

EUROPEAN SOFT DRINKS INDUSTRY UNVEILS ITS VISION TO ACHIEVE FULL CIRCULARITY BY 2030

Leading the Loop – EU beverage packaging aims to be fully circular by 2030

- **100% recyclable** by 2025
- More than **90% collected**
- Our plastic packaging will be using **50% recycled content** by 2025 and our ambition is that, if technically and economically feasible, our PET bottles will be made from **100% recycled and/or renewable PET** by 2030
- Using **more refillable packaging** compared with 2020 when it makes economic sense and brings environmental benefits. The sector is collecting further economic and environmental data in order to make this a reality



COLLECT

Achieve closed-loop collection of beverage packaging



RECYCLE

Use packaging that is circular by design and boost the uptake of recycled and/or renewable PET



REDUCE & REUSE

Reduce packaging footprint and increase the use of refillable packaging



WE CALL ON POLICYMAKERS TO:

Implement **coherent and long-term actions** and support to help achieve the goals of the **Circular Packaging Vision 2030**.

Creating conditions that allow the **transition to circularity** to be achieved in an environmentally-sound and cost-efficient way includes:

- Long-term perspective and legal certainty as well as protecting the EU single market
- A well-functioning secondary raw materials market that gives the soft drinks sector priority access to sufficient high quality rPET in order to meet its obligations under EU law, without compromising on safety standards and avoiding downcycling
- Increased investment in waste management and recycling infrastructure
- An EU framework enabling innovative recycling technologies
- EU minimum requirements for new DRS across Europe
- Clear definitions of recyclability that foster innovation and investment



Beverage packaging is a **resource** that should never be wasted. It has **value** and can be **collected, sorted** and **re-used**. We are making long-term investments to make our packaging **fully circular** to ensure that none of it ends up as litter.

Ian Ellington | **President, UNESDA**
SVP and Chief Category Officer, PepsiCo Europe

