

Packaging Partnerships and Engagement

June 2021

Underpinning the strategic pillars of our sustainable packaging strategy is broad engagement with partners and other stakeholders to collectively drive change. We develop partnerships within and across all three of our pillars: reduce, recycle and reinvent. These partnerships range from a commitment to build infrastructure around the circular economy to consumer awareness and education programs to research partnerships around innovative technologies and materials. Additionally, PepsiCo engages on this issue through industry coalitions, producer responsibility organizations, trade associations, community-based organizations and in dialogue with policy makers to advocate for and create a circular economy.

Our partners are key to driving sustainable change in the end-to-end packaging value chain. Due to the breadth of our global, regional and local partnerships, we cannot list every initiative in all markets and focus here on a representative sample of our work and commitment to collaboration.

We Are Working To Build Relationships Across The Globe To Help Increase Recycling

Reduce, Recycle & Reinvent Partnerships



Organizations Referenced in Map*

Cross-cutting Multinational Partnerships

- Alliance to End Plastic Waste (AEPW) - Global
- Circulate Capital - Southeast Asia
- Consumer Goods Forum (CGF) - Global
- New Plastics Economy - Global
- Ocean Conservancy's Trash Free Seas Alliance - Global
- World Economic Forum (WEF) Global
- Plastic Action Partnership (GPAP) - Global

Cross-cutting National and Regional Partnerships

- Circular Economy for Flexible Packaging (CEFLEX) - Europe
- Closed Loop Fund - USA
- ECOCE - Mexico
- Every Bottle Back
- Latitud R
- The Recycling Partnership (TRP) - USA
- WE CARE - India
- The UK Plastics Pact - United Kingdom

Innovation Partners

- Carbios - Europe
- Bioplastic Feedstock Alliance - Global
- NaturALL Bottle Alliance - Global
- TerraCycle Loop - Global
- Pulpex

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Cross-Cutting Multi-National Partnerships

These organizations leverage scale and resources across boundaries to address complex packaging issues and improve infrastructure, transform the value chain and focus on areas of urgent need to enable a circular economy for packaging. Examples include:

- **Alliance to End Plastic Waste (AEPW):** PepsiCo is an investor in the [Alliance to End Plastic Waste](#), a non-profit organization partnering with business, government, and civil society to create and scale innovative solutions to end plastic waste around the world with a focus on communities most vulnerable to the risk of plastic leakage.
- **Circulate Capital:** The PepsiCo Foundation is the founding investor in [Circulate Capital](#), which aims to catalyze investment in solutions to reduce ocean plastic pollution in South and Southeast Asia. The fund, created with Closed Loop Partners and The Ocean Conservancy, among other partners, finances initiatives that aim to improve on waste collection and processing. In 2020, an investment of US\$19 million was made in four leading companies in India that are using technology and innovation to scale and transform India's waste management and recycling value chain
- **Consumer Goods Forum (CGF):** PepsiCo is a member of the [Consumer Goods Forum](#), a global industry network working to support *Better Lives Through Better Business*. CGF brings together retailers and manufacturers to address key problems such as plastic waste, fostering success through collective action.
- **New Plastics Economy:** PepsiCo is a partner of the Ellen MacArthur Foundation's [New Plastics Economy](#). This global initiative brings together industry, government, non-governmental organizations, scientists, and students with the goal of creating a circular economy for plastics, starting with packaging. PepsiCo is a founding member of the New Plastics Economy and a signatory of its Global Commitment.
- **Ocean Conservancy's Trash Free Seas Alliance:** At PepsiCo we recognize that many materials found in the ocean today should not have become waste in the first place and instead could be a valuable economic resource. As a result, we have joined the [Trash Free Seas Alliance](#) (TFSA), an alliance joining industry, academia, and conservation thought leaders with a common goal of reducing the amount of plastic waste leaking into the ocean annually by 50 percent by 2025. PepsiCo is also on the Steering Committee of a new initiative by TFSA, [ASPPiRe: Advancing Solutions to Plastic Pollution through Inclusive Recycling](#), to provide waste collectors in Colombia and Vietnam with the necessary training and support to remove low-value plastics from our oceans and waterways.
- **World Economic Forum (WEF) Global Plastic Action Partnership (GPAP):** PepsiCo is a founding member of the [Global Plastics Action Partnership](#), launched by WEF in 2018, as a packaging-specific initiative under the Platform for Accelerating the Circular Economy (PACE). The initiative aims to facilitate collaboration on tackling plastic pollution and promoting circular economy solutions by championing a public-private partnership model involving the national governments and stakeholders in coastal countries.

Cross Cutting National & Regional Partnerships

With focus in specific geographies and regions, these organizations also leverage scale and resources with broad focus on solving urgent packaging issues from improving infrastructure, increasing funding and driving local education to reduce packaging waste in their focus region. Examples include:

- **Circular Economy for Flexible Packaging (CEFLEX):** [CEFLEX](#) is a collaborative initiative of companies, including PepsiCo, and associations focused in Europe representing the entire value chain of flexible packaging. Their mission is to integrate flexible packaging into the circular economy through system redesign.
- **Closed Loop Fund:** We are a founding partner of the [Closed Loop Fund](#), which has catalyzed \$270 million in co-investments to support circular economy supply chains, including through improved curbside recycling infrastructure and materials processing. As of September 2020, the Fund has deployed \$58M into 30 projects, with an additional \$222M contributed by co-investors to collect 1.8M tonnes of recyclable materials.
- **ECOCE:** ECOCE was created as a non-profit consortium with the objective to increase collection and recycling rates of post-consumer packaging waste in Mexico. The group was created to develop PET's value chain with the goal of creating a closed loop, bottle-to-bottle system. ECOCE has now expanded to recover various other materials including flexible films. PepsiCo is a funding partner of the organization.
- **Every Bottle Back:** Every Bottle Back is a 10-year effort by PepsiCo, The Coca-Cola Company, and Keurig Dr Pepper (KDP), through the leadership of the American Beverage Association, to marshal the equivalent of nearly a half-billion dollars to reduce the beverage industry's plastic footprint in the United States. The focus of the initiative is on the modernization of recycling infrastructure and the education of consumers on the value of 100% recyclable plastic bottles in several regions of the USA.

- **Latitud R:** [Latitud R](#) is the main regional platform regarding Inclusive Recycling in Latin America. Its purpose is to contribute to the development of inclusive recycling systems to promote economic, social and environmental sustainability, contribute to the formalization and improvement of the conditions of grassroots recyclers, and to the development of the Circular Economy in Latin America. Latitud R is the extension of the Regional Inclusive Recycling Initiative (IRR), an initiative created by the Inter-American Development Bank (IDB) together with AVINA, RED-LACRE (Latin America Recyclers Association), PepsiCo Latin America, and Coca-Cola Latin America.
- **The Recycling Partnership (TRP):** We are a partner of [The Recycling Partnership](#), a grassroots organization with the goal of increasing curbside recycling rates across the U.S. through residential home bin placement and consumer education. TRP utilizes public-private partnerships to support these programs. In 2018, we made a \$10 million investment in The Recycling Partnership (an organization PepsiCo has been a funding member of since 2016) to launch “[All in On Recycling](#),” an industry-wide challenge to raise \$25 million to improve recycling for 25 million families across the country, while supporting a circular economy, simplifying recycling and creating stronger, cleaner communities. PepsiCo is a founding member and advisor for TRP’s [Film and Flexibles Task Force](#), through which we work with industry partners to define, pilot, and scale recycling solutions for materials including plastic film, bags, and pouches.
- **WE CARE:** In India, we formed a consortium of industries to conduct a pilot project, [WE CARE](#) (waste efficient collection and recycling), to recover, segregate, and manage post-consumer multi-layer packaging (MLP) waste. The pilot demonstrated that businesses’ collective action to recover, segregate, and generate energy from MLP waste is feasible; the collected waste was used as fuel to generate electricity at municipal waste-to-energy plants, co-processed in cement-kilns, and used to form fiberboard for furniture making. Other members of the consortium are Nestle, DS group, Dabur, and Petfetti Van.
- **UK Plastics Pact:** In April 2018, we became a signatory of the [UK Plastics Pact](#). The UK Plastics Pact is a bold and unique initiative that will transform the UK’s plastic system. By bringing together the entire plastics value chain behind a common set of ambitious targets, it will move us towards a system which keeps plastic in the economy and out of the environment. The pact encompasses innovation, research and new business models to rethink and redesign what packaging we put on the market in the first place, and how we can encourage more re-use of packaging.

Innovation partners

These partner organizations are looking at new ways to solve packaging challenges across all three of our pillars: reduce, recycle and reinvent. Examples include:

- **Carbios:** PepsiCo is a partner of Carbios, a company pioneering new, bio-industrial solutions to reinvent the lifecycle of plastic and textile polymers. Conventional recycling is efficient for clear bottles and packaging, but it is unable to reclaim the material in colored, opaque, or multilayered plastic products to produce high quality recycled PET. Carbios’ enzymatic recycling technology fully breaks down post-consumer PET plastics into their original building blocks (i.e., monomers) that can then be used to produce PET plastics equivalent to virgin ones, such as bottles and other packaging. It’s the first biological approach to enable PET plastics to be recycled repeatedly within circular economy principles.
- **Bioplastic Feedstock Alliance:** As research moves forward on bio-based plastics, we know we must be part of the solution to source these materials responsibly. To this end, PepsiCo joined the [Bioplastic Feedstock Alliance](#), a multi-stakeholder alliance convened by the World Wildlife Fund, which is committed to improving awareness around the environmental and social impacts of sources for bioplastics.
- **NaturALL Bottle Alliance:** In 2018, PepsiCo joined The NaturALL Bottle Alliance, a research consortium with consumer packaged goods industry leaders and a bio-based materials development company, Origin Materials, to accelerate the development of innovative packaging solutions made with sustainable and renewable resources, including post-consumer cardboard, thus creating additional end market demand for this material.
- **Pulpex Limited:** In 2020, PepsiCo joined [Pulpex](#), a consortium of global consumer goods companies, including Unilever and PepsiCo, working to develop and scale the world’s first renewable, recyclable, and biodegradable packaging paper bottle, initially developed by Diageo and Pilot Lite.