Regional solution might not align with UK wide proposals
- ✓ Further intervention for 'on the go' packaging required to help achieve 90% collection rate for plastic bottles

Reflections on Extended Producer Responsibility





A Deposit Return Scheme in Northern Ireland

- We recognise that a well-designed Deposit Return Scheme has merits - however, an NI scheme has some practical challenges
- NI does not benefit from the scale of a UK-wide scheme.
- Coca-Cola (& other beverage producers) operate separate Island of Ireland and GB supply chains
- An NI-only DRS on the island of Ireland would;
 - Create **unmanageable complexities**
 - Encourage fraud (cross-border redemptions, cross-border selling)
 - Limit packaging innovation, NPD and choice for NI consumers
 - Fail to incentivise packaging weight reduction
 - Competitive disadvantage vs ROI

Reflections on A Deposit Return Scheme





How to 'bridge the gap' to 90% bottle collection

Reflections on A Deposit Return Scheme

- An 'on-the-go' packaging collection scheme to collect waste generated outside homes, offices, hotels/restaurants and catering outlets.
- It could focus on small PET bottles, cans, cartons and coffee cups.
- Collection would focus on busy streets, parks and areas of high footfall, and with a single bin to segregate waste types.
- Could be incorporated as part of EPR Scheme



THANK YOU

