



Ref: AL OTH 25/2025

15 April 2025

Dear Marcos A. Orellana

Thank you for your letter dated 12 March 2025 regarding our beverage packaging in Samoa and the replacement in 2021 of refillable glass bottles with plastic bottles.

We take the concerns raised in your letter very seriously. This document sets out our approach to plastic waste, our support for Extended Producer Responsibility (EPR) and our work to support community-based collection of plastic beverage bottles in Samoa, through a number of initiatives including the Mission Pacific programme.

Coca-Cola Europacific Partners is one of the world's leading consumer goods companies. We make, move and sell the world's most loved drinks and combine the strength and scale of a large multinational business with an expert, local knowledge of the customers we serve and communities we support. This extends to sustainability, where we have [strong commitments](#) in place on a range of topics, including packaging.

1. Challenge of plastic waste

Firstly, we acknowledge the significant challenge caused by plastic waste both in Samoa and at a global level. Waste and pollution, particularly from plastic packaging – including beverage packaging – is a significant global challenge. It is a challenge that requires action by both state and non-state actors and strong cross-sector collaboration.

This is why Coca-Cola Europacific Partners (CCEP) is an active member of the Business Coalition for a Global Plastics Treaty and why we strongly support the development of a Global Plastics Treaty, with legally binding rules across the whole lifecycle of plastic products, underpinned by harmonised regulation, to accelerate the transition to a model where plastic products, including beverage packaging are collected for recycling.

2. Collection of our packaging

CCEP is a global business operating in 31 markets around the world and we have experience across many different types of packaging – including PET plastic bottles, glass bottles, refillable glass bottles and aluminium cans.

We believe that none of our packaging should end up as litter. Collecting packaging for recycling, once it has been used, is critical to keeping plastic out of the environment and to facilitating a model where beverage packaging is collected and recycled.

Packaging also represents almost 40% of our total value chain greenhouse gas (GHG) emissions and packaging collection, alongside the use of recycled materials,



is a key enabler on our journey to decarbonise our business and achieve our 2030 science-based emission reduction target.

That is why we are committed to helping ensure that beverage packaging can be collected for reuse or recycling and why we have been actively supporting packaging collection initiatives across all our markets – always working in close partnership with national and local governments and stakeholders.

For example, in Fiji we have been collecting PET plastic bottles and cans for around 25 years through the Mission Pacific programme. Working with two partners, we buy back PET and cans for recycling and we are currently working with eight other beverage manufacturers and importers to create a Producer Responsibility Organisation in Fiji. This will enable us to expand our current scheme into an industry-run PET and can collection programme, significantly increasing the amount of PET plastic bottles and cans collected.

In Tonga we recently launched a PET plastic bottle and can collection scheme, together with the Tonga Recycling Association. This is the first time Tongans have been able to earn money from returning their PET plastic bottles and cans. The collected material is baled and exported offshore to a recognised recycling facility for recycling.

In Papua New Guinea we launched the country's first PET plastic bottle collection scheme in 2023, where consumers are paid an incentive for returning their beverage bottles. We invested in two PET granulators and the material is collected, flaked and sent offshore for recycling at a recognised recycling facility. We have plans to launch a collection scheme in the second largest city of Lae in May 2025.

3. Coca-Cola in Samoa

Coca-Cola products have been available in Samoa for over 50 years. From 1978, Samoa Breweries Ltd (SBL) served as the local bottler of Coca-Cola products and the business was acquired by Coca-Cola Amatil in 2011.

Today, our drinks are regularly enjoyed by Samoans, with approximately 60% of our drinks in Samoa in PET plastic bottles. Our estimates suggest this represents approximately one-third of all PET plastic beverage bottles sold in Samoa and approximately 2% of the total annual plastic consumption in Samoa.

We began supplying PET plastic bottles produced in Fiji and New Zealand to the Samoan market in 2021. This coincided with the phased closure of the refillable glass production line at Samoa Breweries Limited, as operations in Samoa had not been commercially viable for some time. This was a difficult decision with many complexities around the supply chain.

Since acquiring Coca-Cola Amatil, including the bottling business in Samoa in May 2021, we have learned a lot about the market. We understand the challenges of municipal waste collection and the lack of local waste and recycling infrastructure.

We have been carefully monitoring the impact of the transition to PET plastic bottles and are committed to expanding existing voluntary initiatives which support the collection and recycling of our packaging.



This requires strong partnership with other manufacturers and importers of beverages, who make up a significant part of the local market. This will be critical to ensuring the majority of PET beverage packaging in Samoa is collected for recycling.

4. Collection efforts in Samoa

In Samoa, as with all our markets in the Pacific Islands, we work in close partnership with local regulators, industry partners and community organisations to support the collection of used beverage packaging. Key actions to date include:

- Launching Mission Pacific to support the collection of used plastic beverage packaging.
- Facilitating the collection of plastic beverage packaging in Samoa in partnership with STAR (Samoan Tokelau Association of Recyclers) and SRWMA (Samoa Recycling and Waste Management Association).
- Supporting recycling education and awareness activity undertaken by SRWMA with two grants in 2020 and 2021 from The Coca-Cola Foundation.

Through Mission Pacific we have been working closely with local collection partners to support community-based collection of PET plastic beverage bottles. We have contracted to buy-back plastic bottles from our collection partners so that they can be exported for recycling. Over the last two years two shipping containers of PET plastic bottles have been exported for recycling overseas at a recognised recycling facility.

We take our responsibilities in this area seriously and are determined to significantly expand our support for PET plastic beverage bottle recycling in Samoa in the coming years. We acknowledge there is still a lot of work to be done, and this will include:

- Continued investment in local collection partners.
- The expansion of community-based collection.
- The introduction of a consumer buy-back model, facilitated via regular community-based collection events led by local collection partners.

We have invited other industry players to work with us on these initiatives so we can increase the investment into the collection of all PET beverage bottles in Samoa.

5. Extended Producer Responsibility

We would also welcome the opportunity to work hand-in-hand with the Samoan Government to introduce an extended producer responsibility (EPR) regime for all packaging. From our experience in multiple markets, this would require a cooperative, multi-stakeholder approach, the introduction of mandatory collection and recycling obligations placed on all producers and importers, and the establishment of an industry-led, not-for-profit producer responsibility organisation (PRO) to facilitate the collection of packaging.



This would enable beverage producers like CCEP to work alongside other industry partners to manage collection efforts in Samoa and ensure that we are not alone in doing so.

We are fully committed to delivering on these plans and to do so will require strong local partnerships and a strong willingness at both a local and municipal level to address the various challenges set out in your letter.

We remain open to ongoing dialogue and collaboration on this topic and remain determined to take the necessary steps to drive a step-change in the collection of beverage packaging in Samoa.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "An Vermeulen". The signature is fluid and cursive, written over a light blue circular stamp or watermark.

An Vermeulen
Chief Public Affairs, Communications and Sustainability Officer
Coca-Cola Europacific Partners