

# Beyond the Bottle: Breaking Barriers to Reduce Plastic Waste and Champion Circularity

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# *Coca-Cola*<sup>®</sup>

has called the  
Philippines home for

## 113 years

18 manufacturing  
plants

70 distribution  
centers & sales offices

1M+ micro  
retailers

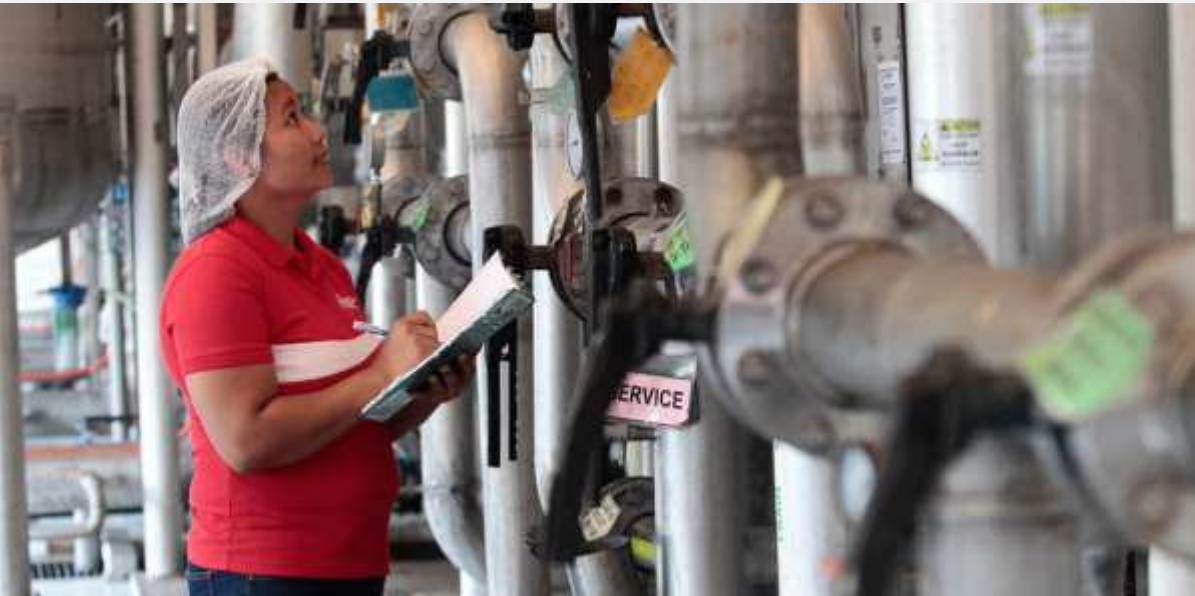
6k+ key  
accounts

3k trucks



# At Coca-Cola, sustainability is at the core of our operations.

Water efficiency in our manufacturing plants



Clean & renewable energy use across our operations



Approx. 50% of beverages packaged in Returnable Glass Bottles (RGB)



Sustainable packaging innovation



Nationwide collection program for clear PET plastic bottles



Pioneering bottle-to-bottle recycling facility



To do things the right way. Not just the easy way.



Transition to  
**paper  
straws**



Phasing out  
**single-  
use  
sachets**  
from our  
packaging



From  
**green to  
clear**  
to make  
them easier  
to recycle



Beverage  
bottles  
made from  
**100%  
recycled  
plastic**





# Pioneering bottle-to-bottle recycling facility in the Philippines



Partnership with  
**Indoroma Ventures**  
Fully operational since August 2022

## PETValue Philippines recycles 1 billion PET bottles, seeks to forge more partnerships to build on sustainability milestone

BY MANILA BULLETIN

May 18, 2024 10:21 AM



In 2024, PETValue celebrated its landmark achievement of 1 billion PET bottles recycled.







# An Obligated Entity's POV

Towards circularity – incentives and beyond

Use of recycled  
material/content

Local diversion  
and recycling  
infrastructure

IEC,  
Investments  
and more

80% for 2028







Make sustainability infrastructure more accessible to Filipinos and increase recycling education

Play on Filipino words—tapon means “discard” and ipon which can mean “collect” or “earn,” which points to the incentivized nature of the program.

(“Discard to Earn: If It's Clear, It's a Win”)





# Create a culture, kickstart a habit

## Sell more, collect more

### ✓ AWARENESS:

Reaching more customers, consumers, communities to raise awareness on collection and recycling

### ✓ ACCESSIBILITY:

Tapping our network to help strengthen collection

### ✓ ACCELERATE:

Help accelerate collection efforts and increase collection rate





Collection program  
present in 170 cities &  
municipalities and  
growing







**Encouraging collection and recycling through impactful community activities such as major local festivals.**



**Strong customer  
partnerships  
for sustainability**







**The Island Province of Batanes - We collected 10MT of clear PET plastic bottles that accumulated over many years**



# Towards impactful results to a long-standing problem







The illustration shows two hands reaching towards each other over a clear plastic Coca-Cola bottle. The hand on the left is adorned with several colorful beaded and metal bracelets. The hand on the right is wearing a gold watch with a black face and a red ring. The background is a solid red color.

# Harnessing the power of partnerships for community involvement





Thank you!

