

SEE Colloquium

Sustainable Packaging Journey for **Swire Coca-Cola HK**

Ms. Suzanne Cheung

Head of Sustainability, Public Affairs and Communications Department

Swire Coca-Cola Limited T/A Swire Coca-Cola HK

16 September 2020 (Wednesday) | 18:00 – 19:00

Online Talk via Zoom (Remarks: Zoom link will be provided to registrants)

About the Talk

Swire Coca-Cola HK is aspired to lead the beverage industry to a sustainable future. In this colloquium, Suzanne will share Swire Coca-Cola's vision in improving beverage packaging sustainability.

Swire Coca-Cola HK has a four-point strategy for packaging: reduce, redesign, recover and recycle, aiming to reduce unit weight; enhance recyclability; identify ways to efficiently recover and divert packaging materials to recycling. The implementation of this strategy requires adoption of new technologies and forging partnerships with key stakeholders to work towards a closed-loop economy. In this presentation Suzanne will share the past achievements, committed plans and challenges faced in this sustainable packaging journey.

About the Speaker

Suzanne Cheung is a Member of the Hong Kong Institute of Environmental Impact Assessment and the Hong Kong Institution of Qualified Environmental Professionals with over 20 years of experience. In the last 10 years she has held senior positions in the corporate sector, government-subsidized organizations and NGOs. Suzanne currently works at Swire Coca-Cola HK Limited as Head of Sustainability and oversees public affairs and communications. Her main task is to develop the sustainability frameworks and plans for Swire Coca-Cola HK that leverages the Swire Coca-Cola 2030 Sustainable Development Strategy. She leads the execution and communications of sustainability commitments of Swire Coca-Cola HK, in particular, beverage packaging materials and carbon reduction.



Registration

Undergraduates: Register via **AIMS**: Login > "Student Services"> "Central Repository on Student Development Activities System" > search "**SEE Colloquium: Sustainable Packaging Journey for Swire Coca-Cola HK**" or Activity code "**E2-2020-1700**".

Postgraduates:

https://docs.google.com/forms/d/e/1FAIpQLScDD2356GNy9XfvegGWYxi5sBG0KaO6V4leOMkVI5gJn9QANA/viewform?usp=pp_url

Registration Deadline: 6 Sept 2020 (23:59)

******* Remarks for Undergraduates:** This event will be counted towards the "3-time attendance".