

[REDACTED]

Sent: 13 July 2017 09:58:39
To: Public Engagement Unit
Cc: Cabinet Secretary for the Environment, Climate Change and Land Reform
Subject: FW: Coca-Cola's new Sustainable Packaging Strategy

[REDACTED]

Dear [REDACTED]

At Coca-Cola Great Britain we want to ensure we recover and recycle all of our packaging. To help us achieve that ambition we announced today our new sustainable packaging strategy. We are focusing on three areas:

- ? Investing and innovating to make our packaging as sustainable as possible
- ? Championing reform of the UK recycling system to boost recovery of packaging

? Using our brands and marketing to promote recycling

We are launching a new multi-million pound campaign to inspire more people to recycle, centring on our new Love Story TV commercial, which will air in July.

But key to achieving our ambition is our new commitment to double the amount of recycled plastic we use. Our plastic bottles, across our entire portfolio, will be made from 50 per cent recycled plastic by 2020.

This is only possible thanks to our investment and work with Clean Tech, which operates Europe's largest and most advanced reprocessing facility in Lincolnshire.

Our bottles and cans have been 100% recyclable for many years, but to get beyond using 50 per cent recycled plastic means we need to get more of it back. This requires reform of the recycling system in the UK.

We will continue to work with others ? including the Scottish Government, the Environment, Climate Change and Land Reform Committee and Zero Waste Scotland ? to improve the current system. We remain open to well-designed interventions ? including deposit schemes ? which can increase recovery and recycling rates.

We hope you agree that our new strategy is a significant step forward and that you can support that. We'd be delighted to come and meet with you to discuss it in more detail.

Head of Public Affairs,

Coca-Cola European Partners.

Head of Public Affairs,

Coca-Cola GB & I.

For more information on our new sustainable packaging strategy, including our press release, infographic and white paper, please see the attachments or click here:
<http://www.coca-cola.co.uk/sustainable-packaging-strategy>

*

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Coca Cola Enterprises
By e-mail

5 September 2017

Dear

Deposit Return announcement in Programme for Government 2017-18

I am writing to you as you have previously engaged with Zero Waste Scotland's deposit return evidence gathering. This work was undertaken as part of the Scottish Government's consideration of deposit return, and Ministers have welcomed the positive way in which stakeholders contributed.

I would like to draw your attention to today's Programme for Government '*A nation with ambition*', which commits the Scottish Government to developing a deposit return scheme designed to increase recycling rates and reduce littering and implement it across Scotland. The full Programme for Government is annexed to this letter for your information.

This represents a step change in the Scottish Government's ambition in this area, which recognises that a deposit return scheme, tailored to Scotland's needs, has an important role to play in helping to keep drinks containers out of landfill or from becoming littered.

We understand that many will welcome this decision to move from space of investigating the concept to preparing to introduce it. For others, it will raise some issues. We therefore invite everyone to continue constructive dialogue as we take forward an evidence-based approach to the design and implementation of a scheme that can operate in Scotland's unique environment.

As the Programme for Government signals, Scottish Ministers are clear in their ambition to end the 'throw-away' culture in Scotland, and, will be examining how to reduce demand for single use items, such as disposable cups. Ministers plan to appoint an expert panel to advise on the use of charges, similar to the successful plastic bag charge, with the goal of encouraging long-term and sustainable changes in consumer behaviour.

I look forward to sharing more details with you in due course. You can read more about the Programme for Government here: <http://www.gov.scot/Resource/0052/00524214.pdf>



Yours sincerely,



**Deputy Director,
Environmental Quality Division**

Meeting between Scottish Government and Coca Cola European Partners on 8 March 2017

Deposit Return Scheme

- [Redacted] indicated that Coke had changed its position from being against supporting the idea of some kind of scheme to trial new interventions such as a well-designed deposit scheme for drinks containers. Previously they had supported the idea that kerbside collection was the way forward but when they looked at it they felt that it was not joined up to recycle products.
- Glass represented less than 10% of their packaging, with plastic and aluminum containers largely used. While Aluminum cans could be recycled, it was still cheaper to get new plastic bottles rather than recycle, with glass largely going into road construction. The East Kilbride plant is plastic and glass only.
- In relations to cans - Canning Plants were co-located at a number of their factories, with a process of making the can and getting the finished product on to a lorry within 25 minutes.
- [Redacted] drew [Redacted] attention to the last UK Aluminum smelter in Fort William citing a potential opportunity to utilise products that could be made for business.
- Ball Packaging provides Coke with their canning needs on machines which were made by Tomra (a Norwegian company who have the monopoly on providing the machinery). [Redacted] wondered whether there might there be an opportunity for Scottish companies to engineer such machinery as part of developing our manufacturing capabilities (**Officials to pursue**).
- [Redacted] indicated that zero waste were looking at this issue dispassionately. While the scheme has the potential to reduce litter and improve recycling, other factors needed to be considered. Impacts on small stores with limited space, cost to retailers, and impact on local authority kerbside collection.

[Redacted]

MEETING WITH SCOTTISH GOVERNMENT AND COCA COLA EUROPEAN PARTNERS

<i>Date and Time of Engagement</i>	8 March 2017
<i>Where</i>	
<i>Key Message</i>	
<i>Who</i>	
<i>Why</i>	Coca Cola recently announced a change to their position on the Deposit Return Scheme citing that it believes the time is right to trial new interventions such as a well-designed deposit scheme for drinks containers.
<i>Official Support Required</i>	
<i>Media Handling</i>	N/A
<i>Dress code</i>	N/A
<i>Greeting Party and specific meeting point on arrival (if at a non SE Building)</i>	N/A
<i>Specific entrance car/parking arrangements</i>	N/A
<i>Briefing contents</i>	Annex B – Deposit Return Scheme

DEPOSIT RETURN

Lines to Take

- **The Scottish Government is considering the benefits and drawbacks of a deposit return scheme.**
- **Such a scheme has the potential to reduce litter and improve recycling, but other factors must be taken into consideration. These include the impact on small stores with limited space, costs to retailers, and the impact on local authority kerbside collections.**

Positions on Deposit Return

- The Daily Mail recently launched a high profile campaign, 'Banish the Bottle', in support of deposit return. This has attracted high profile support, including the Scottish Greens, Labour and Liberal Democrats.
- **Coca-Cola** had been strongly opposed to deposit return, and is a member of the Packaging Recycling Group Scotland (PRGS), which was set up to oppose deposit return. **On 22 February, it adjusted its position** to indicate that it believes that the time is right to trial new interventions such as a well-designed deposit scheme for drinks containers. We are unaware how this will affect its membership of the PRGS.
- **AG Barr**, a member of PRGS, **ceased its long-standing deposit return system**, citing poor return rates. This is different from any potential national scheme because it is for reuse rather than recycling; and it is small scale. It continues to argue against deposit return.
- It has also been reported that the **British Soft Drinks Association now has an 'open mind' about deposit return.**

Deposit Return Background

- Zero Waste Scotland commissioned a **feasibility study** on deposit return, published in May 2015, followed by a call for evidence which identified a number of areas where further consideration was required. These are **implications for small stores, costs to retailers, interaction with local authority kerbside collections, and changes in customer behaviour** where a deposit return scheme has been in place.
- Industry and retailers have been pressed to evidence their claims made around these areas so that ZWS can conduct a thorough review. A series of wide-ranging stakeholder meetings will begin in 2017 to widen the discussion and gather further evidence.
- **No system has been proposed** by the Scottish Government or ZWS – the system in the feasibility study is just a model.

- Friends of the Earth, Marine Conservation Society, the Association for the Protection of Rural Scotland, Changeworks and the Community Resources Network Scotland **support a deposit return scheme**. 11 outdoor pursuit/sport organisations have also indicated support.
- The results of a survey from APRS revealed 78.8% of the public supported the introduction of such a scheme, and supporters of deposit return launched the “Have You Got the Bottle?” campaign in September 2015. This has attracted support from 40 environmental and other NGOs, universities and primarily small businesses.
- Keep Scotland Beautiful was the only environmental NGO to oppose deposit return but has since moderated its position to a recognition that it could play a role in increasing recycling but should not be seen as a ‘silver bullet’ for littering and, if pursued, should be one of a number of interventions.

Subject: FW: Deposit Return - Media Quote

From: [Redacted]

Sent: 06 September 2017 13:11

To: [Redacted]

Subject: RE: Deposit Return - Media Quote

Discreetly, just an advance note that I've been asked to comment by Packaging Scotland on the First Minister's announcement.

My quote is *'The First Minister has laid out the political will for Scotland, which means we now enter a crucial stage. It's extremely important the views of many including local government, the Scottish Grocers Federation, the Association of Convenience Stores, larger retailers and brands are listened to very carefully. As we all know, an implementation stage can carry substantial risks which means even the best intended policies can go wrong in practice.'*

This states the obvious in terms of what you're already doing by listening to views, and seeking support from ZWS to ensure implementation is as good as it possibly can be. Having said that, 'tone and approach' on quotes are important, and now that I'm at the helm at INCPEN, you may notice a constructive difference comparable to the past.

INCPEN - The Industry Council for Research on Packaging & the Environment

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www.incpen.org

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From: [Redacted]

Sent: 05 September 2017 20:03

To: [Redacted]

Subject: Re: Deposit Return Letter - Thank You

Thank you [Redacted]

Your message is very much appreciated and we look forward to speaking and working with you.

[Redacted]

Sent from my BlackBerry 10 smartphone.

From: [Redacted]

Sent: Tuesday, 5 September 2017 17:15

To: [Redacted]

Subject: RE: Deposit Return Letter - Thank You

Dear [Redacted],

A personalised letter on the day of the First Minister's announcement is professional and welcome. My thanks to you for highlighting, once again, an 'on the ball' civil service.

I've come in to the DRS debate in the last three months, and I have already heard a huge number of views for and against. People are clearly passionate one way and the other.

For my part I wish to be constructive in how the First Minister's announcement proceeds. Please do feel free to call on me for any support you need in your roles. Being an ex-civil servant in Whitehall, and a fair few years in local government too, means I can appreciate the demands placed on you and the skills needed. Similarly, I'm content to work with colleagues in Zero Waste Scotland as they scrutinise the detail of the scheme that delivers Scotland's political will.

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From: [Redacted]

Sent: 05 September 2017 16:50

To: [Redacted]

Subject: Emailing – [Redacted].pdf

Dear [Redacted],

Please see attached a letter from [Redacted] Deputy Director Environmental Quality Division, concerning deposit return. I'd be happy to discuss this with you if you would find it helpful.

Zero Waste Delivery

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Subject: FW: Deposit Return Schemes

From: [Redacted]
Sent: 10 April 2017 09:21
To: [Redacted]
Cc: [Redacted]
Subject: RE: Deposit Return Schemes

Dear [Redacted],

Many thanks for the invitation. A representative from ACS will be attending the working group.

I will be back in contact shortly to confirm names.

Many thanks,

[Redacted]
Association of Convenience Stores
[Redacted]

From: [Redacted]
Sent: 07 April 2017 11:06
To: [Redacted]
Cc: [Redacted]
Subject: Deposit Return Schemes

This email is being sent on behalf of the Scottish Government.

We are writing to invite you to participate in a workshop to discuss Deposit Return Schemes (DRS). DRS is being discussed as part of a series of workshops the Scottish Government is holding to consider what steps it might take in relation to adapting the Extended Producer Responsibility (EPR) system for Scotland. As indicated in the '[Making Things Last](#)' Circular Economy Strategy, we are keen to investigate how EPR could work in Scotland, and this and similar workshops will allow us to engage with key stakeholders on the subject. We have held a workshop already with local authority representatives and would now like to hear and discuss the views from small businesses, retailers and relevant trade bodies on DRS.

We are hosting the workshop in Edinburgh (venue TBC) on **Wednesday 10th May** from **9.30am-12.30pm**. We would like to invite up to 2 reps from ACS to attend, possibly including some of your members if appropriate.

Please reply and copy in [Redacted] to so that we can finalise the delegate list and provide full details in due course.

If you would like to discuss this further please contact me or Tim Chant (Scottish Government, details below).

[Redacted]
[\[Redacted\]](#)

Kind regards

[Redacted]
Zero Waste Scotland
[Redacted]
[Redacted]

Zero Waste Scotland: valuing resources, inspiring change

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Subject: FW: ACS and SGF Briefing: The Impact of Deposit Return Scheme on Local Shops and Consumers
Attachments: DRS Research Briefing - UK.pdf; ACS Submission - Environment Audit Committee.pdf

From: [Redacted]
Sent: 05 April 2017 16:31
Subject: ACS and SGF Briefing: The Impact of Deposit Return Scheme on Local Shops and Consumers

Dear Environment Team,

I am contacting you to share a briefing detailing new research commissioned by ACS' (the Association of Convenience Stores) and the Scottish Grocers Federations (SGF) exploring retailer and consumer views on recycling and Deposit Return Schemes.

A Deposit Return Scheme would load significant costs and administrative burdens on local shops and is unpopular with consumers. I hope the attached briefing will be of use for any internal discussions you have and ACS and SGF would value the opportunity to meet with you and discuss the research findings in more details. The key findings from the research are:

Consumers

- Given the choice **70% of consumers favour their existing household collections**, compared to 21% that favour a new Deposit Return Scheme.
- Consumers suggest **they would recycle more if more packaging was recyclable (37%)**, packaging was more clearly labelled (35%) and their household recycling collection took a wide range of products (29%). Only 9% thought a Deposit Return Scheme would make them recycle more.
- **The most vulnerable in society support household kerbside recycling;** people with long term disability (73%), people aged 65 and over (76%) and carless households (70%)

Local Shops

- **Space is at a premium in convenience stores.** Convenience stores are generally under 280 square metres and 93% of independent businesses are under 186 square metres. Retailers suggest they would not have the space to collect, process and store returned packaging.
- Processing and collecting packaging in small stores would **increase pressure on staff and increase queuing times in stores.** 35% of consumers said they would return their recycled packaging to stores resulting in a high volume of packaging to be processed at local shops.
- Local shops are concerned about **hygiene and health and safety issues associated with used packaging.** Collecting used and soiled packaging could impact on their food hygiene rating and the need to invest in protective clothing for staff to handle soiled bottles and packaging.

I have also attached ACS' and SGF's submission to the Environmental Audit Committee inquiry into *Coffee Cup and Plastic Bottles: Disposable Packaging*, for your reference. If you have any questions or comments about the new research or submission please contact me.

Kind regards,
[Redacted]
Association of Convenience Stores
[Redacted]

Federation House, 17 Farnborough Street
Farnborough, Hampshire
GU14 8AG

Save the date! **ACS Summit17** NEC Birmingham, 25th April.

For more details or to book your place visit www.acs.org.uk/events/

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INCPEN
By e-mail

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Yours sincerely,

**Deputy Director,
Environmental Quality Division**



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