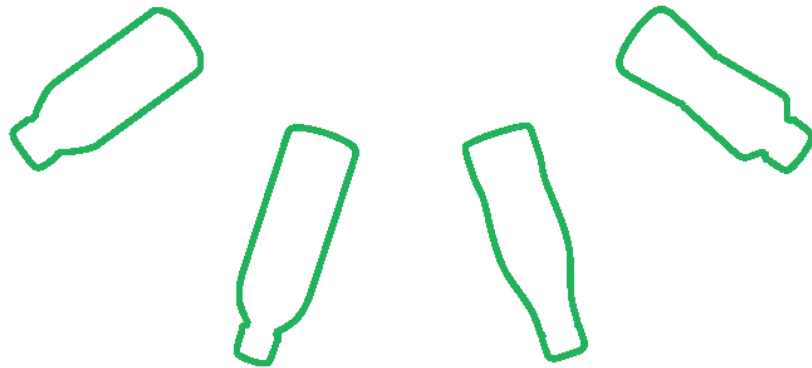


world without waste
THE COCA-COLA COMPANY



WORLD WITHOUT WASTE

The Coca-Cola Company

DESIGN



100% recyclable primary packaging by 2025 ✓

50% recycled content in packaging by 2030

COLLECT



**Collect & recycle equivalence of 100%
primary consumer packaging sold by 2030**

PARTNER



**Partnership to support healthy
debris-free environment (land & sea)**

DESIGN

Goal: 50% recycled content in packaging by 2030



Our water brand in Mexico using 100% Recycled PET bottle.



Media Visit to Indorama Ventures' PET Recycling Plant in Nakorn Pathom

- In 2018, around 185K tons of beverage PET bottles were used in Thailand.*
- Ministerial Notification 295 prohibits the use of recycled plastic in food-contact packaging. Every bottle has to be 100% virgin PET.
- Industry is working with FDA and experts to review international practices & assess local reality paving way for RPET permissibility.

COLLECT

GOAL: Collect & recycle equivalence of 100% packaging sold by 2030



Study sharing & Industry Workshop Sessions

- **Good intention is not enough, we need evidence-based data-driven approach.**
- **GA Circular commissioned to conduct study in Bangkok and Phuket to study the flow.**
- **Working with companies with shared commitment with aim to set up industry-run packaging recovery organization (PRO) like PETCO in South Africa and ECOCE in Mexico.**



<http://petco.co.za/>



www.ecoce.org.mx/

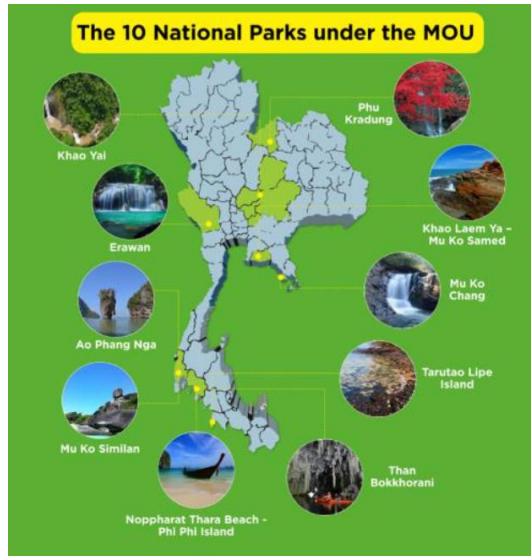
PARTNER

Partnership to support healthy debris-free environment (land & sea)



Media/Influencer Trip to Koh Yao Yai in partnership with 'The Cloud'

- Since 2018, we have partnered with IUCN and Koh Yao Yai communities in setting up community-based waste management system and with, The Cloud, in raising awareness.



- In 2018, we entered into a collaboration with Dpt of National Park and Sustainable Development Foundation in assessing and promoting sustainable waste management system 10 iconic national parks.

OPPORTUNITIES

- A single national reference database on waste management & recycling industry with regular tracking & updates
- A neutral convener to galvanize efforts and create synergy – or even do business matching!
- Education + Incentives + Law Enforcement going in tandem