



world without waste
THE COCA-COLA COMPANY

Our 2019 Progress

Contents

3 [Introduction](#)

8 [Timeline](#)

12 [Chapter 1: Design](#)

19 [Chapter 2: Collect](#)

29 [Chapter 3: Partner](#)

38 [What's Next](#)



Introduction

The purpose of The Coca-Cola Company remains clear:

to refresh the world and make a difference.

We live this purpose by creating loved brands, done sustainably to support a better shared future.

That's why we're using our leadership to be part of the solution and work to build a more sustainable future for our planet.

Introduction

In 2018, we launched World Without Waste with a simple, focused purpose: make the world's packaging waste problem a thing of the past.

We built World Without Waste on three fundamental goals: Make 100% of our packaging recyclable globally by 2025—and use at least 50% recycled material in our packaging by 2030; collect and recycle a bottle or can for each one we sell by 2030; and work together to support a healthy, debris-free environment.

We know we can't do it alone. We are working in partnership with bottling partners, environmentalists, industry peers, regulators, retailers, and others to dramatically reduce the impact of packaging waste on our environment.

In 2018, we published a first-year implementation report. In 2019 we pushed further to better design our packaging, innovate in the way our beverages are delivered, and collaborate to ensure packaging is collected and recycled:

- We replicated the successful PET Recycling Company (PETCO)—the South African plastic industry's initiative to recycle 100% of its

polyethylene terephthalate (PET) plastic output—by launching it in Kenya in 2018 and beginning the launch process in Ethiopia in 2019.

- We implemented a comprehensive set of actions in the South Pacific region that address collection, design, and consumer and industry action.
- We actively participated in and led the development of industry collection coalitions across Southeast Asia.
- In several countries across the globe we accelerated the timeline to deliver on our goal to use at least 50% recycled material in our packaging by 2030.
- We advanced package innovations and recycling technologies through partnerships in Australia, France, Hong Kong, the Philippines, and the United States, among other places.

This was possible because of the work of our people and partners in every part of the globe. And there is much more to come. We have galvanized our entire system around this vision and are working market by market to achieve it.

We continue to relentlessly pursue our three fundamental goals:



Make 100% of our packaging recyclable globally by 2025—and use at least 50% recycled material in our packaging by 2030.



Collect and recycle a bottle or can for each one we sell by 2030.



Work together to support a healthy, debris-free environment.

Introduction

We are striving to make packaging part of a circular economy, with a focus on 100% collection rates and an increase in recycling. Our goal is to create closed-loop systems, so that old bottles and cans can become new bottles and cans. Whenever we sell an aluminum can or plastic bottle—or any other beverage container for that matter—we want to collect one back and make sure it has a second life as a new container or other useful item. We’ve made good progress in 2018 and 2019, but we are just getting started.

In this report, we aim to provide an update on:



How we are designing our packaging differently (see “[Design](#)”).



How we are contributing to collection and recycling efforts worldwide (see “[Collect](#)”).



How we are partnering with stakeholders to realize these goals (see “[Partner](#)”).

Introduction

We're acting with urgency across our system to pursue this goal. There's simply no time to waste. And like any goal we've had as a company, we are pursuing it intently, striving for nothing less than **a world without waste.**

Introduction: By the Numbers

Design



100%

recycled PET plastic was launched in one or more of our brands in several countries in 2019, bringing the total to 16.

88%

of our primary packaging is recyclable—with a goal of 100% by 2025.

20%

recycled material was used in our packaging globally.

Collect



60%

of the bottles and cans we introduced into the marketplace were collected, recycled, or refilled—with a goal of collecting and recycling 100% by 2030.¹

1.3 million

people in Russia were reached through recycling education programs, and 60,000 tons of packaging were collected for recycling.

Partner



9

new companies joined Reciclar pelo Brasil, making the co-investment platform—co-founded with AB InBev in 2017—the largest of its kind, with 15 members and 250 cooperatives.

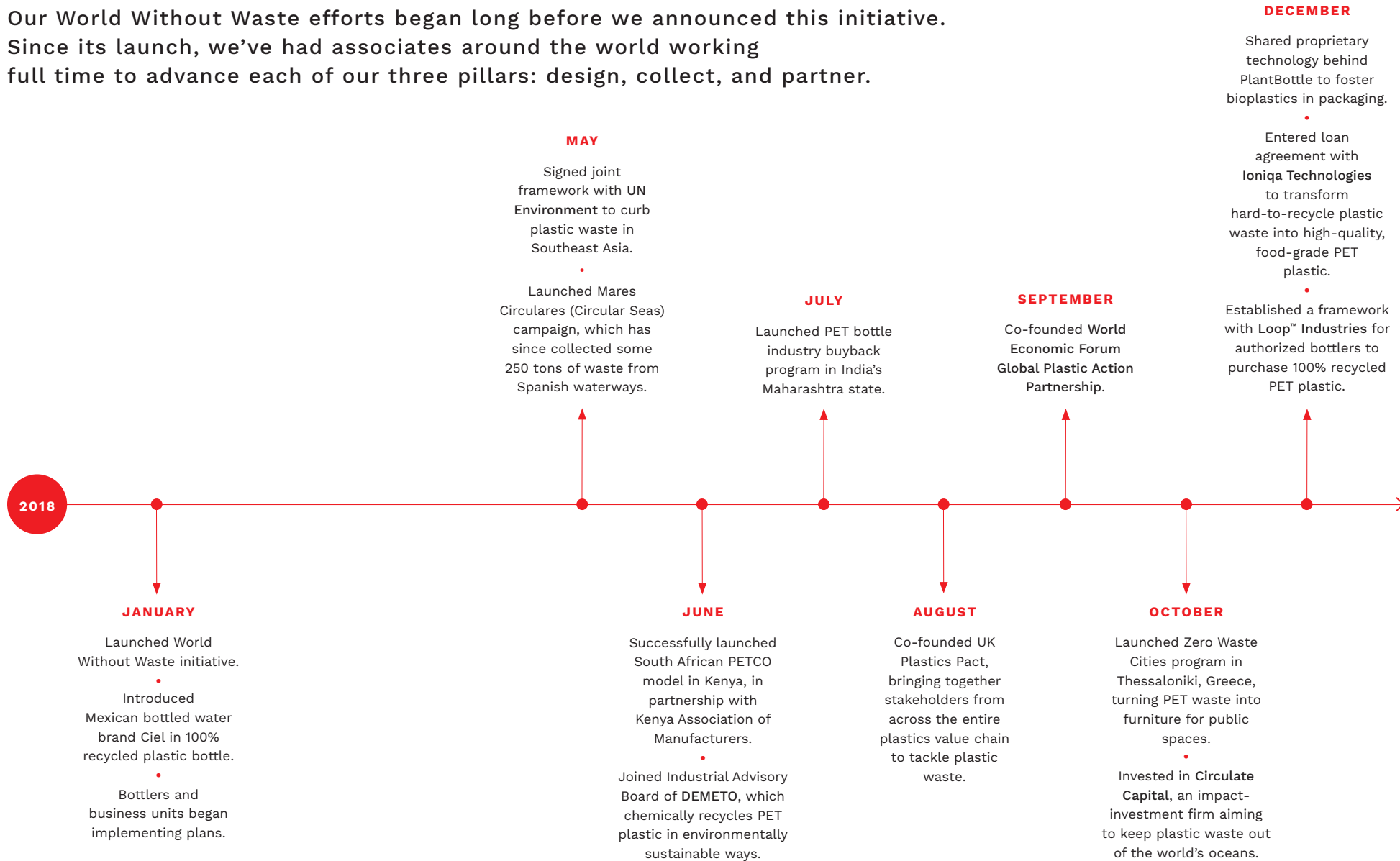
9

river plastic waste prevention programs will receive \$11 million in funding over the next three years through a joint partnership between The Coca-Cola Foundation and Benioff Ocean Initiative.

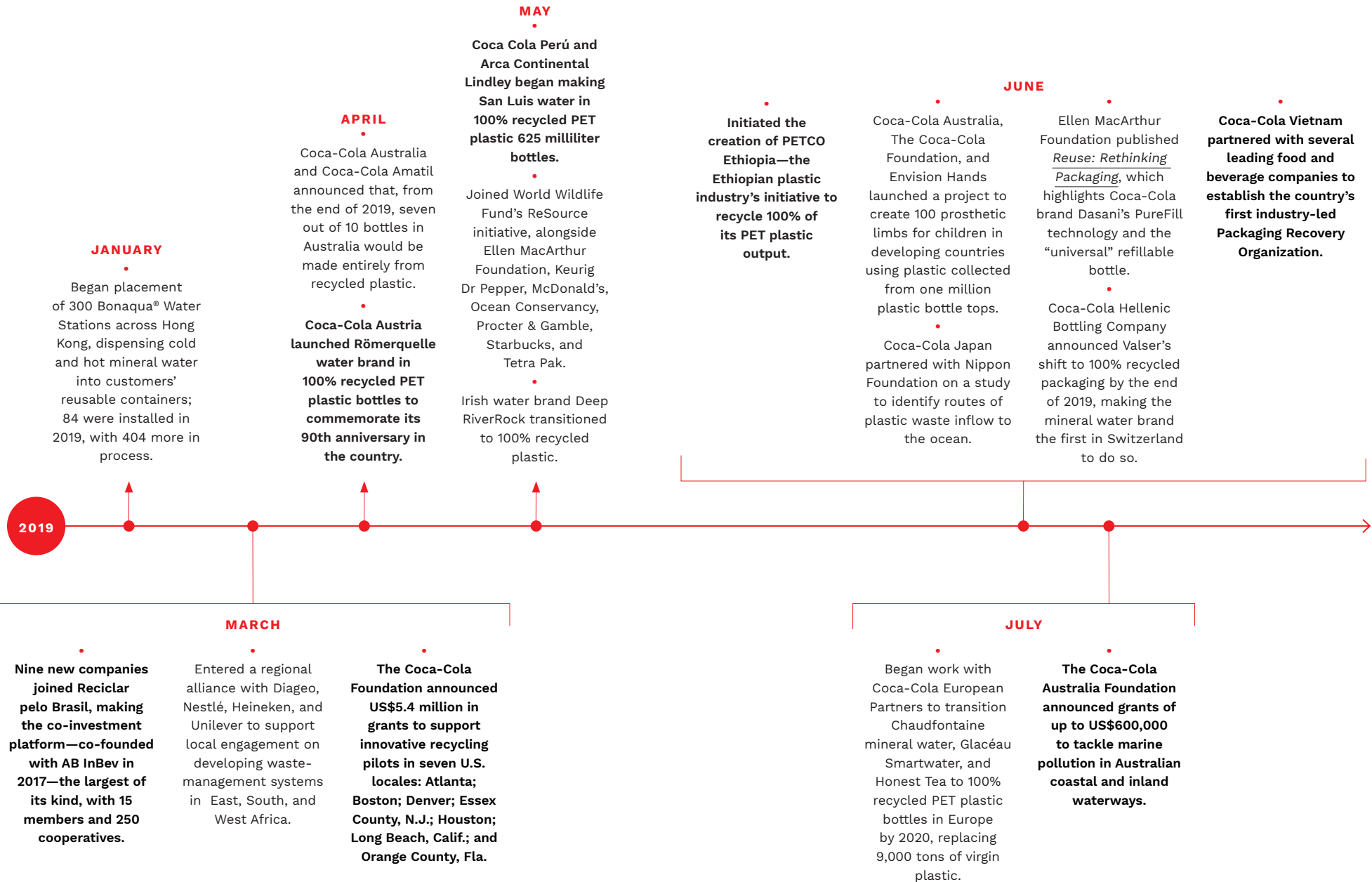
¹For further data, please refer to our 2019 Business & Sustainability Report.

Timeline: World Without Waste (2018)

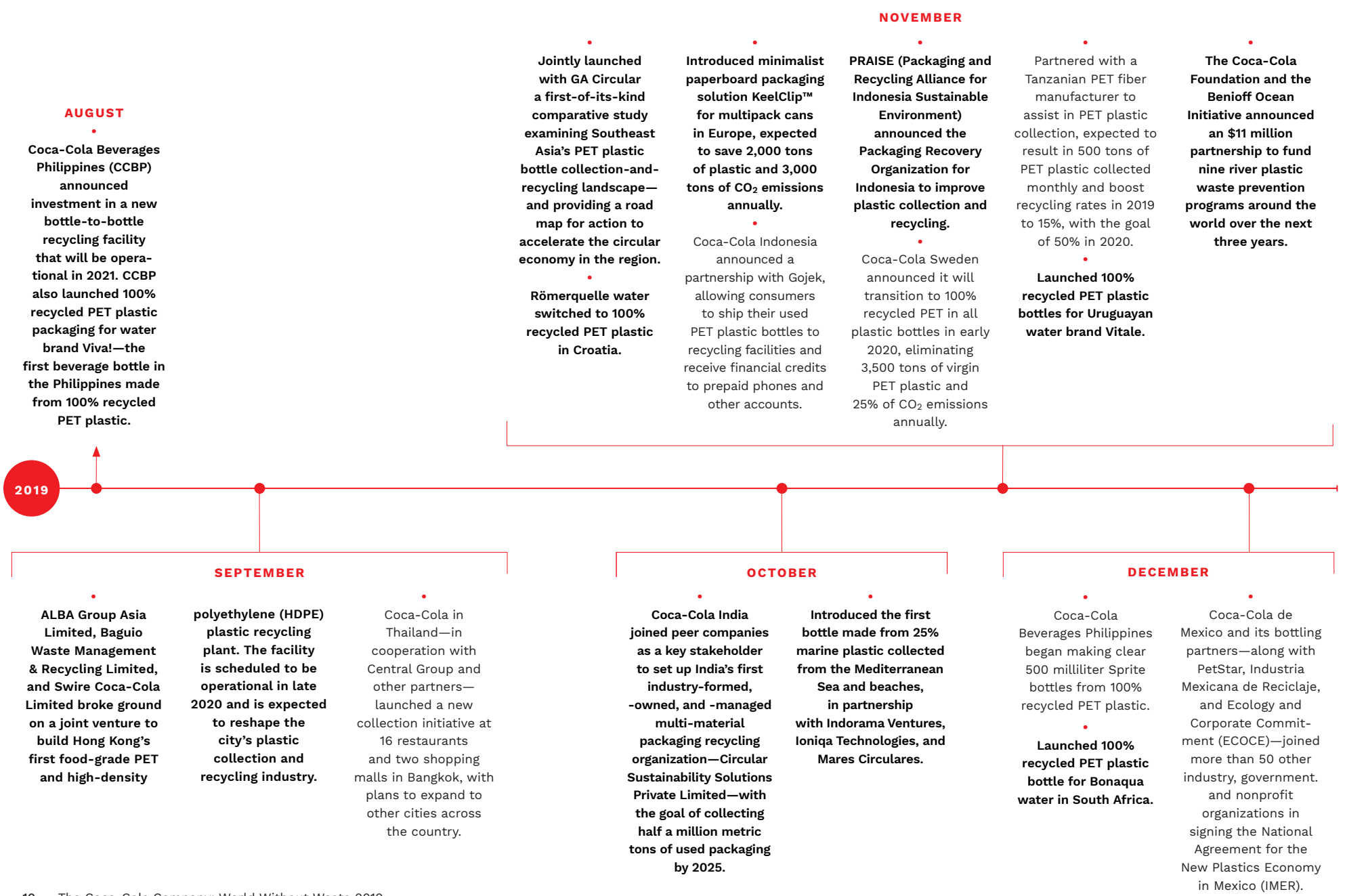
Our World Without Waste efforts began long before we announced this initiative. Since its launch, we've had associates around the world working full time to advance each of our three pillars: design, collect, and partner.



Timeline: World Without Waste (2019)



Timeline: World Without Waste (2019)



AUGUST

Coca-Cola Beverages Philippines (CCBP) announced investment in a new bottle-to-bottle recycling facility that will be operational in 2021. CCBP also launched 100% recycled PET plastic packaging for water brand Viva!—the first beverage bottle in the Philippines made from 100% recycled PET plastic.

Jointly launched with GA Circular a first-of-its-kind comparative study examining Southeast Asia's PET plastic bottle collection-and-recycling landscape—and providing a road map for action to accelerate the circular economy in the region.

Römerquelle water switched to 100% recycled PET plastic in Croatia.

Introduced minimalist paperboard packaging solution KeelClip™ for multipack cans in Europe, expected to save 2,000 tons of plastic and 3,000 tons of CO₂ emissions annually.

Coca-Cola Indonesia announced a partnership with Gojek, allowing consumers to ship their used PET plastic bottles to recycling facilities and receive financial credits to prepaid phones and other accounts.

NOVEMBER

PRAISE (Packaging and Recycling Alliance for Indonesia Sustainable Environment) announced the Packaging Recovery Organization for Indonesia to improve plastic collection and recycling.

Coca-Cola Sweden announced it will transition to 100% recycled PET in all plastic bottles in early 2020, eliminating 3,500 tons of virgin PET plastic and 25% of CO₂ emissions annually.

Partnered with a Tanzanian PET fiber manufacturer to assist in PET plastic collection, expected to result in 500 tons of PET plastic collected monthly and boost recycling rates in 2019 to 15%, with the goal of 50% in 2020.

Launched 100% recycled PET plastic bottles for Uruguayan water brand Vitale.

The Coca-Cola Foundation and the Benioff Ocean Initiative announced an \$11 million partnership to fund nine river plastic waste prevention programs around the world over the next three years.

2019

SEPTEMBER

ALBA Group Asia Limited, Baguio Waste Management & Recycling Limited, and Swire Coca-Cola Limited broke ground on a joint venture to build Hong Kong's first food-grade PET and high-density

polyethylene (HDPE) plastic recycling plant. The facility is scheduled to be operational in late 2020 and is expected to reshape the city's plastic collection and recycling industry.

Coca-Cola in Thailand—in cooperation with Central Group and other partners—launched a new collection initiative at 16 restaurants and two shopping malls in Bangkok, with plans to expand to other cities across the country.

OCTOBER

Coca-Cola India joined peer companies as a key stakeholder to set up India's first industry-formed, -owned, and -managed multi-material packaging recycling organization—Circular Sustainability Solutions Private Limited—with the goal of collecting half a million metric tons of used packaging by 2025.

Introduced the first bottle made from 25% marine plastic collected from the Mediterranean Sea and beaches, in partnership with Indorama Ventures, Ioniqa Technologies, and Mares Circulares.

DECEMBER

Coca-Cola Beverages Philippines began making clear 500 milliliter Sprite bottles from 100% recycled PET plastic.

Launched 100% recycled PET plastic bottle for Bonaqua water in South Africa.

Coca-Cola de Mexico and its bottling partners—along with PetStar, Industria Mexicana de Reciclaje, and Ecology and Corporate Commitment (ECOCE)—joined more than 50 other industry, government, and nonprofit organizations in signing the National Agreement for the New Plastics Economy in Mexico (IMER).



Our goal by 2030 is to collect and recycle a bottle or can for each one we sell—and to make **100% of our packaging recyclable globally by 2025.**

Chapter 1

Design



Design: Introduction

We have always taken pride in our packaging: The distinctive contour of a Coca-Cola bottle is a signature of our brand and our company. It is more than 100 years old. It is trademarked. And it is part of what sets us apart. But it is time that our iconic bottle stood for something even bigger, and so we are reimagining all our packaging to make it better for our planet and our business: fully recyclable, with more recycled and renewable content.

Currently, our packaging is 88% recyclable, up from 85% in 2017, and that percentage is rising.

In short, we are radically rethinking how we produce, recycle, and reuse our packaging—and even how we get our products to consumers in the first place.



The most recent in a long line of innovations, the last bottle in this series was made partially from marine plastic using **enhanced recycling technologies**

(for more, see page 15).



Design: Our Progress

Recyclability: By the end of 2019, 88% of our global packaging was recyclable—and we’re making investments across our system to make 100% of our packaging recyclable by 2025. While all our aluminum cans and aluminum and plastic bottles are recyclable, some beverages are served in materials that currently can’t be recycled. We’re partnering with suppliers to change or redesign the packaging for those beverages.

Recycled materials: Averaged globally across our portfolio, by the end of 2019 we were using 10% recycled PET plastic in our bottles, with higher recycled content in areas with well-established collection and recycling infrastructure, as well as policies that enable the use of recycled materials in food-grade packaging. Incorporating 50% recycled materials will take time and changes in policy and technology, and we are working to help bring these changes about.

Local water brands in Australia, Austria, Belgium, Croatia, Hong Kong, Ireland, Japan, Mexico, the Netherlands, New Zealand, Peru,

the Philippines, Romania, South Africa, Sweden, Switzerland, and Uruguay are now making bottles for water brands from 100% recycled plastic.

Across Western Europe Smartwater and Honest Tea bottles are now made with 100% recycled PET plastic.

From the end of 2019, in Australia seven out of 10 bottles are now being made entirely from recycled plastic. The same is true for all bottles in New Zealand under 1 liter. And in multiple markets, Sprite® bottles were changed from green to clear to improve the efficiency of the recycling system.

The Dasani brand in the United States launched a series of initiatives designed to reduce plastic waste and increase the use of recycled and renewable materials. These included a new hybrid bottle made with a mix of up to 50% plant-based and recycled PET plastic; a nationwide lightweighting effort; expansion of the Dasani Purefill dispensed beverage system, offering packageless delivery of still, sparkling, and flavored Dasani



water; and the introduction of Dasani in aluminum cans and bottles. These actions will remove the equivalent of one billion plastic bottles from the U.S. supply chain in the next five years.

In 2019, we held innovation events and competitions in Silicon Valley, Calif.; Paris; Rio de Janeiro; and Singapore—sourcing World Without Waste solutions from the startup community. We look forward to

using ideas and learnings from these events to further innovate in the coming years.

Renewable materials: We’re continuing to use and develop PlantBottle, which incorporates up to 30% plant-based material, and through which more 650,000 metric tons of CO2 emissions—equivalent to burning approximately 1.5 million barrels of oil—have been averted. An innovative technology co-developed by Changchun Meihe Science and Technology and The Coca-Cola Company to efficiently produce a renewable material that can be used to make our PET plastic bottles is one step closer to commercialization. With our recent successful validation of the process at the “demo” scale, we are advancing to a future where PET plastic bottles can be made, in part, from wood waste. These bottles will remain 100% recyclable and will help us continue our progress toward an exciting future beyond fossil fuels.

Design: Rethinking How Bottles Are Made

In 2019, we produced the first-ever beverage bottle using recovered and recycled marine plastics—demonstrating that, one day, even ocean debris can be recycled and reused in food and drink packaging.

The initial batch was produced using 25% recycled marine plastic retrieved from the Mediterranean Sea and beaches. A small step for now, but the technology behind it has big potential.

The bottle was produced using “enhanced recycling” technologies, which can recycle previously used food and drink packaging that is predominantly made of PET plastic, even if the used packaging is of very low quality.



The marine plastic bottle is made from **25% recycled marine plastic** collected from the Mediterranean Sea and beaches.

Enhanced recycling technologies use innovative processes that break down the components of plastic and strip out impurities in lower-grade recyclables so they can be rebuilt as good as new. This means that lower-grade plastics that were often destined for incineration or landfill can now be given a new life. It also means more materials are available to make recycled content, reducing the amount of virgin PET plastic needed from fossil fuels, which can result in a lower carbon footprint.

The marine plastic bottle is the result of a partnership between Indorama Ventures, Ionika Technologies, Mares Circulares, and The Coca-Cola Company. Although enhanced recycling is still in its infancy, the partners produced the marine plastic bottle as a proof of concept for what the technology may achieve in time.

In the immediate term, enhanced recycling will be introduced at commercial scale using waste streams from existing recyclers, including previously unrecyclable plastics and lower-quality recyclables.

In 2019, we also became a member of the Paboco (Paper Bottle Company) Pioneer Community to learn and exchange insights and expertise to help develop a first-of-its-kind, fully bio-based, and recyclable paper bottle that aims to be used for everyday consumer products.



Design: New Business Models

Of course, one of our most significant innovations has to do with how we deliver beverages.

Our research and development doesn't stop at making our packaging more sustainable. We are asking ourselves such fundamental questions as: How do we deliver our products to consumers? Must that always be in a package?

For example, when consumers use Coca-Cola Freestyle—a touchscreen soda fountain introduced in 2009—they can bring their own container and can mix and match some 165 Coca-Cola drinks to customize their own beverage experience—all without introducing an ounce of new packaging into our ecosystem.

More recently, we introduced

DASANI PureFill 2.0, an innovative packageless dispensing platform that leverages the technology in Coca-Cola Freestyle to provide chilled, filtered DASANI water with customizable flavor options. In 2020, PureFill will expand with the placement of 250 dispensers across the United States.

In 2018, we launched the first Bonaqua Water Station in Hong Kong, and subsequently rolled out 84 more across the region in 2019. The stations allow customers to fill their own cups with Bonaqua's assortment of flavored waters and are being made available in a variety of locations including retail, work, and sports and entertainment venues. Another 404 stations are scheduled to be installed in 2020.

In 2019, we also partnered with TerraCycle on the Loop initiative, which provides consumers with the ability to use refillable containers for a variety of consumer goods, including our sparkling beverages and iced teas, through a European retailer.

Several of these initiatives were highlighted in a [report on reuse](#) published by the Ellen MacArthur Foundation.

In 2019, packageless delivery expanded with DASANI PureFill 2.0 in the United States and Bonaqua Water Stations in Hong Kong.



Design: Universal Bottle

In 2018, Coca-Cola Brazil invested US\$25 million to design and create a reusable bottle with a universal design that could be utilized across multiple brands. Coca-Cola Brazil invested another US\$400 million in cleaning and refilling facilities that allow the bottles to be returned, cleaned, and refilled up to 25 times.

As a result, in Brazil all 2-liter bottles across Coca-Cola, Fanta, and Sprite brands are sold in bottles that are the same color, shape, and size, which increases the efficiency of collection, cleaning, and filling. The reusable bottles are replacing 200 million nonrefillable bottles each year.

Refillable bottles are a critical part of our World Without Waste strategy in many other markets, as well. In more than 25 countries refillables make up half or more of our sales, and in more than 50 countries refillables make up 25% or more of sales, including Chile, Colombia, Germany, Kenya, Pakistan, Peru, the Philippines, and Tanzania.





We are **radically rethinking** how we produce, recycle, and reuse our packaging—and even how we get our products to consumers in the first place.

Chapter 2

Collect



Collect: Introduction

Our goal by 2030 is to help collect and recycle a bottle or can for every one we sell. That means collecting and recycling the equivalent of 100% of the packaging we produce, but it also means potentially giving each package we sell more than one life. This will help keep our packaging out of oceans and the environment.

In 2019, we refilled or helped to recover the equivalent of 60% of all the consumer packaging we introduced into the marketplace. Still, we have more work to do. Closing the gap on collecting the outstanding 40% of our packaging waste presents a difficult challenge. A challenge we are committed to work toward—and the foundation for our partnerships and investments in World Without Waste around the world.

Although we are a global company, we operate on a local level—and that is exactly how we are approaching the challenge of increasing recycling rates around the world.

With operations in more than 200 countries and territories, we are deploying a market-by-market strategy.

As we've worked to determine how best to help drive, create, and accelerate collection systems in different markets, one thing has become clear—one size does not fit all. There are different collection solutions for every market, based on factors such as consumer behavior, government relations, and socioeconomic structures.

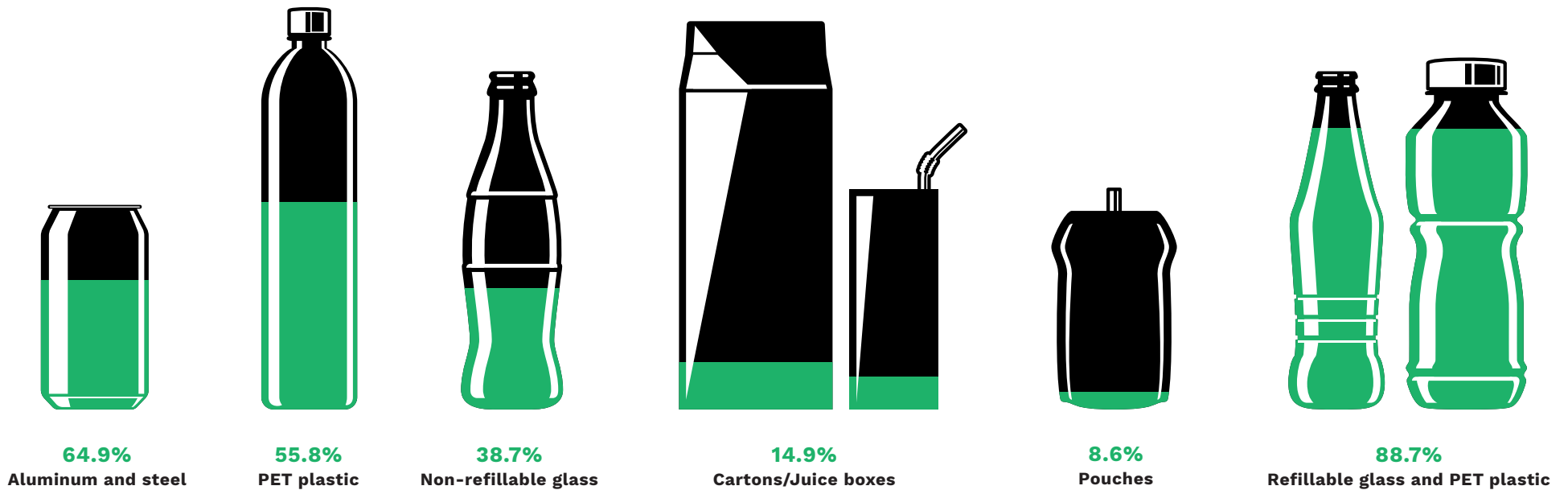
On the following pages are initiatives in countries across Africa, Asia, Europe, and Latin America. Although each is tailored to its individual market, we are looking to apply the lessons learned from these and other successful initiatives to communities around the world.



Collect: Collection Rates

WE ARE MAKING STEADY PROGRESS TOWARD OUR GOAL

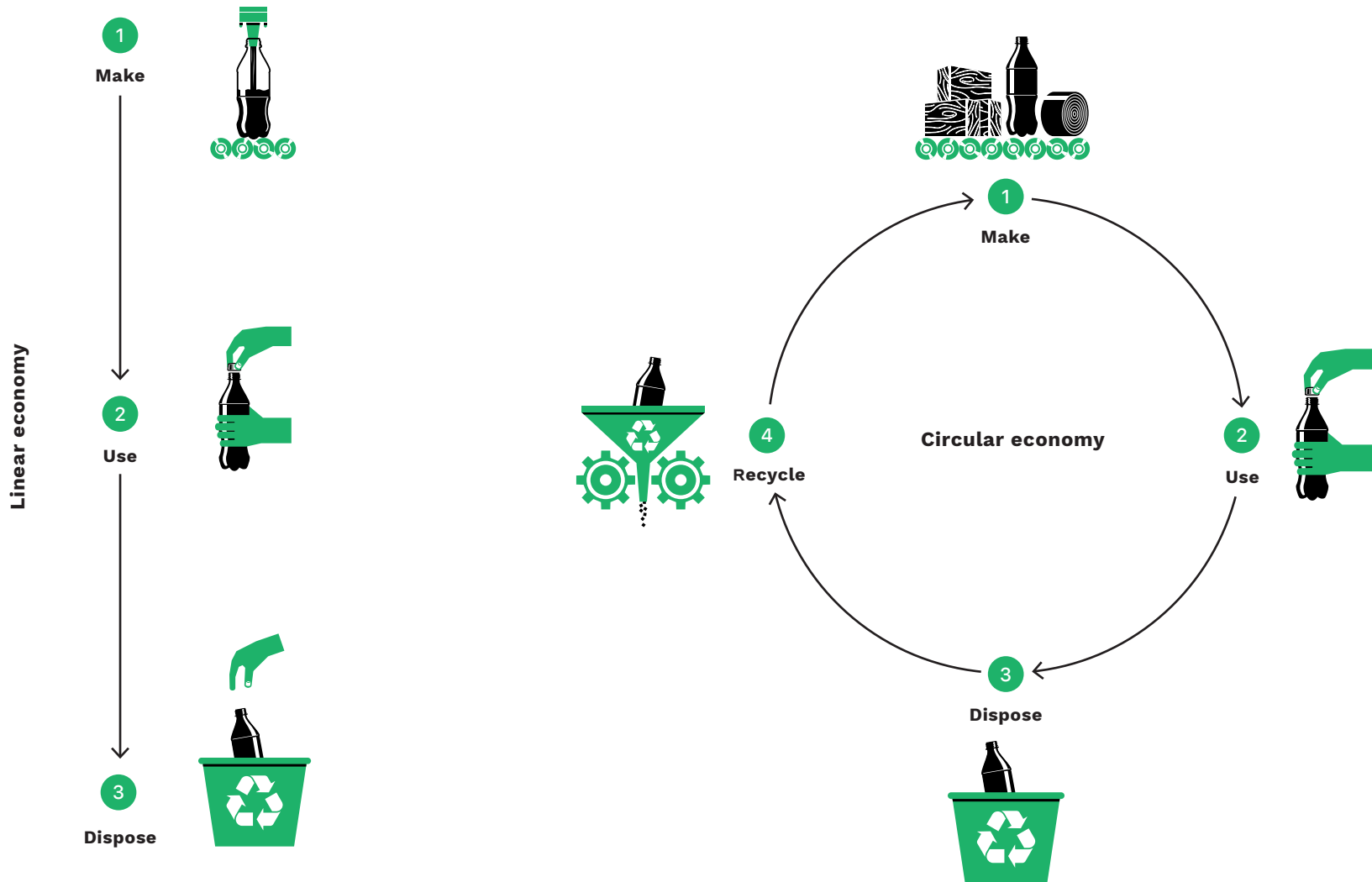
Our 2019 collection rate across all our consumer packaging is **60%**—up from 56% in 2018.



Collect: Circular Economy

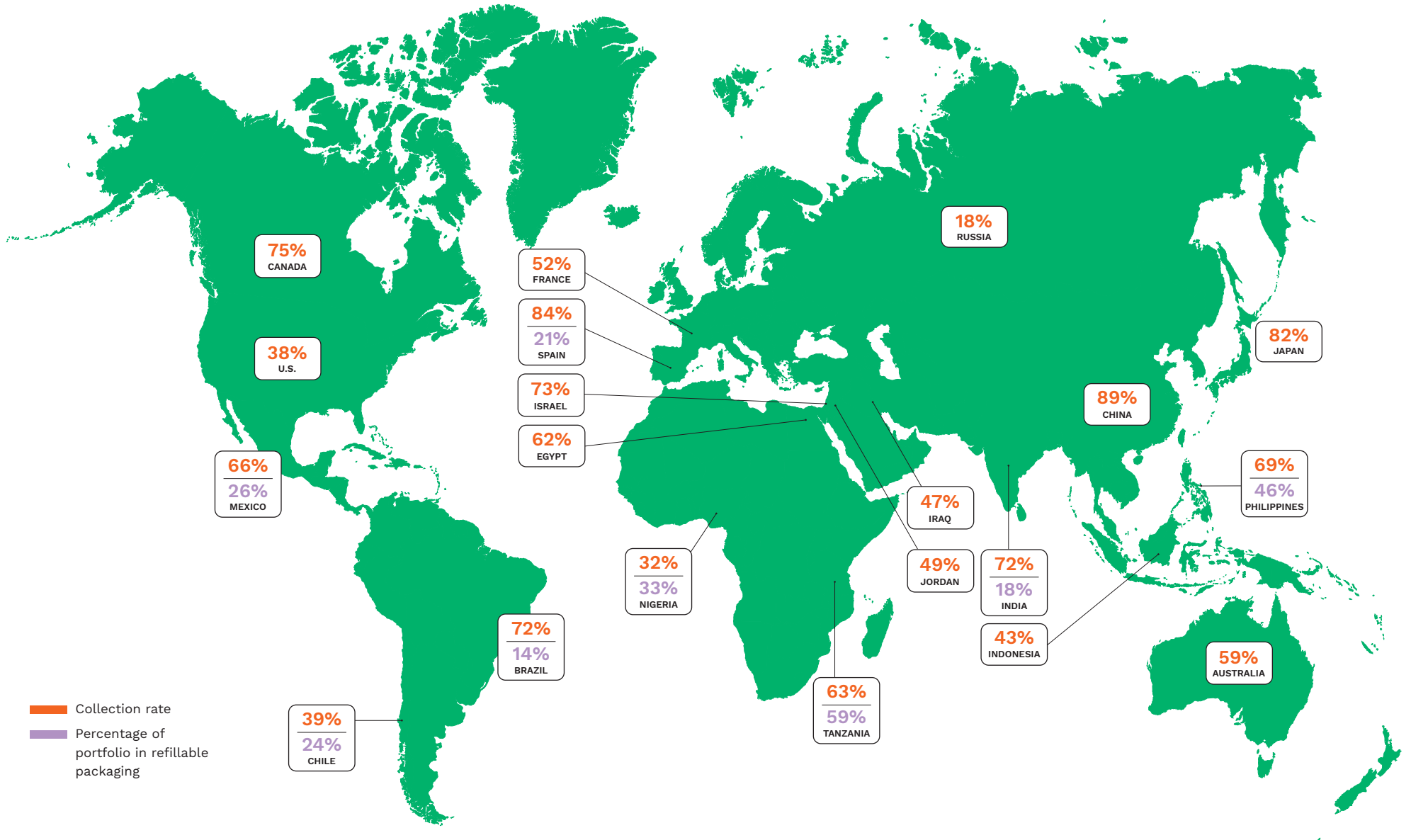
GOODBYE, LINEAR—HELLO, CIRCULAR

Unlike a traditional linear economy (make, use, dispose), a circular economy extracts the maximum value from materials and products while in use, then recovers and regenerates them.



Collect: Infrastructure

2019 COLLECTION RATES AND REFILLABLE PERCENTAGES WORLDWIDE



Collection rate
Percentage of portfolio in refillable packaging

Collect: Brazil

The Network Effect

In Brazil, we partner with 250 recycling cooperatives across the country through Reciclar pelo Brasil (Recycle for Brazil), a precompetitive platform funded by 15 fast-moving consumer goods companies. Each co-op defines its own goals and objectives, promotes recycling for all demographic groups, provides training suited to local conditions, and sets a series of evolving annual goals. The results speak for themselves: In 2019, the volume of recycled materials processed across all 233 co-ops grew from 51,000 tons to more than 106,000 tons.



Through Reciclar pelo Brasil—a system of 250 recycling cooperatives—the volume of recycled materials in Brazil more than doubled in 2019, from 51,000 tons to 106,000 tons.

Collect: Southeast Asia

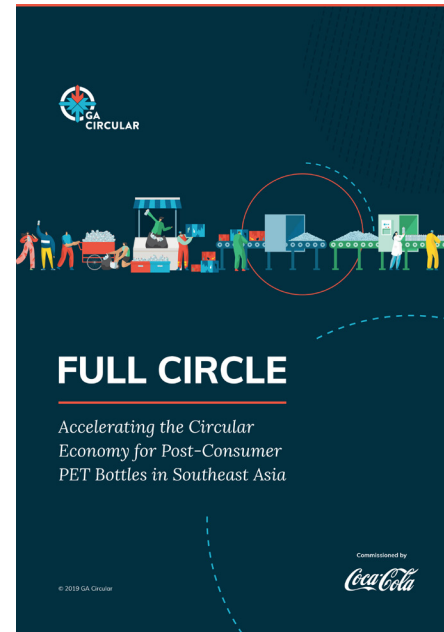
Organizing as an Industry

Across Southeast Asia, we are joining with our industry peers to address the flow of plastics into the ocean.

In 2019, Coca-Cola Indonesia hosted leaders in Jakarta from Danone, Indofood, Nestlé, Tetra Pak, and Unilever to discuss ways to continue advancing the work of our industry coalition PRAISE (the Packaging and Recycling Association for Indonesia

Sustainable Environment). The team agreed to prioritize the establishment of a packaging recovery organization to improve collection and recycling rates in Indonesia.

We are taking a similar approach in Vietnam, where nine companies, including Coca-Cola, established an industry-led packaging recovery organization—the country's first.



At the same time, we are working to better understand the unique challenges and opportunities in this region. We commissioned “Full Circle: Accelerating the circular economy for post-consumer PET bottles in Southeast Asia” to provide a first-ever comparative study of the PET bottle collection and recycling landscape across Southeast Asia. It serves as a roadmap for what businesses, governments, and investors can do to accelerate the circular economy in the region.

The report—which includes input and insights from subject-matter experts around the world—has been peer reviewed and widely endorsed. The research is now being used as a foundation for the work of PRAISE, the Vietnam packaging recovery organization, and emerging collection partnerships throughout the region.

To better understand the unique challenges and opportunities in Southeast Asia we commissioned the **first-ever comparative study of the region’s PET plastic bottle collection and recycling landscape.**

Collect: Central and Eastern Europe

Creating Opportunity for Consumer Action

Across multiple markets, we are increasing the needed infrastructure to collect recyclable bottles and cans, and we are using our marketing experience to encourage people to recycle.

In Warsaw, Poland, we installed 10 reverse vending machines, which accept used beverage containers and return money to the user.

In Montenegro, through the Budva Zero Waste City initiative, we donated 30 bins for collection and visited 7,000 households to educate consumers about recycling.

In Russia, the Coca-Cola system helped to install 5,000 containers for separate waste collection in 50 cities across the country. We paired this with an education program that reached 1.3 million people. As a result, the system collected 60,000 tons of packaging to be recycled.

And we're doing the same in other parts of the world. In all, in 2019 we increased collection through reverse vending machines and new on-site sorting and recycling programs in seven markets (Azerbaijan, India, Kenya, Poland, Romania, Russia, and Tanzania).

One of many such initiatives globally, the Budva Zero Waste City program **donated collection bins and conducted educational programs on waste and recycling.**



Collect: Southern and Eastern Africa

Expanding the South Africa PETCO Model to Other Countries

In the early 2000s, as South Africa was facing low recycling rates, we partnered with government and industry to create a holistic approach to increase recycling and reduce plastic waste.

Together we developed a three-pronged approach: provide the infrastructure needed at recycling centers to increase collection; encourage collection and recycling by establishing a guaranteed minimum price for recycled plastic; and self-regulate post-consumer recycling as an industry.

To achieve this, we convened and worked with the South Africa PET plastic industry to create the PET Recycling Company (PETCO).

Through fees to PETCO, we support more than 50% of these efforts—and contribute more in kind through event and marketing efforts and the donation of bins, one-ton bags, scales, trolleys, and other equipment. Today, South Africa's PET plastic recycling rate remains high at 68%.

The PETCO model has been implemented and is active across sub-Saharan Africa. We successfully launched the same approach in Kenya in 2018, and initiated the creation of PETCO Ethiopia in 2019. PETCO Ethiopia is scheduled to be fully operational in 2020 and is expected to significantly increase Ethiopia's collection and recycling rate, which is currently at 34%.





We operate on a local level—
and that is exactly how we are
approaching the challenge of
increasing recycling rates around
the world. **There is no
one-size-fits-all solution.**

Chapter 3

Partner



Partner: Introduction

To solve a problem as big as packaging waste, we need to build a global network of competitors, consumers, elected leaders, environmentalists, regulators, retailers, and stakeholders of every kind. That is why we have reached out to others around the globe to broaden and deepen our impact.

To deliver on our World Without Waste goals, we need more people to recycle and reuse. And we need more organizations to invest in the circular economy, in which products and materials at the end of their useful life are returned to the manufacturing process as part of a closed loop in which little, if anything, is wasted.

As a global leader in the beverage industry, we understand the opportunity we have to use our scale and influence to engage partners on the challenges that require broad collective action, such as eliminating packaging waste.

Before we announced our waste recycling and reduction goals, we consulted with not only our business units but also nongovernmental organizations, regulators, and other stakeholders. And one message came through loud and clear: scale matters.

As a result, we have and continue to work side by side with our bottlers, retailers, and suppliers to examine every aspect of our packaging and how best to educate and inform consumers about adopting more environmentally responsible waste-management habits.



Partner: 10 Partnerships That Help Make World Without Waste Possible

Tackling plastic waste requires action and thinking from the best and the brightest, including civil society, industry peers, and the public sector. Accordingly, we have helped to establish or joined 10 global partnerships that will help us achieve our World Without Waste goals, including:

Design

DEMETO

Ellen MacArthur Foundation

Ioniqa Technologies

Loop Industries

Collect

UN Environment

World Economic Forum Global Plastic Action Partnership

World Wildlife Fund

Partner

Circulate Capital

Consumer Goods Forum Food Waste Working Group

Ocean Conservancy Trash Free Seas Alliance

Partner: Education

One powerful way to reach our recycling goals is through education and marketing. When we engage in local campaigns to encourage collection and recycling, we promote good habits and vital infrastructure.

In 2019, we invested in community recycling education initiatives and worked with various partners to implement recycling education programs in Belgium, Bulgaria, China, Colombia, England, Greece, Italy, Korea, Luxembourg, Montenegro, the Netherlands, Poland, Romania, Russia, Spain, Sri Lanka, the United States, and Ukraine. Together, these programs and campaigns reached an estimated 28 million people around the world.

In Belgium, Coca-Cola implemented a summer marketing campaign telling consumers, “Don’t buy Coca-Cola if you’re not going to help us recycle.”

We also implemented a summer campaign across Belgium, Luxembourg, and the Netherlands, communicating to consumers with a message directly on the secondary (multi-pack) packaging that it is made with 100% recycled plastic and that the enclosed bottles are made with 50% recycled PET plastic, and pointing them to where and how they can help us recycle.

The communication and outdoor messaging was used in December in Spain when that country hosted the annual Conference of the



Parties to the United Nations Framework Convention on Climate Change.

In Sri Lanka, we supported City School of Architecture students, who created an upcycled pavilion at the Sri Lanka Institute of

Architects annual Architect Exhibition using 30,000 discarded PET plastic bottles obtained through Coca-Cola’s “Give Back Life” campaign.

As with all bottles collected through this campaign, the bottles used in this structure were later recycled by our local partner into bristles for brooms and brushes and yarn for clothing or shoes.

Through this program four PET plastic recovery centers were established, more than 150 collection bins were strategically placed around the island, and approximately one million PET plastic bottles were collected and recycled in 2019.

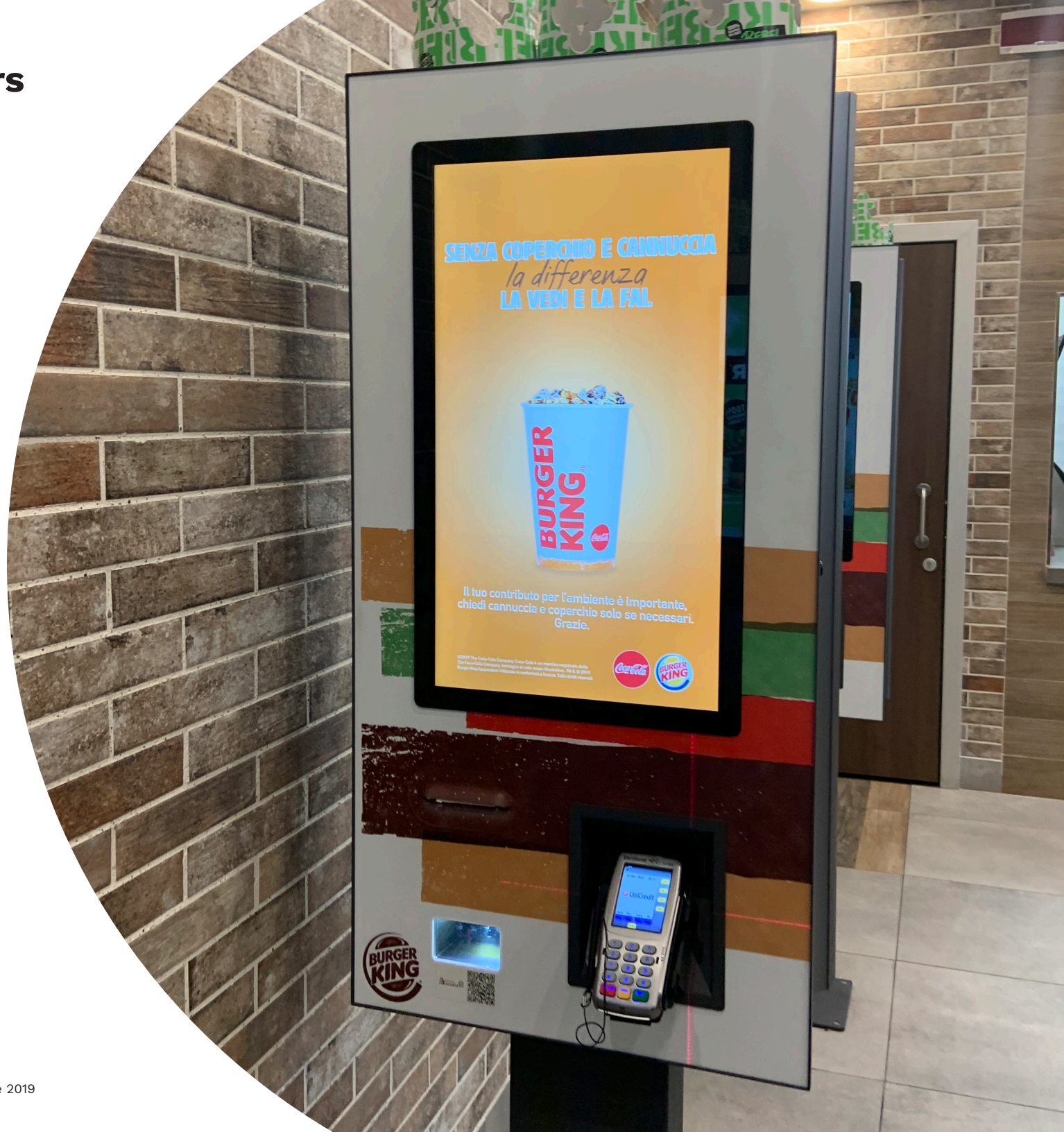
Coca-Cola in Belgium and the Netherlands launched a bold summer marketing campaign telling consumers, “Don’t buy Coca-Cola if you don’t help us recycle.”

Partner: Customers

Across the globe we're partnering with our customers to make an impact.

In Italy, Coca-Cola and Burger King partnered on a joint communication campaign to reduce plastic waste. Straws and lids were only given upon request and communications were reinforced throughout 200 Burger King restaurants via a marketing campaign. As a result, an estimated 90 tons of plastic waste will be reduced annually.

Coca-Cola Japan partnered with retailer Seven & i Holdings (7-Eleven) to recycle plastic bottles collected at convenience stores and supermarkets operated by Seven & i. More than 300 reverse vending machines were installed, largely in Japan's Kanto region. Coca-Cola Japan and Seven & i intend to place machines in additional 7-Eleven locations throughout Japan.



Partner: Oceans

Most of us are familiar with images of trash polluting waterways and harming fish and wildlife, and we all may have noticed debris on beaches, lakeshores, and riverbanks. At The Coca-Cola Company, we are focused on reducing the amount of plastics that end up in water through partnerships with organizations all over the world.

We are a founding member of and major contributor to the [World Economic Forum Global Plastic Action Partnership](#)—a collaboration among governments and other stakeholders to address plastic waste.

We are a founding member of and major contributor through The Coca-Cola Foundation to [Ocean Conservancy Trash Free Seas Alliance](#), a partnership that has helped remove some 220 million pounds of trash from more than 375,000 miles of coastline since 1995.

We were an inaugural investor in [Circulate Capital](#), an impact-investment firm dedicated to financing companies, infrastructure, and innovation that prevent the flow of plastic waste into the world's oceans.

And we are working with several partners, including the Association of Southeast Asian Nations, UN Environment, and regional governments to bolster waste management in Southeast Asia.

In 2019, we began several new partnerships. The Coca-Cola Australia Foundation announced the availability of US\$600,000 in grants to partnering organizations to tackle marine pollution on the continent over the next three years.

In October 2019, Coca-Cola joined the American Beverage Association, Keurig Dr Pepper, PepsiCo, and key non-governmental organizations to announce an industry-wide effort to reduce our use of new plastic. The “Every Bottle Back” initiative includes a \$100 million industry fund managed by Closed Loop Partners and the Recycling Partnership to help improve collection, sorting, and processing

of plastic bottles into new bottles, as well as a consumer-education campaign and on-package message emphasizing the recyclability of our bottles. In addition, World Wildlife Fund will help measure and validate the industry's progress toward reducing plastic as part of its ReSource Plastic initiative.



Partner: Infrastructure

Recycling in the United States is hampered by a lack of access to proper facilities, with the result being that recyclables are picked up but often transported to landfills. Consequently, we are committed to improving the country's recycling infrastructure in several important ways:

- We've donated more than one million recycling bins to thousands of communities nationwide through partnerships supported by The Coca-Cola Foundation with Keep America Beautiful, the Closed Loop Foundation, and the Recycling Partnership.
- We remain a major contributor to the socially conscious Closed Loop Fund, which is investing

\$100 million to increase the recycling of packaging and products.

- In 2019, Coca-Cola North America joined the Recycling Partnership's new "Circular Economy Accelerator," which advocates for sustainable funding, recycling over disposal, and new models to expedite public-private solutions for circular systems.
- Coca-Cola North America utilized a \$350,000 grant from The Coca-Cola Foundation to install six traps that will collect 80% of the downstream litter in an urban creek near its corporate offices in Atlanta in partnership with the City of Atlanta, the National Recreation and Park Association, and others.

The Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program has donated more than one million recycling bins to thousands of communities nationwide.



Partner: Investment

In 2019, nine new companies joined Reciclar pelo Brasil—the co-investment platform that Coca-Cola and AB InBev founded in 2017 to serve 110 recycling cooperatives. The program now has 15 members and 250 cooperatives, making it the largest initiative of its kind.


The Coca-Cola Foundation announced recycling grants totaling \$5.4 million to support innovative pilots in seven U.S. locales: Atlanta; Boston; Denver; Essex County, N.J.; Houston; Long Beach, Calif.; and Orange County, Fla.

In the Philippines, the Coca-Cola system's successful launch of World Without Waste included a joint venture to invest in a bottle-to-bottle recycling facility, as well as the country's first beverage packaging made of 100% recycled PET plastic (the Coca-Cola bottled water brand Viva!).

In September, ALBA Group Asia Limited, Baguio Waste Management & Recycling Limited, and Swire Coca-Cola Limited broke ground on a joint venture to build Hong Kong's first food-grade PET and HDPE plastic recycling plant. The facility is scheduled to be operational in late 2020 and is expected to reshape the city's PET and HDPE plastic collection and recycling industry.

In 2019, we continued our partnership with Circulate Capital, which helps to provide financing for innovation, companies, and infrastructure that prevent the flow of plastic waste into the world's ocean and advance the circular economy. Circulate Capital has reviewed more than 200 opportunities across South and Southeast Asia and has completed its first two investments. They are providing capital for local startups and small- and medium-sized enterprises focused on ending plastic pollution. This is needed now more than ever, and we will continue to work with our partners to help these local leaders and their communities become even more resilient and successful in their efforts.





Because we can't do this alone,
we are partnering with consumers,
local communities, and others in
our industry to help **make sure
packaging doesn't end up where it
doesn't belong.**

 Plastic bottles
are not trash.

What's Next: Introduction

We understand that the challenge of dramatically reducing packaging waste, while global in nature, must be addressed one community, one region, and one nation at a time. We know we need to continually review our progress and refine our approach. And we know we need ongoing support from our partners, public policymakers, and other key constituencies to be successful.

As this report publishes in 2020, the world is responding to the global challenges of the coronavirus pandemic. The Coca-Cola Company has—and always will—put the health, safety, and security of people first. Our approach is grounded in our company's purpose, which ensures that we continuously strive to make a difference for people in our communities and in our workplaces. We will continue to honor these commitments as we implement our World Without Waste initiative, knowing that although short-term challenges may arise, we are committed to long-term success.



What's Next: Accountability and Data

From the beginning, we have turned to external groups for their support, counsel, course corrections, and constructive criticism when needed. Their feedback has proved invaluable in helping us set ambitious yet realistic goals and establish practical methods for achieving them.

They have also helped shape meaningful metrics by which we can measure our progress. However, not all data are created equal. When it comes to measuring the recycling rate in a given market, for example, reliable, validated measurements of waste and public collection and recycling rates are, in many cases, unavailable. And where they are available, methodologies can be inconsistent, making comparisons sometimes challenging.

That is why we will continue to work to improve the way waste collection and recycling are measured, so we can know with greater certainty whether our efforts are having the impact we expect of ourselves.

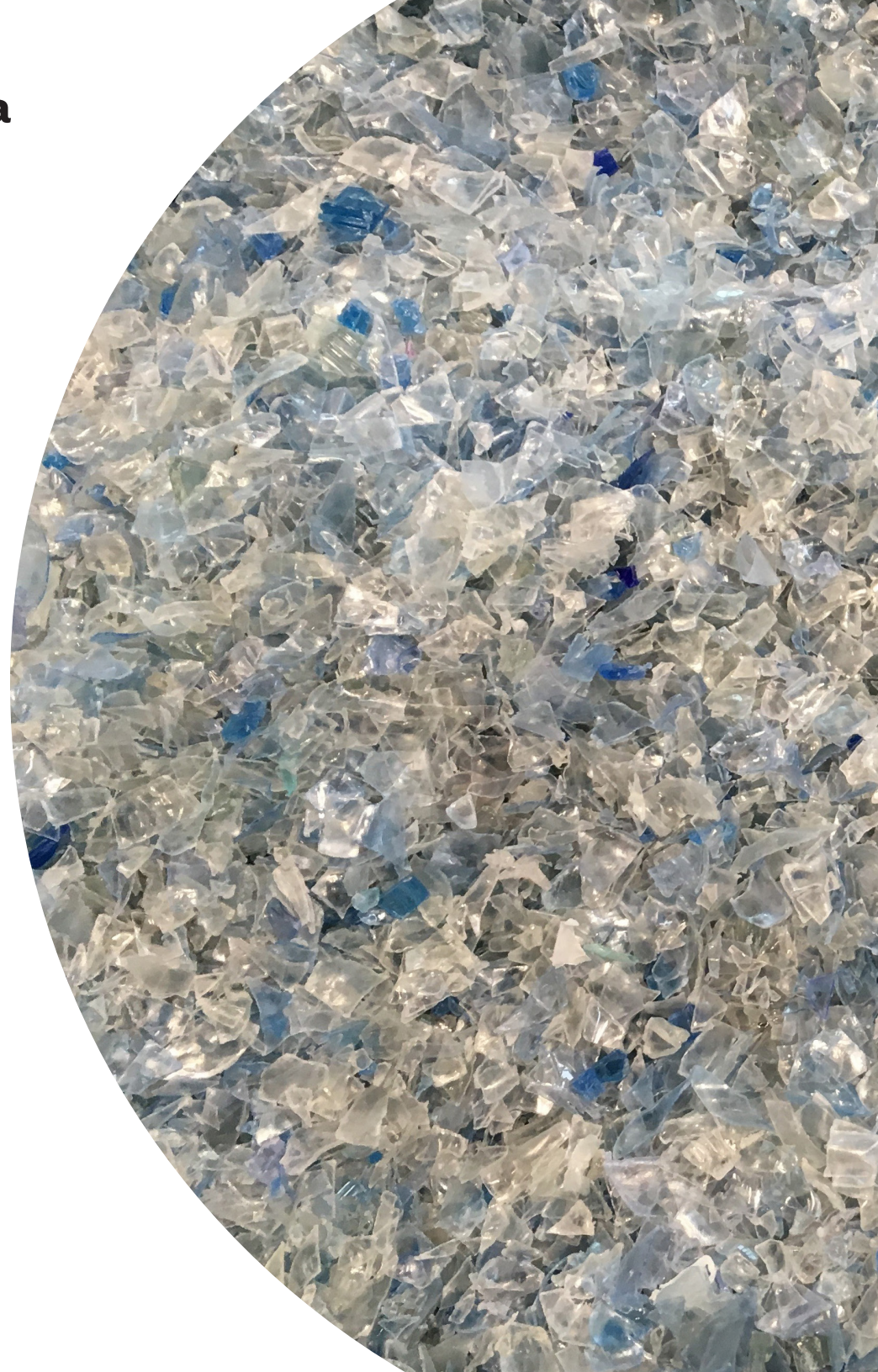
It has often been said that you can only manage what you measure. This mindset fuels our

goal to facilitate better data, on a market-by-market basis, so we can all focus on those things that make the biggest difference.

Since implementing our World Without Waste initiative in 2018, we have been working to update our data collection and tracking procedures to ensure we have the most meaningful metrics in place—and the ability to track our progress against those metrics—to help drive collective action and progress toward meeting our goals.

By nature, packaging collection is a local process, requiring us to shift data collection and accountability to our global business units. Our local teams and bottling partners are responsible both for making progress and for measuring that progress toward our systemwide goals. That means we are holding our business leaders accountable on a country-by-country basis for doing business the right way.

Our intent is to increase collection rates every year, in every market in which we operate, and for every package type in our portfolio—until we reach our goals.



What's Next: Public-Private Partnerships

Government engagement is needed to take on the problem of packaging waste, and we welcome a healthy dialogue with policymakers so industry can fully participate in the solution.

The World Economic Forum Global Plastic Action Partnership (GPAP) is one critical example of the kind of public-private partnership that can yield creative ideas, powerful networks, and investment in effective solutions with the scale necessary to take on the problem of packaging waste.

The partnership includes civil society leaders, governments, and industry peers—and grew in geographic reach in 2019 with the addition of Ghana, Indonesia, and Vietnam. In Ghana, GPAP is working with the Ghanaian Ministry of Environment, Science, Technology and Innovation in the first National Plastic Action Partnership on the

African continent. In Indonesia, more than 200 leaders and experts came together through GPAP to pledge their commitment toward a common goal of reducing marine debris in their countries by 70% by 2025.

What's more, we are actively exploring how such successes can be replicated in other parts of the world.



What's Next: Continual Improvement

The problem of plastic packaging waste has received an enormous amount of attention—and rightly so: We all care deeply about the health of our planet.

Toward that end, we are stepping up our efforts to help restaurants, retailers, and other sellers of our products to increase collection, promote recycling, and provide packageless delivery of our products wherever possible. What's more, we are working with our bottling partners to look at our entire supply chain for ways to reduce the impact of packaging waste.

Meanwhile, we remain committed to implementing the insights of our external stakeholders at the level of our individual business units, where we can have the greatest impact.

And as we develop and encounter new best practices, we will continue to improve our approach—on our own and in conjunction with our entire ecosystem of partners. After all, we are just getting started.



What's Next: Global Snapshot

As we continue implementing our strategy, we continue to adapt, learn, replicate, and scale where possible. The examples below highlight a few of the ways we will be working toward our goals around the world in the coming years.

Design

ASEAN



Switching from green to clear PET plastic bottles for Sprite® starting in the Philippines and expanding into other ASEAN markets.

Japan



Mineral water brand I LOHAS transitions to a 100% recycled bottle.

EU



Leading industry commitment to achieve 50% recycled content in PET plastic bottles across Europe. | Removing shrink wrap from all can multipacks in several European countries and replacing it with sustainably sourced paperboard packaging.

Great Britain



Achieving 100% recycled PET plastic for Glaceau Smartwater and 50% recycled PET plastic in all bottles, transitioning from green to clear plastic and glass Sprite bottles, and replacing all shrink wrap on multipack cans with sustainably sourced cardboard.

Hong Kong



Completing Hong Kong's first food-grade PET and HDPE plastic recycling facility.

Netherlands



Saving more than 500,000 kilos of new plastic and reducing CO₂ emissions by 40% by implementing 100% recycled plastic in all FUZE® tea bottles.

Sweden



Using 100% recycled PET plastic in all bottles—a first for the Coca-Cola system in any country. The transition will eliminate 3,500 tons of virgin plastic and reduce CO₂ emissions by 25% annually.

Collect

Africa



Working to replicate the success of PETCO and expand to other markets. | **Facilitating the development of waste-management systems in East, West, and Southern Africa through a regional alliance with four industry peers (Diageo, Heineken, Nestlé, and Unilever).** | Partnering with a PET plastic manufacturer in Tanzania to collect PET plastic and increase recycling rates to 50% in that country.

India



Helping as a key stakeholder to establish India's first industry-formed, -owned, and -managed multi-material packaging recovery organization—Circular Sustainability Solutions Private Limited—with the goal of collecting half a million metric tons of used packaging.

Partner

ASEAN



Strengthening the circular economy through industry-led packaging recovery organizations. | **Advancing multi-stakeholder ocean-waste solutions through PRAISE, the Packaging and Recycling Alliance for Indonesia Sustainable Environment.**

Central America



Expanding partnership with the Inter-American Development Bank, Fundación Avina, and the Latin American Network of Recyclers.

France



Expansion of Loop initiative in partnership with Carrefour.

Ghana



The Coca-Cola Company joins the steering board of Ghana's National Plastic Action Partnership.

South America



Increasing recycling collection at retailer locations in Chile—and expanding into Argentina, Brazil, and Peru—in partnership with recycling company Triciclos.



“Imagine if we were all putting our expertise and
resources into solving this problem.
Imagine if we all worked to help keep packaging out
of the places where it doesn’t belong.
Suddenly, **a world without waste is possible.**”

James Quincey,
Chairman & CEO, The Coca-Cola Company

Disclosures

Page 23: The collection rates on this map represent total collection rates for all primary consumer packaging, which is the percentage of our packing that was collected, recycled or refilled. Our percentage calculations of progress toward collection of 100% of the equivalent of the consumer packaging we sell has been internally vetted using relevant scientific and technical methodologies, but those methodologies are evolving as the industry learns more about calculating collection in different markets. We are working to improve our data collection and measuring systems. As systems and methodologies improve, we will revisit our prior estimates to ensure their accuracy and make any necessary corrections to our public reporting.

FORWARD-LOOKING STATEMENTS: This presentation may contain statements, estimates or projections that constitute “forward-looking statements” as defined under U.S. federal securities laws. Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “will” and similar expressions identify forward-looking statements, which generally are not historical in nature. Forward-looking statements are subject to certain risks and uncertainties that could cause The Coca-Cola Company’s actual results to differ materially from its historical experience and our present expectations or projections. These risks include, but are not limited to, obesity and other health-related concerns; evolving consumer product and shopping preferences; increased competition; water scarcity and poor quality; increased demand for food products and decreased agricultural productivity; product safety and quality concerns; perceived negative health consequences of certain ingredients, such as non-nutritive sweeteners and biotechnology derived substances, and of other substances present in our beverage products or packaging materials; an inability to be successful in our innovation activities; an inability to protect our information systems against service interruption, misappropriation of data or breaches of security; failure to comply with personal data protection and privacy laws; failure to digitize the Coca-Cola system; changes in the retail landscape or the loss of key retail or food-service customers; an inability to expand operations in emerging and developing markets; fluctuations in foreign currency exchange rates; interest rate increases; an inability to maintain good relationships with our bottling partners; a deterioration in our bottling partners’ financial condition; increases in income tax rates, changes in income tax laws or unfavorable resolution of tax matters; increased or new indirect taxes in the United States and throughout the world; an inability to successfully manage the possible negative consequences of our productivity initiatives; an inability to attract or retain a highly skilled and diverse workforce; increased cost, disruption of supply or shortage of energy or fuel; increased cost, disruption of supply or shortage of ingredients, other raw materials, packaging materials, aluminum cans and other containers; increasing concerns about the environmental impact of plastic bottles and other plastic packaging materials; changes in laws and regulations relating to beverage containers and packaging; significant additional labeling or warning requirements or limitations on the marketing or sale of our products; unfavorable general economic conditions in the United States; unfavorable economic and political conditions in international markets; litigation or legal proceedings; conducting business in markets with high-risk legal compliance environments; failure by our third-party service providers and business partners to satisfactorily fulfill their commitments and responsibilities; failure to adequately protect, or disputes relating to, trademarks, formulae and other intellectual property rights; adverse weather conditions; climate change and legal or regulatory responses thereto; damage to our brand image, corporate reputation and social license to operate from negative publicity, whether or not warranted, concerning product safety or quality, workplace and human rights, obesity or other issues; changes in, or failure to comply with, the laws and regulations applicable to our products or our business operations; changes in accounting standards; an inability to achieve our overall long-term growth objectives; deterioration of global credit market conditions; default by or failure of one or more of our counterparty financial institutions; an inability to renew collective bargaining agreements on satisfactory terms, or we or our bottling partners experience strikes, work stoppages or labor unrest; future impairment charges; multi-employer pension plan withdrawal liabilities in the future; an inability to successfully integrate and manage our Company-owned or -controlled bottling operations or other acquired businesses or brands; an inability to successfully manage our franchising activities; failure to realize a significant portion of the anticipated benefits of our strategic relationship with Monster Beverage Corporation; global or regional catastrophic events; and other risks discussed in our filings with the SEC, including our Annual Report on Form 10-K for the year ended December 31, 2019, which filings are available from the SEC. You should not place undue reliance on forward-looking statements, which speak only at the date they are made. We undertake no obligation to publicly update or revise any forward-looking statements.