



GEG and Macau Coca-Cola Adopt Circular Bottle Recycling and Related Measures to Reduce Carbon Footprint

January 16, 2020 – With an aim to decrease the carbon footprint of operations and foster the building of a green city, Galaxy Entertainment Group (“GEG”) and Macau Coca-Cola Beverage Co., Ltd (“Macau Coca-Cola”) have signed a memorandum of understanding to create a circular system for all branded bottles of GEG and its properties from this month, which is designed to increase the recycling, reuse and reduction of plastic waste. GEG is the first operator to join hands with Macau Coca-Cola on such an initiative, demonstrating its commitment to fulfilling its corporate social responsibility. Over the years, GEG has been proactively implementing various energy-conservation and carbon-reduction measures at its properties and promoting and enhancing team members’ and guests’ awareness of energy conservation, of which the efforts have been widely recognized with many green awards and energy efficiency certificates.

The memorandum of understanding was jointly signed by Mr. Kevin Kelley, Chief Operating Officer – Macau of GEG, and Mr. Raymond U, Chief Executive Officer of Macau Coca-Cola at StarWorld Hotel. Under the circular system program, branded (PET) bottles of GEG and its properties will be recycled and delivered to a Taiwanese supplier approved by Coca-Cola® to be processed into food grade plastic pellets that comply with the standards of the Food and Drug Administration of the United States and the European Food Safety Authority of the European Union. The manufacturing process of recycled PET (rPET) pellets reduces carbon footprint by up to 63% and such pellets will then be used by Macau Coca-Cola to produce new recycled bottles.

In addition, all of GEG’s branded bottles will be manufactured through this system. In particular, all 350ml bottled waters of GEG’s hotel brands and partners will be adopted a new light-weighted bottle design with reduced plastic content, which will reduce the total amount of plastic used. The program is expected to raise recycling rates and minimize the impact on the environment.

Mr. Kelley said, “Sharing a vision for this program, GEG and Macau Coca-Cola are sparing no effort in fulfilling our corporate social responsibilities in environmental protection. We believe this partnership will lead the industry by example, and GEG can further support Macau’s development as a green city, comfortable for residents and visitors.”

Mr. U said, “Macau Coca-Cola truly believes in the concept of “Recycle and Reuse”, and we are happy to work with GEG to recycle PET empties. We endeavor to be a significant part of a sustainable recycle system for a better Macau environment.”



Additionally, GEG and Macau Coca-Cola jointly set up “smart” bottle recycling machines at Galaxy Macau™ and StarWorld Hotel in December last year. As the first integrated resort operator in Macau to set up such facilities, GEG aims to empower team members to proactively contribute to waste classification and recycling. The machines can collect PET bottles from any brand with net volume up to 1.5 liters. In addition, team members can collect designated points via the "Carbon Coins-Macau" mobile application to redeem free drinks and prizes. The facilities have been well received by team members since their inception. Going forward, GEG will continue to work closely with Macau Coca-Cola and leverage its corporate influence with the goal of expediting the adoption of green initiatives in the Macau community.

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Photo Captions:



P001: On behalf of GEG and Macau Coca-Cola, Mr. Kevin Kelley, Chief Operating Officer – Macau of GEG (right), and Mr. Raymond U, Chief Executive Officer of Macau Coca-Cola (left) have signed a memorandum of understanding to create a circular system for all branded bottles of GEG and its properties, which is designed to increase the recycling, reuse and reduction of plastic waste.



銀娛 GEG



P002: All of GEG's branded bottles will be manufactured through the circular system.



銀娛 GEG



P003: GEG set up “smart” bottle recycling machines at Galaxy Macau™ and StarWorld Hotel in December last year, which aims to empower team members to proactively contribute to waste classification and recycling.