Recycling Lives Here!

Jeff Meyers, Sustainable Packaging Manager, North America

Our Mission

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

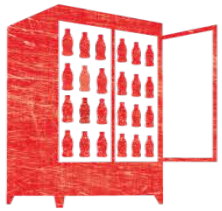
VISION

Profit • People • Portfolio • Productivity • Partners • Planet

Our Focus. Our Commitments.

WELL-BEING	WOMEN	WATER
Beverage Benefits	Community Foundations	Packaging
Responsible Marketing	Human and Workplace Rights	Carbon
		Sourcing

Value Chain Approach to Reducing Carbon Intensity

Ingredients	Packaging	Manufacturing	Distribution	Refrigeration	Recycling
					

Strategies

- **Sustainable Agriculture Practices**

- **Recycled Content**
- **Light-weighting**
- **PlantBottle**
- **Renewables**
- **Recyclability**

- **Energy Efficiency Projects**
- **Alternative Energy**

- **Hybrid Trucks**
- **Route Optimization**

- **HFC Free Coolers**
- **Energy Efficiency**

- **Connect with Consumers on a Call to Action**
  - **Give it Back**
  - **EKOCycle**
- **Support Packaging Recovery Projects**

CO2 Equivalents Contribution

15%	35%	7%	5%	38%

Drivers for Coca-Cola's Sustainable Packaging Strategy

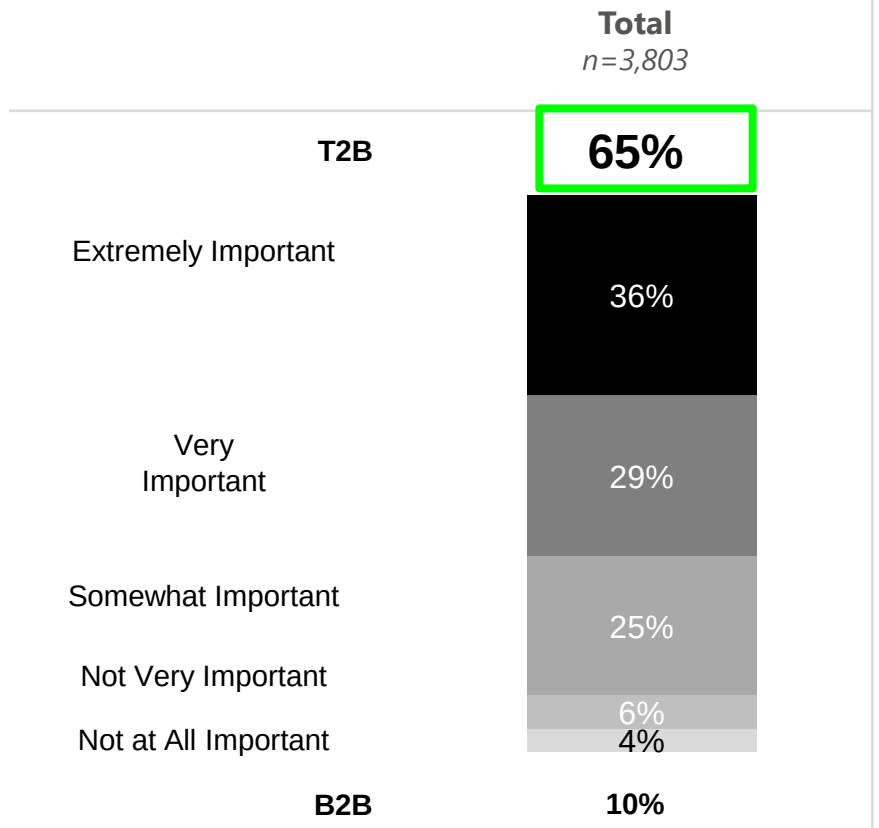
Consumer Connection and Brand Build

Reducing Fossil Fuel Dependence and Cost Management

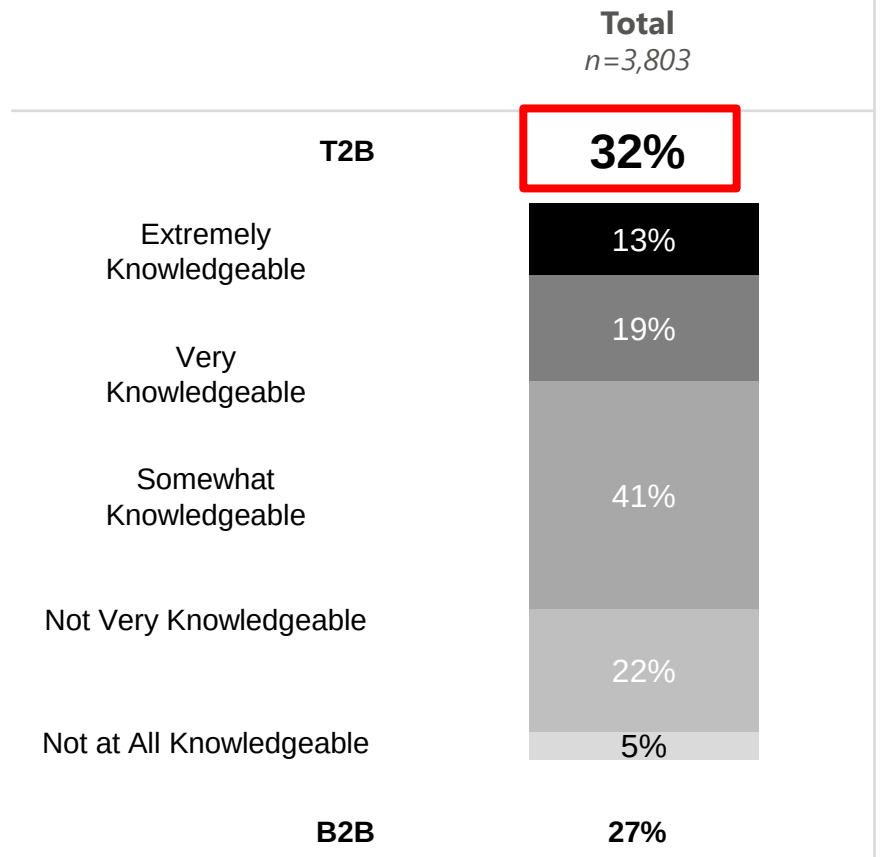
Lower Overall Environmental Impact

Does Sustainable Packaging Matter?

Importance that TCCC Pursue Sustainable Packaging



Level of Knowledge about Sustainable Beverage Packaging

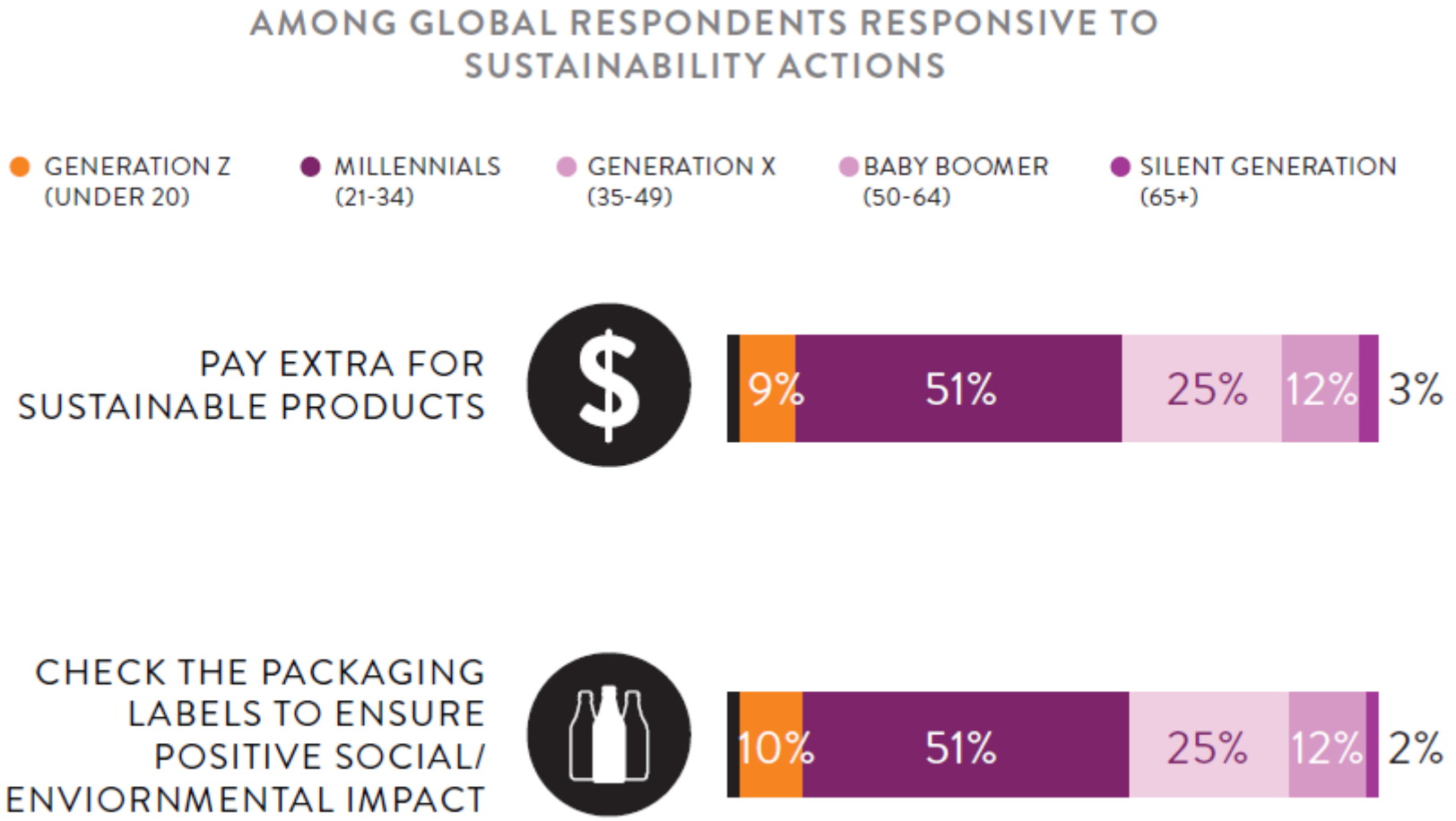


Q22. How important is to you, personally, is it for each of the following beverage companies to pursue sustainable packaging when it comes to bottles of carbonated soft drinks and non-carbonated beverages?

Q21. How knowledgeable do you consider yourself about the concept of sustainable packaging when it comes to bottles of carbonated soft drinks and non-carbonated beverages?

Source: Coca-Cola Research, Feb 2014

Who is Interested in Sustainability?



Source: 2014 Nielson CSR Report

Millennials Are the Most Influential Shoppers

25%

Of the Global Population

$3.4T

Expected US earnings of Millenials by 2018 which is greater than the baby boomers.

Born Between 1981 and 1995

Roughly 70% of global millennial recommend their favorite brands; 47% have criticized a brand, 86% are willing to share their brand preferences

Source: World Economic Forum

Millennial Insights

1.2 X

More likely than general population to claim “have spent more on products from socially responsible companies.”

70%

Want to work for a company that aligns with their core values.

81%

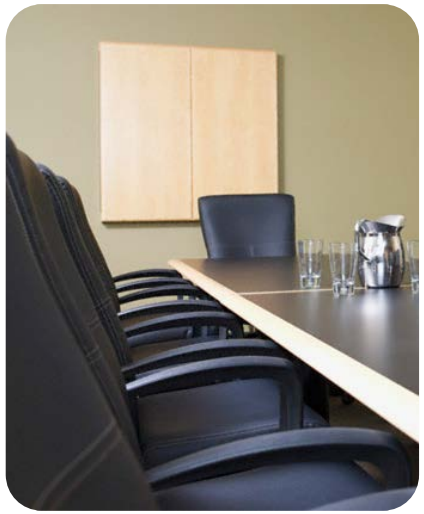
Have donated time, goods, or services to a cause.

1.25 X

More likely to be aware of TCCC sustainability initiatives than general population.

Source: World Economic Forum , 2012 Edelman GoodPurpose Report

Do Millenials Care About Recycling?



Source: Coca-Cola Independent Social Issues Research, February 2014

Sustainable Packaging Strategy

Reduce

Recover

give it back™

Reuse

Renew

plantbottle™

up to 30% plant-based
100% recyclable bottle

redesigned plastic,
recyclable as ever.

Sustainability Design

Design for Recyclability

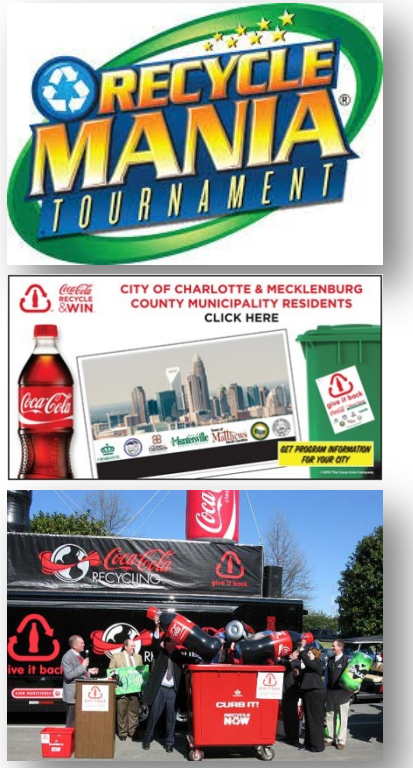
Plastic Film Recycling

Recycling Partnerships

Public Space

Partnering with Customers to Drive New Recovery

Partnering with communities to Expand Curbside Recycling



Educating and Inspiring Consumers to Recycle

Bin Grants Across Georgia in 2014

Atlanta Habitat for Humanity®

Georgia State University

East Georgia State College™

220,000

Bins Placed Nationally Since 2008

Public Space and Colleges Apply

http://www.bingrant.org

Columbus, GA Recycle and Win

20%

Estimated Number of Communities Spending >$1HH on Education

Closed Loop Fund

Stated Goal: Make Recycling Available to All Communities
Approach: Zero or low interest loans to communities

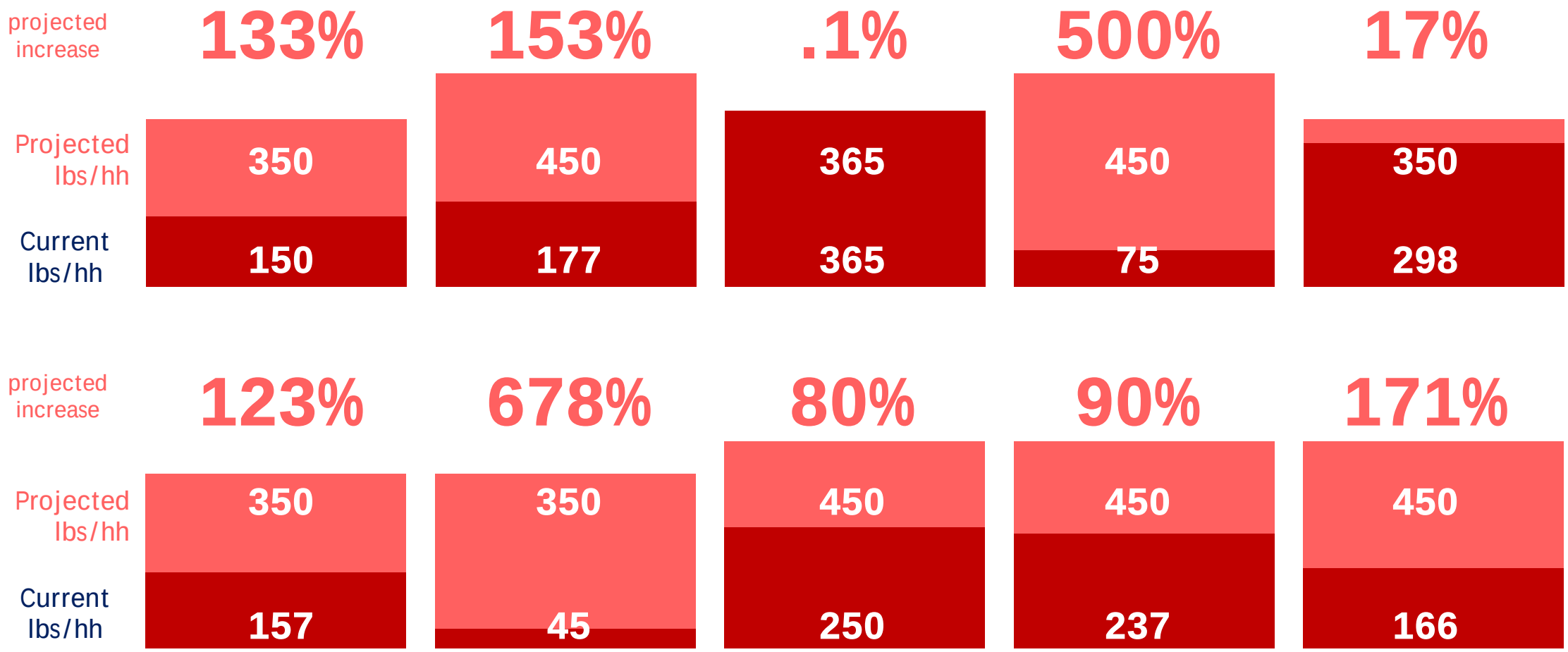
The Recycling Partnership

THE RECYCLING PARTNERSHIP
A Project of the Curbside Value Partnership

Partnership Highlights:

- Leverages grants and technical assistance to help transform the US curbside recycling system
- Goal of expanding recycling carts to residents
- Communities to provide matching funds

Do Metrics Matter?



Reduce Manufacturing Waste – “Target 100”

Targeting 100% landfill diversion… Said another way, this is our “zero waste” goal.

In 2013 alone, our North American manufacturing facilities diverted 95% of waste from landfills.

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