

# From Sustainability to Purpose: A Reshaping of Priorities in Drinks and Tobacco

February 2021

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## INTRODUCTION

Scope: global drinks and tobacco industry in 2020

Key findings

Alcoholic drinks to remain the hardest hit by COVID-19

Glass loses most amid operating restrictions; opportunities arise for PET

## EVOLUTION OF SUSTAINABILITY

Sustainability broadens to be more people- and purpose-driven

Social initiatives come to the fore with the world's health in the balance

Pandemic prioritises people but the planet is certainly not forgotten

Consumers will be more concerned about sustainability post-pandemic

Corporate view on sustainability remains strong, integral to brand equity

Diageo and Unilever's sustainability assertions

## CORE ACTION AREAS: WELFARE AND WASTE

Welfare and waste: core areas of action for drinks and tobacco

People matter: purpose-led action to protect lives and livelihoods

Community giving: "Guinness Gives Back"

Purpose-led collaboration creates a new local brew: Nuestra Siembra

Protect the planet: environment ranks highest in investment plans

Sourcing, packaging and net-zero progress are all key to reducing waste

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Progress on efficiency and quality is critical for a water-secure future

Regenerative rise: Ocean Spray Cranberries' sustainably certified fruit crop

Coffee players embed fair trade and sustainably sourced agriculture

Packaging: sustainability remains central to brands' strategies

Plastic regulation to effect change: EU Single-Use Plastic (SUP) Directive

Partnerships and investment in rPET plastic for a more circular economy

Suntory's Ribena redesign: to aid plastic recycling and reuse

Spritzer promotes plastic bottle recycling habit in craft competition

HolyGrail 2.0: digital watermarks' sorting potential, to increase recycling

South Korea: consumer feedback shapes stronger recycling legislation

Recyclable, anti-plastic drive grows interest in paper bottles and multipacks

Sustainable return systems: solution for the price- and eco-conscious

R&D into sustainable pack alternatives will continue to feature

Maxwell House: compostable pods backed by an educational experience

Coca-Cola's multipronged approach to sustainable packaging

Build back better: UN 1.5 ° C climate ambition sees net-zero charge accelerate

Carbon neutrality pledges rise: selection from drinks and tobacco in 2020

Volvic's B Corp and carbon neutral status

Heineken's Sol is brewed with solar power, in renewable energy drive

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Pandemic digital acceleration presents societal opportunities

Shaped by online, supply chain and net-zero tech

Online: lifeline for drinks brands and hospitality to reach customers

Buy a virtual keg to save bars from shutdown: Carlsberg's Adopt a Keg

Smart supply chains to bolster brand security, transparency and trust

JM Smucker joins with Farmer Connect for bean-to-cup transparency

"Waste Free World": Unilever-Alibaba launch of AI-powered recycling

Analytics to advance circularity and climate-neutrality

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