

Sustainability: Essential to Our Business

In 2002, The Coca-Cola Company and six of our largest bottling partners developed a strategy for sustainability. That plan focuses on the role and impact of the Coca-Cola system in four key areas: workplace, marketplace, environment and community. We use this strategy to guide our approach to sustainability issues and to report our progress. To see how this strategy is adopted throughout the Coca-Cola system, visit the websites of some of our largest bottling partners (see page 65).

SUSTAINABILITY AT COCA-COLA

Our Company has always endeavored to conduct business responsibly and ethically. To us, sustainability means evolving our business for continued success, recognizing that the health of our business is directly linked to the health of the communities we serve.

Sustainability is a significant driver of value that offers meaningful long-term benefits for our business and society. In 2008, we elevated sustainability into our business growth agenda and we are now defining our objective as “accelerating sustainable growth to operate in tomorrow’s world.” As a result, we now include sustainability among the key criteria by which we evaluate our business plans and performance. We assess how we are improving our earnings and our competitive position, as well as how we are strengthening the sustainability of our business practices.

To achieve this, we are realigning our business model to match the interests of our business, society and environment, both in the short and long term. We are providing tools, training and planning for our associates and our business to make us more productive, efficient and effective. We are assessing everything—from our operations and our processes to how we work with partners and market our products—to see where we can build better, more effective systems and improve our overall productivity, so our business can continue to grow.

ROADMAP TO SUCCESS

We understand that integrating sustainability takes more than business processes alone. For sustainability to take root and thrive, we must develop the necessary capabilities and culture. We are building sustainability into the personal accountability and objectives of our associates and are committed to communicating about our sustainability progress to our external audiences and partners.

Our next step is to embed sustainability into our strategic planning process. As we evaluate business performance in our 2009–2011 planning cycle, we will assess our progress, determining whether we are meeting existing commitments, creating new shared value for our customers and partners, and engaging others through our leadership team.

OUR STRATEGY

Our sustainability strategy guides the Coca-Cola system’s focus on issues that have the greatest potential to impact our business.

WORKPLACE

Foster an open and inclusive environment based on recognized workplace human rights, where a highly motivated, productive and committed workforce drives business success through superior execution.

MARKETPLACE

Provide products and services that meet the beverage needs of our consumers, while providing sound and rewarding business opportunities and benefits for customers, suppliers, distributors and local communities.

ENVIRONMENT

Conduct our business in ways that protect and preserve the environment and integrate principles of environmental stewardship and sustainable development into our business decisions and processes.

COMMUNITY

Invest time, expertise and resources to provide economic opportunity, improve the quality of life, and foster good will in communities where we operate, through locally relevant initiatives.