

Environmental Stewardship: Building Green

Every aspect of the NEW World of Coca-Cola's® design, construction and operation was carefully planned to reflect The Coca-Cola Company's commitment to environmental and energy issues. The building was constructed in accordance with the United States Green Building Council's (USGBC) Leadership in Energy and Environment Design (LEED) standards. LEED encourages conscientious building design that places an importance on priorities that include recycling, reuse of resources and waste reduction.

One of the nation's few "green" buildings, the New World of Coca-Cola incorporates the latest advances in environmentally-friendly construction and design. As a high-performance, sustainable building, the attraction minimizes negative environmental impact, conserves energy, minimizes water use, and helps to protect natural resources.

Green at a Glance

- LEED encourages the voluntary development of high-performance, sustainable buildings
 - Fewer than 400 projects have achieved some level of LEED Certification; currently, nine of these projects are located in Atlanta, Ga
- The New World of Coca-Cola is the first building in The Coca-Cola Company system to be considered for LEED certification
 - The attraction was constructed on a previously developed industrial site in Atlanta, spurring additional downtown development and renewal
 - The building will help to educate millions of people around the world about the importance of energy conservation and environmental protection

Attraction Overview: Green Design and Construction

Features	Impact	Did You Know?
Reuse/Recycle		
<ul style="list-style-type: none">• Water efficient irrigation system	Conserves onsite water usage	50 percent of Atlanta's drinking water goes to irrigation
<ul style="list-style-type: none">• "Green" Materials:<ul style="list-style-type: none">– Recycled PET (material used for plastic bottles) bottles were used to make the carpet in the building– Wood products were sourced from timber managed in an environmentally-sensitive manner– 100 percent compostable cornstarch cups will be used in the tasting room– Bamboo, an environmentally friendly hardwood flooring alternative, is used in the beverage bar– Flooring in the retail area is made of recycled rubber	Conserves natural resources	20 percent of all materials used in construction of the New World of Coca-Cola are recycled 90 percent of construction waste was salvaged, reused or recycled

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Attraction Overview: Green Design and Construction *(continued)*

Features	Impact	Did You Know?
Reduce		
<ul style="list-style-type: none"> • “Cool” Landscaping: Light-colored paving, vegetated grounds and reflective roof 	Reduces the urban “heat Island effect,” that contributes to smog and ozone in Atlanta	<p>Buildings consume one third of all energy and two thirds of all electricity in the US</p> <p>Estimates indicate that Atlanta’s water supply will last only 20-30 years</p> <p>In 2005, The Coca-Cola Company conserved enough water globally to flush the toilets in their headquarters for more than 300 years</p>
<ul style="list-style-type: none"> • Building designed to optimize energy efficiency 	The building is 30 percent more energy efficient than standards required by the Georgia state energy code	
<ul style="list-style-type: none"> • Low-emitting paint, adhesives, sealants, and carpet 	Improves indoor air quality	
<ul style="list-style-type: none"> • Faucets, waterless urinals and other fixtures designed to reduce water consumption 	The attraction will use 30 percent less water than standard buildings	
<ul style="list-style-type: none"> • Bicycle storage facilities • Shower and locker room for employees • Close proximity to public transportation 	Encourages healthy, pollution-free alternative transportation options	
Green Education		
<ul style="list-style-type: none"> • Signage identifying green materials 	Public education	<p>During a single year of operation, the building will be used to educate more than 1 million people about the environment</p> <p>The company’s goal is for all guests to leave with heightened awareness of environmental issues</p>
<ul style="list-style-type: none"> • Green scavenger hunt 	Public education	
<ul style="list-style-type: none"> • Online teacher’s guide 	Public education	

Environmental Responsibility: The Coca-Cola Company

- Approximately 85 percent of the packaging used to deliver beverages globally is from four types of materials that are 100 percent recyclable: PET plastic, aluminum, glass, and steel
- Coca-Cola takes plastic bottle innovation to a new level with ‘recycling friendly’ caps, labels, inks, adhesives and bottle colors
- The Coca-Cola Company is actively participating in The Global Water Challenge, an emerging public-private partnership, to help bring safe drinking water and sanitation to the people who need it most
- In 2005, The Coca-Cola Company reduced global glass use by 52,000 tons – the equivalent of planting 8,000 acres of trees
- During the same year, Coca-Cola recycled or reused 937,000 of metric tons or 78 percent of solid waste produced in bottling plants
- Today, Coca-Cola is using recycled content PET in nearly 20 markets around the world and has established 20 community and watershed partnerships around the world

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