



Case study: British Soft Drinks Association

Driving sustainability in the soft drinks industry

BSDA and its members are leading the way in resource efficiency through the development of the soft drinks sustainability roadmap, working in partnership with Defra and WRAP. The roadmap aims to help companies reduce their environmental impact, use resources more efficiently and is a means to share best practice throughout the soft drinks supply chain. The roadmap is focussing on the following key areas:

- Packaging;
- Water efficiency;
- Raw material sourcing;
- Carbon reduction (including refrigeration).

Industry Action

- BSDA members contributed to a 10% reduction in the carbon impact of grocery packaging, during Courtauld 2 (2010-2012).
- In supporting Courtauld 3, soft drinks companies join some of the biggest brands, manufacturers and retailers aiming to further improve recycling and recyclability of packaging.
- The leading soft drinks companies are signatories to the on-pack recycling label scheme (OPRL), which provides consumers with more consistent information on what packaging can and cannot be recycled.

BSDA members' activities

- Coca-Cola Enterprises £15m joint venture with ECO Plastics was opened in 2012. Continuum Recycling is the largest PET plastic recycling facility in Western Europe, capable of processing 150,000 tonnes of mixed plastics a year, including 40,000 tonnes of bottle-grade rPET pellet. It is now responsible for processing more than 50 percent of the UK's bottle grade rPET.
- During 2012, Britvic installed several on-the-go recycling units in a variety of outlets including hospitals and shopping centres, diverting 110,000 bottles and 65,000 cans away from landfill.
- In 2012, with the shared aims of reducing waste and re-using and recycling more, AG Barr joined forces with the Scottish Government's delivery partner, Zero Waste Scotland to become a funding partner of Every Can Counts in Scotland.