

6 September 2023

Mr. Damian Gammell  
Chief Executive Officer, Coca-Cola Europacific Partners  
2 Bakers Road, Pemberton House  
Uxbridge UB8 1EZ,  
United Kingdom

CC:

Mr. Sabin M. Aboitiz  
President and Chief Executive Officer, Aboitiz Equity Ventures Inc.  
NAC Tower, 32nd Street  
Bonifacio Global City  
Taguig City 1634  
Metro Manila, Philippines

Mr. Gareth McGeown  
President and Chief Executive Officer, Coca-Cola Beverages Philippines  
26F, Net Lima Building, 5th Ave Cor,  
26th St. , Fort Bonifacio Global City  
Taguig City, Metro Manila, , Philippines

Dear Mr. Gammell:

We are writing on behalf of Oceana, the largest international advocacy organization dedicated solely to ocean conservation.

We understand Coca-Cola Europacific Partners (CCEP) intends to jointly acquire Coca-Cola Beverages Philippines with Aboitiz Equity Ventures (AEV). We are writing to ask CCEP and its partners to commit to increasing its share of refillables sold in the country and system wide. We believe this commitment is critical for protecting the health of the oceans. This is especially important for the Philippines as the archipelagic nature of the country makes it particularly vulnerable to marine pollution, affecting both its rich biodiversity and its population relying on these waters for sustenance.

The Philippines is one of the largest markets for refillables on the planet. Returnable bottles account for approximately [50% of the Coca-Cola products sold in the Philippines](#), whereas [in Europe only 15% of CCEP's](#) packaging units were returnable and refillable in 2022. Given the Philippines' struggle with marine plastic pollution and plastic waste mismanagement, refillables are essential as they replace significant numbers of single-use PET bottles.

A report by Oceana found that increasing the market share of refillable bottles by 10% in all coastal countries in place of single-use plastic could keep as many as 7.6 billion plastic bottles per year out of the ocean. **Consequently, it is critical**

for our oceans that Coca-Cola and its bottlers increase – and not decrease – their share of products sold in refillable and reusable containers. We call on CCEP to:

- **Increase its share of refillable bottles sold in the Philippines.** We urge you to commit to increasing the share of refillable bottles sold in the Philippines (as a percentage of your overall case volume), as a key strategy for the local market and the environment. Expansion opportunities can be found in cities and supermarkets where, as we understand, refillables are underutilized relative to more rural areas. We believe it would be a serious issue for the Philippines' oceans if CCEP were to reduce its current refillable share (and to increase the number of single-use plastic bottles sold and levels of marine pollution).
- **Leverage the knowledge and capability gained from the Philippines to increase the sale and use of refillables in Indonesia.** Indonesia, despite being an island nation like the Philippines, has essentially no refillables. CCEP should, where possible, adapt proven strategies for selling refillables in the Philippines, for the Indonesian market.
- **Deliver a company-wide commitment to refillables.** To support Coca-Cola's global vision of a "World Without Waste," and goal of reaching 25% reusable packaging by 2030, CCEP should follow Coca-Cola's lead (Coca-Cola has committed to increasing the share of refillables sold from 14% to 25%) and commit to increasing its share of refillables by at least 10 percentage points above current levels.
- **Promote the environmental benefits of refillable bottles and reusable cups** in marketing and advertising strategies in the Philippines and globally. CCEP can adapt its successful marketing strategies (such as in Germany) to drive further expansion of the share of refillables sold in the Philippines and other markets.

Plastic is a fossil fuel by-product contributing to the global climate crisis. Single-use plastics cause immense harm to marine life and the broader ecosystem. Globally, it has been estimated that about two garbage trucks' worth of plastic enter the ocean every minute. This equates to 33 billion pounds every year. The plastics industry expects annual production will more than triple by 2050. If nothing changes, the amount of [plastic entering the ocean is projected to triple by 2040](#). **We cannot recycle our way out of this global crisis; the only real solution is to reduce plastic packaging, refill, and reuse it.**

Furthermore, single-use plastic packaging exposes companies to several material risks, such as regulatory, fiscal, and legal ones, competitive disadvantages, reputational damage, public scrutiny, and loss of consumer preference and loyalty. Governments around the world are increasingly implementing plastic tax schemes and regulations restricting or banning single-use plastics. Companies are being required to cover the waste management costs of the packaging they produce and transition to a climate-neutral and circular economy. In 2022, the United Nations committed to negotiating [the first ever legally binding global](#)

[plastic pollution treaty by 2024](#). The Coca-Cola Company is a member of the [Business Coalition for a Global Plastics Treaty](#), which is calling for binding targets for reusable packaging.

Mr. Gammell, we closely monitor and regularly engage with The Coca-Cola Company, its main competitor PepsiCo, and their bottlers who have a significant environmental footprint. We genuinely hope CCEP will further reduce its plastic dependence and transition to reusable packaging. Please know that we stand ready to both commend progress and rally concerned stakeholders for this cause.

We would appreciate the opportunity to discuss this matter further over a call at your earliest convenience. Looking forward to your positive response.

For the oceans,



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