



# **PACKAGING DESIGN and MARKETING WITH THE END IN MIND**

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## OUTLINE

- Packaging design and marketing with the end in mind
- EU Circular Economy Package, between hope and fear
- The (plastic) packaging value chain; stronger together

*Coca-Cola*  
**EUROPEAN PARTNERS**



EUROPEN

Using all  
packaging materials





**1916**

**2017**

**FUNCTIONALITY  
DISTINCTION  
ATTRACTIVENESS**



The image features two identical condensation-covered Coca-Cola bottles positioned side-by-side. Each bottle has a red label with the text 'Share a Coke. with' in a smaller font, followed by a name in a larger, white, serif font. The bottle on the left is labeled 'Laura' and the one on the right is labeled 'Dan'. A large, red ampersand (&) is centered between the two bottles, overlapping the labels. The bottles are set against a plain white background.

**FUN**

**&**

**CONNECTION**



**FANTASY**



**TWIST**



**SQUEEZE IN  
THE FUN**

1 ▶

2 ▶

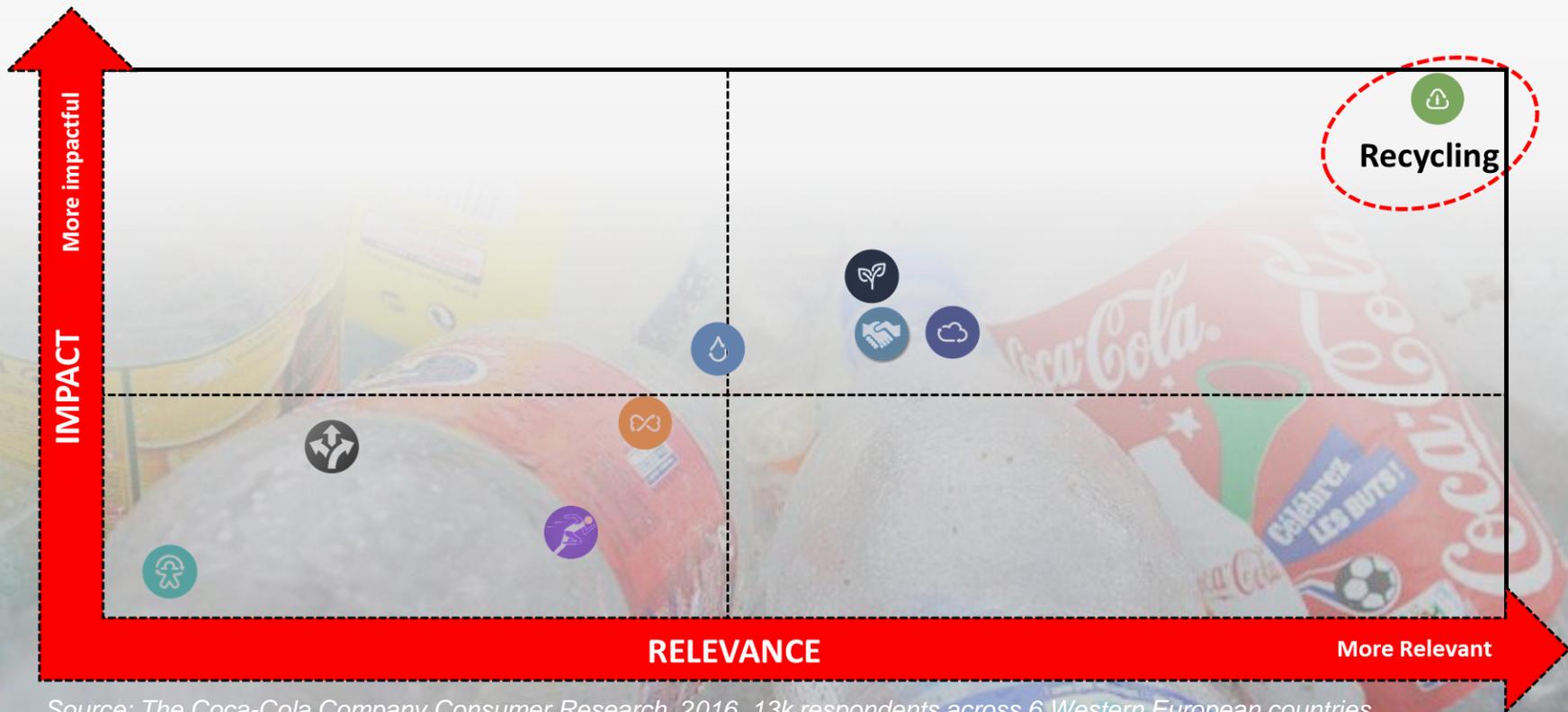
3 ▶

**PACKAGING, THE FIRST THING  
CONSUMERS SEE**





**PACKAGING, THE LAST THING  
CONSUMERS SEE**



Source: The Coca-Cola Company Consumer Research, 2016, 13k respondents across 6 Western European countries

# CONSUMER CARE ABOUT RECYCLING

 **Sustainable Packaging**



**LEIGHTWEIGHTING**

-22% of 25% by 2020

**RECYCLABILITY**

100% BOTTLES / CANS

**DRIVING RECYCLING**

EPR / JOINT VENTURES

**rPET / RENEWABLE**

35,5% of 40% by 2020

**INNOVATION**

a/o BIOBASED MATERIAL



**SUSTAINABILITY REPORT  
& PLAN DUE 09 / 2017**



European  
Commission

# CIRCULAR ECONOMY

Closing the loop

AN AMBITIOUS EU CIRCULAR ECONOMY PACKAGE

CIRCULAR ECONOMY

## WFD

Extended  
Producer  
Responsibility

## PPWD

Erosion of EU  
Internal Market



# **EROSION OF THE INTERNAL MARKET**







**(PLASTIC) PACKAGING VALUE CHAIN:  
STRONGER TOGETHER**

# QUESTIONS

