

Case Study

Ambition 2025: Britvic

In support of the circular economy, Britvic work to ensure packaging material is recovered and recycled and consideration to the end-of-life of packaging is a fundamental part of its packaging design process. All of Britvic plastic bottles are recyclable and consumers are encouraged to recycle with on-pack messaging and campaigns with various partners.

Britvic has worked with international events company, Live Nation. Britvic's 'Throwback Boombox' was debuted at V Festival 2017 to amplify the recycling message and encourage festival-goers to recycle their plastic bottles.

Festivals are particularly renowned for generating litter, with an estimated one million plastic bottles used at Glastonbury every year. Meanwhile, a review carried out by Julie's Bicycle showed that V Festival South produced 314 tonnes of waste last year and had a recycling rate of just 29%. Therefore, Britvic has been encouraging its consumers to think differently about recycling as part of its sustainable business strategy.

To show festival-goers how easy 'going green' could be, there were encouraged to recycle their bottles at the Britvic 'Throwback Boombox' by throwing them towards the speakers. Every time the target was hit, the Boombox played throwback hits from the nineties and noughties – a selection of songs chosen specifically for the V festival audience.

To attract further participation, drive visibility on social media and encourage others to recycle, Britvic created a sculpture made up of recycled plastic bottles called the Very Important Post (VIP). Everyone who shared their photo using the hashtag

#ThrowbackVIP were entered into a competition to win VIP upgrades, which were awarded throughout the duration of the festival.

Over 2500 bottles, cans and cups were recycled at the activity, supported by a team of Britvic employee volunteers who also collected thousands more throughout the festival, spreading the recycling message.

Britvic is committed to continuing to work with its customers to help influence positive consumer behaviour around recycling and will be trialling the introduction of rPET (recycled polyethylene terephthalate) as part of its approach to sustainable packaging.

"Our sustainability strategy echoes the FDFs vision to develop a sustainable food system and we're proud of the steps we have taken in support of a healthier, happier, more sustainable world. Through our support for a circular economy, our Throwback Boombox activity was a fun and interactive way of encouraging consumers to recycle their bottles – highlighting recyclability of our packaging whilst also helping to reduce littering at the festival."

Alison Rothnie, Senior Sustainability Manager,
Britvic

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