



Ein cyf/Our ref DC-LG-01676-17

Jim Fox

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21 July 2017

Dear Mr Fox

Thank you for your e-mails of Wednesday 5 and Thursday 13 July regarding Coca-Cola Communication Strategy.

It is encouraging to know Coca-Cola is seeking to double the recycled content in its soft drinks bottles by 2020 and make its bottles 100% recyclable. I also note your company's aim to recover all of your packaging so none ends up as litter or in the oceans.

The waste plan for Wales, *Towards Zero Waste*, sets a 2050 goal of a one planet level of waste. To achieve this, targets are set for waste prevention, recycling, energy recovery and landfill which include around 65 per cent less waste (from a 2007 baseline), and as close to 100 per cent recycling and zero landfill as possible.

We are currently evaluating our waste strategy - the evaluation will identify opportunities for public and private sectors to maximise financial, social and environmental benefits as a result of adopting changes in practices under the banner of circular economy and resource efficiency. I intend to consult in 2018 on a refresh of the strategy.

We are in the process of commissioning a study to fully appraise the feasibility, including costs and benefits, of the options to increase recycling and reduce litter under an Extended Producer Responsibility (EPR) approach for Wales. The initial focus will be on food and drink related packaging waste, including potentially product take-back, deposit return schemes and reverse vending machine systems. Stakeholder engagement will form a key part of the study, to gain input, develop confidence and assess support for potential options. The outcomes of the study will inform the refresh of *Towards Zero Waste*.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

I am happy to accept your request for a meeting. Please can you contact my Diary Secretary at [DS.CabSecEnvandRA@gov.wales](mailto:DS.CabSecEnvandRA@gov.wales) to make arrangements.

Regards  
Lesley Griffiths

**Lesley Griffiths AC/AM**

Ysgrifennydd y Cabinet dros yr Amgylchedd a Materion Gwledig  
Cabinet Secretary for Environment and Rural Affairs