



**The Coca-Cola Company**  
**Towards a World Without Waste in ASEAN**

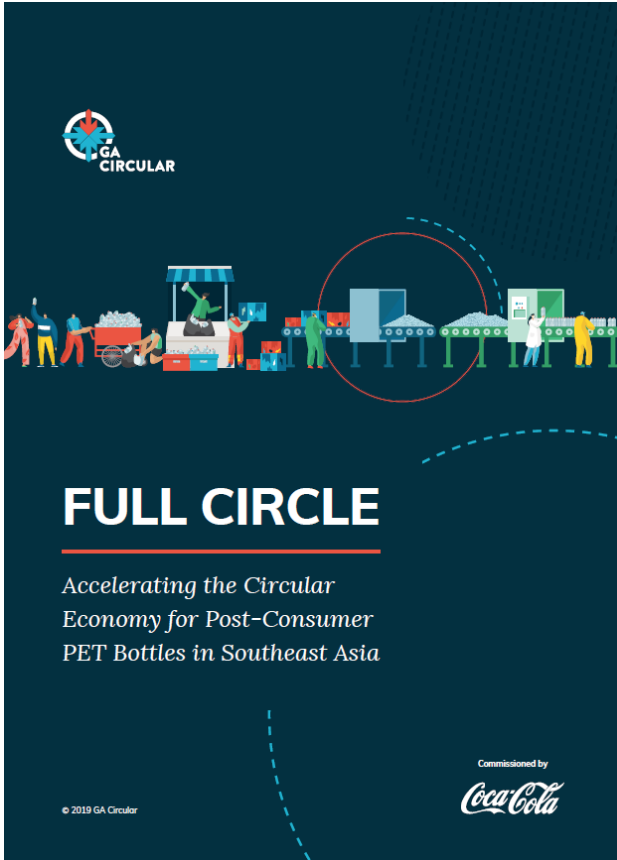




**WE AIM TO HELP  
COLLECT AND  
RECYCLE **ONE**  
**BOTTLE OR CAN**  
FOR **EVERY ONE**  
WE SELL BY 2030.**



Plastic bottles  
are not trash.



“The report delivers a first-of-its-kind analysis of collection-for-recycling rates for PET plastic in key ASEAN cities and frames up a circular economy roadmap for post-consumer PET plastic packaging specifically tailored for the region, with a concrete set of recommendations geared towards interventions with the highest impact. At Coca-Cola, we are committed to executing these recommendations with our partners, and we have already begun to move in earnest. It is our hope that this report also helps to drive broader understanding, coordination and momentum in our shared efforts to tackle marine plastic pollution in Southeast Asia and globally.”

Michael Goltzman, VP, Policy and Sustainability The Coca-Cola Company

DESIGN



By  
2025:

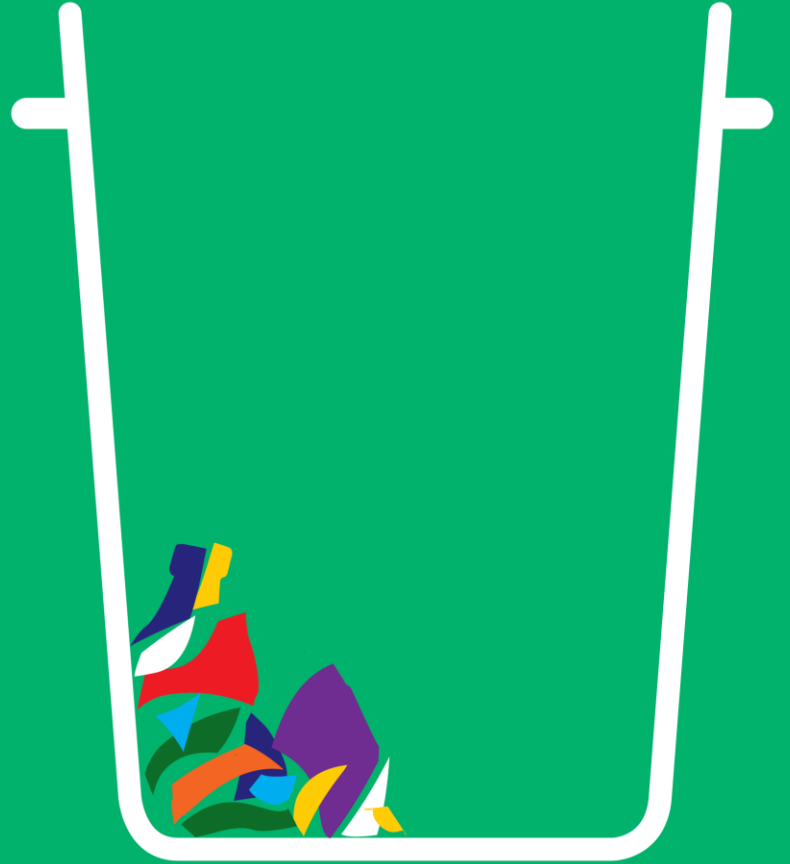
Make our  
packaging **100%  
recyclable**

By  
2030:

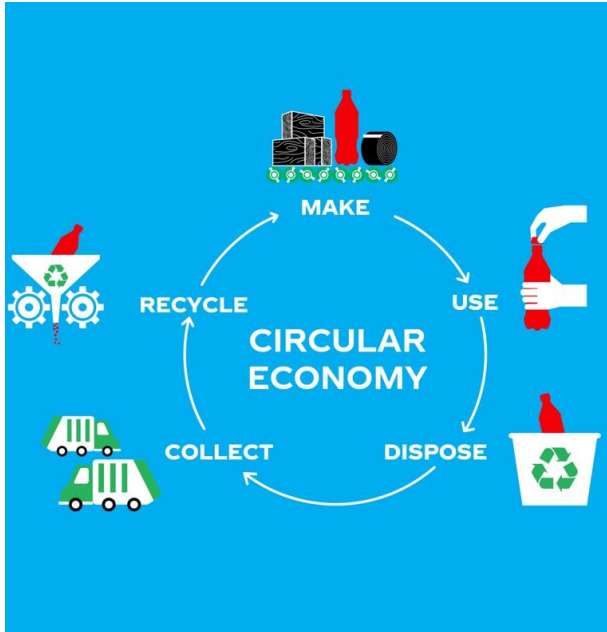
Use at least **50% recycled  
material**  
in our packaging



COLLECT



**By 2030: Help collect and recycle a bottle or can for every one we sell**



**PRAISE**  
Packaging and Recycling Alliance for Indonesia Sustainable Environment

**VCCI**  
VIETNAM CHAMBER OF COMMERCE AND INDUSTRY

**PORMS**  
PHILIPPINE ALLIANCE FOR RECYCLING & MATERIAL SUSTAINABILITY

CENTRAL Group  
**journey to ZERO**  
REDUCE • REUSE • RECYCLE

**GEPP**

**gojek**

PARTNER





# Work together to support a healthy, debris-free environment and ocean



ELLEN  
MACARTHUR  
FOUNDATION



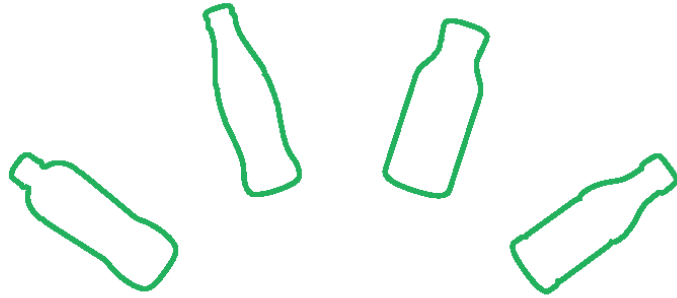
GLOBAL  
PLASTIC ACTION  
PARTNERSHIP



WWF®



Ocean  
Conservancy®



**world without waste**  
THE COCA-COLA COMPANY

