

Coca-Cola to focus more on European sustainability strategy

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The commitment forms part of the companies' first ever joint Sustainability Action Plan for Western Europe, called This is Forward, with new commitments on drinks, packaging and society.

“This is Forward” sets out how The Coca-Cola Company in Western Europe and CCEP will aim address some of the biggest issues in society by using their brands as a force for good to meet complex global challenges.

It has been developed through an in-depth consultation process with over 100 key stakeholders, governments, NGOs and customers, using insights from over 12,000 consumers across six countries and almost 1,000 Coca-Cola employees in Western Europe.

To ensure that none of their packaging ends up as litter, the companies will aim to collect 100% of their packaging. They will also ensure that all of their packaging is recyclable or reusable by 2025.

Both will aim to cut greenhouse gas emissions from their core businesses by 50% as well as replenish all of the water they use in areas of water stress.

Furthermore, they will further reduce sugar across their soft drinks portfolio by at least 10% by 2020, in addition to the 5% reduction achieved in the previous five years. It is estimated that by 2025, 50% of sales will come from low or no calorie drinks, which is an increase from 35% in 2016.

Tim Brett, President, The Coca-Cola Company in Western Europe said: "Over 300 million people enjoy our drinks in Western Europe today and, working together with Coca-Cola European Partners, we have the power to act and create a positive difference, set new standards and lead the way; whether it is offering consumers a greater choice of drinks with reduced or no sugar, or keeping our packaging out of the oceans."

"This is Forward defines our attitude to doing better. We are not going to settle for the way things were done. There is no going back now."

Damian Gammell, CEO, CCEP said, "We have listened carefully to our stakeholders, customers, employees and consumers and our joint Sustainability Action Plan is our commitment to delivering the change they want to see."

"It establishes how we hold ourselves accountable to each other and the outside world and how we create an environment people want to work in and where they believe in what we are doing."