

Session Title: Balance between the Benefits of Plastics and Marine/Land Ecosystem Protection

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Abstract Title: Promoting Circular Economy Through Our World Without Waste Commitment

Coca-Cola has been committed to PET bottle recycling and reuse for over 40 years in Japan. Through the experience, we will share our science-based views on pros and cons of variety of packaging. We will introduce a concrete example of Bottle to Bottle (BtoB) PET bottles realized through the world's first closed loop recycling scheme. We will also share our new World Without Waste Commitment unique to Japan, namely the numerical milestones announced in July 2019 to realize BtoB further.