

Coca-Cola Enterprises Ltd

Case study: Coca-Cola Enterprises' Happiness Recycled festival recycling initiative – in conjunction with Zero Waste Scotland



Happiness Recycled

We recognise that Coca-Cola has a voice and a brand that has an important part to play in effecting behaviour change in its consumers. Therefore, to help to engage consumers we initiated a fun and high profile way to increase awareness and educate them about recycling and encourage them to recycle more often in the home – where 70% of our packaging is disposed of.

We initiated a full recycling consumer programme: in Asda supermarkets, at two high profile summer festivals – Rockness music festival on the banks of Loch Ness and The Royal Highland Show in Edinburgh – and digital engagement through *You Tube*, *Twitter*, *Facebook* and websites.

Happiness Recycled video: <http://youtu.be/YGo-dmmE8eU>

We were joined at both festival events by volunteers from our East Kilbride factory and from Zero Waste Scotland.

We even got a visit from the Scottish Government's Cabinet Secretary for Environment, Richard Lochhead MSP. He saw the fun ways to inspire festival goers to recycling, through interactive bins, supported by an animation team. Festival goers then had their photos taken while recycling and had these photos printed and taken home to put on their fridge at home to remind them to recycle.

The outcome: 18,000 direct contacts were made, with 22% pledging to recycle more as a result of this initiative. 79% of those surveyed are displaying their recycling photo in the kitchen – where over the vast majority of packaging is disposed of.



Coca-Cola Enterprises in Scotland

- The origin of the company's heritage in Scotland goes back to 1865 when 'Schweppes' opened a factory at Kinning Park, Glasgow.
- We employ over 400 people in Scotland – at our East Kilbride factory, a field-based sales team across Scotland and a small distribution depot in Aberdeen.
- For every job we create in our business a further eight are supported in the broader economy. This means that in Scotland a further circa 3,200 jobs are created as a result of the growth of our business.
- We have invested over £45M in our Scottish sites since 1999. This includes over £5M in 2011 at our East Kilbride manufacturing site for a new energy-efficient bottles blowing facility, which will produce lightweight PET plastic bottles, reducing the amount of PET required.
- The soft drinks industry in Scotland is worth over £796M per year and growing by 2.6%.

Coca-Cola Enterprises recycling and waste and littering reduction Scottish record

- We are the largest user of food grade recycled PET plastic & recycled aluminium in Scotland.
- CCE & its supply chain buys glass, plastics and metals from Scottish local authorities for reprocessing and filling in our plant in East Kilbride.
- Last year we spent over £200K on recycling and litter reduction initiatives in Scotland.
- Sustainability Plan: We have pledged to reduce the amount of material we use across all packaging formats by 25% by 2020. 95% of our packaging is easily recyclable and our PET bottles include 25% recycled PET (rPET)
- We are on the steering group and funders of the *Metal Matters* campaign which was run in Aberdeen & Aberdeenshire. It increased metal collections by 14% by householders.
- We display the On Pack Recycle Label (OPRL) on our packaging. We are signatories to Courtauld Commitments I and II.
- For more information see:
www.cokecce.co.uk
www.cokecce.co.uk/corporate-responsibility.aspx
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