



RECYCLE FOR THE FUTURE

Half the carbon footprint of a bottle of Coca-Cola is in its packaging so recycling each bottle or can reduces that footprint. Coca-Cola Enterprises has committed to cutting the carbon footprint of the drink in your hand by a third by 2020, which is why it is launching a ground-breaking study with the University of Exeter to help improve low at-home recycling rates.

Coca-Cola Enterprises produces 12 billion bottles and cans every year in Europe

12 billion

1/2

Half of plastic bottles in the UK are not collected for recycling

70%

of bottles which aren't recycled are thrown away in the home

76%

of people claim to always recycle plastic bottles

63%

of people see recycling as a moral duty

Why don't recycling rates reflect such good intentions?

Coca-Cola Enterprises' innovative new partnership with the University of Exeter involves behavioural science researchers observing recycling behaviour in 20 households across France and Great Britain over a six month period, to understand the family dynamic and associated behaviours behind low at-home recycling rates.

The project will explore issues such as:

Generation gap



54% of 18-24 year olds always recycle plastic bottles, compared to almost 90% over 55s.

On-pack information



37% of people say they would like more information about recycling.

Infrastructure



30% of people believe the materials they collect are not recycled.

*According to YouGov research commissioned by Coca-Cola Enterprises, February 2013.