

COCA-COLA EUROPACIFIC PARTNERS AUSTRALIA PACIFIC INDONESIA (CCEP API)



**2020 SUSTAINABLE PACKAGING DESIGN
SPECIAL AWARD - RETAIL PACK
GOLD WINNER**



**WORLDSTAR
SUSTAINABLE PACKAGING
SPECIAL AWARD
GOLD WINNER 2021**

Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API) For the 100% recyclable post-consumer recycle rPET bottles



Key Outcomes and Measurement

100%

Post-consumer recycle
PET resin (rPET)

55%

Of all CCEP API's PET tonnage
is now made from rPET



Reduces the amount of new plastic
resin used by CCA by an estimated
16,000 tonnes per year in Australia



Committed to 2025
National Packaging Targets



7 out of 10 bottles across the range
are made from post-consumer rPET



Moved sensitive warm filled bottles
to post-consumer rPET too!



Moved Aseptic dairy bottles
to post-consumer rPET



First bottler to move carbonated soft
drink bottles to post-consumer rPET



Added a further **2.8%** lightweighting
during rPET conversion



Bottle weight reductions
technically remarkable



Company: Coca Cola Europacific Partners
Australia Pacific Indonesia (CCEP API)

Product: For the 100% recyclable post-consumer recycle
rPET bottles

Country: Australia

In 2018, Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API) released a suite of ten public Sustainability Goals. One was to reduce virgin PET resin used in containers by 50% by using post-consumer recycled PET resin (rPET). By 2019, CCEP API delivered a world first by converting all single serve PET bottles from largely petroleum-based PET resin to 100% rPET. Many other bottlers both in Australia and around the world have converted their water bottles to 100% rPET. However, CCEP API is the first to achieve this on carbonated soft drink (CSD) bottles, sensitive warm-filled bottles and aseptic dairy bottles. By converting all of these product lines to 100% rPET, 7 out of every 10 bottles they sell in Australia are made from rPET. This equates to over 55% of CCEP API's total PET tonnage.



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**WORLD
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EXCLUSIVE
ENTRY TO



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- Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API) represents what can be achieved with long term vision.
- Working through their portfolio, CCEP API is looking to achieve 100% rPET across its plastic bottle range.
- CCEP API works with the recycling industry to ensure new designs align with their processes.
- CCEP API recognises the increasing consumer awareness around plastic and will continue to develop designs to reduce its impact and to educate the public on its goals and contributions.

What is sustainable packaging to you?

To David Chalmers, Head of Packaging Services Division for Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API), sustainable packaging is *"packaging that has the lowest possible impact on the world we live in. Its about reusing or recycling materials where possible, and ensuring the packaging that we put into the world can be reused or recycled easily."* The focus for David is to be able to use the packaging again and again wherever possible – this is the hallmark of sustainable packaging.

By this definition, David recognises there are a number of problem packs in the CCEP API portfolio. *"We know we need to work on some of these 'legacy' packaging packs,"* says David. *"It's something that we are working on, but they have been used for almost three decades, so it takes time."* CCEP API is supporting collection and recycling systems,

particularly with container deposit schemes in Australia, creating demand for recycled materials, and, like the winning design, more recycled content products.

What is the story behind the design?

CCEP API was the first company to install a food grade rPET plant in Australia in the 1990s. David explained, *"We had our own bottle making facilities then and as part of that separate business had a separate rPET plant which was sold in 2001. With this winning entry, the company has come full circle, making our own rPET bottles again,"* said David.

The winning entry was the result of a long-term vision for CCEP API. *David said, "All the preform designs were set up to do higher levels of rPET from the very beginning. Its just at the time, we never imagined it would be 100%. So it's been an overnight project that's taken about 11 years to develop."*



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Taking responsibility

Although CCEP API had been planning the adoption of 100% rPET in their long-term plan, it was the increasing consumer awareness of the impacts of plastic.

"We know that every time you see an image of marine litter or see bottles washed up on beaches, that there will be a Coke bottle visible. With the 100% rPET product, we are encouraging consumers to be more aware of the work that is being done to reduce plastic consumption at the front end, which we hope will encourage improved disposal practices at the consumption end," explained David.

Ensuring the best possible outcome, CCEP API works with the recycling industry to ensure their designs, including labels and caps, align with recycling processes. *"We work with them to make sure that what we design doesn't impact their stream,"* explained David.

The value of planning

The winning entry represents the visionary planning embraced by CCEP API. *"When it comes to innovative packaging designs, people are looking for the major learnings. For us, it has been a long journey that has been properly planned out, assessed and designed for value added from day one,"* explained David.

Additional value has been in energy savings, "We have not only managed to reduce virgin resin with this design, but also energy consumption as our ovens run cooler. It's a win-win," says David.

What about the future?

David sees CCEP API focusing on achieving their goal of 100% rPET for all packaging in the next 3 to 5 years. *"We want to make sure that what goes into the market can be managed by the recycling industry - this is paramount,"* says David.

David also sees training as a factor to support changes to improve packaging, *"We have staff that have extensive experience, but we do need to plan for what's next."*



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What does winning an Australasian Packaging Innovation & Design (PIDA) Award mean?

David Chalmers, Head of Packaging Services Division for Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API) says, "It is just fantastic recognition of the effort that's gone into the design and across the two companies – Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API). With 7 out of every 10 bottles we sell in Australia now 100% recycled PET, it solidifies the decision – one which benefits our Pacific markets too."



Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API) Receives Global Recognition with WorldStar Sustainable Packaging Special Gold Award



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Following the win at the PIDA awards Coca Cola Europacific Partners Australia Pacific Indonesia (CCEP API) was then awarded the prestigious WorldStar Sustainable Packaging Special Gold Award and a general WorldStar Packaging Award which provided global recognition for the design.



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australian Institute of Packaging (AIP). The awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The PIDA Awards are the exclusive entry point for Australia and New Zealand for the prestigious WorldStar Packaging Awards.

The Design Innovation of the Year company awards recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

- Food
- Beverage
- Health, Beauty & Wellness
- Domestic & Household
- Labelling & Decoration
- Outside of the Box

There are four special awards available:

- Sustainable Packaging Design
- Accessible & Inclusive Packaging Design
- Save Food Packaging Design
- Marketing Award

The **Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery and what packaging changes the company is undertaking to meet the 2025 National Packaging Targets. This is also a WorldStar Packaging Awards category.



AUSTRALIAN INSTITUTE
OF PACKAGING

The Australian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia. The AIP helps shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.

Australian Institute of Packaging

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