

Today [The Coca-Cola Company pledged a voluntary “industry-leading” target to sell 25% of its product in reusable packaging](#) through the use of fountains, along with reusable glass and plastic bottles.

Coca-Cola sells approximately one-fifth of the world’s single-use plastic beverage bottles, far more than any other competitor. The move comes in response to long-standing pressure from environmental groups to reduce their plastic footprint.

A response from Sam Pearse, Lead Campaigner at the Story of Stuff Project in response to the announcement says:

*“Coca–Cola has been both an architect of the creation and the demise of the reusable bottle over the last century. The company knows better than most, that it could achieve its reuse targets rapidly by supporting a national deposit return system in the United States incorporating refillable bottles. This approach would ensure that packaging design is connected to the infrastructure and customer incentives required to retrieve the bottles.”*

*“The company’s history of broken promises on recycled content dates back thirty years and underscores why voluntary commitments are insufficient. A truly industry-leading position would see Coca-Cola pushing to unite its sector around a deposit return system including reuse targets, which has a proven track record in preventing plastics leaking into the environment.”*

The Story of Stuff Project is a 501(c)3 nonprofit working to transform the way that we make, use, and throw away Stuff so that it is more sustainable, healthy, and just. The organization’s produced the Emmy award winning documentary, The Story of Plastic. [The documentary is available for viewing via The Story of Stuff Project's website.](#)