



WORLD WITHOUT WASTE



THE COCA-COLA COMPANY
beverages for life



STRATEGY GUIDEBOOK

PUBLISHED MARCH 2018
RE-RELEASED NOVEMBER 2020
Unamended: some contacts are outdated

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INTRODUCTION

This document is a strategy guidebook for internal activation of the new World Without Waste packaging strategy. It includes externally approved messaging, key metrics, global-regional-local accountabilities and quick start actions for the local level. Case studies are included for ideas of how other markets have found success.

This playbook is not intended for use with external audiences or media engagements.

It is intended for internal use only by Coca-Cola system associates who will play a role in supporting the implementation of this business initiative. We ask that leadership champion World Without Waste and an overall project lead be established in each business unit to support this project. A cross-functional team also needs to be established. At a minimum, it should include technical BU and bottler associates, R&D, procurement, PACS, Marketing/Commercial and Franchise Leadership functions. Your first steps should include inventorying existing programs, identifying gaps between your existing baseline and the 2030 aspirations, and laying out a plan to address any gaps.

Coca-Cola's Packaging Vision: A World Without Waste

We aim to fundamentally change how we Design, Collect and Partner with others to improve packaging sustainability. We believe that every package has value and life beyond its initial use and should be collected and recycled into either a new package or for another beneficial use. While the Company and its bottling partners will not own collection infrastructure in most cases, they will support locally tailored collection and recycling programs.

It is unacceptable that packages end up in the wrong place, in our oceans and waterways or littering the communities where we work and live. We have a responsibility to help ensure our impact is a positive one, and our actions inspire others to help generate solutions that leave our world better for generations to come.

Beginning in mid-2018, we will ask for quarterly updates from each BU president on local programs you are implementing, as well as progress against the key goals and metrics.

First and foremost, we are launching this strategy because it's the right thing to do. We have a responsibility, like others, to help solve the packaging waste problem, and we're helping to lead the way. But this strategy is also rooted in a business imperative. World Without Waste will provide our system with access to more cost-effective and renewable materials in the long term. It will also meet consumer demand for more sustainable products and packaging. This vision is what's right for our planet and our business.

For more information on the packaging sustainability strategy, or developing plans in your BU, please contact:

Ben Jordan

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OVERVIEW

On Jan. 19, 2018, The Coca-Cola Company announced a bold, ambitious goal: to collect and recycle the equivalent of 100% of the packaging we sell by 2030.

To achieve this, we will continue to focus on designing our packaging to be 100% recyclable across our expanding portfolio, while partnering with local communities, NGOs, industry, and consumers to collect and recycle packaging, helping ensure it doesn't end up where it doesn't belong. **Taken together, these actions form the three internal pillars of our plan: Design, Collect and Partner.**

OUR STRATEGY AND GOALS:



DESIGN

COLLECT

PARTNER

DESIGN

Invest in innovation to build a better package and explore packaging-free alternatives for delivering our products to consumers:

- Continue pursuing the goal to make all consumer packaging 100% recyclable.
- Invest in PET innovations to discover and develop a better way to deliver our drinks, including recycled PET material options at price parity.
- Maximize use of recycled and renewable materials; minimize use of virgin materials.
- Aspire to create packaging that is at least 50% recycled material by 2030.

COLLECT

Reduce waste by collecting the same amount of packaging we sell for reuse. We will strive for 100% collection of the equivalent of our primary packaging by 2030:

- Help communities identify and better understand their existing recycling and collection challenges.
- Co-create solutions to help improve collection and recycling systems in every market where we operate.
- Motivate consumers to recycle their packages.
- Create a viable supply of reusable materials.

PARTNER

Work together to support a healthy, debris-free environment and ocean:

- Educate and inform consumers about adopting environmentally responsible waste-management habits.
- Grow participation in marine litter prevention programs and beach cleanups.
- Increase collection and recycling of packaging in the most risk-prone areas for marine debris.
- Help shape the policy conversation.





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THE COCA-COLA COMPANY



DESIGN

EXTERNAL MESSAGES

GOAL

CONTINUE TO FOCUS ON MAKING OUR PACKAGING 100% RECYCLABLE

- We're reimagining our packaging to make it better for our planet and our business. In short, we're building better bottles for today and tomorrow by changing how we make them.
- Our goal is to make all our consumer packaging 100% recyclable globally. Simply put, if someone wants to recycle one of our packages, they should be able to do it.
- Thanks to our size and global reach, we can help change the way packaging is made. Whether it's using more recycled content, reducing the amount of plastic in our bottles (light-weighting), developing plant-based resins, or experimenting with ways to eliminate packaging altogether, our goal is to set a new global standard.
- We believe every package we create should have more than one life. The materials, once recycled, might be used to make another bottle or a t-shirt, carpets, or furniture. No matter what they become, we want to maximize their use and minimize their impact on the environment.
- Clearly, plastics are a main global challenge. While we use many types of packaging – including glass bottles, aluminum cans, and paper cups – our main focus will be addressing plastic.
- Refillable packages of all kinds may play a role in offering packaging choice in many markets. We plan to evaluate these and other ways to bring more sustainable choices to the marketplace for our consumers.

GOAL

USE MORE RECYCLED CONTENT MATERIALS IN OUR PACKAGING

- Our scientists and packaging buyers are working with innovation labs, environmental experts, and mainstream suppliers to develop new, modern packaging that will make our products more sustainable.
- We plan to use more recycled content or renewable materials where possible and source other, more sustainable materials.
- Our goal is to continue reducing our carbon emissions, creating less waste, and using fewer resources overall.

Key Metrics

- % recyclability across the total packaging portfolio, by market
- % recycled content in all packages

* We will issue specific guidance in Q2 on metrics definition, process for collecting information, and templates for reporting

GLOBAL-REGIONAL-LOCAL ACCOUNTABILITIES

GLOBAL

Corporate provides a menu of more sustainable packaging options (see the following pages for examples) to markets and Procurement/Cross-Enterprise Procurement Group (CEPG) will lead negotiations with suppliers to develop commercially viable solutions. Corporate will also set best practice recyclability guidelines and definitions and will lead the development and maintenance of sustainability governance to track our progress towards the goal.

REGIONAL

Regional leaders should develop business cases for advancing the most relevant packaging solutions by geography, and support BU funding of collection systems. They should also collaborate with bottling partners to set local policies that ensure our packaging designs work within local collection systems.

LOCAL







BUs will need to examine existing local packaging portfolios to determine what issues need to be addressed (e.g., problematic packages for recyclability and packages with low collection rates). It will also be important to evaluate local risks and business context to determine which options are most relevant. Bottling partners must leverage local influence to drive procurement. They also must drive community engagement, including other private sector actors, governments and civil society organizations.









QUICK START ACTIONS

- 1.** Examine your market's existing packaging portfolio to identify areas for recyclability improvement. Study reasons why non-recyclable materials are being used in order to balance performance and sustainability. Develop and implement solutions to increase recyclability of packaging materials.
- 2.** Develop the market-specific business case for more recyclable packaging. Work with your regional contacts in the CEPG to develop a regional sourcing strategy.
- 3.** Leverage local influence to drive procurement of more sustainable/recyclable materials through CEPG.
- 4.** Research your local collection/recycling system and work with bottling partners to ensure that the packaging mix complements the local system.
- 5.** Engage with CEPG to prepare your bottlers for a transition to 100% recyclable packaging being the only available option for use with our beverages, per 2025 goals.
- 6.** Understand the performance requirements that are driving non-recyclability, and engage suppliers to improve recyclability long-term. Examine the chart on the next page to understand the advantages and disadvantages of different recyclable materials.

ADVANTAGES AND DISADVANTAGES OF DIFFERENT RECYCLABLE MATERIALS

 MATERIAL	 PROS	 CONS	 WORKS BEST WHEN:	 MIGHT BE A CHALLENGE IF:	 COST ESTIMATE
<p>RPET</p> <p>PET plastic made from 100% recycled content material</p>	<p>Promotes closed-loop supply chain for PET plastic</p>	<ul style="list-style-type: none"> • Does not have regulatory approval in all markets • Can be visually unappealing at high percentages of rPET, depending on technology used 	<ul style="list-style-type: none"> • Adequate supply of recycled plastic material is available • Technology has regulatory approval • Cost premium can be eliminated or negotiated down by Procurement 	<ul style="list-style-type: none"> • Collection and segregation of plastic is underdeveloped • Collection rates are low • Current technology does not offer rPET material that is cost-competitive to virgin plastic 	<ul style="list-style-type: none"> • Depends on geography, supply availability, and technology • Can be priced at a premium
<p>PLANTBOTTLE/ BIO-BASED (BIOPET)</p> <p>PET made with 30% biobased content</p>	<ul style="list-style-type: none"> • Reduces material carbon footprint • Reduces reliance on fossil fuel resources <ul style="list-style-type: none"> • Supports conversion to a bio-based economy • Maintains recyclability 	<ul style="list-style-type: none"> • Still a plastic bottle: chemistry is the same for a PlantBottle and a virgin PET plastic bottle, the only difference is the use of plant material and not petroleum to make a component of the plastic bottle • Still virgin plastic (not recycled) • Doesn't work well when rPET targets are high 	<ul style="list-style-type: none"> • Reducing carbon footprint is the primary goal • Cost premiums are kept to a minimum 	<p>PlantBottle materials come at a significant cost premium to virgin plastic</p>	<ul style="list-style-type: none"> • Depends on geography, supply availability, technology • Can be priced at a premium, but R&D is working to bring the costs down by bringing online new technologies

ADVANTAGES AND DISADVANTAGES OF DIFFERENT RECYCLABLE MATERIALS (CONT'D)

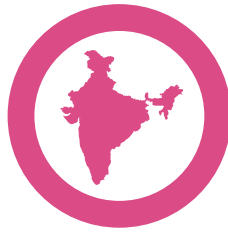
 MATERIAL	 PROS	 CONS	 WORKS BEST WHEN:	 MIGHT BE A CHALLENGE IF:	 COST ESTIMATE
REFILLABLES Packages that are meant to be used and reused multiple times	<ul style="list-style-type: none"> • Simple system to promote sustainability • Can reduce cost for the business unit <ul style="list-style-type: none"> • Increased customer loyalty opportunities • Affordable packaging size for consumer 	<ul style="list-style-type: none"> • Scratches/ damage to packaging can be visually unappealing • Potential to reduce profit margin • Reduced marketing opportunities through packaging <ul style="list-style-type: none"> • Can come back highly contaminated 	<ul style="list-style-type: none"> • Refillable infrastructure is already in place • Strong collection and recycling systems are not available in a region • Consumer base is widely committed to reducing waste (habit of returning packages) 	<ul style="list-style-type: none"> • No refillable infrastructure exists or has been eliminated in the past • There's a need to produce RTD beverages in multiple packaging and styles 	<ul style="list-style-type: none"> • Depends on geography, supply availability, and technology • Can be priced at a premium
REUSABLE CUPS & STRAWS Cups and straws are most commonly associated with fountain-dispensed beverages, though straws are popular in many developing countries.	<ul style="list-style-type: none"> • Business opportunity for partnerships with food service customers • Relatively easy way to demonstrate commitment beyond our own primary packaging • Customizable marketing opportunities 	<ul style="list-style-type: none"> • All straws have the perception of being wasteful <ul style="list-style-type: none"> • Consumers sometimes complain about the texture of cups & straws made from recycled materials 	<ul style="list-style-type: none"> • Cups and straws are prevalent • Food service customer partnerships exist 	<p>We have little control over the use and/or disposal of cups and straws for consuming our beverages</p>	<p>Moderate to low, depending on geography and solution</p>

CASE STUDIES



1

Taking Action to Make Our Packages Recyclable in North America



2

Driving Growth with Tiny-But-Mighty Coca-Cola Bottle in India



3

Increasing the Supply of rPET in Mexico



4

Innovating Toward Solutions with PlantBottle™ Packaging



5

Testing Self-Serve Water Station with Flavors and Bubbles in North America



6

Embracing Aggressive Sustainable Packaging Strategy in Great Britain

POINTS OF CONTACT

For more info on new renewable or depolymerization technologies, please contact:

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COLLECT

EXTERNAL MESSAGES

GOAL

MAKE RECYCLING MORE ACCESSIBLE TO ACHIEVE 100% COLLECTION AND RECYCLING BY 2030

- By 2030, for every bottle or can we sell globally, we aim to help take one back so it has more than one life, regardless of where it comes from—a one-for-one collection and recycling system.
- While 2030 is the end goal, we will regularly report our progress.
- Because we work in local communities across the world, we can share best practices and help develop effective recycling systems that meet their unique needs so recycling is easier and more accessible for everyone.
- We will work to bring people together to help clean up existing packaging from our environment, through programs like regular beach and river cleanups and other ongoing local activities.
- As a global business, we operate in more than 200 countries and territories. Recycling and waste management is a local issue.
- We do not believe there is a “one size fits all” approach that will work everywhere. We will look market-by-market to determine whether existing systems are an adequate starting point for increased recycling. In some cases, we will need to work with our partners to support the creation of new infrastructure. This might mean supporting different types of systems from those we have advocated for in the past.

Key Metrics

- % Collected (based on Packaging sold, all primary packaging)*
- % Recycled (all primary packaging)

*Generally speaking, we will be relying on third-party data for industry recycling rates, though in some cases we may be able to get to a higher level of specificity.

GLOBAL-REGIONAL-LOCAL ACCOUNTABILITIES

GLOBAL

Corporate has provided a collection system identification guide to help field and bottlers plan implementation steps in local markets (see the following pages). The center will help perform cost analysis on different types of systems to assist local markets in determining the most reasonable approaches. CEPG will activate suppliers to engage in collection systems where possible.

REGIONAL

Regional leaders will evaluate case studies from relevant markets for application. They will also lead in the highest priority markets to develop solutions that can be replicated across the region.

LOCAL







Bottlers will look through their existing packaging portfolio to see what needs to be addressed. Bottlers will also evaluate local risk and business context to determine which alternative options are most relevant. This will require bottlers to embrace more sustainable technologies that enable improvements for collection, higher rPET content and refill technologies. Bottlers will leverage local influence to drive procurement and overall community engagement. Corporate will assist by providing best practices, definitions, and a menu of sustainable packing solutions.









QUICK START ACTIONS

1. Identify the type of collection system that's most prevalent in your market(s) using the collection system identification guide in the following pages.
2. Determine whether it is best to work to improve this system vs. supporting the establishment of new infrastructure.
3. Use the initial action guide in the following pages to determine the best first steps for your market.
4. Research the stakeholders and legislation involved in the current collection system. Proactively engage to drive solutions that make sense for your market.
5. Evaluate customer and stakeholder expectations to avoid any unintended consequences.

COLLECTION SYSTEM IDENTIFICATION GUIDE

 SYSTEM TYPE	 PROS	 CONS	 WORKS BEST WHEN:	 MIGHT BE A CHALLENGE IF:	 COST ESTIMATE
<p>GOVERNMENT INFRASTRUCTURE; BEVERAGE PACKAGING MANDATE(S) OR DEPOSITS</p> <p>The government requires all forms of a given material to be recycled through mandates</p>	<ul style="list-style-type: none"> • High collection rates • High quality material collected • High visibility 	<ul style="list-style-type: none"> • Market disruption <ul style="list-style-type: none"> • Potentially burdensome to consumers 	<ul style="list-style-type: none"> • A highly sophisticated system is already in place • The system has clear & specific targets • Consumers embrace the approach • The collection system operates at the local level 	<ul style="list-style-type: none"> • Industry and consumers aren't prepared for new legislation or regulation • The value-chain is disrupted • Consumers are burdened by the approach 	<p>High initial cost, but potentially lower cost over time</p>
<p>GOVERNMENT INFRASTRUCTURE; NO MANDATE SPECIFIC TO BEVERAGE CONTAINERS</p> <p>The government facilitates recycling, but does not require it</p>	<ul style="list-style-type: none"> • Convenience • High visibility 	<ul style="list-style-type: none"> • Relatively low collection rates <ul style="list-style-type: none"> • Inefficient segregation of materials 	<ul style="list-style-type: none"> • Curbside collection is in place or participation is convenient • Consumer education is high 	<ul style="list-style-type: none"> • Barriers to participation exist (low convenience; consumer cost) • Consumers aren't inclined to recycle 	<p>Relatively low industry cost, but potentially high cost for consumers & retailers</p>

COLLECTION SYSTEM IDENTIFICATION GUIDE (CONT'D)

 SYSTEM TYPE	 PROS	 CONS	 WORKS BEST WHEN:	 MIGHT BE A CHALLENGE IF:	 COST ESTIMATE
<p>INDUSTRY-LED INFRASTRUCTURE, MANDATED BY GOVERNMENT</p> <p>The government requires that the industry collect and recycle its packaging material</p>	<ul style="list-style-type: none"> Improved economies of scale Secure supply of recycled materials 	<ul style="list-style-type: none"> Market disruption Potential consumer confusion over cost of beverages if fees/deposits are implemented 	<ul style="list-style-type: none"> Industry is involved in crafting legislation/regulation Industry controls the supply of materials & management of system The system has clear & specific targets 	<ul style="list-style-type: none"> Industry has no input into system design System does not operate in a closed-loop The system is costly & disruptive to industry 	<p>High initial cost, but lower cost over time <i>if</i> industry manages the system</p>
<p>INDUSTRY LED APPROACH, FULLY VOLUNTARY</p> <p>The industry leads recycling efforts in the absence of government-run recycling facilities and mandates</p>	<ul style="list-style-type: none"> Positive brand image Forefall potentially disruptive legislation or regulation 	<p>Relatively low collection rates in many systems</p>	<ul style="list-style-type: none"> Strong partnerships are formed Government appreciates industry's effort Strong education efforts are conducted 	<ul style="list-style-type: none"> Stakeholder and consumer interest is low Partnership opportunities are scarce 	<p>Moderate cost, but high social value</p>
<p>INFORMAL/SCAVENGER-BASED SYSTEM</p> <p>There is no formal recycling system in place, but citizens or "waste pickers" may collect and recycle material for an income stream</p>	<p>Relatively high recovery rates for low cost</p>	<ul style="list-style-type: none"> Potential Human Rights violations Potentially unhealthy & dangerous conditions Child labor issues Potentially low quality material collected 	<ul style="list-style-type: none"> New income streams are created for citizens Strong revenue streams are created for collectors Collectors operate in safe and ethical conditions Processing plants & collection drop offs are convenient 	<ul style="list-style-type: none"> Unethical and unsafe practices are used by collectors High quantities of low quality material are collected It is difficult to participate and access drop off points 	<p>Relatively low cost, but <i>potentially</i> high social & environmental cost</p>

INITIAL ACTION GUIDE

Please note: Some markets will be a hybrid of multiple collection systems. Use sound judgment to determine what first steps make sense for your market.



SYSTEM TYPE



WHERE TO START

GOVERNMENT INFRASTRUCTURE; BEVERAGE PACKAGING MANDATE(S) OR DEPOSITS

- Map the supply chain and key stakeholders engaged in the system
- Look for opportunities to reduce cost without sacrificing collection
- Look for ways to ensure that any industry funding is put into the recycling system's infrastructure
- Maintain a strong coalition of others affected by the mandate to represent industry in any future policy discussions
- Work to reduce any consumer burden related to recycling our packaging material

GOVERNMENT INFRASTRUCTURE; NO MANDATE SPECIFIC TO BEVERAGE CONTAINERS

- Map the supply chain and key stakeholders engaged in the system
- Look for opportunities to make access to the system more convenient (e.g., supporting bin grant programs to improve community access, or partnering with customers at retail outlets)
- Lead consumer education campaigns to grow recycling knowledge and affinity
- Partner in existing recycling campaigns to optimize the system's efficiency
- Incorporate recycling messaging on beverage packaging

INDUSTRY-LED INFRASTRUCTURE, MANDATED BY GOVERNMENT

- Map the supply chain and key stakeholders engaged in the system
- Look for opportunities to reduce cost without sacrificing collection
- Actively participate in system management through staffing, oversight, and supervisory leadership
- Work to ensure that collected materials are provided back to the industry for use in future packaging
- Look for ways to ensure that any industry funding is put into the recycling system's infrastructure and collection support
- Maintain a strong coalition that can represent industry in any future policy discussions
- Ensure that any consumer-facing fees or deposits are represented clearly but separately from the cost of the beverage
- Ensure that consumer participation in the system, and any incentive/deposit return, is extremely user-friendly

INITIAL ACTION GUIDE (CONT'D)

Please note: Some markets will be a hybrid of multiple collection systems. Use sound judgment to determine what first steps make sense for your market.



SYSTEM TYPE



WHERE TO START

INDUSTRY LED APPROACH, FULLY VOLUNTARY

- Map the supply chain and key stakeholders engaged in the system
- Gain buy-in from other industry players and sectors in order to optimize the system and spread cost among multiple companies
- Strongly consider investing in infrastructure such as bottle-to-bottle processing facilities (first, conduct a market analysis to determine if this is reasonable)
- Lead consumer education campaigns to grow recycling knowledge and affinity
- Partner in existing recycling campaigns to optimize the system's efficiency
- Look for opportunities to make access to the system more convenient – one option is to supply recycling bins for use at retail outlets
- Incorporate recycling messaging on beverage packaging
- Consider building community-based cooperatives that can inspire recycling efforts at the local level

INFORMAL/ SCAVENGER-BASED SYSTEM

- Map the supply chain and key stakeholders engaged in the system
- Look for opportunities to move your system toward a voluntary, industry-led system (see above row)
- Ensure minimum guaranteed revenues for collected packaging
- Conduct high-profile cleanup events to build awareness and brand image
- Lead consumer education campaigns to grow recycling knowledge and affinity
- Ensure that there is a market for collected materials to be recycled into future products
- Ensure that processing facilities and drop-off points are easily accessible

NO EXISTING SYSTEM

- The ultimate goal is to move toward one of the five above systems
- Make it a top business priority to build informal or buy-back collection systems in your market
- Emphasize litter prevention through consumer education, high-visibility cleanups, and strong partnerships
- Seek out other stakeholders who desire to prevent litter and increase recycling – work with them to begin building collection systems
- If the national/regional government is not inclined to support collections, work with communities and municipalities to promote recycling at the local level
- Start by building an informal sector that will assist with collection if this makes sense for your market
- Invest in facilities & infrastructure to collect and process materials

CASE STUDIES



1

Fostering Industry
Collaboration in
Belgium



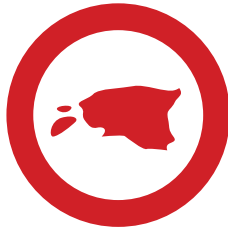
2

Investing in
Informal Collection
in South Africa



3

Strengthening
Recycling
Cooperatives in
Brazil



4

Collaborating with
Deposit Systems in
Estonia



5

Capturing Cost-Savings
through “Return and
Earn” Deposit System
in New South Wales,
Australia

POINTS OF CONTACT

For more info on collection system strategies and cost analysis, please contact:

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PARTNER

EXTERNAL MESSAGES

GOAL

HELP PEOPLE UNDERSTAND WHAT, HOW, AND WHERE TO RECYCLE

- Making all our consumer packaging 100% recyclable is only part of the answer. If something can be recycled, it should be recycled, so we aim to help people everywhere understand how to do their part.
- To encourage more people to recycle more often, we aim to invest our marketing dollars and skills to help people understand what to recycle, how to recycle, and where to recycle.
- We plan to encourage people to recycle as part of a circular economy, where plastic, glass, and aluminum are reused or repurposed as many times as possible, rather than being used once and then thrown away.
- We also plan to work with local communities, NGOs, our competitors, and even our critics to highlight this critical issue. When we all come together to help solve this problem, collectively we will make a bigger difference than if we simply act alone.

Key Metrics

- Investment in marketing and communications about recycling
- Consumers touched through World without Waste marketing campaigns
- Portfolio mix by market
- Total number of participants in marine litter prevention programs and beach cleanups
- Total number of Coca-Cola system participants in marine litter prevention programs and beach cleanups
- Tons of waste diverted from oceans and waterways
- “Partner” impact towards other key metrics

GLOBAL-REGIONAL-LOCAL ACCOUNTABILITIES

GLOBAL

Corporate has established global partnerships with credible NGOs and other partners working to advance meaningful solutions. Corporate has also provided guidance on existing partnerships (see the following pages) which Business Units and Bottlers can activate.

REGIONAL

Regional leaders should determine which global partners are the most relevant for their geography. From here, they should develop a partnership strategy and design campaigns to be implemented with bottling partners.

LOCAL

In areas near waterways and oceans, local bottlers must set a priority for beach, river and coastal cleanups.. They should also drive industry associations to take a more progressive approach to collection and recycling by engaging partners to initiate progress.



QUICK START ACTIONS

1. Identify partners in your market that can help enhance your collection and litter-prevention efforts. Be transparent about partnership progress and share collective learnings.
2. Look to suppliers, customers, competitors, industry/trade associations, NGOs, consumer groups, and governments for opportunities to partner. Do not partner merely for the sake of partnering, but to drive clear progress on the key goals.
3. Identify global partnerships held by the center that can be valuable to amplify/activate in your local market.
4. Look for opportunities to lead high-profile litter and/or marine debris cleanup events for both employees and the public (e.g., The Ocean Conservancy's International Coastal Cleanup).
5. Inventory existing package portfolio to clarify sustainability trade-offs from package-to-package. Build awareness internally of trade-offs and challenges.
6. Make education a primary objective with customer/consumer-focused marketing and communications campaigns to promote effective recycling. Take a more proactive approach to package portfolio options in the marketplace. Educate consumers on their packaging options and trade-offs. Inspire customers and consumers to take action.

PARTNERING TO PROMOTE PACKAGING SUSTAINABILITY



ORGANIZATION



WHAT IS IT



GLOBAL INVOLVEMENT



LOCAL ENGAGEMENT



KEY CONTACTS & RESOURCES

OCEAN CONSERVANCY/ TRASH FREE SEAS ALLIANCE

- Premiere conservation organization focused on fighting marine debris and promoting coastal cleanup
- Leads the International Coastal Clean Up Day program

- Corporate partnership
- TCCC has funded some of their past research initiatives

- Participating in coastal cleanup activities
- Participating in the International Coastal Cleanup Day
- Support on recycling infrastructure

<https://oceanconservancy.org/about/>
Carlos Pagoaga, TCCC main contact with Ocean Conservancy

WORLD WILDLIFE FUND (WWF)

- Leading conservation organization
- On packaging, they are focused on the circular economy and convening industry groups to reach consensus on strategy

- Corporate partnership
- WWF has been featured on packaging promotions throughout the world (but we do not have the right to use the WWF name or logo without obtaining written consent from WWF in each instance)

- Engaging local WWF teams to find touchpoints to packaging on existing work

<https://www.worldwildlife.org/partnerships/coca-cola#>
Ben R. Jordan, TCCC main contact with WWF

ELLEN MACARTHUR FOUNDATION (EMF)






- Philanthropic organization focused on promoting the concept and implementation of circular economy
- Convenes stakeholders and drives dialogue through its "New Plastics Economy" initiative
- Focused on overarching strategy and program development

- Corporate partnership
- Founding core partner of the New Plastics Economy initiative






- Provide input to the Foundation's market-focused initiatives, such as - Global plastics protocol pilots (UK begins in mid '18)
- Member-led projects
- Policy recommendations and publications
- Participate in EMF educational programs if interested

<https://www.ellenmacarthurfoundation.org/circular-economy>
Yui Kamikawa, TCCC main contact with EMF

PARTNERING TO PROMOTE PACKAGING SUSTAINABILITY (CONT'D)

 ORGANIZATION	 WHAT IS IT	 GLOBAL INVOLVEMENT	 LOCAL ENGAGEMENT	 KEY CONTACTS & RESOURCES
CLOSED LOOP FUND	Project that invests in scaling recycling infrastructure and sustainable manufacturing technologies that advance the circular economy.	<ul style="list-style-type: none"> • Manage relationship with this key emerging partner • Help identify new geographies for partners to consider investments 	Partner for possible funding of infrastructure investments	Bruce Karas/Sarah Dearman (CCNA) Stuart Hawkins (ASEAN)
UNITED NATIONS ENVIRONMENT PROGRAM (UNEP)	An arm of the United Nations focused on coordinating the sustainability efforts of national governments	<ul style="list-style-type: none"> • Corporate participation in previous events • Working to establish partnership to focus on top 5 leaking countries (waste management, community infrastructure, policy) 	<ul style="list-style-type: none"> • Policy engagement • Connection to national Environment ministers • Awareness-raising • Infrastructure support 	https://www.unenvironment.org/resources Jennifer Ann Ragland, TCCC main contact with UNEP
RETAIL CUSTOMER ACCOUNTS	<ul style="list-style-type: none"> • Mass markets for communication with consumers • Possible locations for packaging collection • Potential marketing partners 	Global Commercial Leadership maintains key global accounts with possibility to explore sustainability synergies	Partnering with these customers to market recycling and educate on opportunities	Nicole Lewis, Customer Sustainability Manager for CCNA (many global customers are NA-based)
HOTEL AND CRUISE LINE CUSTOMERS	Customers who often engage affluent consumers and enlightened publics who are often aware of sustainability efforts and can be vocal supporters	Global Commercial Leadership maintains key global accounts with possibility to explore sustainability synergies	Partnering with these customers to market recycling and educate on opportunities	Nicole Lewis, Customer Sustainability Manager for CCNA (many global customers are NA-based)

PARTNERING TO PROMOTE PACKAGING SUSTAINABILITY (CONT'D)

 ORGANIZATION	 WHAT IS IT	 GLOBAL INVOLVEMENT	 LOCAL ENGAGEMENT	 KEY CONTACTS & RESOURCES
SUPPLIERS	Local sources of packaging material	Cross-enterprise procurement group (CEPG) maintains global/regional supplier relationships, negotiating for supply, price and sustainability attributes	<ul style="list-style-type: none"> Working with suppliers to develop and acquire more recyclable packaging Communicate business demands through CEPG regional contact(s) 	Bruce Elliott, CEPG PET packaging lead Tim Kennedy, CEPG Metal cans lead
GOVERNMENTS	National, state/provincial, and local governments within a market	Corporate and BUs hold strong relationships with many governments throughout the world	<ul style="list-style-type: none"> Understanding potential legislative or regulatory initiatives Proactively engaging in interest areas to support packaging efforts Advocate for regulatory approval for rPET in places where it is not currently allowed 	Jim Huang Director, Food Contact Materials
LOCAL MUNICIPALITIES	The parties most often responsible for collection infrastructure	Relationships usually owned by local markets	<ul style="list-style-type: none"> Working toward stronger infrastructure and collection enhancement <ul style="list-style-type: none"> Supporting and partnering in existing efforts 	Relationships usually owned by local markets
INDUSTRY TRADE ASSOCIATIONS	Groups that facilitate industry activity and alignment at the national and local levels	Relationships usually owned by local markets	Active involvement and thought leadership to drive sustainability goals	Relationships usually owned by local markets

CASE STUDIES



1

Telling a Tale of Two Bottles in Great Britain



2

Expanding Public Space Recycling in North America



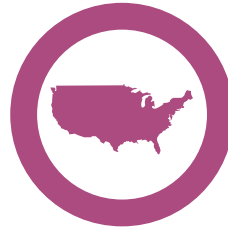
3

Advancing Multi-Stakeholder Ocean Waste Solutions in Indonesia



4

Leveraging Sport as a Catalyst for Sustainable Impact in London



5

Scaling Municipal Recycling Infrastructure in the United States

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GLOSSARY

GLOSSARY

1

100% Recyclable

When the entirety of a package's materials are able to be recycled. The predominance of our primary consumer packaging (PET, aluminum/metal, glass) is currently 100% recyclable. Recyclability refers both to the technical ability to recycle a package and also that collection and recycling systems for the package actually are available to consumers in the market in question. Being able to say a package is "100% recyclable" without qualification also means that collection and recycling systems are in fact available to a high percentage of consumers in the relevant market, 60% or more in some countries like the U.S.; otherwise discussion of recyclability typically must be qualified to explain that a package may not be recycled depending on the market.

B

Biodegradable

Refers to a substance or object capable of being decomposed by bacteria or other living organisms.

C

Circular Economy

A circular economy is an alternative to a traditional linear economy (make, use, dispose) in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life.

Coca-Cola Freestyle

Coca-Cola Freestyle is a touch screen soda fountain introduced by The Coca-Cola Company in 2009. The machine features different Coca-Cola drink products, as well as custom flavors. The machine allows users to select from mixtures of flavors of Coca-Cola branded products which are then individually dispensed.

Collection System

Refers to the manner by which recyclable material is collected for recycling, including curbside collection, central drop-off locations, the informal collection systems, or a combination of the above.

D

Deposit Systems

A system structured to encourage collection and recovery of beverage packaging by placing a surcharge on containers, often at the point of purchase, for rebate when it is returned for recycling purposes.

Downcycling

A recycling practice that involves breaking an item down into its component elements or materials and reusing them in a lower-value product, rather than discarding the materials.

I

International Coastal Cleanup

The International Coastal Cleanup (ICC) was started by The Ocean Conservancy in 1986 to engage volunteers in collecting marine debris from the world's waterways. During the cleanup, volunteers act as "citizen scientists," tallying the items they find on data cards. The information is used to identify the sources of marine debris, examine trends in debris items, and increase awareness about the threats of marine debris. Cleanups may be done along the shore, from watercraft, or underwater.

L

Litter

"Litter" is often referred to as "waste in the wrong place." Litter management aims to address this problem by putting in place management practices that control and prevent the accumulation of litter in a given environment.

M**Marine Debris**

Considered a broader problem of waste management, marine debris can be defined as persistent, manufactured or processed solid material disposed of or abandoned in the marine and coastal environment. Major factors contributing to the problem include littering practices, a lack of land-based infrastructure to receive litter, combined with a lack of awareness among main stakeholders and the general public.

P**Packaging**

Referring to the materials within which we transport and sell our products to consumers. Primary packaging includes the bottles, cans, caps, and sometimes cups (for use in fountain applications). Primary packaging does not include fountain packaging (e.g. bag-in-a box). Secondary packaging includes the corrugated cardboard and plastic film used to secure and transport products.

Packaging Footprint

A measurement of total packaging material used by The Company, both primary or consumer packaging and secondary packaging like shrink wrap, cardboard, etc.

Packaging Innovations

Referring to the research and development aimed at innovating to improve beverage packaging and processes.

PET

Polyethylene terephthalate, commonly abbreviated PET, is the most common thermoplastic polymer resin of the polyester family and is used in containers for liquids and foods. Our package mix globally is approximately 59% PET.

R**Recycled Content**

Content comprised of pre-consumer and/or post-consumer material that is used as a raw material in the manufacture of products. Pre-Consumer Recycled Content is material diverted from the waste stream during a manufacturing process. Excluded is reutilization of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed with the same process that generated it. Post-Consumer Recycled Content is material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

Recycling

Means the process of using recovered materials in the manufacturing of new products. Recycling does not include destruction by incineration; waste-to-energy incineration or other such processes; or land disposal.

rPET

Recycled PET (RPET) is a viable alternative to virgin PET made from recycled plastic that has already been used for packaging, such as the plastic bottles. This plastic is sorted, cleaned and transformed so that it can be reused as food packaging, as approved by governmental authorities.

W**Waste Management**

The collection, transportation, disposal, sorting of recyclable materials for recycling or disposal. Public waste management is provided by the public sector (i.e. by the local authority).



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CASE STUDIES

1

TAKING ACTION TO MAKE OUR PACKAGES RECYCLABLE IN NORTH AMERICA



The 89-ounce Simply Orange (SOJ) plastic bottle with clear PET and bottle handle (referred to as handle-ware bottles) was the first of its kind to be introduced in North America. Initiated for customer appeal, the PET plastic resin utilized with the extrusion blow-molding process (EBM) was not compatible with the PET recycling stream and thus the bottles legally had to be coded with #7 (Other) as opposed to #1 (PET) on the bottom of the container. The pressure sensitive labels (PSL) applied on the bottles did not effectively separate during the recycling process.

Coca-Cola North America (CCNA) spent considerable effort working with resin manufacturers and bottle suppliers to find a technical solution to meet recyclability criteria. CCNA has successfully completed technical due diligence on a fully recyclable resin solution, and it is expected that the 89-ounce SOJ bottle will be fully converted to recyclable resin by the end of 2017. The new bottles will have a #1 symbol on the bottom of the container indicating that they are fully recyclable in the U.S. Working with label and adhesive manufacturers, CCNA also successfully implemented a wash-away adhesive that allows labels to be separated from the PET plastic bottles during the recycling process.

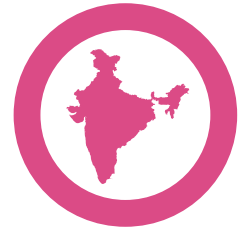
In addition, the weight of the bottle has been reduced from 110g to 100g (10g PET reduction), and the weight of the closure has been reduced from 12.3g to 9.8g (2.5g HDPE reduction). Weight reductions have resulted in container carbon footprint reductions.

CCNA R&D has also been focused on reapplying success stories on recyclable resin on handle-ware bottles and PSL to other brands. Handle-ware bottles for Gold Peak and Minute Maid brands have already been successfully converted to recyclable resin and wash-away adhesive. Labels for SmartWater bottles are in the process of being converted to wash-away adhesive with anticipated full implementation in 2018.

KEY TOPICS: #PET #Innovation #Recyclability #CarbonReduction #LightWeight

2

DRIVING GROWTH WITH TINY-BUT-MIGHTY COCA-COLA BOTTLE IN INDIA



In India, a country covering more than a million square miles and home to more than 1.3 billion people, keeping products fresh and affordable and delivering them to rural areas has long been a challenge—until now. The Coca-Cola Company, with support from German packaging company KHS, worked for nearly two years to create a bottle that maintains the aesthetically pleasing look expected from The Coca-Cola Company while ensuring carbonation is not lost during transit. That 250-milliliter bottle, introduced in 2016, is officially known as the Affordable Small Sparkling Package or “ASSP.”

To preserve the sought-after “biting taste” sparkling beverages provide, the bottle’s opening was redesigned to reduce the amount of gas loss from the cap. Additionally, a new protective coating was added on the bottle to lengthen beverage shelf life by five months.

After just 10 weeks in market, early results for the new bottle showed promise, with more than 700,000 cases sold. Currently available in eight of India’s states—Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Gujarat, Maharashtra, Goa and Rajasthan—Hindustan Coca-Cola plans to expand availability of the smaller bottle throughout India in 2018. “ASSP” innovations improved packaging functionality all while maintaining the recyclability of the package.

KEY TOPICS: #PET #Innovation #Recyclability #SmallPacks

3

INCREASING THE SUPPLY OF RPET IN MEXICO



Mexico is the world's second largest consumer of PET plastic bottles and has the highest PET recovery rate in Latin America, equivalent to recycling rates in the European Union. Mexico's PET plastic recovery rate increased in 2016 to 57% (compared to 50.4% in 2015), which is well ahead of Canada (40%), Brazil (42%) and the United States (31%), and equals the European Union rate (57%).

One of the reasons the recycling and recovery rates are so successful is because of industry collaboration. The Coca-Cola system created a non-profit environmental association comprised of 24 food and beverage companies, representing more than 80 brand including Coca-Cola, called "ECOCE". The association focuses on developing consumer advocacy campaigns to address litter prevention and actions to enable a stream of recycled PET plastic (rPET). In addition, Coca-Cola Mexico and bottling partners Arca Continental, Bepensa, Coca-Cola FEMSA, Grupo RICA, Corporación del Fuerte, Embotelladora de Colima and Embotelladora del Nayar have invested in the expansion of Mexican PET plastic recycling plants. Their signature investment enabled the construction of the world's largest food-grade, bottle-to-bottle PET plastic recycling plant, PetStar. Through PetStar, Coca-Cola bottling partners recycle around 70% of the PET plastic bottles used in their markets.

Because of the excellent recycling rates, PetStar has helped to create a truly circular economy for rPET. Its process is fully integrated from collection of bottles all the way until the incorporation into new bottles with recycled content. The recycling plant contributes to a cleaner environment through conversion of bottles into food-grade recycled resin, which uses 75% less energy than virgin resin and reduces 87% of greenhouse gas emissions. In addition, through a co-generation project and the use of wind power, PetStar has reduced its CO2 emissions by 55%. PetStar's success has enabled the Coca-Cola system to recycle the equivalent of 70% of the PET plastic bottles the Company produces in country annually, with ambition to grow these rates and contribute to higher rPET production and use in our packaging. Today, Coca-Cola Mexico uses an average of 25% rPET in all bottles, and millions of bottles are made from 100% rPET.

KEY TOPICS: #rPET #RecycledContent #Collection #CircularEconomy

4

INNOVATING TOWARD SOLUTIONS WITH PLANTBOTTLE™ PACKAGING



Coca-Cola has been a market leader in advancing innovative technologies for increasing recycled content and renewable material use. In 2009, The Coca-Cola Company introduced the world to PlantBottle™ packaging, which is PET plastic made from up to 30% plant-based materials, is fully recyclable, and meets the quality requirements of the company's core beverages.

While PlantBottle packaging looks, functions, and recycles just like traditional PET plastic it does so with a lower material carbon footprint. In 2016, use of PlantBottle packaging saved more than 48 million gallons of petrol because petroleum is what is used to produce virgin PET plastic, and also eliminated more than 430,000 metric tons of potential carbon dioxide emissions. That's the equivalent of taking more than 90,000 cars off the road. In North America, PlantBottle packaging accounts for 30% of the Business Unit's PET plastic packaging, supporting carbon footprint reductions and greater sales and customer listings for core water and juice brands.

From inception, we envisioned licensing PlantBottle Technology™ to non-competitive companies, which we did. In 2014, the first reusable, fully recyclable plastic cup made with PlantBottle Technology™ rolled out in SeaWorld® and Busch Gardens® theme parks across the United States and since then expanded to other theme parks and national zoos.

KEY TOPICS: #Innovation #CarbonReduction #BioPET

5

TESTING SELF-SERVE WATER STATION WITH FLAVORS AND BUBBLES IN NORTH AMERICA



As students returned to the Georgia Institute of Technology campus for the 2017 fall semester, they were greeted with flavor, fizz and fun by the DASANI PureFill station. The package-free system provides free, ultra-filtered water with the option of adding flavors and/ or carbonation for a small fee. Students use their own containers to hold the beverage.

The idea behind the machine emerged last summer during a two-day pitch-style innovation workshop hosted by Coca-Cola North America's R&D team. A cross-functional team of employees presented the idea to senior leaders, who recognized its potential and quickly approved the project.

DASANI PureFill can be paired with a custom-built smartphone app, which lets users track their hydration, geo-locate a nearby machine, and serves as a cashless payment system - all features that tested well with millennials. Two flavors are available during the Georgia Tech pilot: Berry and a second created exclusively for DASANI PureFill, Peach-Ginger. Down the road, the team is considering adding more flavors and even additives like vitamins and protein for a more personalized beverage experience.

DASANI PureFill aims to improve the beverage experience while scaling a more sustainable beverage delivery system that uses less packaging. If the pilot is deemed successful, the technology has the opportunity to be installed through key customer accounts—parks, recreation facilities, amusement and family attractions (e.g., zoos and theme parks), college campuses, among others who seek ways to reduce their packaging footprint, especially as it relates to bottled water. It could also be rolled out to other markets with similar focus and consumer interest.

KEY TOPICS: #Innovation #PackagingFreeAlternative

6

EMBRACING AGGRESSIVE SUSTAINABLE PACKAGING STRATEGY IN GREAT BRITAIN



In 2017, The Coca-Cola Company and Coca-Cola European Partners (CCEP) announced Great Britain's new sustainable packaging strategy, which centers on working with local and national partners to recover all of its packaging so that more is recycled and none ends up as litter. At present, only 70% of the cans and 57% of the plastic bottles used each year are recycled, and CCEP believes these figures should be higher.

The strategy focuses on three areas: continuing to innovate to ensure packaging is as sustainable as possible; investing in consumer communication to promote recycling and encourage behavior change; and championing reform of the United Kingdom's recycling system to ensure more packaging is recovered and recycled. Efforts include CCEP working to double the amount of recycled plastic in every one of its PET plastic bottles over the next three years and launching a multi-million pound communications campaign designed to inspire more people to recycle. Both Coca-Cola Great Britain and CCEP endorsed 2017 deposit legislation in Scotland and have stated that they would support a deposit system in Great Britain that demonstrates efficient management and industry collaboration.

In addition, as part of its commitment to support United Kingdom Department for Environment, Food and Rural Affairs' (DEFRA) new working group on voluntary and economic incentives to reduce littering, CCEP will seek to advance its own knowledge of how consumers are motivated by an incentive-based scheme by testing an on-the-go bottle collection and reward program. This test will examine the behavioral impact of reward schemes and help inform any future national approaches to reducing litter and increasing collection and recycling rates.

This work inspired the November 2017 joint announcement from Coca-Cola Western Europe Business Unit and CCEP launching a new sustainability framework called "[This is Forward](#)" which includes an action plan on packaging. Learn about their packaging aspirations [here](#).

KEY TOPICS: #ConsumerEducation #Collection #Recycling #Recyclability #rPET #RecycledContent #DepositSystems

1

FOSTERING INDUSTRY COLLABORATION IN BELGIUM



Since 1993, the beverage industry in Belgium has had packaging taxes or levies placed on all beverage containers, and deposit legislation is regularly considered. Our system in Belgium faced an aggressive packaging tax which posed financial and reputational risk to our business. Accordingly, Coca-Cola Belgium conducted comprehensive analysis of the Belgian collection system, which helped to prepare us for the pending legislative process, and identify alternate systems that would lessen the legislative burden on our business.

Based on the results of their analysis, and drawing from lessons learned in Germany, Austria and France, Coca-Cola Belgium and our bottling partner brought together Belgian food and beverage industry companies, to create a recycling-focused trade organization called “Fost Plus.” The mission: promote, coordinate, and finance the selective collecting, sorting and recycling of household packaging waste in Belgium.

The Coca-Cola system played a leadership role in helping staff the organization and forming an executive board with representation from across the Belgian collection and recycling value chain.

The recycling rates achieved to date are strong, with Belgium achieving average recycling rates of 72% year after year. In 2015, it was estimated that more than 43 kg of glass and lightweight packaging was recycled per person in the country. This level of success speaks to the value of strong analysis, which helps to define the path toward effective recycling in each unique market. Importantly, the high levels of collection resulting from this industry-led program have reduced calls for deposit legislation on beverage packaging.

KEY TOPICS: #IndustryCollaboration #DepositSystems #Collection #Recycling

2

INVESTING IN INFORMAL COLLECTION IN SOUTH AFRICA



In the early 2000s, the South African government proposed packaging taxes for food and beverage containers. In response, Coca-Cola South Africa and its bottling partner proactively conducted collection system analysis, and strategically invested in the informal recycling sector to increase PET collection in country. In 2004, Coca-Cola South Africa funded and co-created PETCO, an industry body that works with government on behalf of the industry to increase the value of rPET and achieve sustainable growth in the region's plastic collection system.

The PETCO model addressed important gaps in the South African collection system. First, they focused on bringing visibility to PET recycling efforts through media engagement, sponsorships, high-profile clean-up events, and consumer education. Second, PETCO helped bolster the informal collection of PET. Third, PETCO identified producers who use rPET in their end-user products, thereby connecting a purchasing network and optimizing the collection system's sustainability. PETCO launched the country's first bottle-to-bottle recycling facility in 2015. The new PhoenixPET plant is the only rPET producer in the region capable of producing recycled packaging materials that meet the stringent EU safety requirements. Meeting these standards helped to make South Africa the first African country to use recycled PET for our product packaging.

The result of PETCO's efforts: more than 2 billion PET bottles were collected and recycled in South Africa in 2016. The country has seen an 822% increase in recycling tonnage since 2005. PET recycling in the region has nearly tripled to 55% in 2016, and in 2017, more than 90,000 tons of PET were recycled. These are close to European rates and exceed United States recycling rates by more than 20%. The high levels of collection have staved off government regulatory initiatives in this area. Furthermore, PETCO has helped to build a true recycling industry in the region. In 2015, PETCO generated income opportunities for 62,000 South Africans and approximately US\$19 million worth of payments to collectors, with most collectors operating in the informal recycling sector.

KEY TOPICS: #InformalSector #IndustryCollaboration #Collection #Recycling #rPET #RecycledContent

3

STRENGTHENING RECYCLING COOPERATIVES IN BRAZIL



In Brazil, the Coca-Cola system has been able to co-create award-winning recycling solutions by partnering with 200 recycling cooperatives throughout the country through a program known as Coletivo Reciclagem (or simply Coletivo). To help increase collection rates, Coca-Cola Brazil introduced a successful model of recycling based on six-month cycles.

What makes Coletivo unique is their independent cooperative model for collection. Each Co-op defines their own goals and objectives. They provide modular training on recycling based on the needs identified at the local level. Throughout, the Co-ops are able to prioritize a revenue stream for female collectors and young adults, supporting economic empowerment.

The results speak for themselves – 93% of cooperatives meet their goals for each six-month cycle, resulting in an overall 6% increase to the amount of recyclable material collected throughout Brazil over the course of two years. Their efforts positioned Coca-Cola Brazil to have a seat at the table in shaping collection legislation moving forward.

Additionally, in 2004, Coca-Cola Brazil co-founded CEMPRE, a nonprofit organization dedicated to the promotion of recycling focused on increasing community awareness of recycling and other solid waste issues in Brazil.

KEY TOPICS: #InformalSector #Collection #Recycling #Community

4

COLLABORATING WITH DEPOSIT SYSTEMS IN ESTONIA



Soon after restoring independence, Estonia signed an association agreement with the EU, and officially joined the EU in 2004. However, it quickly became apparent that Estonia's collection systems were not capable of meeting the EU's recycling targets, with the country missing the long-term targets by more than 300% in 2004. This created political pressure that eventually culminated in the passing of a mandatory deposit law in April of that year.

Accordingly, Coca-Cola Hellenic Bottling Company (CCHCB) strategically engaged in the design phase of the Estonian deposit system, which led to the successful adoption of an industry-led system. Together with industry partners, including competitors and stakeholders, CCHCB designed an industry-run deposit system in which each packaging type paid its own respective costs, transparency was emphasized, meeting targets was ensured, and deposit pricing was displayed visibly and separately from product pricing. In addition, CCHCB was also able to secure exemption from an additional excise tax levied on glass, PET and metal packaging in Estonia by successfully meeting recycling targets.

Central to these collaborative efforts was the creation of a deposit system management organization (DSMO) in partnership with two Estonian breweries. As of 2015, the DSMO is now self-financing and has helped shift Estonia to some of the highest recycling rates in the world, with 70% for cans, 87% for glass and 90% for PET.

KEY TOPICS: #IndustryCollaboration #DepositSystem #Collection #Recycling

5

CAPTURING COST-SAVINGS THROUGH “RETURN AND EARN” DEPOSIT SYSTEM IN NEW SOUTH WALES, AUSTRALIA



Launched in December 2017, the five largest beverage companies in New South Wales, including Coca-Cola Amatil, Asahi, Carlton United Breweries, Coopers, and Lion Group, collaborated to create and operate the “Return and Earn” deposit system in New South Wales, Australia.

The system features over 500 collection points across the state and more than 800 reverse vending machines. Over half of the collection points will be automated and many will be located in local shops, depot sites, and existing recycling centers – where anyone with an eligible beverage package can deposit and collect a 10-cent refund.

Consumers have various options, either to bring back bottles and cans for a cash back refund of the 10-cent deposit, or to use existing curbside collection. The aim is to reach a collection rate of nearly 80% and to drastically reduce litter and marine pollution.

KEY TOPICS: #IndustryCollaboration #DepositSystem #Collection #Recycling

1

TELLING A TALE OF TWO BOTTLES IN GREAT BRITAIN



Coca-Cola Great Britain recently launched the first-ever ad made out of 100% recyclable packaging, “Love Story.”

In the groundbreaking spot, two plastic bottles fall in love as they meet over and over again, thanks to recycling. It’s all part of the message that the Company’s packaging is valuable and needs to be disposed of properly so it can be recycled. The goal of the spot was to encourage more people to recycle and highlight how plastic bottles can be reused to have another life, versus taking up space in landfills.

“Love Story” has recycling at its heart, as the entire set was made out of recyclable material – mainly Coca-Cola packaging. More than 1,500 Coca-Cola, Fanta, Sprite, smartwater and Honest Tea bottles and cans were used during production.

The ad ran on TV, online and in cinemas in Great Britain, with hopes of reaching 35 million people by the end of 2017.

“Love Story” reminds people our packaging is valuable, as it can be recycled over and over again.

KEY TOPICS: #Marketing #ConsumerEducation #Recycling

2

EXPANDING PUBLIC SPACE RECYCLING IN NORTH AMERICA



Coca-Cola North America helped found the nonprofit organization Keep America Beautiful 60 years ago and our support of the organization continues to this day. The Public Space Recycling Bin Grant program from The Coca-Cola Foundation to Keep America Beautiful expands access to recycling in public spaces in communities across America.

The program has provided more than \$2 million in grants over the last 7 years.

Since its inception, the grant program has made impressive strides toward expanding recycling in public spaces. Over the 10-year history, nearly 50,000 recycling bins have been awarded providing opportunities for recycling on-the-go to 2.1 million people on a daily basis. In total the program has awarded grants to more than 930 programs in all 50 states and the District of Columbia, which together have collected an estimated 10,500 tons of recyclable materials.

KEY TOPICS: #Foundation #Partnership #Community #Collection #Recycling

3

ADVANCING MULTI-STAKEHOLDER OCEAN WASTE SOLUTIONS IN INDONESIA



Indonesia is the second largest global contributor to issue of ocean plastic and plastic waste is rapidly becoming a serious threat to the Indonesian economy and environment. Accordingly, in early 2017, the government launched a National Plan of Action Against Marine Debris, developed by a task force led by the Coordinating Ministry for Maritime Affairs.

In February 2017, six companies, Coca-Cola Indonesia, Indofood Sukses Makmur, Nestle Indonesia, Tetra Pak Indonesia, Tirta Investama and Unilever Indonesia, voiced their commitment to address the waste disposal issue by forming the Packaging and Recycling Alliance for Indonesia Sustainable Environment (PRAISE).

The PRAISE alliance aims to create awareness of Extended Stakeholder Responsibility (ESR) as a voluntary, multi-stakeholder integrated approach to waste management that aligns with the move towards a Circular Economy. By strengthening the capacity of members through research, education and collaboration and enlisting participation of stakeholders in government, private and public sectors, ESRs help reduce impacts of packaging waste on the environment.

Indonesian Environment and Forestry Minister Siti Nurbaya warmly welcomed the PRAISE movement, saying it is a solution that will be promoted by the government. She also voiced support to the concept of ESR and suggested that regular meetings and discussion be held with her office to ensure that the continued success of the PRAISE initiative.

PRAISE members were present at the World Ocean Summit 2017 in Bali, Indonesia and began engagement with the Coordinating Ministry for Maritime Affairs, the World Bank and international stakeholders including The Ocean Conservancy, the Trash Free Seas Alliance and the American Chemistry Council. The companies have all committed support and resources to the initiative and have had a number of continuing engagements with the government to advance and further this concept.

KEY TOPICS: #MarineDebris #Partnership #IndustryCollaboration #CircularEconomy

4

LEVERAGING SPORT AS A CATALYST FOR SUSTAINABLE IMPACT IN LONDON



As a Worldwide Partner of the Olympic Movement and the longest continuous sponsor of the Olympic Games, The Coca-Cola Company wanted to help make the London 2012 Olympic Games the most sustainable Games of modern times. As part of that effort, we helped implement a “zero waste infrastructure,” including waste and recycling bins designed and positioned to maximize recovery rates.

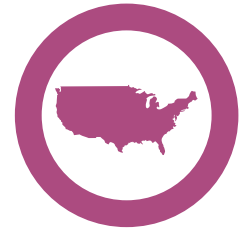
We also reached beyond the Olympic venues to place 260 new recycling bins around London. The bins on Oxford Street alone now collect over 1 metric ton of recyclable waste each day. In addition, our bottler Coca-Cola Enterprises collaborated with waste reprocessor eCO Plastics to fast-track plans for a major new bottle-to-bottle recycling facility in Lincolnshire, England. This £15 million investment more than doubled the amount of bottle-grade recycled plastic (rPET) available in Great Britain and enabled us to commit to recycling all clear PET bottles from Games venues and turn them back into new bottles within six weeks.

We also sought to inspire more people to recycle during the 70-day Olympic Torch Relay around the UK with a distinctive “Recycle to the Beat” hybrid vehicle to make recycling more fun. All of the approximately 15 million PET plastic bottles we collected throughout the Games were reprocessed and back on the shelves of British retailers within six weeks.

KEY TOPICS: #Partnership #Community #Recycling #rPET #RecycledContent

5

SCALING MUNICIPAL RECYCLING INFRASTRUCTURE IN THE UNITED STATES



U.S. cities spend billions of dollars each year transporting waste to landfills that are often not even in the same state. Much of that waste is recyclable. The problem many cities face is that they lack access to recycling facilities with infrastructure sophisticated enough to process materials besides paper, cardboard and basic plastics. Instead, municipalities often end up paying landfills to take the hard-to-recycle plastics and glass because recycling companies lack the technology to deal with them. Estimates of how much American waste was actually diverted from landfills from 2010-2012 range from 34 percent to as low as 21.4 percent.

Enter the Closed Loop Fund. The goal: to catalyze a boom in municipal recycling infrastructures. Municipalities rarely have enough capital to invest in cutting-edge recycling facilities, but it turns out some of the country's biggest consumer goods companies do.

The Closed Loop Fund invests in scaling recycling infrastructure and sustainable manufacturing technologies that advance the circular economy. It aims to raise \$100 million from nearly a dozen of the country's biggest corporations, including Coca-Cola. Projects in Baltimore, Memphis and Quad Cities, Iowa, have shown promise in developing more efficient recycling systems thanks to the fund. The \$15 million facility in Baltimore, which received \$2 million from the fund, accepts hard-to-recycle plastics and transforms the materials into plastic flakes that the company can sell to manufacturers.

If similar facilities were to be built in other areas of the country, municipalities could make money from waste rather than pay for its disposal. There would also be more recycled plastic available for consumer goods companies to use in their packaging. Closed Loop Fund is in the process of launching an office in ASEAN to focus on the top "leaking" countries for marine debris, and The Coca-Cola Company will be a founding partner in that effort.

KEY TOPICS: #Partnership #CircularEconomy #Recycling #Community #IndustryCollaboration



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