



SOSAIETE FAASAO
O SAMOA
SAMOA CONSERVATION
SOCIETY



OCEANA

#Break
Free
From
Plastic

Mr. Damian Gammell
Chief Executive Officer
Coca-Cola Europacific Partners
c/o Coca-Cola Great Britain

28 May 2026

Dear Mr. Gammell,

We are the Samoa Conservation Society; the Samoa Recycling and Waste Management Association, the Pacific Islands Climate Action Network; the London School of Hula and 'Ori; Break Free From Plastic; and Oceana. We are deeply concerned by Coca-Cola Europacific Partners' (CCEP) continued marketing of single-use plastic bottles in Samoa and other markets. This is aggravated by CCEP's failure to prioritise reusable packaging, which would significantly reduce plastic pollution across the Pacific Islands and beyond.

The company's current packaging practices and overreliance on single-use plastic are having devastating environmental and social impacts. On the occasion of CCEP's annual shareholder meeting, we urge the company to immediately address the escalating plastic pollution crisis and protect both our communities and environment.

In 2021, in Samoa, [Coca-Cola stopped bottling](#) its products in reusable glass bottles. Now [CCEP imports](#) large quantities of single-use plastic bottles from Fiji and New Zealand. Given the limited capacity for plastic recycling in Samoa, most of the waste ends up being littered, illegally dumped, incinerated, or landfilled. For those of us in Samoa, we witness the consequences of your business decisions every day. On our land, across our beaches, and in our waters.

It's only getting worse. Between 2020 and 2025, the importation of plastic bottles more than doubled from 253 to at least 651 metric tons, according to [an analysis](#) by the Samoa Conservation Society using data provided by the Samoa Bureau of Statistics. According to [data provided by CCEP](#), approximately one-third of all plastic beverage bottles sold in the country contain Coca-Cola products.

CCEP continues to sell single-use plastic in Samoa despite growing global concern over the [plastic pollution crisis in the ocean](#) and its likely [impacts on human health](#). This trend is not unique to Samoa — according to an analysis by Oceana of CCEP's reported data, between [2020](#) and [2025](#), your company's global use of PET plastic packaging increased by over two-thirds from 198 to 335 thousand metric tons.

[In 2025](#), 44.5% of the packaging that CCEP introduced into its Australia, Pacific, and South-East Asia (APS) business unit were made of PET plastic whereas globally, the use of PET was lower, representing 31.8% of packaging. Notably, [a scientific study from 2018](#) found microplastics in 97% of the fish species sampled from the ocean region between New Zealand, Samoa, Tahiti, and Rapa Nui, whereas the global average was 67%. Further to these findings, plastic pollution is known to [disproportionately impact Small Island Developing States](#). So why is CCEP also disproportionately selling more plastic in these countries?

Moreover, CCEP continues to market and sell single-use plastic in Samoa despite public, repeated calls to switch back to reusable glass bottles. In December 2021, the Samoa Conservation Society delivered a [petition](#) to Coca-Cola South Pacific asking the company to resume glass bottling in the country. In March 2025, the UN Special Rapporteur on Toxics and Human Rights, Marcos Orellana, [urged CCEP](#) to take all necessary measures “to reconsider your current bottling practices... and [to] provide the required level of assistance to national authorities and other actors in order to deal with plastic pollution as a result of your business.”

CCEP missed an opportunity to be a leader in business and sustainability. The company should have updated and relaunched refillable bottling operations in Samoa. CCEP is beginning to prioritise reuse in other regions, reportedly [investing hundreds of millions of euros](#) in reusable infrastructure in Europe. It’s time for the company to be consistent and do the right thing — for the people and communities of Samoa, the wider Pacific Islands, and our oceans.

We call on Coca-Cola Europacific Partners to:

1. Urgently update its packaging strategies in Samoa, other Pacific Island nations, and all markets it operates in, prioritising truly sustainable, closed-loop reusable packaging systems that do not burden communities or environments with plastic waste.
2. Take full responsibility for the plastic pollution already created, including investing in and supporting comprehensive, locally appropriate, and sustainable waste management and remediation solutions.

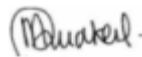
We believe CCEP can reduce its plastic dependence in Samoa and elsewhere, and transition back to reusable packaging. Please note that we stand ready to both commend progress and continue rallying concerned stakeholders for this cause.

We look forward to your positive response.

Sincerely,



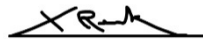
Tupuola Savave Sapolu
President
Samoa Conservation Society



Marina Keil
Samoa Recycling & Waste Management
Association



Rufino Varea
Director
Pacific Islands Climate Action Network



Krysten Resnick
Founder and Director
London School of Hula and ‘Ori



Emma Priestland
Corporate Campaigns Coordinator
Break Free From Plastic



Dana Miller
Senior Director Strategic Initiatives
Oceana