



## Circular Economy Webinar

### Session 15 Summary: The Power of Partnerships in Fostering a Circular Economy

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**Coca-Cola** aims to actively promote the establishment of a circular economy for packaging in order to reduce waste and carbon emissions. This commitment is supported by strategic goals and initiatives aimed at creating a more sustainable business.

#### Key Takeaways

1. **Coca-Cola focuses on sustainable packaging design and innovation.** They are increasing the use of recycled materials in their packaging to reduce reliance on new plastics. Coca-Cola is also investing in recycling infrastructure and exploring innovative solutions for sustainable packaging.
2. **The company established a joint venture partnership in March 2020 with Indorama Ventures** and invested in a state-of-the-art recycling facility **that incorporates innovative technologies** for the efficient separation and processing of PET plastic bottles. The facility aims to strengthen plastic recycling by producing 100% recycled packaging material.
3. **The recycling process involves steps such as sorting, label removal, and solid-state polishing to transform PET plastic bottles into recycled material.**
4. **Cola-Cola leverages its collective reach and utilizes social media to create awareness and encourage participation in recycling initiatives.** The company has partnered with retailers, hotels, resorts, and local governments to expand collection efforts.
5. **Coca-Cola has implemented incentives nationwide collection programs to enhance proper segregation and collection services.** These initiatives aim to encourage consumers to save and collect plastic bottles for recycling. The company encourages consumers to remove labels from bottles to facilitate the recycling process.
6. **Consumers can engage with Coca-Cola by participating in this collection program, following their social media pages for updates, or selling bottles to registered collectors.**

[Watch the Recording here.](#)