**Going round in circles: Coca-Cola’s trail of broken promises**

**1994**
- Failed promise
- Coke CSR report claimed only 3.6% rPET in the US.

**2001**
- Did not report on current rPET content.
- Coke CSR report claimed only 3.6% rPET in the US.

**2004**
- Reports that 6% of packaging comes from recycled or renewable material.

**2005**
- Failed to reach the 10% rPET target from 2006.
- Did not report on current rPET content.
- Failed to meet the deadline. Extended to 2006.

**2006**
- Brought back an old commitment that they previously failed to achieve in 1995. Pushed the deadline to 2015.

**2007**
- Introduced PlantBottle with 22.5% plant-based material.
- In 2009 the plant bottle had 30% plant-based material.

**2008**
- Reports that 6% of packaging comes from recycled or renewable material.

**2009**
- Failed to meet the deadline and did not achieve even half of the target.

**2010**
- No update on current rPET content.

**2011**
- No further update on progress provided.
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Commercialised the PlantBottle with a lack of clarity on what % of sales or % of bottles it represents.

**2012**
- Added “renewable material” to its commitment on recycled material.
- Source 20% of total PET use from rPET and/or from renewable material.

**2013**
- Reports that 6% of packaging comes from recycled or renewable material.
- Improved the accounting method for all consumer packaging types.
- Reports 10% recycled content in PET plastic packaging.

**2014**
- Brought back an old commitment that they previously failed to achieve in 1995. Pushed the deadline to 2015.
- Achieved 88% recyclable packaging globally, however, only where recycling infrastructure exists.

**2015**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2016**
- Achieved 88% recyclable packaging worldwide, however, only where recycling infrastructure exists.
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.

**2017**
- Failed to meet the deadline.
- The data is calculated.

**2018**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.

**2019**
- Failed to meet the deadline.
- The data is calculated.

**2020**
- No further update on progress provided.
- No final date for achieving this goal nor is it a global commitment across all markets.
- Only collected about 10% or the equivalent bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2021**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2025**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2030**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**1990**
- Failed promise
- Coke CSR report claimed only 3.6% rPET in the US.

**2001**
- Did not report on current rPET content.
- Coke CSR report claimed only 3.6% rPET in the US.

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- Reports that 6% of packaging comes from recycled or renewable material.

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**2015**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2016**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2017**
- Failed to meet the deadline.
- The data is calculated.

**2018**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2019**
- Failed to meet the deadline.
- The data is calculated.

**2020**
- No further update on progress provided.
- No final date for achieving this goal nor is it a global commitment across all markets.
- Only collected about 10% or the equivalent bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2025**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.

**2030**
- Failed to achieve the 2010 goal to recover and recycle 50% only reaching 48% of bottles and cans sold.
- Developed a new accounting method for all consumer packaging types.