

“We have fundamentally shifted how we view waste internally through World Without Waste 2030 vision and this is enabling us to craft meaningful, tactical approaches externally and has heightened our understanding of the importance of our waste efforts in ensuring the long-term sustainability of our business. It is important for us to continue with our commitment to collect all our waste and thereby mitigate the negative impact of waste on the environment



**Velaphi Ratshefola MD,**  
Coca-Cola Beverages South Africa

INVESTING IN

OUR  
PACKAGING



OUR  
PLANET

100  
%

WE WILL COLLECT AND RECYCLE THE EQUIVALENT OF 100% OF THE PACKAGING WE SELL BY **2030!**

OUR STRATEGY IN DETAIL

1. DESIGN

Make all consumer packaging **100%** recyclable by 2025



Create packaging that is **50%** recycled materials by 2030

2. COLLECT

**100%** collection or equivalent of primary packaging by 2030



3. PARTNER

Work together to support a healthy **debris-free environment and oceans**



OUR ACTION ON PACKAGING AIMS TO CONTRIBUTE TO

