

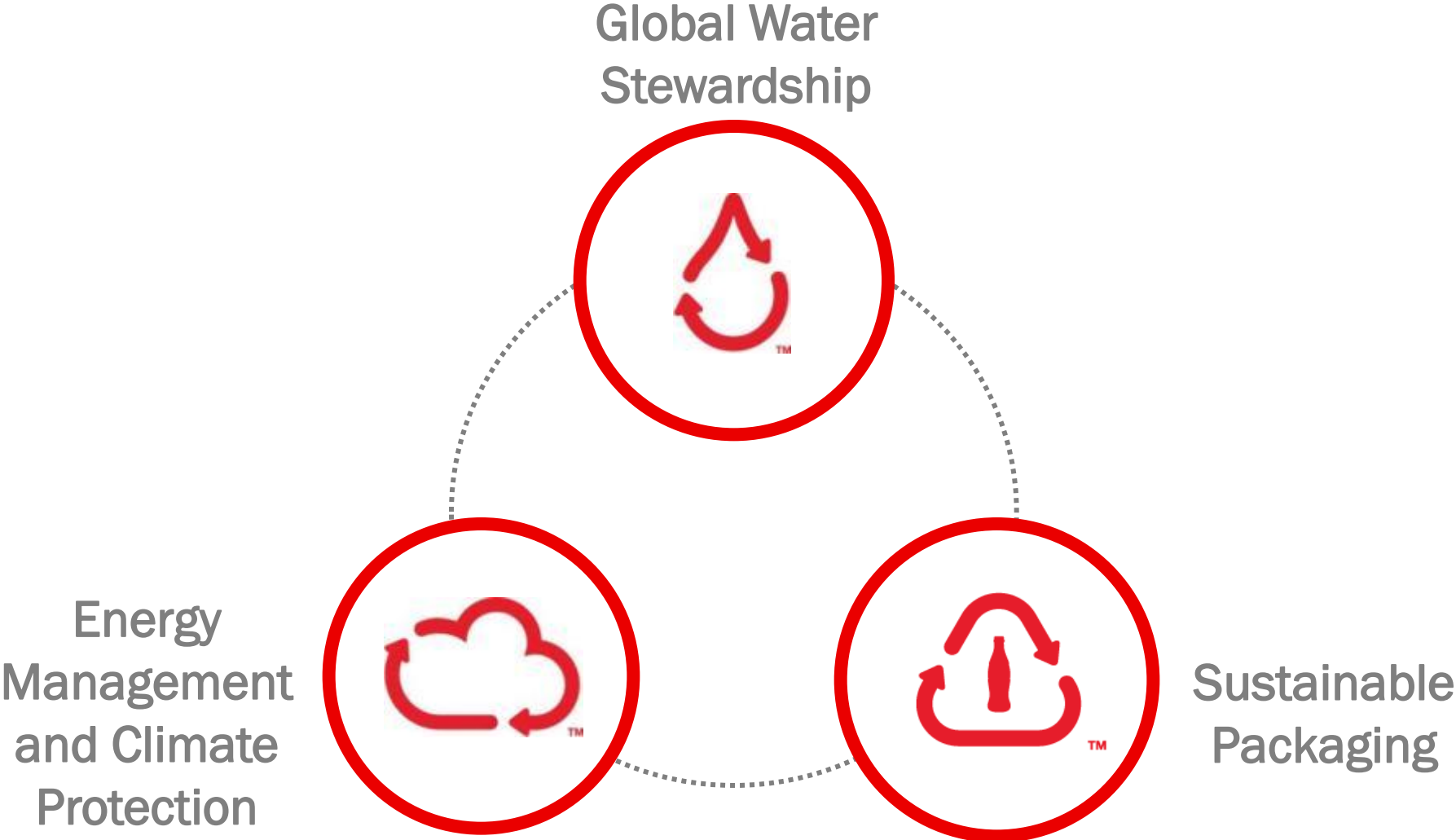
ELI Marine Debris

Seminar:

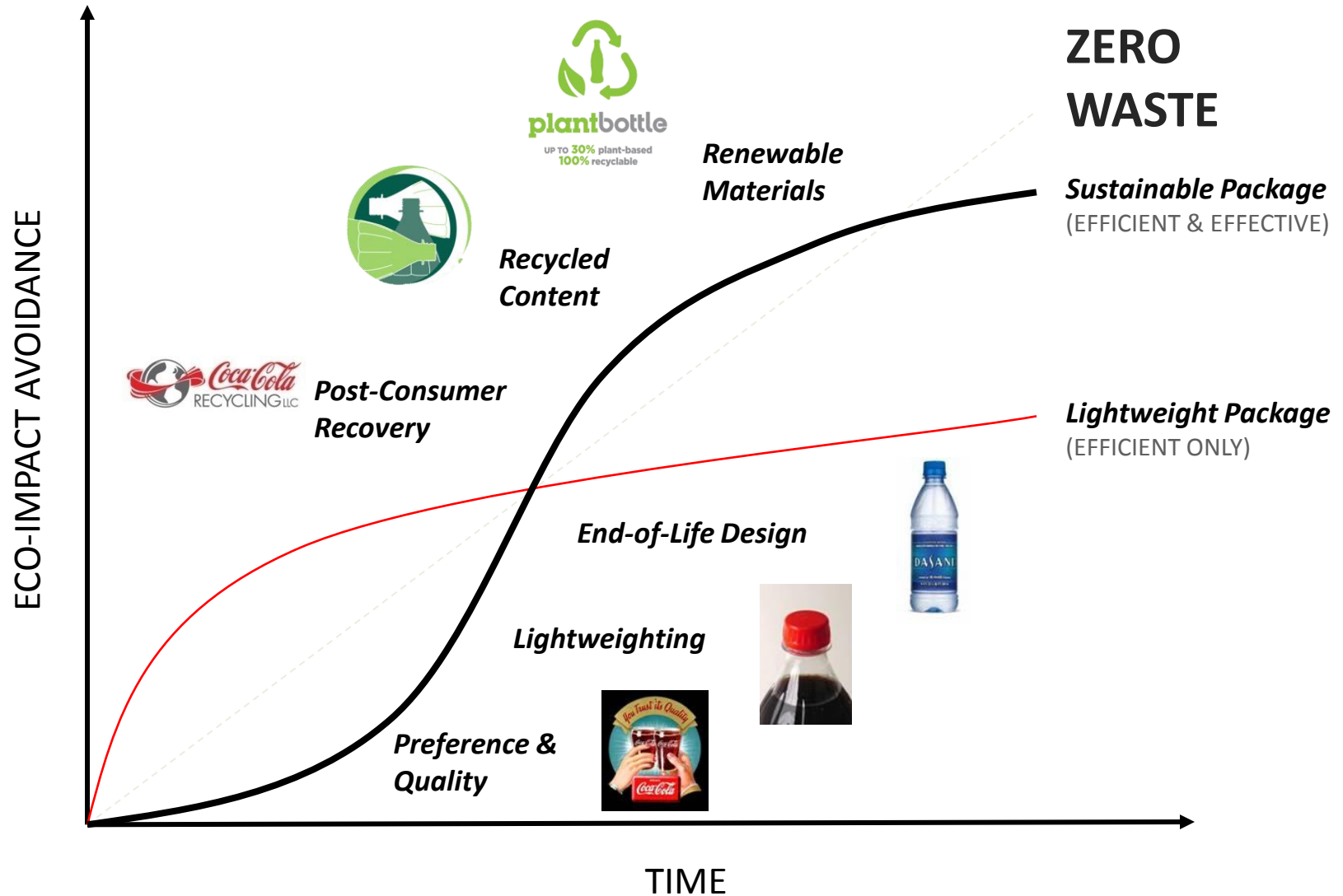
Sustainable Packaging



Coca-Cola's Strategic Environmental Priorities



Striving for Zero



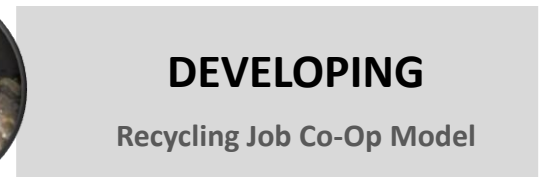
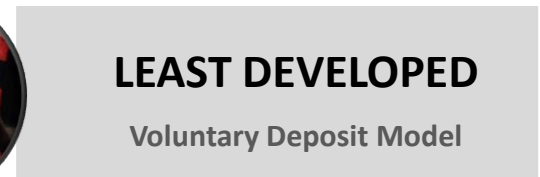
RECOVER



GOAL: Recover 50% of the equivalent bottles and cans sold by 2015

PROGRESS: Directly recovered 35-40% of the equivalent bottles and cans sold by the System worldwide last year

OPPORTUNITY: *Support efforts to expand effective comprehensive community recovery models & implement programs at all company-owned facilities*



Inspire:

Shaping the future by inspiring others to join our sustainable packaging journey

Amplify

We'll finish that for you.

Coca-Cola has big plans for that bottle when you're done with it. After all, we just built the world's biggest bottle-to-bottle recycling plant. Heck, we'll take other bottles, too.*



give it back

*Post-consumer beverage packaging usually is transported to and recycled at the most convenient facility to the local area. Therefore, packaging bearing "Coca-Cola" trademarks actually may not be recycled at a facility owned & operated by The Coca-Cola Company or its affiliates.

Engage Partners

How does a  become a t-shirt?

3 IN 1 INSIDE



RECYCLING: THE ACT OF HELPING A BOTTLE RE-FULFILL ITS HISTORY AND BECOMING SOMETHING GREAT AGAIN.

these drink 2 wear t-shirts are available on walmart.com



Inspire System

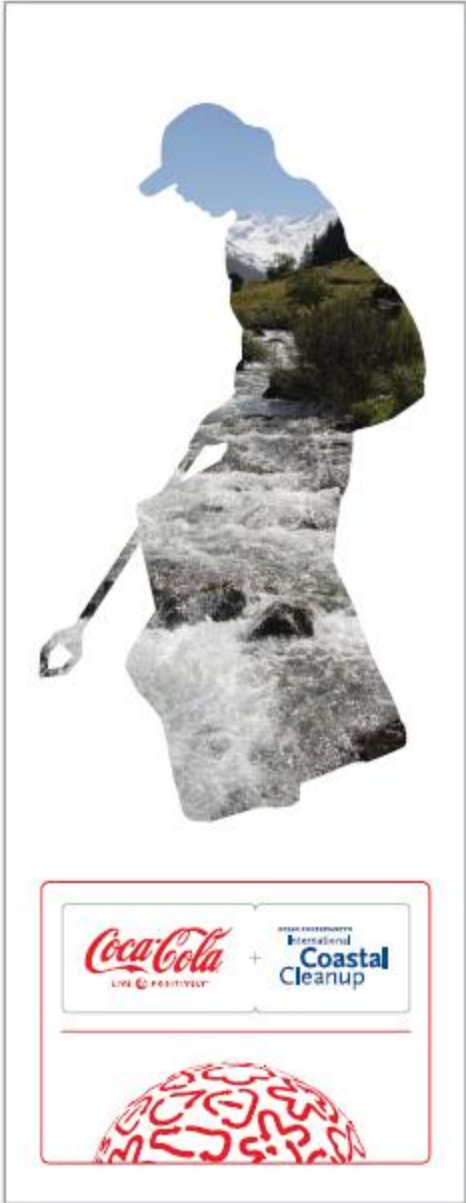


Local activation...

Global reach...



International Coastal Cleanup
September 25, 2010





Ocean Conservancy

A Solid Partnership

Partners

Media

Volunteers

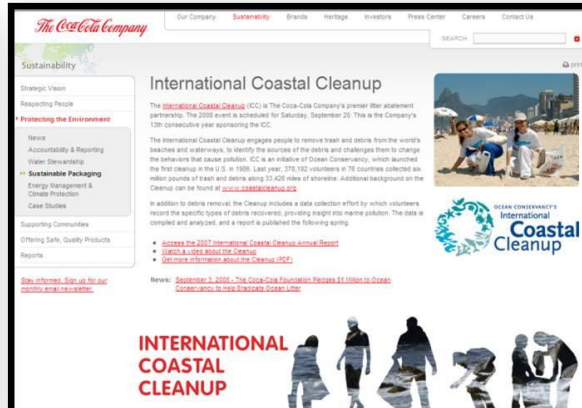


eco-facts

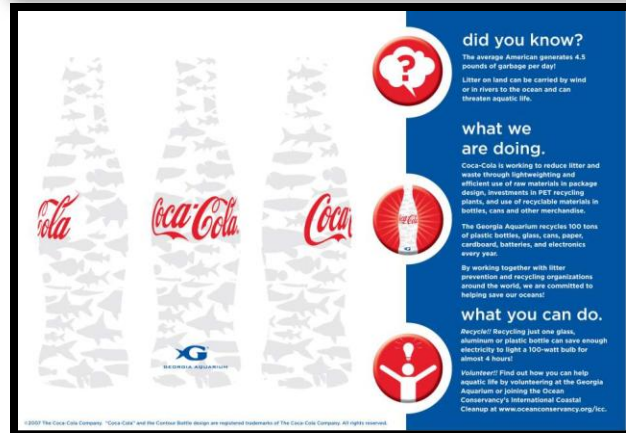
Join Coca-Cola this September for the Ocean Conservancy's International Coastal Cleanup — the world's largest volunteer effort to clean up the world's waterways.

To learn how you can make a difference in your community go to www.coastalcleanup.org

Ocean Conservancy **make it real.**



The Coca-Cola Company Sustainability page for the International Coastal Cleanup. It includes a search bar, navigation links, and a main article titled 'International Coastal Cleanup'. The article describes the event as the company's premier CSR statement and provides details about the 2008 event, including the number of volunteers and the amount of trash collected. It also features a sidebar with 'Sustainability' links and a 'make it real.' logo at the bottom.

Infographic titled 'did you know?' featuring three Coca-Cola bottles. The text provides environmental facts: 'The average American generates 4.5 pounds of garbage per day', 'Litter on land can be carried by wind or to rivers by the ocean and can threaten aquatic life', 'Coca-Cola is working to reduce litter and waste through lightweighting and efficient use of raw materials in package design, investments in PET recycling plants, and use of recyclable materials in bottles, cans and other merchandise', 'The Georgia Aquarium recycles 100 tons of plastic bottles, glass, cans, paper, cardboard, batteries, and electronics every year', 'By working together with litter prevention and recycling organizations around the world, we are committed to helping save our planet', and 'what you can do. Recycle! Recycling just one glass, aluminum or plastic bottle can save enough electricity to light a 100-watt bulb for almost 4 hours. Volunteer! Find out how you can help aquatic life by volunteering at the Georgia Aquarium or joining the Ocean Conservancy's International Coastal Cleanup at www.oceanconservancy.org/lcc.' The Ocean Conservancy logo is also present.



Website screenshot for EcoWorldly. The main article is titled 'Facts and Figures Why Water Could be Worth Fighting For' by Sam Aola Ooko, published on September 12th, 2008 in Africa, Global. The article discusses water scarcity, stating that over one billion people lack access to safe drinking water worldwide and that about 700 million people in 43 countries are affected by water scarcity. It also mentions that in another few years, access to safe drinking water will be a priority for 3 billion more people. The website includes a 'REGISTER NOW Passive Solar Design' banner, a search bar, and a 'Find out more' button.



50,000+ volunteers
35 countries



Opportunities Ahead

- 25th Anniversary of Cleanup in 2010
- Greater Global Reach
- Social Networking Opportunities
- Working Towards Solutions – Policy and Behavior Change
- Building a Stronger Partnership With All Partners





thank you

thank you for recycling