

# RECYCLABILITY



Recyclability is the first principle of the circular economy. To enable packaging to retain its value and for material to be recycled, it must first be collected and be compatible with recycling infrastructure in practice and at scale. That's why we are working hard on the three key elements of recyclability: design, collection and recycling.

## Our approach to recyclability

Circularity begins with designing out waste<sup>1</sup>. This means designing our packaging to be technically recyclable so that it can be reused or recycled to make new packaging. But this is only the first step. It doesn't mean it will get recycled.

For this to happen, we must also make sure that effective collection systems are in place to collect that specific packaging type in practice and at scale. This means that, in each market in which CCEP operates, there are formal or informal collection systems available that cover significant and relevant geographical areas as measured by population size.

Once it is collected, this packaging design needs to be compatible with the recycling processes that are in place in each country so that it can be effectively sorted, recycled and used again. This ensures the packaging material maintains its economic value and prevents it becoming waste.

It is important too that any closures, labels, sleeves, inks, laquers or coatings don't hinder or prevent packaging from being recycled. This means that they must be able to be separated and removed from the recycling process.

CCEP would like to see bottles and cans stay in the 'circular loop' to be made back into bottles and cans or to have multiple use cycles. There is still some way to go on this as there is demand from other industries for this high quality recycled PET and aluminium. This means that some of the PET bottles that are collected for recycling are downcycled into other materials (such as fibre, plastic strapping etc.). The resultant downcycled material can be hard to recycle again, which removes it from the circular economy.

We would like to see all bottles and cans have better circular outcomes than this. This is why we support the principle of 'priority first access' for the beverage industry for PET and glass bottles and cans so they can go round and round in a circular loop.

We do not consider packaging which can only be sent for incineration with or without energy recovery or sent to landfill to be recyclable.

1, [Ellen Macarthur Foundation](#)