

Question for written answer E-003263/2025
to the Commission
Rule 144
Yvan Verougstraete (Renew)

Subject: Coca-Cola backsliding on its plastic pledges

As the UN international plastic pollution summit has just ended, now is the time for the EU to lead by example and demand strong and credible commitments from economic operators.

It has recently come to light that Coca-Cola, one of the world's top producers of single-use plastic, has dropped its packaging reduction and reuse targets, choosing instead to carry on spreading ambiguous or even misleading environmental messages in Europe.

1. How does the Commission intend to ensure, in keeping with the goals of the European Green Deal and with the ambitions of the plastic pollution summit, that multinationals operating in the single market honour their commitments in full?
2. With a view to successfully tackling large-scale greenwashing, does it plan to bolster its transparency and sanctioning mechanisms, including under the Green Claims Directive?
3. To encourage operators like Coca-Cola to uphold their climate and environmental commitments, is the Commission considering introducing market access conditions or other binding measures for the single market?

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