

How CCBSA, together with its partners, is playing a role to achieve a world without waste

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This September Coca-Cola Beverages South Africa launched its nationwide campaign to highlight their efforts in bringing to life their World Without Waste global strategy.



“We have fundamentally shifted how we view waste. The Coca-Cola Company's World Without Waste vision is enabling us to craft meaningful, tactical approaches externally and has heightened our understanding of the importance our waste efforts has on ensuring the long-term sustainability of our business. It is important for us to accelerate our efforts to collect all our waste and thereby mitigate the negative impact of waste on the environment.”

100% WE WILL COLLECT AND RECYCLE THE EQUIVALENT OF 100% OF THE PACKAGING WE SELL BY 2030!

Velaphi Ratshefola MD,
Coca-Cola Beverages South Africa

world without waste
THE COCA-COLA COMPANY

OUR STRATEGY IN DETAIL

- 1. DESIGN**
Make all consumer packaging 100% recyclable by 2025
Create packaging that is 50% recycled materials by 2030
- 2. COLLECT**
100% collection or equivalent of primary packaging by 2030
- 3. PARTNER**
Work together to support a healthy debris-free environment and oceans

OUR ACTION ON PACKAGING AIMS TO CONTRIBUTE TO

SUSTAINABLE DEVELOPMENT GOALS

Coca-Cola's World Without Waste vision is an ambitious sustainable packaging strategy that has, at its core, a commitment to collect or recycle a bottle or can for each one it sells by 2030 and make 100% of its packaging recyclable by 2025. Also, in line with this vision, through better and smart packaging design, the company has committed to use at least 50% recycled material in its packaging by 2030. Thirdly, the company aims to achieve this ambition by forging meaningful partnerships as they place strong emphasis on the role of collaboration, and believes no entity can realise this vision on its own.

Watch: How CCBSA, together with their partners is playing a role to achieve a world without waste

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