



world without waste
THE COCA-COLA COMPANY

OUR 2018 PROGRESS

Contents

03 [Introduction](#)

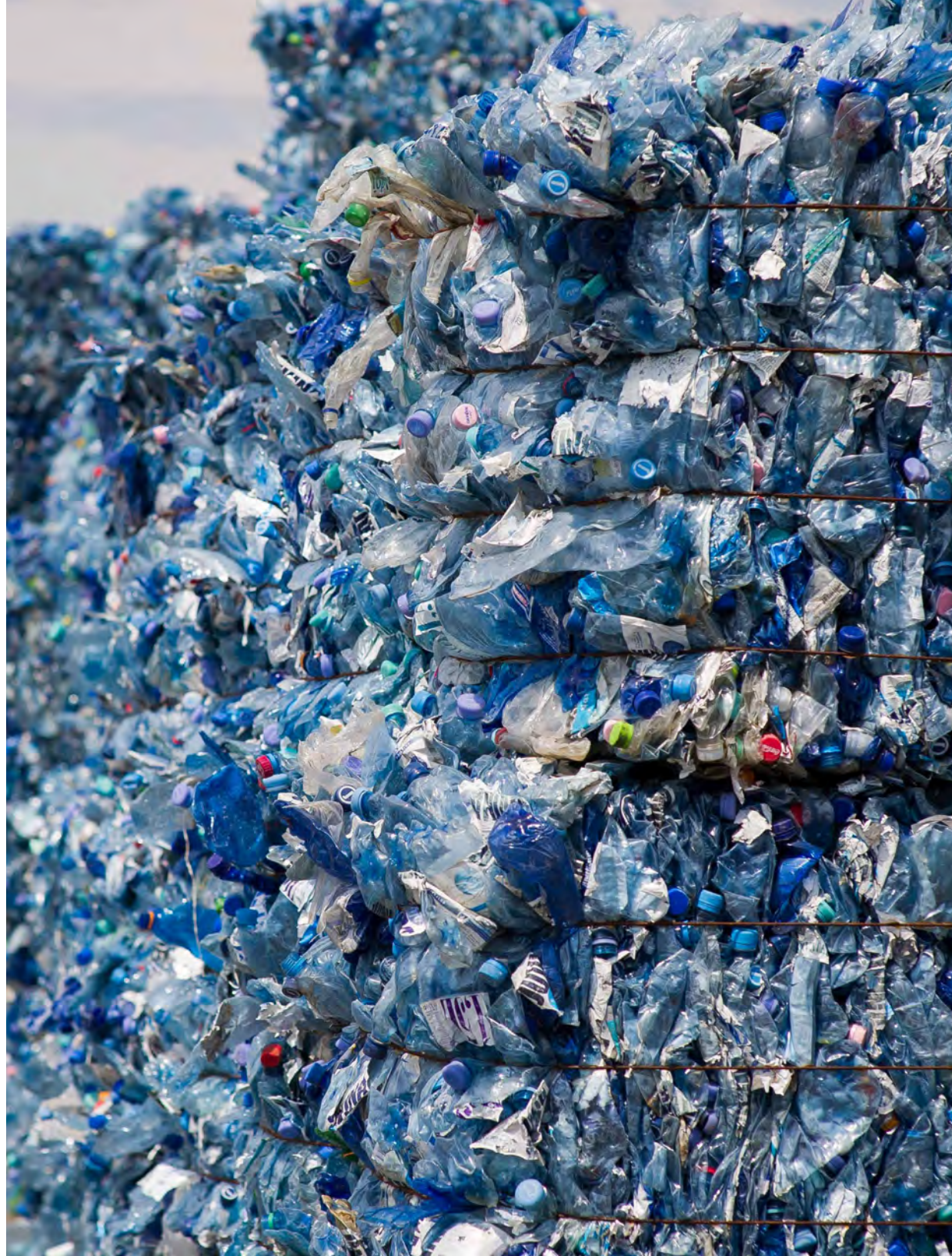
09 [Timeline](#)

12 [Chapter 1: Design](#)

20 [Chapter 2: Collect](#)

29 [Chapter 3: Partner](#)

37 [What's Next](#)



Introduction

For decades, The Coca-Cola Company has sought to operate sustainably and in an environmentally responsible way. We have taken our role as an environmental steward seriously, and it is ingrained in our corporate DNA to do business the right way, not the easy way.

Introduction

● In 2017, we took a fresh look at the problem of packaging waste—and we did not like what we saw. Plastic bottles, cans, and other containers kept ending up in our oceans and waterways or littering the communities in which we all live and work.

While we had made great strides in recyclability—with 88% of our packaging recyclable — we realized we had to do more to make sure our packages actually are collected and recycled.

So we gathered together and set ambitious goals around a central idea: to make the world's packaging waste problem a thing of the past.

We knew we needed to be ambitious because that is how we have successfully overcome other challenges. In 2007, for example, we were determined to return to the environment an amount of water equal to that used in our beverages and their production by 2020. And we delivered on that promise—five years early.

Our goal is to apply that same focus and energy to dramatically reducing the impact of packaging waste on the environment, in partnership with bottlers, environmentalists, regulators, retailers, and other key stakeholders.



Introduction

● That is why we launched our World Without Waste initiative. As a global company operating in more than 200 markets, we established three fundamental goals:

1.

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

2.

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

3.

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

Introduction

● We are striving to create a closed loop, so that old packaging can become new packaging. Whenever we sell an aluminum can or plastic bottle, we want to collect one back and make sure it has a second life as a new container or other useful item. Though we have made good progress, 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 (see “Partner”).

Introduction

While there was work being done across our system for years, we decided to act with greater urgency.

Not just for the health of our planet—but for the sake of our business. And like any goal we've ever had as a company, we strive for nothing less than complete success: a world without waste.

Introduction: By the Numbers

DESIGN



430,000

metric tons of carbon dioxide emissions—the equivalent of burning nearly a million barrels of oil—have been averted thanks to The Coca-Cola Company's PlantBottle® packaging.

88%

of The Coca-Cola Company's consumer packaging is recyclable—with a goal of 100% by 2025.

COLLECT



59%

of the bottles and cans The Coca-Cola Company introduced into the marketplace in 2017 were refilled, collected, or recycled—with a goal of collecting and recycling 100% by 2030.

74.9%

of the packaging material produced by Mexico in 2017 was recycled thanks in part to The Coca-Cola Company's partnership with the Mexican plastics industry.

PARTNER



\$15 MILLION

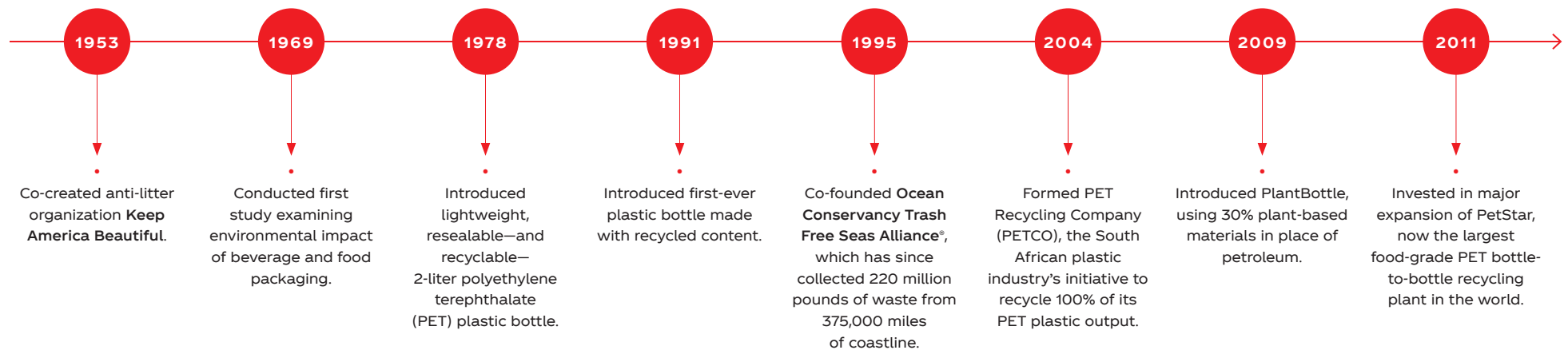
invested in **Circulate Capital** fund to drive solutions to prevent ocean plastic waste in South and Southeast Asia.

220 MILLION

pounds of trash have been removed from more than 375,000 miles of coastline since 1995 thanks to The Coca-Cola Company's partnership with the nonprofit environmental advocacy group **Ocean Conservancy**.

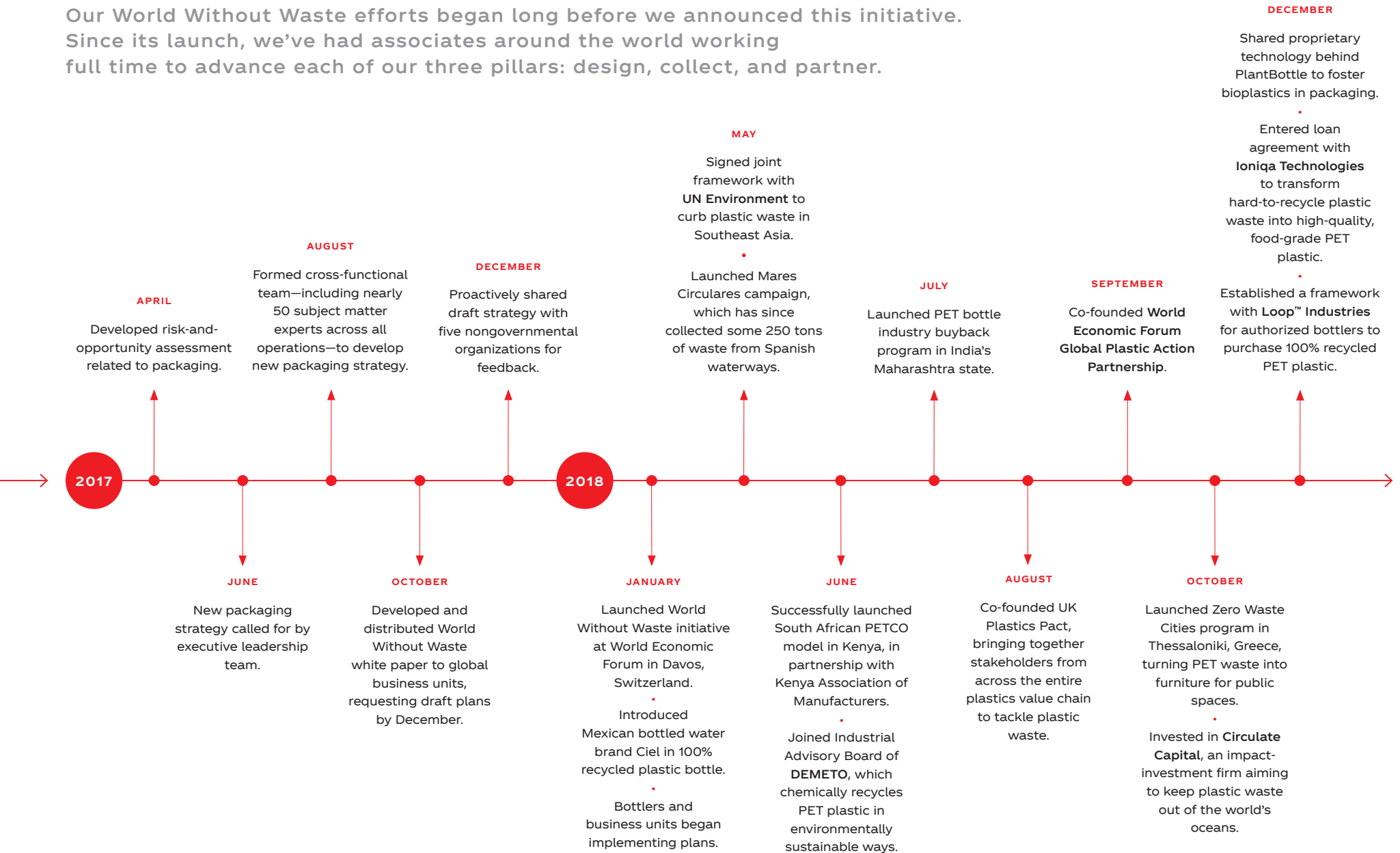
Timeline: Packaging History

The Coca-Cola Company has long engaged in sustainable packaging and recycling initiatives and is committed to doing even more.



Timeline: World Without Waste

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.





OUR GOAL BY 2030 IS TO COLLECT AND RECYCLE A BOTTLE OR CAN FOR EACH ONE WE SELL—AND TO MAKE OUR PACKAGING 100% 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 content.

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.



OUR PACKAGING
IS CURRENTLY
88% RECYCLABLE
AND THAT
PERCENTAGE IS RISING

Design: Our Progress

● Our packaging is currently 88% recyclable—and that percentage is rising.

In several markets, our water brands are sold in 100% recycled plastic bottles.

In Brazil, we are doubling the use of refillable PET plastic and returnable glass bottles.

Throughout Latin America, the percentage of recycled material in our packaging is growing. (It's currently 42% in Colombia; 25% in Costa Rica, Ecuador, El Salvador, Honduras, Nicaragua, and Panama; and 10.8% in Guatemala.)

And our patented PlantBottle technology—introduced in 2009—has been used in more than 60 billion packages worldwide.

PlantBottle is composed of 30% plant-based materials, reducing the need for petroleum and therefore reducing our carbon footprint.

In December 2018, we announced plans to share this technology with others around the globe. Our goal is not only to increase PlantBottle's impact but also to spur further innovation. A technology this good and this clean should be used as widely and effectively as possible.

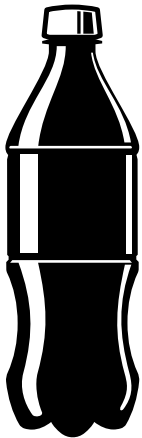


Design: PlantBottle

THE PLANTBOTTLE BREAKTHROUGH

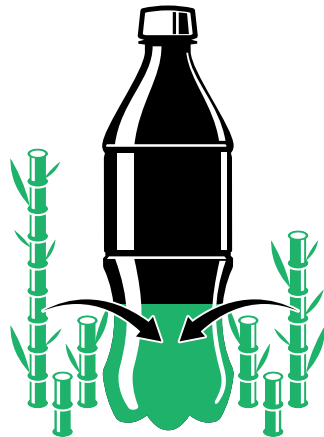
In 2009, The Coca-Cola Company introduced fully recyclable PlantBottle packaging partially made from plant-based materials.

1



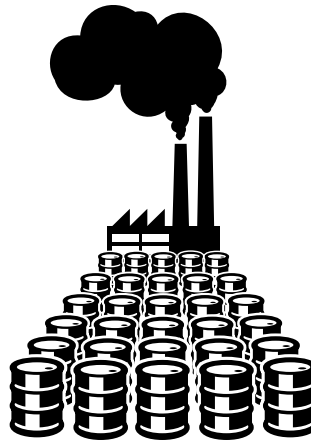
Instead of using petroleum to produce PET plastic bottles...

2



...nearly a third of PlantBottle packaging is composed of plant-based materials.

3



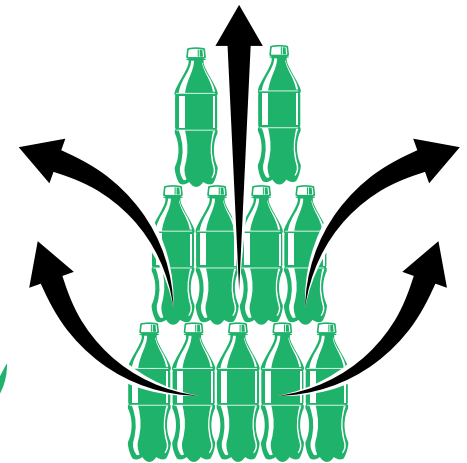
More than 430,000 metric tons of carbon dioxide emissions—the equivalent of burning nearly a million barrels of oil—have been averted thanks to PlantBottle packaging.

4



While PlantBottle currently uses plant-based materials derived in part from sugarcane stalks, we are working to source plastic from other plant residues with a goal of 100% petroleum replacement.

5



In December 2018, we announced plans to share this technology with others around the globe to increase PlantBottle's impact and foster further innovation.

Design: Second-Life Plastic

● The manufacture of PET plastic creates a carbon footprint that can be reduced if we use more recycled plastic in our packaging.

Obtaining sufficient and suitable recycled plastic is not as easy as it

may seem, however, so we are taking action to raise the share of recycled PET plastic in our packaging. We established a framework with **Loop Industries** for authorized bottlers to purchase 100% recycled PET plastic.

And we recently entered into a loan agreement with **Ioniqa Technologies** to transform hard-to-recycle plastic waste into high-quality, food-grade PET plastic. This critical technology will help us increase the share of recycled plastic in our packaging.

USING RECYCLED MATERIALS IN PET PLASTIC PRODUCTION **REDUCES THE CARBON FOOTPRINT BY UP TO 60%**



Design: Lightweighting

● The plastic packaging we use today is far lighter than glass, which makes it easier and less energy intensive to ship. But we are looking to bring that weight down even further, because every gram of plastic saved means less energy expended across our supply chain.

That said, lightweighting is a scientific challenge: How do you retain carbonation and freshness in a container with less to it? Our researchers around the globe are making impressive strides (see “Introducing: Dana Breed,” right).

One example is our tiny-but-mighty Affordable Small Sparkling Package. This 250-milliliter container, now being used in India and Indonesia, is the world’s lightest-weight, best-performing bottle—and it is 100% recyclable.

INTRODUCING

DANA BREED

Director of Packaging Research,
The Coca-Cola Company



• I’ve always been a passionate environmentalist. After getting my Ph.D. in chemical engineering, I began working in plastics for a chemical company. That might not seem like the best way to help the environment, but having a deep understanding of the materials involved is actually an advantage when working toward a solution to the world’s plastic waste problem.

Here at The Coca-Cola Company, I’ve had the opportunity to improve the environmental impact of packaging and to help oversee incremental but important changes on a global scale.

Our innovation team works on a range of issues, but our major initiative is to make our packaging 100% recyclable by 2025. We’re also trying to use less plastic and more plant-based resins in our bottles, while improving their ability to keep beverages fresh.

Of course, we’re just one of many companies looking to improve recyclables and recyclability. Our suppliers, competitors, and other companies are all working on this issue—and we’re eager to work with them.

We recently allowed other companies—including our competitors—to access the technology behind our fully recyclable PlantBottle packaging, made from up to 30% plant-based materials.

We are also working with outside firms to enhance our recycling technologies, so that we might repurpose materials otherwise lost to the packaging economy.

Both of these important initiatives have brought me back full circle to what I’ve always wanted to do—use my background to make the world a better, cleaner place.

Design: Delivery Innovation

● 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 mean a package?

When consumers use Coca-Cola Freestyle, for example—a touchscreen soda fountain introduced in 2009—they can bring their own container, saving money and the environment at the same time.

Best of all, users can mix and match some 165 different Coca-Cola drink products to customize their own beverage experience—all without introducing a gram of new packaging into our ecosystem.

More recently, we've introduced refillable, microchipped cups that interact with Coca-Cola Freestyle, allowing thousands of students at The Ohio State University and England's University of Reading to reduce their packaging footprint.

COCA-COLA FREESTYLE'S
SMARTPAK™ SYRUP
PACKAGING CONTAINS
UP TO **30% RECYCLED**
CONTENT

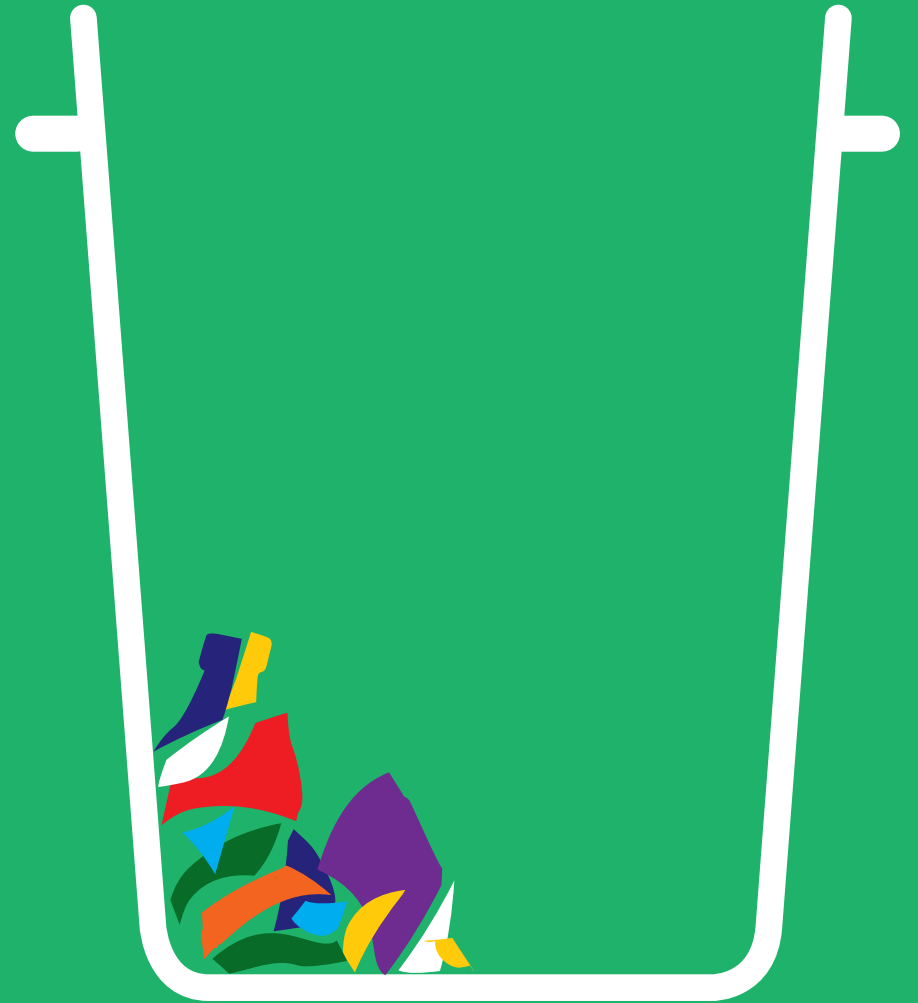




**WE ARE INVESTING IN
MORE-SUSTAINABLE PACKAGING,
ALONG WITH PACKAGELESS
DELIVERY TO FURTHER REDUCE
OUR CARBON FOOTPRINT.**

CHAPTER 2

COLLECT



Collect: Introduction

● Beverage and food containers are a critical part of our modern lives, yet the world has a packaging waste problem.

Too often nonrefillable packaging is discarded after just one use and ends up polluting the planet. And while we have worked to support recycling efforts, we recognize that as the global beverage leader we must do more—and so we are.

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.

It is a big goal—and we know it. Already, we are recycling or refilling 59% of our bottles and cans. Still, we have more work to do.

Although we are a global company, we have always operated 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.

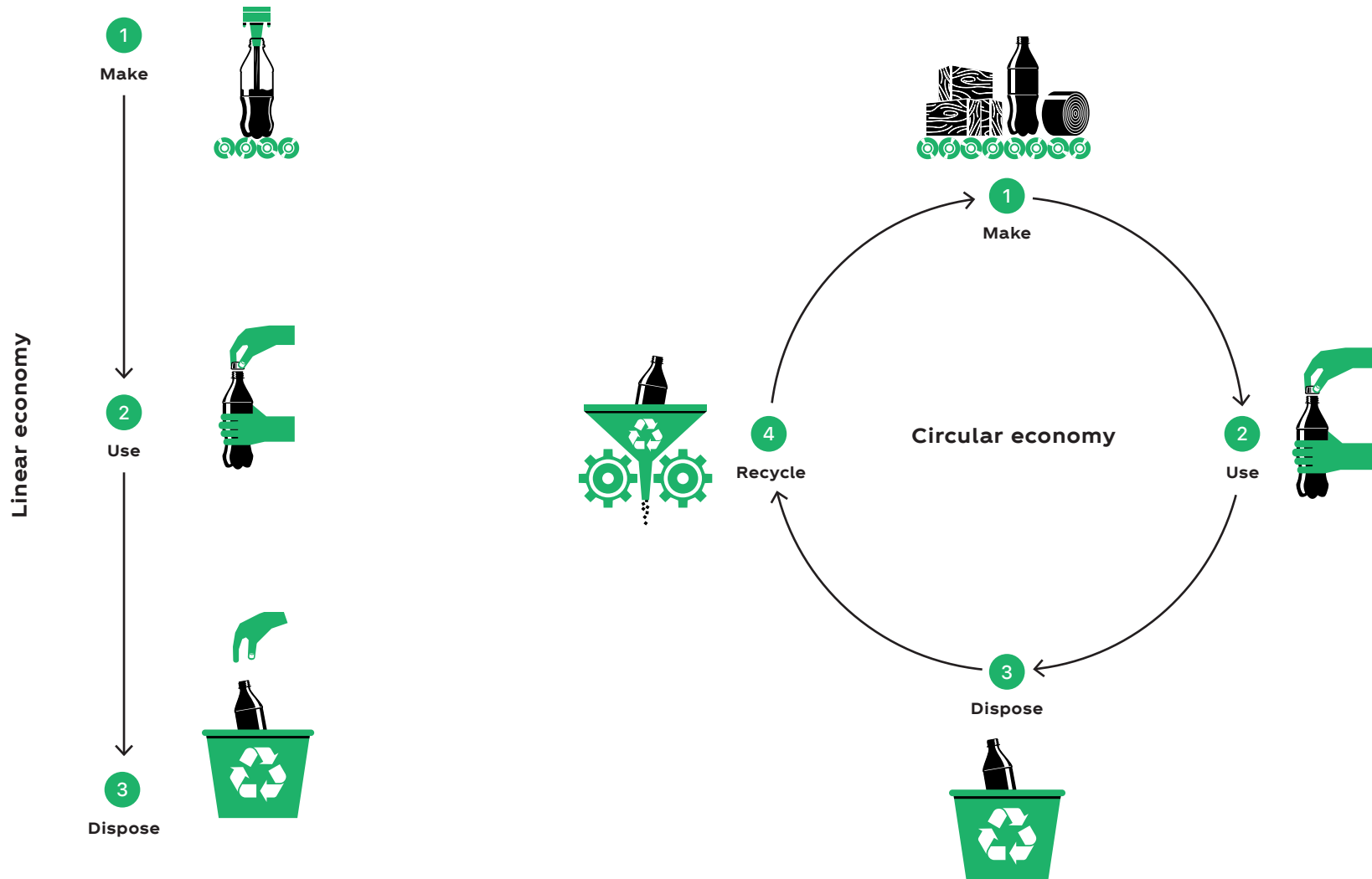
On the following pages are four such initiatives, ranging from a network of recycling cooperatives in Brazil to a total recycling solution in South Africa. Although each is tailored to its individual market, we are looking to apply the lessons learned from these and other successful initiatives to communities around the world.



Collect: 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: Brazil

The Network Effect

● In Brazil, we partner with 160 recycling cooperatives across the country through a program known as Recycle for Brazil. 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 2018, 68% of cooperatives achieved a higher classification standard.

Recycle for Brazil is an evolution of Coletivo Recycling. We decided to join forces with our biggest competitor, delivering greater investment and a stronger program while eliminating overlaps.

What's more, we are investing \$100 million Brazilian reais (about US\$25 million) to launch a “universal bottle,” returnable packaging that can be refilled with any flavor. Our goal is 50% refillable packaging by 2030—up from 20% today.



Collect: Estonia

An EU Success Story

● Throughout Central and Eastern Europe, we are working with government officials to combine a deposit-refund system with vigorous collection efforts and industry participation. Estonia, a relative newcomer to the European Union, for example, had to play catchup to meet the EU's recycling targets.

The country passed a mandatory deposit-refund law. However, in order to ensure the best possible outcome, Coca-Cola Hellenic Bottling Company committed to engaging in anti-littering and other public-education campaigns, enhancing postconsumer packaging collection, and more. The result? The recycling rate of municipal waste in Estonia jumped from 17.9% to 31.3% in a single year.

IN ESTONIA, THE RATE OF MUNICIPAL-WASTE RECYCLING ROSE 13.4 PERCENTAGE POINTS IN A SINGLE YEAR



Collect: Mexico

Leader in Packaging Recovery

● Mexico's packaging recovery rate now stands at more than 74%—the highest in Latin America and well ahead of Brazil (62%) and the United States (35%). The key? Industry collaboration.

Coca-Cola created a nonprofit environmental association in Mexico made up of 24 beverage and food companies, representing more than 80 brands. And in June 2018, dozens of people from across the Coca-Cola system traveled to learn best practices from PetStar, the largest food-grade PET bottle-to-bottle recycling plant in the world.

**MEXICO'S PET PLASTIC
RECOVERY RATE
JUMPED MORE THAN 50
PERCENTAGE POINTS
BETWEEN 2002 AND
TODAY**



Collect: South Africa

A Total Recycling Solution

● In the early 2000s, South Africa was choked with plastic waste, recycling rates were in the single digits, and the government proposed a package tax for beverage and food containers. We offered a more holistic approach:

- Promote the reuse of plastic in packaging and other end products;
- Provide infrastructure to recycling centers;
- Support collections by establishing a guaranteed floor for the price of recycled plastic;
- Create the PET Recycling Company (PETCO), the South African PET plastic industry's effort to self-regulate postconsumer PET recycling (see "Introducing: Casper Durandt," next page).

Through fees to PETCO, we support more than 50% of these efforts and contribute more in kind through event and marketing efforts to raise awareness of collections and giving away equipment such as bins, one-ton bags, scales, and trolleys.

Today, South Africa's recycling rate has risen to 67%, and the country is on the verge of becoming a closed loop—producing and recycling 100% of its PET plastic.

In 2018, we successfully launched the same approach in Kenya, and we are working to do so in Tanzania, as well.



Collect: South Africa

INTRODUCING

CASPER DURANDT

Head of Sustainable Packaging
and Agriculture, Coca-Cola Southern
and East Africa



A RECORD 2.15 BILLION PET PLASTIC BOTTLES WERE COLLECTED AND RECYCLED IN SOUTH AFRICA IN 2017

• To achieve more sustainable end-to-end recycling, what is manufactured in a market must also be collected and recycled in that market.

That's easier said than done. So we formed the PET Recycling Company (PETCO), the South African plastic industry's effort to self-regulate PET recycling. Our view is, if you make money from PET plastic, you should take responsibility for recovering PET plastic. It's as simple as that.

In order to do this effectively, you need to facilitate the buyback of plastic bottles. If you guarantee a market for your bottles, people will start collecting them. This can help create a more sustainable income opportunity for many South Africans currently without a job.

To date, PETCO has created some 65,000 income opportunities. A lot of these jobs yield only about R300 (around US\$25) per day—but bear in mind that more than half the population lives on less than R992 (around US\$75) per month.

As effective as buying back containers can be, you must also support a robust recycling infrastructure with “tools of the trade” such as collection bins, scales, cages, trolleys, and collection bags. Thanks to PETCO, in some cities there is a buyback center in virtually every suburb.

Coca-Cola supports PETCO financially, and PETCO in return subsidizes the buyback of every plastic bottle in South Africa. The PETCO model has proven that a voluntary model can be much more cost-effective than, say, a government-run deposit-return system.

More importantly, it ensures a closed loop when it comes to recycling. For every bottle made and sold, there will always be funds to buy it back—and to make sure it gets to a recycling plant so it can be used again.



WE HAVE ALWAYS OPERATED 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.

We have done this before. When we set out in 2007 to meet an ambitious goal to replenish 100% of the water we use, we knew we could not do it alone. So we partnered with a whole host of others to get the work done. And we met our goal—five years ahead of schedule.

If we are similarly going 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.

We take seriously our status as the global beverage leader. Much is expected of us—and we are aiming to deliver.

Before we announced our waste recycling and reduction goals, we consulted with not only all of 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 worked side by side with our bottlers, retailers, and suppliers to examine every aspect of our packaging and how to educate and inform consumers about adopting more environmentally responsible waste-management habits.

Partner: Education

● One powerful way to reach our recycling goals is through education and marketing. Whenever we engage in a local campaign to encourage collection and recycling, we pour resources into vital infrastructure and promoting good habits. Our campaign in Great

Britain—“Coca-Cola: A Bottle Love Story” (below right)—tells the story of two plastic bottles who fall in love after meeting again and again thanks to recycling. It is the first commercial ever made with 100% recyclable packaging. And the whimsical ad—shown online, in theaters, and on television—continues to reach a broad audience, with 1.4 million views on YouTube alone (and counting).

In the Netherlands, our “Across the Tracks” TV commercial and corresponding recycling label focused on getting consumers to recycle some 160 million packages. The campaign was subsequently rolled out across France, Sweden, and the United Kingdom.

“COCA-COLA: A BOTTLE LOVE STORY” HAS RACKED UP MORE THAN 1.4 MILLION YOUTUBE VIEWS (AND COUNTING)



Partner: Oceans

● Most of us are familiar with the horrific image of the so-called Great Pacific garbage patch. Closer to home, we all may have noticed debris on beaches or on a local lakeshore or riverbank. 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 with government and stakeholders in coastal economies to address plastic waste.

→ We are a founding member of and major contributor to **Ocean Conservancy Trash Free Seas Alliance**, a partnership that has helped result in 220 million pounds of trash being cleaned up from more than 375,000 miles of coastline since 1995.

→ We were an inaugural industry 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.

→ In Indonesia—the second-largest global contributor to ocean waste—we helped form an industry consortium to meet the goals of the Coordinating Ministry for Maritime Affairs' Plan of Action on Marine Plastic Debris.

→ We participated in the Association of Southeast Asian Nations' (ASEAN) multi-stakeholder workshop in Bali on marine debris and packaging waste.

→ And we worked with **UN Environment** to collect baseline data on Malaysia and Thailand. We subsequently hosted a workshop in Malaysia to share key learnings and discuss the waste

management landscape, postconsumer packaging material flow, and the case for global/local action.



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 a number of important ways.

→ For the past 10 years, The Coca-Cola Foundation has supported the **Keep America Beautiful/ Coca-Cola Public Spaces Recycling Bin Grant Program**, which has donated recycling bins to more than 1,000 communities nationwide.

→ The Coca-Cola Company is a major contributor to the **Closed Loop Fund**, a social-impact fund investing \$100 million to increase the recycling of packaging and products.

THE COCA-COLA
FOUNDATION **INVESTED**
MORE THAN \$5.6
MILLION IN COMMUNITY
RECYCLING EFFORTS IN
NORTH AMERICA IN 2017



Partner: Investment

INTRODUCING

ROB KAPLAN

Founder and CEO, Circulate Capital



• People think of ocean plastic as an environmental threat, but it's also an economic one. Plastic waste in our oceans hurts biodiversity, fisheries, and the tourist industry—to the tune of about \$13 billion a year.

It's an expensive problem, but that also makes it an economic opportunity. When we came up with the idea of **Circulate Capital**, our goal was to put the discipline of competition and investing to work in recycling and waste reduction.

The Coca-Cola Company was a founding investor in **Circulate Capital**, which we created in collaboration with **Closed Loop Partners**, **Ocean Conservancy**, and a few other like-minded companies. Coca-Cola put \$15 million behind our idea, and it was an early advocate within the industry. The company saw that we were trying to do something nobody else had attempted—to finance the value chains that turn plastics from a net cost into a net benefit.

Plastic pollution is a huge challenge, but we know where to start. Studies show that we can achieve a 45% reduction in plastic waste by improving collection and recycling infrastructure across South and Southeast Asia. That means if we incubate and invest behind the companies and ideas that can do this work, waste can be diverted away from the oceans and back into productive use.

The key is to take one of the biggest barriers out of the equation: access to capital. By putting real dollars on the table, we can accelerate and scale the best ideas and solutions. We know how to solve the problem of ocean plastic. It's time to make it happen.

THE KEEP AMERICA
BEAUTIFUL / COCA-COLA PUBLIC
SPACES RECYCLING BIN
GRANT PROGRAM HAS DONATED
RECYCLING BINS TO MORE
THAN 1,000 COMMUNITIES
NATIONWIDE

Partner: 10 Partnerships That Make World Without Waste Possible



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

A person wearing a brown jacket and a black beanie is seen from behind, standing in a field of discarded plastic bottles. The jacket has a white recycling symbol and the text "Plastic bottles are not trash." printed on the back. In the background, another person wearing a brown hat and a green scarf is partially visible. The scene is filled with a large amount of plastic waste, including many clear and colored plastic bottles, creating a blurred background. A solid blue rectangular shape is located on the right side of the image.

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 have always understood that the challenge of dramatically reducing packaging waste, while global in nature, would be addressed one nation, one region, one community at a time. That we would need to continually review our progress and refine our approach. And that ongoing support from our partners, public policymakers, and other key constituencies would be critical to our success.



What's Next: Accountability and Data

● From the beginning, we have turned to external groups for their counsel, course corrections, and constructive criticism. Their feedback has proven 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, we do not always have access to reliable, validated measurements of waste streams and public recovery and recycling rates.

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 from ourselves.

It has often been said that you can manage only what you measure. It is therefore 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.



What's Next: Public-Private Partnerships

● Governments are right to take on the problem of packaging waste, and we welcome a healthy dialogue with policymakers so industries can fully participate in the solution. The **World Economic Forum Global Plastic Action Partnership**—with our competitors and the Canadian and U.K. governments—is one critical example of the kind of public-private partnership that can yield creative ideas and powerful networks, with the scale necessary to take on the problem of packaging waste. Moving forward, we will continue to explore how such successes can be replicated elsewhere.

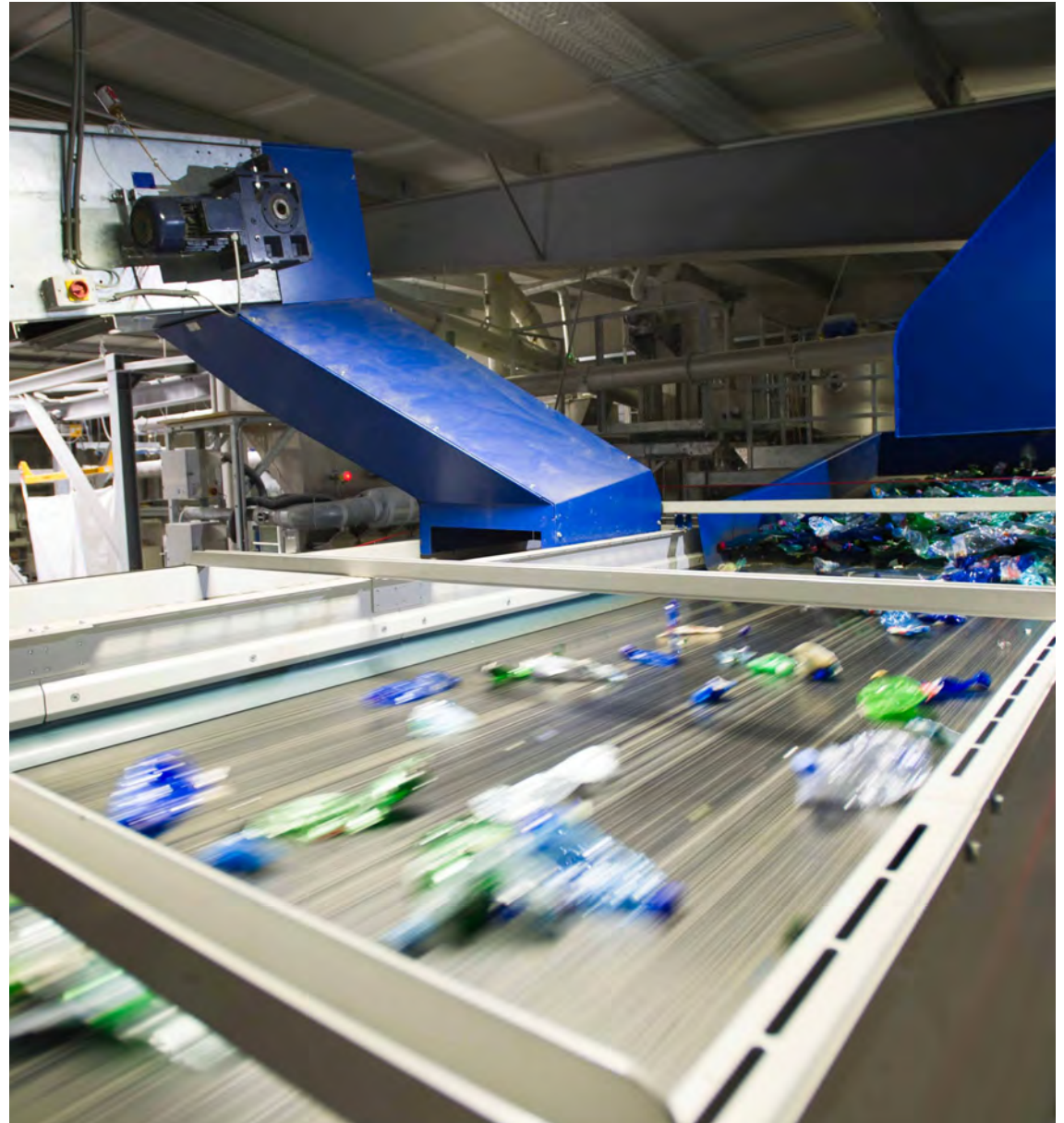


What's Next: Continual Improvement

● The problem of plastic packaging waste has gotten an enormous amount of attention, and rightly so—we all care deeply about the health of our planet. At The Coca-Cola Company, we welcome this increased attention, in part because it helps energize consumer response to the challenge, which is critical to our collective success.

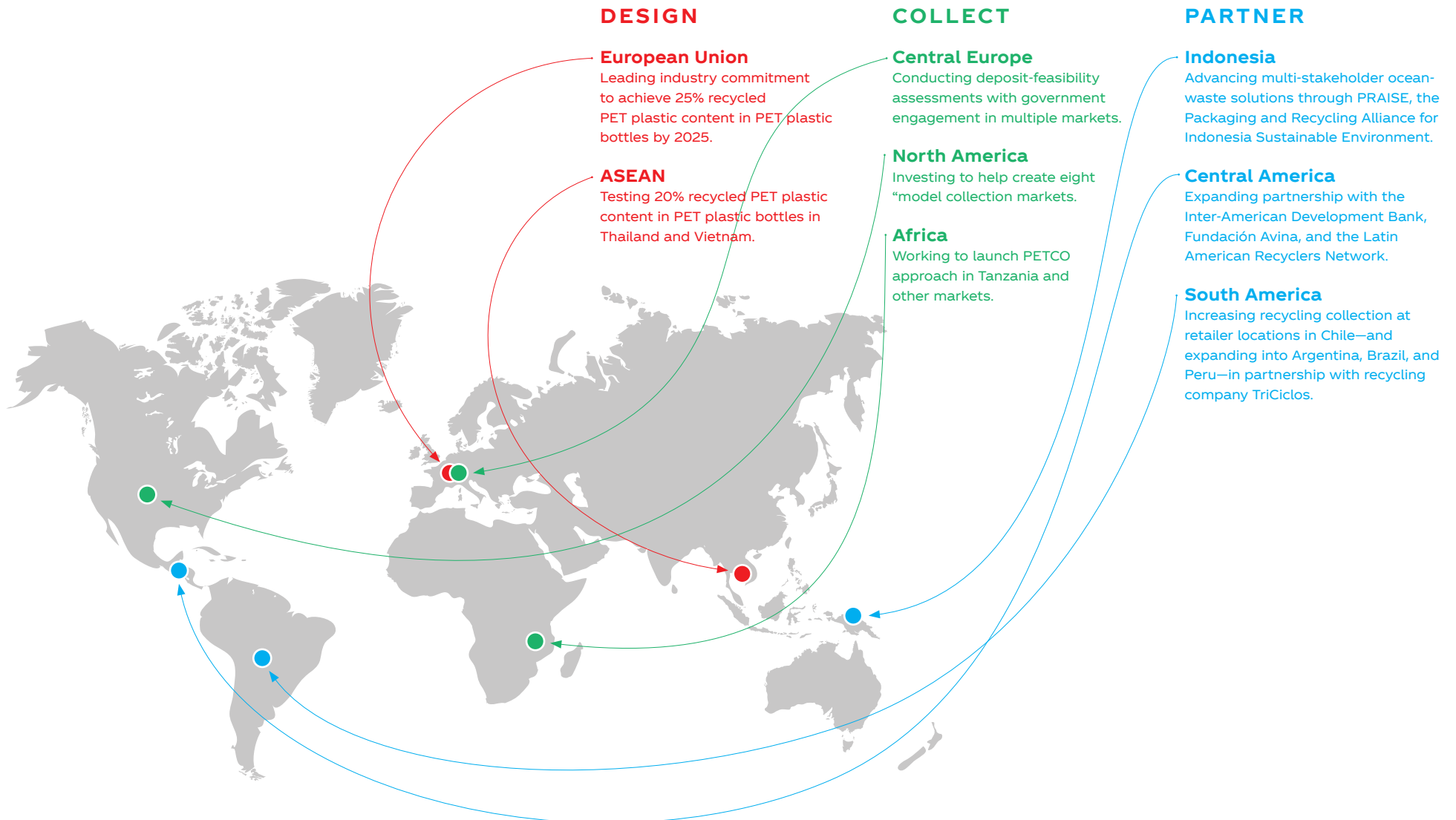
Toward that end, we will step up our efforts to help restaurants, retailers, and other sellers of our products to increase collection, promote recycling, and provide packageless delivery of our products wherever possible. What's more, our bottlers are looking at their entire supply chain for ways to 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 effect. And as we develop and encounter new best practices, we will continue to improve our approach—on our own and with our entire ecosystem of partners. After all, we are just getting started.



What's Next: Global Snapshot

As our business units continue implementing their strategies, we continue to learn, adapt, scale, and replicate where possible.





“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,

CEO, The Coca-Cola Company