

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.



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.

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.

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.