

Company: Coca-Cola Europacific Aboitiz Philippines (Bonifacio Global City Taguig, Metro Manila)
Company Description: Calling the Philippines home for 113 years, Coca-Cola Europacific Aboitiz Philippines (CCEAP)—the bottling arm of Coca-Cola in the country—operates 18 manufacturing facilities, almost 70 distribution centers and sales offices nationwide, employs almost 9,000 regular employees, and supports and serves over 1 million micro-retailers as well as over 6,000 key accounts.
Nomination Category: Sustainability Categories
Nomination Sub Category: Excellence in Circular Economy Practices
Nomination Title: Closing the Loop for Recyclable Packaging



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 158 words used.

The Philippines was Coca-Cola’s first market in Asia to begin local bottling operations. For 113 years, Coca-Cola has established a substantial local footprint, bringing refreshing beverages to Filipinos nationwide. Coca-Cola Europacific Aboitiz Philippines (CCEAP)—the bottling partner and official distributor of Coca-Cola products in the Philippines—now operates 18 manufacturing facilities and nearly 70 distribution centers and sales offices, employs almost 9,000 regular employees, serves over 1 million micro-retailers, and more than 6,000 key accounts.

Coca-Cola Europacific Aboitiz Philippines (CCEAP) is jointly owned by Coca-Cola Europacific Partners and Aboitiz Equity Ventures. CCEAP is a total beverage company with a wide range of products that are available in different quantities and accommodating the different needs and life stages of Filipino consumers. We take pride in offering beloved brands under various beverage categories: sparkling, water, ready-to-drink juice, ready-to-drink tea, dairy, alcohol, and energy. The company remains committed to its vision of refreshing Filipinos and making a difference across the Philippines.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements in this category since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 199 words used.

As the Philippines’ leading beverage company, CCEAP recognizes its pivotal role in tackling plastic waste and advancing packaging circularity.

I. PETValue Philippines: A joint venture with Indorama Ventures, a global sustainable chemical company, PETValue is the country’s first food-grade bottle-to-bottle recycling facility that can process approximately 2 billion PET plastic bottles annually. In May 2024, PETValue hit a milestone, recycling its 1 billionth PET bottle and solidifying CCEAP’s role in packaging circularity.

II. Tapon to Ipon Program: "Tapon to Ipon: Basta Klaro, Panalo!" "Discard to Earn: If It's Clear, It's a Win!", CCEAP’s nationwide collection program for post-consumer clear PET bottles of any brand, is present in over 170 cities and municipalities and continues to grow with nearly 800 partner MSMEs as collection hubs nationwide. The goal is to divert all collected clear PET bottles to PETValue for recycling.

III. Multi-sectoral Partnerships: CCEAP also works with local government units LGUs and key customers to boost PET bottle recovery and recycling. Baling machines are donated to partner LGUs used for compressing and efficient hauling of bottles. Collaborations with key customers like Shell Philippines further expand consumer engagement through the deployment of collection bins and IEC materials at high-visibility locations.

IV. MMDA Collaboration: In 2024, CCEAP and the Metropolitan Manila Development Authority MMDA launched a waste recovery campaign in Metro Manila. four months, 20 neighborhoods exchanged recyclables for groceries or Coca-Cola products, resulting in 10,000+ kg of PET bottles, 480+ Coca-Cola crates, and 16,000+ Coca-Cola glass bottles collected.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 248 words used.

At CCEAP, we foster a culture of environmental responsibility as we deliver our sustainability commitments and help build a greener future.

I. World-class pioneering technology for PET bottle recycling: Granted pioneer status by the Philippines’ Board of Investments (BOI), PETValue is the country’s first bottle-to-bottle recycling facility. The milestone of recycling 1 billion PET bottles as of May 2024 highlights CCEAP's role in strengthening the country's waste management infrastructure and impact on closing the loop for recyclable packaging.

II. Extensive PET collection networks: Through Tapon to Ipon, CCEAP has built the country's most extensive PET collection program, accepting clear PET bottles of any brand. First launched through its network of MSMEs established as collection hubs, the initiative expands recycling accessibility while supporting local businesses. The program is also integrated into major festivals via pop-up drop-off booths, further encouraging community participation.

III. Impactful Government Collaborations: Apart from baling machine donations with LGUs, notable partnerships have been established with the Municipality of Basco, Batanes, and the Provinces of Davao del Sur, Iloilo, and Camiguin, through large-scale recovery of PET bottle stockpiles from their recovery facilities—enhancing their regional waste management systems.

IV. Sustainable Packaging: CCEAP remains at the forefront of sustainable packaging within the beverage industry through key advancements. Transition from Sprite's iconic green bottle to clear PET ensures easier recyclability, exiting sachet packaging and the shift to paper straws, and launching two Coca-Cola Original and Wilkins SKUs in recycled PET (rPET) packaging further demonstrates CCEAP's proactive approach to sustainable packaging.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 199 words used.

The deck includes documentation of CCEAP’s sustainability commitment across its operations, particularly in making recovery and recycling infrastructure more accessible in the Philippines:

- Establishing PETValue Philippines which is equipped with state-of-the-art technology to process post-consumer PET bottles into recycled PET (rPET), contributing to packaging circularity in the beverage industry.
- Information on key innovations, including Sprite’s transition to clear PET, Coca-Cola Original and Wilkins Pure 100% rPET packaging, and the shift away from sachets and plastic straws.
- Details on the Tapon to Ipon program’s reach throughout the Philippines’ archipelago, demonstrating widespread community engagement in clear PET plastic bottle recovery.
- Efforts to expand recycling accessibility and waste management, highlighting local festival engagements and partnerships with MSMEs, key customers, and local government units (LGUs).
- Collaborations with LGUs across multiple provinces, cities, and municipalities including baling machine donations to optimize waste processing and enhance regional waste management systems.
- Partnership with the Metropolitan Manila Development Authority (MMDA) for a waste recovery campaign in the capital city of Manila and Shell Philippines for visible collection and recycling awareness.

CCEAP is committed to its mission of creating a positive impact across the communities it serves while continuously innovating ways of closing the loop for recyclable packaging.

Attachments/Videos/Links:

[Closing the Loop for Recyclable Packaging](#)

[REDACTED FOR PUBLICATION]