



LAUNCH OF PET COLLECTION SCHEME IN PNG



**DOING
NOTHING
IS NOT AN
OPTION**





THIS IS FORWARD ON PACKAGING

Our commitments

We will reduce our use of packaging where we can and ensure that the equivalent of all the packaging, we do use is collected, reused or recycled so that it does not end up as waste or litter.

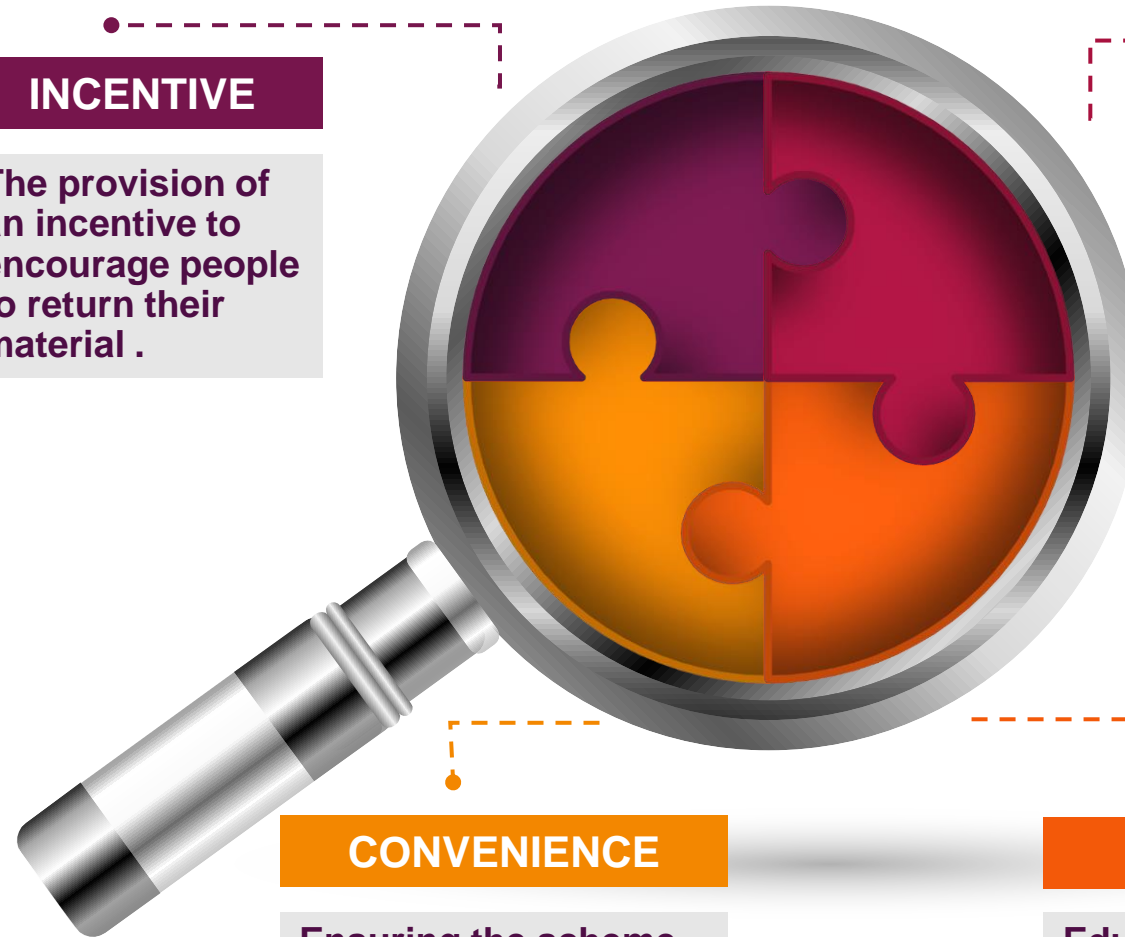
SOLUTION TAILORED TO PNG

INCENTIVE

The provision of an incentive to encourage people to return their material .

ACCESSIBILITY

Ensuring interaction with the scheme is easy, quick and effective.



CONVENIENCE

Ensuring the scheme fits into people's daily habits and makes it easy to recycle

MOTIVATION

Education and awareness-raising to encourage people to recycle.

COLLECTION MODEL FOR PAPUA NEW GUINEA

GOAL: Collect 1 bottle for every bottle we bring to the market.

COLLECTION



INCENTIVE: K1 for every Kilo of plastic drink bottles returned

- Applies to any drinking bottle of any brand
- Labels and caps can be left on
- PET bottles can be exchanged at Branis collection centres located at:
 - 1) Ahuia Street, Gordons;
 - 2) Spondias Street, Hohola;
 - 3) Movivina Street, Gerehu, Stage 6;

PRE-PROCESSING



- We have purchased two PET shredders which will pre-process the material and turn the PET beverage bottles into flake, making it easier and more cost effective to ship the material offshore.
- One of the shredders is now situated at Branis' site in Port Moresby and will pre-process the material and turn the PET beverage bottles into flakes.



EXPORT



- The bottles are shredded, and then sent offshore for further recycling.

This is due to the absence of a PET resin recycling facility in the country.

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Since the pilot in 2022,
We have collected and shipped abroad

~75 Tones of
PET to be
recycled



- Absence of any kind of infrastructure in-country to assist the program.
- Consistent and unreliable supply of power.
- Machine setup and constant testing and trialing a month after the program was launched.
- Help to shape PET plastic bottle recycling behaviors.
- Expansion across PNG



CHALLENGES

OUR JOURNEY SO FAR...

COLLECTIONS

WHAT SUCCESS LOOKS LIKE

- It's no plastic bottles anywhere in our environment.
- Its plastic bottles being collected, flaked and shipped offshore to turn into other plastic bottles.

- It's achieving this full circularity for our product packaging
- Ultimately, it's about reaching our goal to help recycle the equivalent of every single bottle we put into the market.



Coca-Cola
Real Magic™



**Return
your empty
bottles here
so they can
be recycled.**



Thank you.

