



Sustainability & Packaging

Sarah Dearman, Sustainable Packaging Program Director North America

8.5 billion people by 2030



50% more food and energy



30% more fresh water



41% more waste









TAKE

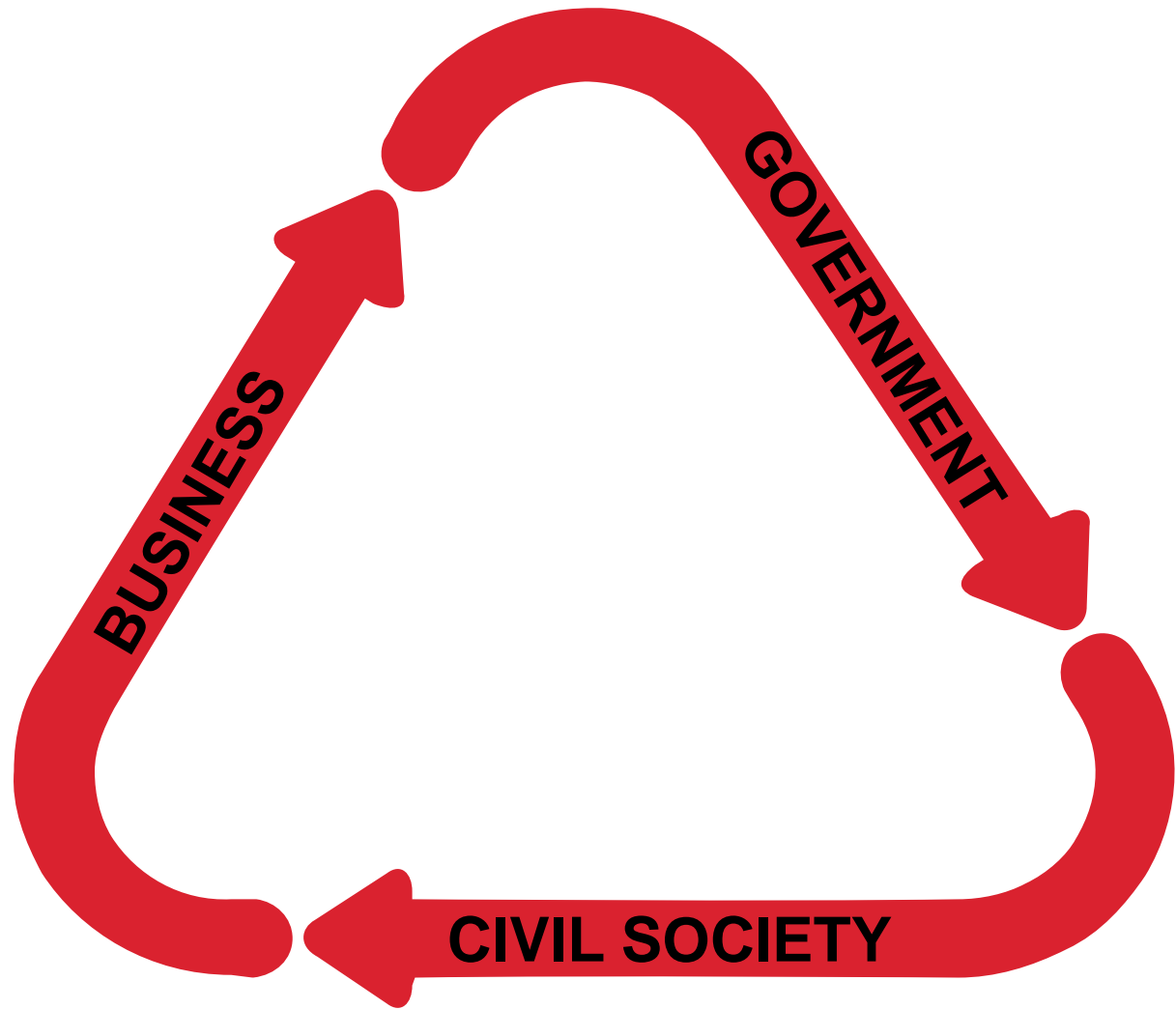
MAKE

WASTE





WASTE



Our Mission

- Refresh the world
- Inspire moments of optimism and happiness
- Create value while making a difference



Coca-Cola's Key Environmental Goals



Water Stewardship

Packaging

Energy and Climate

Agriculture

Replenish
100% of
Water Used
Globally
by 2020

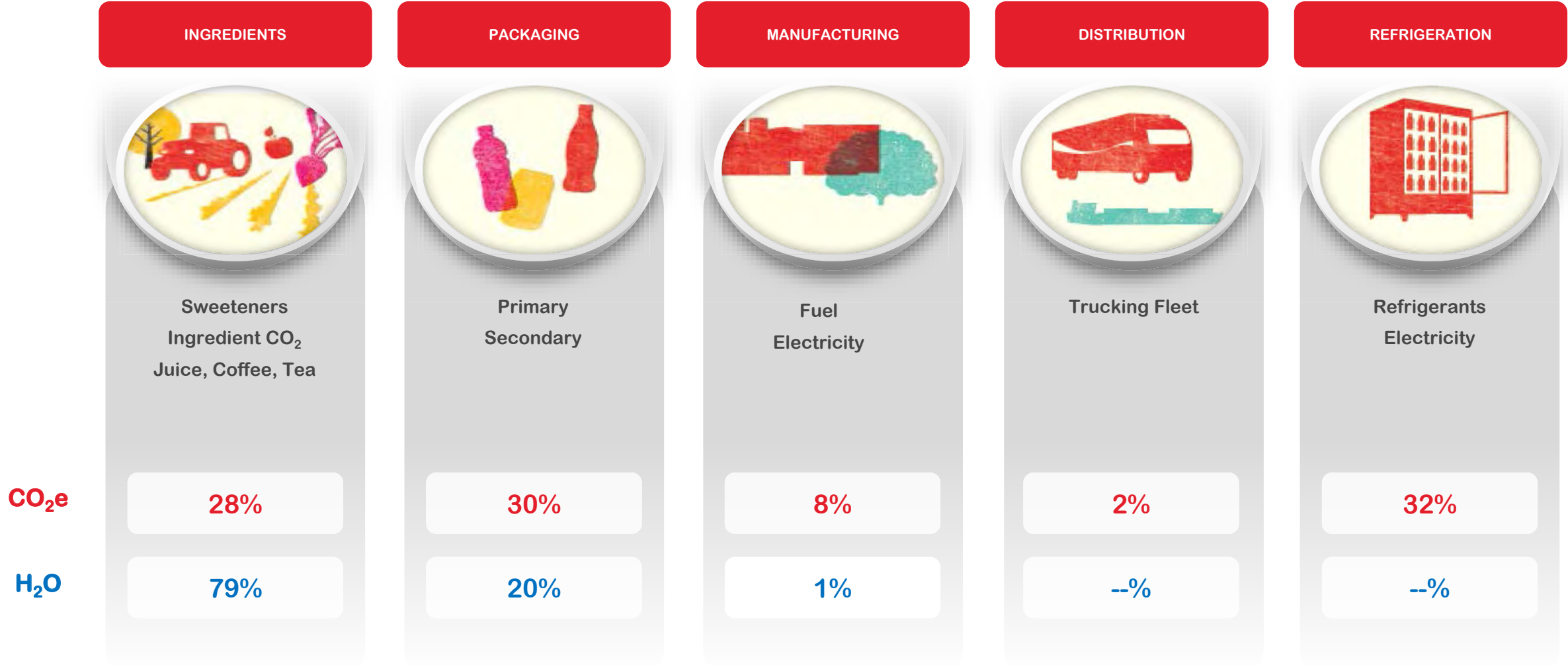
Improve Water
Efficiency 25% by
2020

Reach a 75%
Recovery Rate in
Developed markets
of the equivalent
bottles and cans we
introduce into the
marketplace

Reduce the
Carbon of the Drink
in Your Hand
Globally by 25% by
2020

Sustainably
Source Key
Agricultural
Ingredients
by 2020

Where are the Sustainability Impacts in our Business?



Water Stewardship:

Conserving
Protecting
Replenishing



Facility Water Stewardship

in our U.S.
facilities, we've saved

almost

8 *billion*

gallons of water
since 2005



Water Source Vulnerability Assessments

- **Infrastructure**
 - Reliability, Quality, Cost,
- **Water Quality**
 - Land Use, Contamination
- **Water Availability**
 - Drought, Capacity vs Demand
- **Regulatory Policy**
- **Public Perception**
- **Natural Disasters (Fires)**



Osbourne and Brayton Creeks – Huron Manistee NF, MI



Before



After



Rain Barrels & Rain Gardens

Project Goals:

- Create community engagement around water stewardship through donating syrup drums for repurposing as rain barrels and creating rain gardens at schools and public areas

Key Drivers:

- Stormwater management is key water replenishment opportunity in urban markets. Re-routing water away from storm drains to landscaping saves water and decreases impact on local watersheds.
- Already donated over 95,000 rain barrels and sponsored 18 rain gardens



Coke bottle-shaped
Rain Gardens
Maryland Heights Plant

Energy and Climate Innovations



Manufacturing Advancements

Since 2004, we have reduced our carbon emissions from manufacturing by **13%** in North America.

- Fuel cells
- Solar panels
- Landfill gas
- LEED-certified facilities
- Energy Efficiency



Fleet Carbon Reduction



~1000
Alt Fueled and
Advanced Tech
Vehicles



>200
XL
Hybrids
Deployed

Cooling Equipment Efficiency. Carbon Reduction Innovation.

Energy Efficient/HFC Free Cooler

HFC-Free Foam
Insulation

LED lights

CO₂ Refrigeration
System (GWP = 1)



We improved our
cooling equipment
energy efficiency in
North America by

60%
since 2000



CO₂ has **1,430 times**
less global warming
potential (GWP) than
typical HFC refrigerant gas



Pilot Solar Cooler



Sustainable Packaging & Recovery



Lightweighting





plantbottle™

up to 30% made from plants
100% recyclable bottle

redesigned plastic,
recyclable as ever.

50
BILLION

PlantBottle™
Packages
in market
since 2010



1
MILLION

Barrels of
oil saved
equivalency





plantbottle®

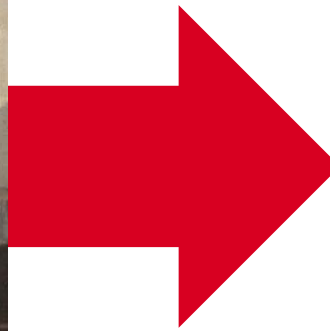
100% made from plants

Partner Orgoglioso



MILANO 2015

Sourced Sustainably - Recycled Content



Recycled PET has a 70% lower carbon footprint than virgin PET

Designed for Recycling



Full Wrap Labels



Pressure Sensitive Labels

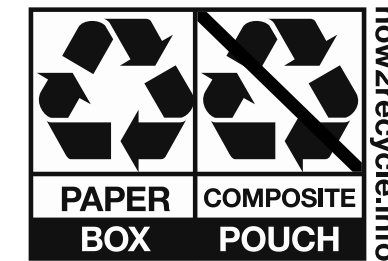


Jug Handle Resin

Top 5 Innovation in
Plastic Recycling 2016

How2Recycle Label

- **83%** of consumers learn from How2Recycle
- How2Recycle causes people to **recycle more**, and recycle more accurately
- **77%** of consumers like a company more for using How2Recycle



Support Recycling



SOCIAL INVESTOR



NATIONAL CONVENER



COMMUNITY ACTIVATOR



PARTNERING FOR MoreBetter RECYCLING



Until it is as easy to recycle
as it is to throw something away, we have work to do.

ONLY 53%

of the U.S. population
have curbside recycling
automatically provided.

ONLY HALF

of the recyclables are
captured in the homes
with curbside recycling.



A 501(c)3 organization dedicated to transforming recycling all across America

Funding Partners:

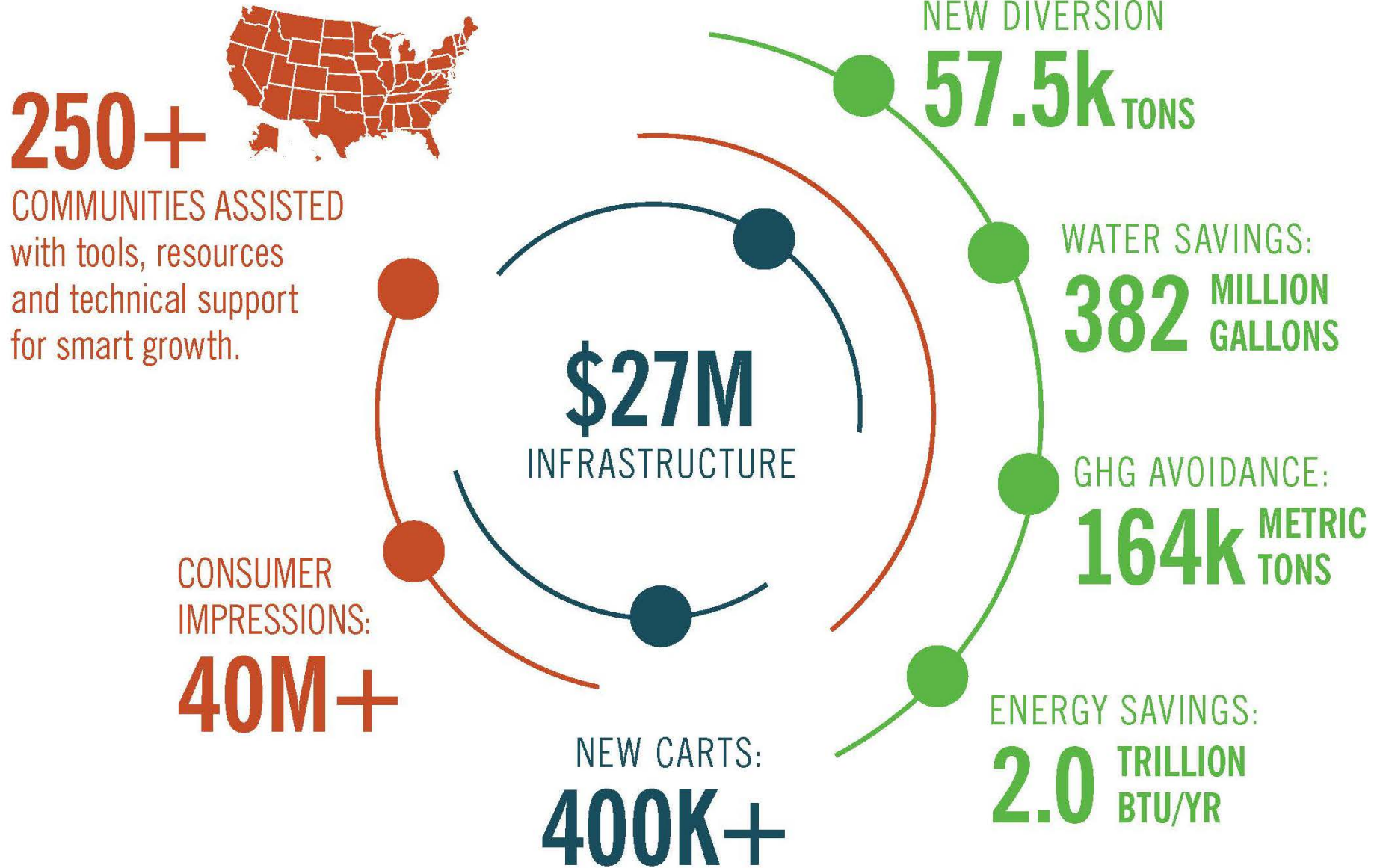


Staff:



IMPACT SNAPSHOT

2015 to date



COLUMBIA, SC



35,000 Carts

Education Programming
+ Carts

6560 Tons Per Year

FLORENCE, AL



14,000 Carts

Education Programming
+ Carts

1400 Tons Per Year

CUYAHOGA CO., OH



530,000 Households

Education Programming +
Contamination Reduction

EAST LANSING, MI



6,800 Carts

Education Programming
+ Carts

610 Tons Per Year

SANTA FE, NM



30,000 Carts

Education Programming
+ Carts

2680 Tons Per Year

GREENVILLE, SC



17,000 Carts

Education Programming
+ Carts

1200 Tons Per Year

EMMET COUNTY, MI



7,000 Carts

Education Programming
+ Carts

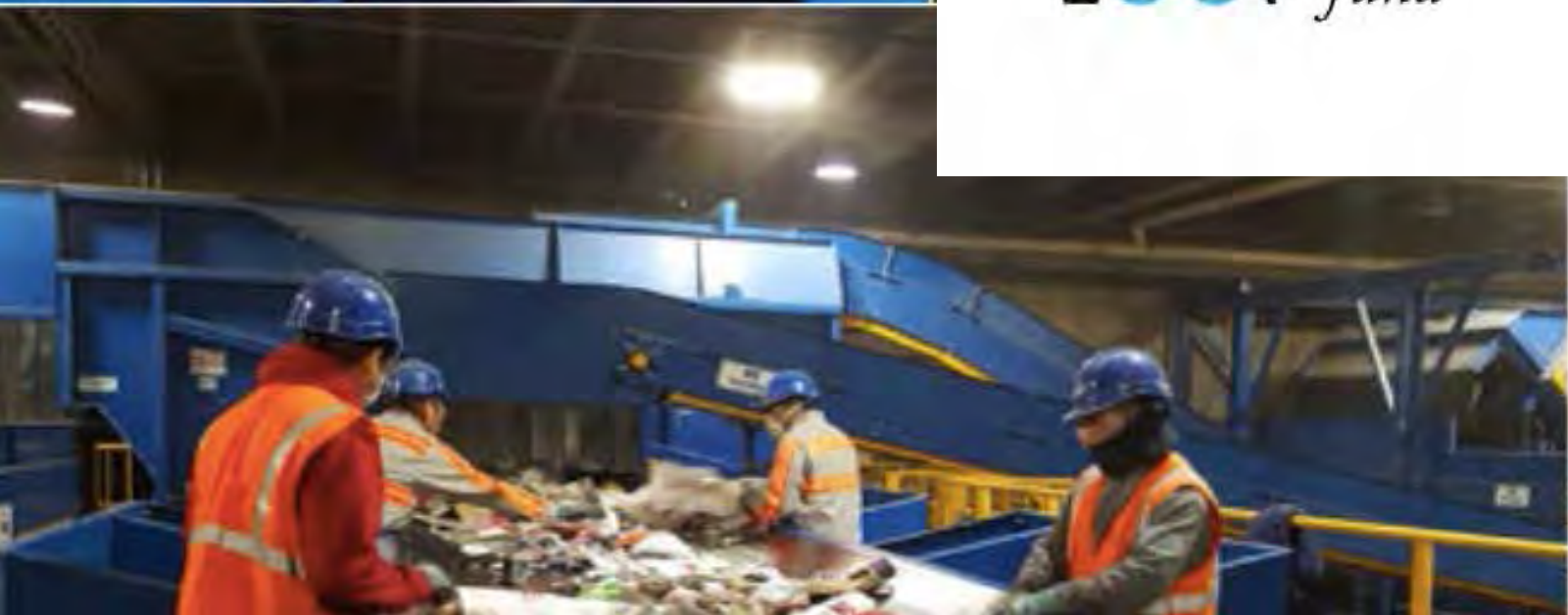
610 Tons Per Year

MASSACHUSETTS
PARTNERSHIP



TBD Households

Education Programming +
Contamination Reduction





The Closed Loop Fund is a social impact fund investing \$100M to increase the recycling of products and packaging.

Investors include:



■ The Closed Loop Fund unlocks recycling value by providing **low interest loans** to cities and companies to build recycling infrastructure.

We invest in replicable models that remove barriers to an effective and financially viable recycling system

WE INVEST IN:



COLLECTION

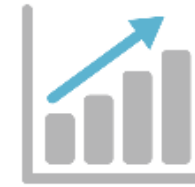


SORTING



PROCESSING AND
END MARKETS

CRITERIA:



FINANCIALS



REPORTING



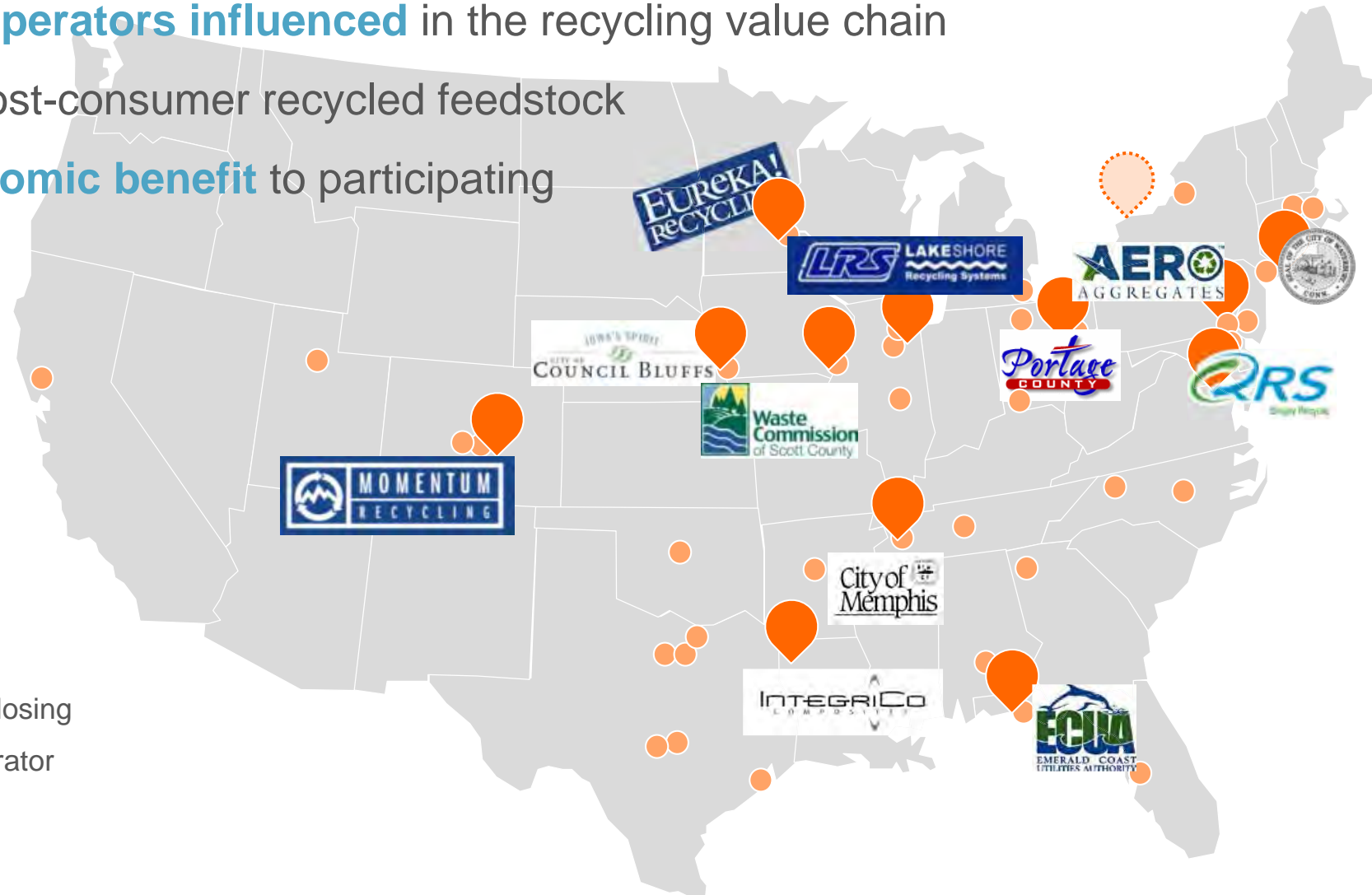
SCALABILITY



TONNAGE

The first 12 projects

- Improved recycling access and diversion for at least **4.1M households**
- **30+ affiliated operators influenced** in the recycling value chain
- **4+ M tons** of post-consumer recycled feedstock
- **\$17M+ of economic benefit** to participating municipalities



- CLF Deal closed / Near-closing
- Affiliated / influenced operator
- Early pipeline

● Export markets (e.g., Canada)

Sample of Closed Loop Fund Investments



Strategy: Increase value of waste plastics through an innovative business model

Strategic segment: Sortation; Plastic Rigids

Investment: \$2.0m

Capital unlocked: \$9.0m

10-year impact: 550,000 tons diverted; 570,000 GHG MTs



Strategy: Case study for dual to single stream recycling conversion for rural communities

Strategic segment: Collection; sub-standard

Investment: \$3.1m

Capital unlocked: \$1.2m

10-year impact: 35,000 tons diverted; 100,000 GHG MTs



Strategy: Case study for dual to single stream recycling conversion for medium-sized cities

Strategic segment: Collection; sub-standard

Investment: \$2.3m

Capital unlocked: \$8.0m

10-year impact: 85,000 tons diverted; 250,000 GHG MTs



Strategy: Increase profitability of the material recovery facility through an innovative business model

Strategic segment: Sortation; MRF upgrades

Investment: \$1.5m

Capital unlocked: \$5.0m

10-year impact: 1.1m tons diverted; 3.3m GHG MTs



Strategy: Improve glass processing profitability through an innovative business model and technology

Strategic segment: Processing; glass

Investment: \$1.5m

Capital unlocked: \$10.5m

10-year impact: 600,000 tons diverted; 165,000 GHG MTs



Strategy: Case study for any MRF operator to install a technologically advanced commodity baler

Strategic segment: Sortation; MRF upgrades

Investment: \$250k

Capital unlocked: \$200k

10-year impact: 12,000 tons diverted; 35,000 GHG MTs



THE RECYCLING
PARTNERSHIP

KEEP AMERICA
BEAUTIFUL



900,000 carts/bins



750+ communities



330+ million pounds

Alone we can do so little;
together we can do so much

-Helen Keller