

Mexican Coca-Cola Industry reaffirms its sustainable approach with returnability, collection and recycling

CE Noticias Financieras English

May 24, 2021 Monday

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Body

Recycling is one of the actions that the Mexican Coca-Cola Industry (IMCC) takes very seriously, to the point of being considered as the main recycler of PET food grade in the país; In addition, it recently announced an investment equivalent to 11 billion pesos, with which it seeks to redouble efforts in the creation of infrastructure and job creation at a firm pace: A plan at three years and with actions oriented to the sustainable development of Mexico.

This will drive, in addition to returnability, collection and recycling initiatives, aimed at achieving a World Without Waste, to raise the social value of the collection chain around the nation.

Reducing waste in the country is a priority issue

Recycling, vital to the planet, also boosts the generation of work, currently generating more than 2 thousand 900 direct jobs and above 35 thousand indirect jobs, so among the goals set out in IMCC's investment, it is proposed to increase working opportunities within the recycling chain and the supply of valuable waste by 51%; this will directly impact the economic growth and well-being of thousands of Mexican families.

"We continue to evolve, always committed to the sustainable development of Mexico, with our partners and allies. Is this investment a great opportunity to grow together and be part of the positive impact that benefits millions of Mexicans" I assure you? Roberto Mercader, President of Coca-Cola Mexico.

It will have a positive impact on the planet and millions of Mexicans

Historic commitment

IMCC works by building close and long-term relationships with producers and recoverers, a key part of its efforts for a #MundosinResiduos.

The reduction of waste in the environment, the saving of non-renewable natural resources, the generation of jobs and inclusive recycling that provides opportunities throughout the value chain, will be the priority issues to be covered by this historical commitment that it generates social, environmental and economic benefits throughout the national territory.

To find out

-They aim to make their packaging 100% recyclable by 2025.

-Coca-Cola profiles that by 2030 a bottle or can will be collected and recycled for each bottle they sell.

For more information visit www.coca-colamexico.com.mx

Load-Date: May 25, 2021

Mexican Coca-Cola Industry reaffirms its sustainable approach with returnability, collection and recycling

End of Document

RECYCLING: Sierra Club sues Coca-Cola, plastic water bottlers

Greenwire

June 17, 2021 Thursday

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Body

The Sierra Club today sued companies that bottle brands like Dasani, Poland Spring and Niagara, alleging their bottles are falsely advertised as "100% recyclable." "Today's lawsuit is an important step toward ending the unchecked use of plastic that cannot be recycled," Sierra Club Executive Director Michael Brune said in a statement. "This misinformation campaign seriously harms our ability to collectively create a livable planet and a sustainable future."

Lawyers for the advocacy group are filing two lawsuits, one on behalf of the group and one on behalf of consumers. Both lawsuits allege that Coca-Cola Co., Niagara Bottling LLC and BlueTriton Brands (formerly Nestl  Waters North America Inc.) violate California's Environmental Marketing Claims Act. A spokesperson for Coca-Cola said the company does not comment on pending litigation. Niagara and BlueTriton did not respond to a request for comment by publication time. The water bottles at issue are made with polyethylene terephthalate (PET), and at least 28% of all PET bottles are considered contaminated or lost in processing. That means the water bottles by definition couldn't be "100% recyclable," the Sierra Club contends. The group also says that the labels on plastic water bottles, made out of a polypropylene film, and some polypropylene bottle caps are not recyclable. The Sierra Club is asking courts to stop the bottlers from using the "100% recyclable" label and to compel cash refunds for consumers, arguing that the number of bottles sold and their prices were inflated by the label. Judith Enck, a former regional EPA administrator and president of Beyond Plastics, said the recycling labels are a "public relations scheme" designed to deceive consumers. "Quite honestly, we need companies to stop lying about the recycled content and recyclability of their products, and we need state regulators to start enforcing the law so consumers are not misled," Enck said. Advocates have long been frustrated by recycling labels on plastics products. Two-thirds of consumers interpret the three chasing arrows symbol found on many consumer plastic products as a signal to recycle, according to a study by the industry-backed Consumer Brands Association. But the symbol, used by the plastics industry since 1989, instead merely indicates what type of plastic resin the marked product is composed of. Currently, about 8.5% of all plastics and 28% of PET bottles are recycled in the United States, rates that are below those for other commonly recycled materials like paper (68.2%) and aluminum cans (50.4%), according to EPA data. "For far too long, the plastic industry has taken advantage of consumer confusion as to what is actually recyclable and what is not," said Sierra Club California's policy advocate, Lauren Cullum. "Their exploitation of a broken system must end now."

Load-Date: July 15, 2021

Coca-Cola Promotes Environmental Sustainability With Recycling Scheme Initiative

Nigerian Tribune

April 18, 2021 Sunday

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Length: 390 words

Body

Coca-Cola Nigeria has launched a recycling scheme designed to empower communities while the leading total beverage company partnered with Initiative for the Advancement of Waste Management in Africa (W.A.S.T.E Africa) and Mental and Environmental Development Initiative for Children (MEDIC) to formally kick-off its 'Cash 4 Trash' initiative at the Badore Jetty, Lagos.

In her opening remarks, Director of Public Affairs, Communications and Sustainability, Coca-Cola Nigeria, Nwamaka Onyemelukwe said, 'A greener environment remains a priority area for Coca-Cola as evidenced by the numerous initiatives launched and supported by The Coca-Cola Foundation. The Cash 4 Trash initiative presents an opportunity for us to ensure a reduced carbon footprint across Nigeria and an improved attitude towards waste management.'

'Cash 4 Trash is an initiative that not only ensures our streets are clean, but also provides monetary rewards to individuals. The incentivised nature of the project will ensure buy-in from all stakeholders and reconcile the best interests of all parties involved,' she added.

Also, speaking at the event, the Founder of MEDIC, Doyinsola Ogunye remarked, 'It is a pleasure working with The Coca-Cola Foundation and W.A.S.T.E Africa to directly impact the lives of women and youths. We believe that with this initiative, even young children will imbibe the culture of waste management within the community. With the Cash 4 Trash Initiative, the whole community has a role to play in ensuring the economic and environmental wellbeing of the society.'

'This development follows the official launch ceremony which was held in August 2020 where The Coca-Cola Foundation, the philanthropic arm of The Coca-Cola Company, partnered with W.A.S.T.E AFRICA to launch its novel 'Cash 4 trash' initiative in 5 communities across Abuja, FCT. This bold initiative is targeted at promoting a waste-free world through waste recovery, recycling, and economic development.

Present at the launch event were the Secretary Eti-Osa East LCDA, Hon. Sanni Saheed; Supervisory Counselor Chieftaincy and Community Affairs Eti-Osa East LCDA, Hon. Agbalaya Abiodun; Founder EMR Consult, Wunmi Ogunde; Founder MEDIC, Doyinsola Ogunye; and Director of Public Affairs, Communications and Sustainability, Coca-Cola Nigeria, Nwamaka Onyemelukwe amongst others.

Load-Date: April 21, 2021

Coca-Cola Promotes Environmental Sustainability With Recycling Scheme Initiative

End of Document

How The Coca-Cola Company's Recycled Bottle Redesign is Progressing Sustainability Efforts

waste360.com

February 9, 2021

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Length: 1668 words

Byline: Stefanie Valentic

Body

The Coca-Cola Company has some news to share. The beverage and snack manufacturer is shifting to 100% recycled polyethylene terephthalate (rPET) plastic bottles across its drink portfolio.

Beginning in February 2021, the company's brands including Coke, Coke Zero Sugar, Diet Coke and Fanta will now come in a new, 13.2oz bottle designed to be sippable and reduce the amount of plastic used. Coca-Cola was first introduced in 1886 and has since become one of the most iconic, recognizable drinks in the world.

The shift to reduce plastics is part of the Atlanta-based company's 2018 global goal to create a World Without Waste, says Alpa Sutaria, vice president and general manager of sustainability for Coca-Cola's North America Operating Unit. The company aims to make 100% of its packaging recyclable by 2025 and to use 50% recycled content by 2030. The bottle redesign is a step forward to achieving this goal.

"Achieving a World Without Waste starts with design," Sutaria says. "We design our bottles for recyclability and reuse so that when they are collected and recycled, they can have many lives including as new bottles and cans. We are actively developing a circular economy for our bottles and cans – by increasing our use of recycled materials. This reduces our use of virgin PET (plastic) and reduces the environmental impact of our packaging."

The company has been collaborating with partners such as The Recycling Partnership, The Closed Loop Fund and Keep America Beautiful to boost recycling across the United States. It recently invested more than \$17 million in recycling programs and infrastructure and placed more than 1 million recycling bins across the country.

In a Q&A with Waste360, Sutaria discusses The Coca-Cola Company's sustainability initiatives.

Waste360: How long has this plan been in development? What factors went into deciding the switch to new packaging, including consumer demand?

Alpa Sutaria: In 2018, we announced ambitious goals to achieve a World Without Waste by collecting and recycling the equivalent of one bottle or can for each one we sell by 2030. We also pledged to make all of our packaging recyclable by 2025 and use 50% recycled content by 2030. The innovations that we've announced today are all part of our progress toward that goal.

How The Coca-Cola Company's Recycled Bottle Redesign is Progressing Sustainability Efforts

Around the world, including in the United States, we deliver our beverages in a range of packaging including PET, aluminum, glass, refillable and packageless. We are exploring and expanding on all of these systems to ensure that The Coca-Cola Company is delivering refreshments to consumers in the most environmentally sustainable way. By rolling out this new suite of products made from 100% recycled materials* in our flagship market, we're one step closer to achieving our goals to create a circular economy for our packaging.

Waste360: What is the process and timeline to rolling out the new bottles across all product lines?

Sutaria: Starting this month and rolling out over the next several months in California, the Northeast and Florida, our most iconic and biggest brand, Coca-Cola, will launch an all-new, 13.2oz bottle made from 100% recycled material (not including the bottle's cap and label) - conveniently sized in a more sippable package while reducing our use of new plastic.

As part of a portfolio approach, starting this month and continuing throughout the year, we are also introducing 20oz bottles made with 100% recycled material* across Coca-Cola trademark and Diet Coke in California, New York and Texas. In addition, this summer, smartwater will be launching 20oz 100% rPET bottles* in New York and California, with DASANI available in these states plus Texas.

The bottles can be purchased at convenience retail stores, and will be available nationwide for consumers to purchase this summer. You can find an infographic of the overall timeline [here](#).

Waste360: Were there any challenges to completely changing the packaging design while simultaneously making it more sustainable? If so, please explain.

Sutaria: Developing a new bottle made from 100% rPET was a challenge. It took us about 9 months to get to a point where we had designed a bottle that could not only meet the packaging performance required for a carbonated beverage, but also, once tested with consumers, we had a final product they were happy with. One of the biggest challenges in creating this bottle is procuring enough clean, food grade recycled plastic to be able to make enough of these sustainable bottles.

Waste360: What opportunities does this new design provide across its product lines?

Sutaria: The biggest opportunity is that our new packaging made with 100% recycled PET material* decreases our use of new plastic, decreases carbon emissions and accelerates progress towards our World Without Waste goals. Through our portfolio of 100% rPET packaging*, we are reducing the use of new plastic by more than 20% across the portfolio in North America compared to the amount of plastic used in 2018. Using internal company tools and analyses, it is estimated that this effort in the United States represents a 10,000 metric ton reduction in GHG emissions annually. This is the equivalent of taking 2,120 cars off the road for one year. Each of our 2021 actions gets us even closer to achieving our ambitious goals.

Waste360: Besides 100% recycled plastic (rPET), is Coca-Cola exploring any other materials including ones that are biodegradable?

Sutaria: We are determined to innovate and develop products and technologies that will minimize our collective impact on the environment. We are expanding the use of packageless solutions through the DASANI purefill and Coca-Cola Freestyle dispensed beverages. Around the world, we deliver our beverages in a range of packaging including PET, aluminum, glass, refillable and packageless. We are exploring and expanding on all of these

How The Coca-Cola Company's Recycled Bottle Redesign is Progressing Sustainability Efforts

systems to ensure that The Coca-Cola Company is delivering refreshments to consumers in the most environmentally sustainable way. We will continue to increase the use of recycled materials while innovating to develop products and technologies that will minimize our collective impact on the environment.

Waste360: Can you please explain how the color of this packaging makes it easier to recycle?

Sutaria: There is a slight tint to 13.2oz 100% recycled plastic, which has to do with the fact that these bottles are made from recycled plastic and it is challenging to make the plastic perfectly clear. Clear or blue-tinted PET bottles are necessary to make new bottles made from recycled PET. All other colors of PET cannot be recycled remade into bottles because it contaminates the rPET stream. For this reason, we also are introducing a new 13.2oz bottle made from 100% recycled material* in a new, clear package in the Northeast, Florida and California this month.

Waste360: In addition to the "Recycle Me Again" message, will there be other efforts made to educate consumers about Coca-Cola's new bottle and sustainability efforts?

Sutaria: We want to inspire everyone to join us in reducing waste, so we're encouraging people to recycle their bottles and cans with the largest on-package messaging effort ever by The Coca-Cola Company. There will be four touchpoints of recycling messaging on our packages, including on the cap and a few messages on the label. As you mentioned, each 13.2oz 100% rPET package* will feature a "Recycle Me Again" message on the label to inspire people to take action and recycle their bottles so that they can be remade into new ones. The goal is for consumers to recycle these recyclable bottles* so that they can be used again and again as raw material for more new bottles, supporting closed-loop recycling systems and circular economies for PET. This message will also reach consumers through billboards, radio ads, and in-store marketing materials.

Waste360: What other efforts is Coca-Cola working on to increase circularity within the company?

Sutaria: The Coca-Cola Company is helping to drive a circular economy for plastics by creating more demand for recycled content, while also incentivizing the collection of recyclables. We're investing in community recycling programs and infrastructure across the United States. We've set a clear goal for our business to recover and recycle a bottle or can for every one we sell and use 50% recycled content in our packaging by 2030.

We know we need to work with many partners from industry to NGOs to government and consumers to achieve this goal. The company has invested more than \$17 million in the United States to support recycling infrastructure and education in thousands of communities in partnership with NGOs as well as government and industry entities. Through our industry association, The American Beverage Association, we've invested in a \$100MM fund to support community recycling programs across the United States. The Coca-Cola Company is also a member of the Ellen MacArthur Fund's The New Plastics Economy, an initiative to build momentum towards a plastics system that works. Applying the principles of the circular economy, it brings together key stakeholders to rethink and redesign the future of plastics, starting with packaging.

Waste360: Where does Coca-Cola see itself in the sustainability movement in the next 3-5 years as more beverage companies move to recyclable packaging?

Sutaria: This innovation reflects the commitment from team's across our organization to create sustainable solutions that are optimized for recycling across our broad portfolio from sparkling beverages to our water brands.

How The Coca-Cola Company's Recycled Bottle Redesign is Progressing Sustainability Efforts

Together, the portfolio of 100% rPET solutions brings us close to our overall World Without Waste goals -- our north star for innovations in the years to come.

In addition to designing better packaging solutions, we are investing in local recycling programs and infrastructure to ensure that Americans can recycle our bottles and cans conveniently, whether at home, at work or in public spaces.

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Coca-Cola, leading plastic polluter, says it will sell some 100% recycled bottles in US

The Independent (United Kingdom)

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Byline: Louise Boyle

Highlight: The Coca-Cola Company was ranked as the world's top plastic polluter for the third year running alongside PepsiCo and Nestle, according to the 2020 audit by an NGO

Body

Coca-Cola, one of the world's worst plastic polluters, is rolling out its first-ever 100 per cent recycled plastic bottle in the US.

The company announced on Tuesday that it will begin selling Coca-Cola brands in the 13.2-oz bottle made from recycled PET plastic this month in California, Florida and some states in the Northeast. Other fizzy drinks and waters will be sold in the recycled bottles this summer.

The Coca-Cola Company was ranked as the world's top plastic polluter for the third year running alongside PepsiCo and Nestle, according to the 2020 audit from Break Free From Plastic.

The annual brand audit of plastic waste involved more than 346,000 pieces of plastic in 55 countries.

"These companies claim to be addressing the plastic crisis yet they continue to invest in false solutions while teaming up with oil companies to produce even more plastic. To stop this mess and combat climate change, multinationals like Coca-Cola, PepsiCo, and Nestlé must end their addiction to single-use plastic packaging and move away from fossil fuels," said Abigail Aguilar from Greenpeace Southeast Asia.

A separate report, from the Ellen MacArthur Foundation, found that corporations have made very little progress on making more plastic packaging recyclable, and reducing the need for single-use packaging altogether.

Coca-Cola says that the US is the 19th market where bottles made of recycled packaging are being rolled out. The multinational has set a goal of making bottles with 50 per cent recycled material by 2030.

More than 94 per cent of the company's North American packaging is currently recyclable, according to Coca-Cola.

"Challenges around plastic packaging waste and recycling continue to be top of mind for our consumers, customers and our system," said Alpa Sutaria, vice president and general manager, sustainability, North America Operating Unit.

"Introducing 100% recycled PET bottles is a big proof point of how recycling can help create a circular economy."

[Read More](#)

Coca-Cola, leading plastic polluter, says it will sell some 100% recycled bottles in US

River floods are boosting the global spread of plastic, study finds

Climate Corps America: Biden's big plan to recruit a citizen army of conservationists

We are still not taking the climate crisis seriously - and the media must take responsibility

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End of Document

Coca-Cola progresses on 100% recycled or renewable journey in Germany

Contify Retail News

May 4, 2021 Tuesday 6:30 AM EST

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Length: 568 words

Body

May 4 -- Coca-Cola European Partners issued the following news release:

Coca-Cola in Western Europe today takes another step forward in removing virgin fossil-based plastic as Coca-Cola in Germany announces it will achieve a share of recycled material of around 70 per cent for PET non-refillable bottles in 2021 as part of its journey towards 100% rPET for its entire locally produced portfolio.

A central principle of Coca-Cola's sustainability strategy is bottle-to-bottle recycling of beverage bottles as part of a low carbon, circular economy. That is why it is taking another big step in Germany towards 100% recycled or renewable content for its PET non-refillable bottles: the PET bottles of the ViO, Fuze Tea and Powerade brands will be completely converted to 100% rPET. For all other brands, all bottles up to a size of 0.5 litres as well as the 1.5-litre and the 2.0-litre bottles will transition to be made entirely of 100% rPET.

In its efforts to make PET non-refillable bottles more sustainable, Coca-Cola is also investing continuously in returnable packaging in Germany including investment in new refillable production lines, returnable containers, the expansion of the refillable bottle pool and new returnable crates in Germany. Most recently, two new refillable bottles were introduced to the German market in 2019 with the 1-litre glass bottles for Coca-Cola Classic, Coca-Cola Zero Sugar and the mineral water ViO. These investments are to be continued this year, including a new 0.4-litre refillable glass bottle.

"By systematically switching our non-refillable bottles to recycled PET, we are taking an important step towards a circular economy in which we avoid the use of primary raw materials, such as virgin fossil-based PET, as far as possible and reuse recycled materials. We had set ourselves the goal for Germany of having a share of 50 per cent rPET in our non-refillable bottles by 2023. We are now reaching this target two years earlier than planned and will, in fact, significantly exceed it."

Tilman Rothhammer

Managing Director Customer Service and Supply Chain at Coca-Cola European Partners Germany

The switch to rPET involves investment and overcoming challenges. For example, Coca-Cola is spending more than (EURO)15 million this year to procure the recycled material, which has a price premium compared with virgin material. In addition, high-quality, food-grade rPET is not yet available in sufficient quantities to convert all of the company's PET bottles in Germany. Coca-Cola is therefore investing in innovative emerging recycling technologies, such as CCEP Ventures funding of CuRe Technology, on the one hand and in long-term supply agreements with recycling partners on the other, in order to promote capacity expansions and innovations.

In its efforts to make PET non-refillable bottles more sustainable, Coca-Cola is also investing continuously in returnable packaging in Germany including investment in new refillable production lines, returnable containers, the expansion of the refillable bottle pool and new returnable crates in Germany. Most recently, two new refillable bottles were introduced to the German market in 2019 with the 1-litre glass bottles for Coca-Cola Classic, Coca-

Coca-Cola progresses on 100% recycled or renewable journey in Germany

Cola Zero Sugar and the mineral water ViO. These investments are to be continued this year, including a new 0.4-litre refillable glass bottle.

Source: Coca-Cola European Partners

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The Mexican Coca-Cola Industry Is Committed to Recycling

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June 7, 2021 Monday

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Body

With the **goal of collecting and recycling 10 out of every 10 bottles that Coca-Cola** puts on the market by 2030, the Mexican Coca-Cola Industry (IMCC) announces that in 2022 it will have the opening of a collection plant in Tijuana, and 2 collection centers in Mexicali and Ensenada, which will be operated by PetStar, a leading company in circular economy and which has the Largest Food Grade PET Recycling Plant in the World.

This investment reinforces the brand's leadership in circular economy by ensuring that its product portfolio reduces the use of plastic through returnable packaging, reaching 47 to 50% of the portfolio and promoting the recovery and inclusive recycling of its packaging, both being an important part of the solution to plastic pollution according to the Global Agreement for the New Plastics Economy launched in 2018 by the Ellen MacArthur Foundation and UN Environment.

The goal that **the Mexican Coca-Cola Industry** has set itself to achieve a "**World without Waste**" has achieved that its packaging is manufactured on average with 32% recycled content, with the goal of incorporating up to 50% recycled content in all bottles that are manufactured by 2030.

In line with this objective, the Ciel bottle is created, a clear example of Circular Economy, being made 100% made from other bottles, and making it possible for it to be recycled again in a new container.

So that a PET bottle can be recycled and is part of the circular economy, it is important to arrange it correctly through 4 steps: **Empty-Crush-Close-Deposit**, making sure to leave the lid and the label, in this way, all the components of the bottle are integrated into this virtuous cycle so that they never become waste or contamination, but have a new life, demonstrating that the PET bottle #NoEsDesechable if it is recycled at 100.

In the Mexican Coca-Cola Industry we want to be part of the solution to plastic pollution, reinforcing returnability, recovery and inclusive recycling, maximizing the value of PET bottles and acting responsibly with the environment and with the thousands of people involved in the recovery of recyclable materials" said Rodolfo Márquez , General Manager of Corporación del Fuerte, bottler of the Mexican Coca-Cola Industry.

The company PetStar, of which Corporación del Fuerte is a shareholder, has become a benchmark for circular economy, not only for having the largest food-grade PET recycling plant in the world; but for producing a recycled carbon neutral resin from 2020 and for being aligned to meet the Sustainable Development Goals of the 2030 Agenda.

Undoubtedly the Mexican Coca-Cola Industry has further strengthened its commitment to end plastic pollution and has added to the concern to end this. For more information you can visit them by clicking [here](#) or directly on their official website www.coca-colamexico.com.mx.

The Mexican Coca-Cola Industry Is Committed to Recycling

Load-Date: June 8, 2021

End of Document

Coca-Cola launches 100% recycled PET bottles in 25 NA markets

Basic Materials & Resources Monitor Worldwide

May 19, 2021 Wednesday

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Body

Coca-Colas trademarked brands Coke, Diet Coke, Coke Zero Sugar, and Coca-Cola Flavors have been launched in a 13.2-ounce (393 ml) bottle made from 100% recycled PET (rPET) plastic in California, Florida and select states in the Northeast United States.

The new 13.2-ounce bottle the first-ever Coca-Cola package made from 100% rPET in the United States offers a convenient, sippable portion size. On-the-go consumers have been telling us they want an option like this, because its just the right amount for the snacking occasion, said Tammy Lee, brand manager, Coca-Cola Trademark. We believe this innovation delivers the double benefit of convenience and sustainability.

Coca-Colas sustainability goals for 2022, 2025 & 2030

Coca-Cola North Americas rPET innovations spans the portfolio and includes multiple brands and packaging sizes. Coca-Cola trademark brands has rolled out 20-oz (591 ml) bottles made with 100% rPET in California, New York and Texas.

Dasani launched 20-oz 100% rPET bottles in New York, California and Texas in March. Sprite has launched a 13.2-oz 100% rPET clear bottle in the Northeast states, California and Florida. All Sprite packaging will transition to clear packaging, which is easier to be recycled and remade into new bottles, by the end of 2022.

Combined, these innovations represent a 20% reduction in the companys use of new plastic across its North American portfolio compared to 2018. The current level of rPet use will collectively reduce 10,000 metric tons of greenhouse gas emissions annually in the United States.

The Coca-Cola Company now offers 100% rPET bottles in more than 25 markets, bringing it closer to its World Without Waste goal of making bottles with 50% recycled content by 2030. Announced in 2018, the sustainable packaging platform also includes a goal to collect and recycle the equivalent of a bottle or can for every one the company sells globally by 2030, and to make 100% of its packaging recyclable by 2025. More than 94% of the companys North American packaging is currently recyclable. Simultaneously, the company is transitioning to 100% rPET use in other markets such as The Netherlands and Norway.

Engaging the consumer Recycle Me Again

To build awareness and encourage action, all 100% rPET package labels will include Recycle Me Again messaging. In fact, four different areas on the packaging will educate people about recycling. A primary goal of the

Coca-Cola launches 100% recycled PET bottles in 25 NA markets

Endlessly Refreshing campaign which also will include outdoor, radio, in-store and social and digital communications, plus touch-free experiential activations is to boost recycling rates so rPET bottles can be used again and again to create raw material for new bottles, supporting closed-loop recycling systems and a circular economy.

Our packaging is our biggest, most visible billboard, Alpa Sutaria of Coca Cola said. Were using the power of our brands, leading with Coca-Cola, to educate, inspire and advance our sustainability priorities. 2021 Global Data Point.

Load-Date: May 19, 2021

End of Document

Recycling 10 tonnes of plastic bottles, Coca-Cola is all set to launch Pakistan's first-ever Plastic Road Pilot Project

Dawn (Pakistan)

September 24, 2021 Friday

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Body

In 2020, The Coca-Cola Foundation and partner WWF conducted Pakistan's first scoping study across ten cities to understand the lifecycle of a PET bottle in Pakistan.

The study revealed that Pakistan generates over 30 million tonnes of solid waste annually, of which over 10% is plastic.

While our country has growing concerns over plastic pollution, it is a paradox that Pakistan remains the second-biggest producer of plastic in South Asia with an annual growth rate of 15%.

Although many environmentalists see this as a grave concern, recyclers, startup companies and innovation hubs view it as a billion-dollar untapped industry, similar to ones of South Africa, the USA and Europe.

There is a global waste management crisis at the moment to address. Coca-Cola along with its partners is working towards a solution to reduce, reuse and recycle packing waste under its bold and ambitious goal, World Without Waste; recycling all plastic bottles and cans by 2030.

Tackling plastic waste collaboratively

After conducting the insightful Plastic Scoping Study, Coca-Cola has carefully designed a sustainable solution to recycle plastic bottle waste.

The Coca-Cola Export Corporation Pakistan has partnered with Capital Development Authority (CDA) and TeamUp/National Incubation Center (NIC) to re-carpet a 1 kilometer stretch of road in Pakistan's capital, Islamabad, with over 10 tonnes of recycled plastic, including plastic/PET bottles.

The pilot project was launched on Tuesday, September 21, 2021, with an MoU signing ceremony between Coca-Cola, TeamUp/NIC and Capital Development Authority, Islamabad.

The ceremony was attended by key stakeholders and partners like CCI, UNDP, WWF, CoRe Packaging Alliance Members, CDA and dignitaries from media, academia, civil and private sector.

Amer Ali Ahmed, Chairman Capital Development Authority (CDA) was the Chief Guest at the MoU signing ceremony.

The project falls under Coca-Cola's vision of World Without Waste to achieve zero packaging footprint.

Recycling 10 tonnes of plastic bottles, Coca-Cola is all set to launch Pakistan's first-ever Plastic Road Pilot Project

This innovative concept of re-carpeted roads with recycled plastic waste has been practised globally across 70 countries; however, this will be tested in Pakistan for the first time with a road mixture recipe that suits Pakistan's local environmental conditions.

Speaking at the ceremony, Fahad Ashraf, VP and General Manager of Coca-Cola Pakistan and Afghanistan said, 'This idea provides a breakthrough solution to bring back plastic waste into the productive economy. The plan is to focus on building a community around the idea and the innovation itself. For any concept to be applied and adopted, the people must first believe it, for which the project needs to make a social and commercial sense.'

This is where TeamUp and NIC come in, working towards expanding the innovative idea nationwide via hackathons, conferences, white papers, policy changes, and a coalition of partners.

Parvez Abbasi and Zouhair Khaliq representing the strategic leadership of the TeamUp/NIC added, 'When Coca-Cola came to us with the willingness to be part of the solution, we were keen to lead this because most of the startups and projects here are guided by the Sustainable Development Goals.'

This partnership was finalised and announced at the MoU signing ceremony, followed by a panel session with guests Dr Imran Khalid from WWF, Arish Naseem from UNDP, Rana Shakeel Asghar, Member Environment CDA, Zeeshan Shahid from TeamUp and Fahad Ashraf from TCCEC Afghanistan and Pakistan.

The panel was moderated by Aisha Sarwari, Director Public Affairs, Communications and Sustainability, to discuss the project and future of plastic waste recycling in Pakistan.

Moving towards a sustainable, waste-free world

This project by Coca-Cola Pakistan embarks on the vision of sustainable innovation with almost 10 tonnes of recycled plastic being used only to re-carpet a one-kilometre patch of road.

The project also allows use of recycled PET waste to be part of a circular plastic economy which is expected to have a considerable positive impact on the environment.

Roads re-carpeted with plastic last almost twice as long and are 51 per cent stronger than standard roads.

Pakistan has a road network of over 270,000 km which is expanding by the day. This solution can provide an effective way to not only end plastic waste but also to ensure our road repair costs are kept to a minimum.

This can create huge demand for recycled plastic, tackling a major waste management problem since the inception of plastic packaging.

These results are achieved by adding recycled plastic to bitumen (a low-grade crude oil, consisting of complex heavy hydrocarbons) in appropriate proportions, and using plastic - asphalt mix to increase the strength and longevity of roads.

Once tested, the mixture can be used on roads across the nation, helping Pakistan achieve SDG goals. Moreover, the roads are resistant to wear and tear which can promote infrastructural development in the country.

The technology, research and its application are all developed by highly skilled and passionate Pakistanis who wish to build a sustainable future.

Coca-Cola Pakistan has spent over 10 million USD in the last 8 years alone to expand and develop its sustainability portfolio with a focus on relief efforts, water stewardship, environmental development, education, women empowerment and recycling packaging waste under the World Without Waste vision.

Recycling 10 tonnes of plastic bottles, Coca-Cola is all set to launch Pakistan's first-ever Plastic Road Pilot Project

Chairman Capital Development Authority (CDA) Amer Ali Ahmed, an instrumental partner in making the project a reality, said, 'We believe in a clean and green Pakistan, but we also believe in working with each other to create results expansively'.

Load-Date: September 25, 2021

End of Document

World Without Waste': Coca-Cola aims to recycle all packaging it puts on the market

CE Noticias Financieras English

October 29, 2021 Friday

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Length: 891 words

Body

As part of the **International Day Against Climate Change**, the **Mexican Coca-Cola Industry** shares with its consumers the concern for the environment, therefore, has developed a plan, in which with your valuable help, they will work to achieve '**A World Without Waste**', for this they promote the culture of recycling with strong initiatives with the main objective of recovering and recycling each of the containers they put on the market. On the other hand, the IMCC also has a global goal, which is to reduce emissions by 25 percent using friendly energy, in addition to other actions that promote the welfare of the planet, to be achieved by 2030.

The commitment of the **Mexican Coca-Cola Industry** in favor of a sustainable development in the country, for the benefit of the wellbeing of people and communities, is a fact, that is why the company seeks 4 axes of action: water, recycling, sustainable packaging and energy.

For a Mexico without waste

In line with the '**World Without Waste**' campaign, IMCC works daily with the intention of recovering and recycling all packaging that leaves the factories, in addition to each of them being created with at least 50 percent recycled material. They are also promoting initiatives to strengthen the entire chain of collection and recycling in the country, where recently an investment of nearly 11 billion pesos was made.

For every bottle or can that the **Coca-Cola System** sells worldwide, the goal is to help recover it so that it has more than one life. The Company is investing its budget and marketing capabilities to help people understand what, how and where to recycle. The major achievement, to recover not just 50 percent, a goal that is already being met, but 100 percent.

"We will support the collection of packaging across the industry, including bottles and cans from other companies. The Coca-Cola System will work with local communities, industry partners, its customers and consumers to help solve problems such as packaging waste and marine debris."

As part of this campaign, Coca-Cola introduced **Mi Tienda Sin Residuos**, an initiative to encourage the correct post-consumer disposal of PET containers by inviting people to join efforts. This has been implemented in various corner stores with the installation of collection points for PET containers to promote the circular economy of this material.

Currently, **IMCC is the main recycler of food grade PET in Mexico**. Through its recycling plants, **PetStar**, the largest in the world, and **IMER**, the first in Latin America. Together they have the capacity to process more than 4.1 billion bottles, which is equivalent to 85 thousand tons of PET per year, and which together could fill 3 times the Azteca Stadium.

Clean water for more than a million people

World Without Waste': Coca-Cola aims to recycle all packaging it puts on the market

For IMCC, **sanitation, hygiene and access to clean water** in the communities where it operates is part of its objectives, so it works in a transparent manner, in favor of places that face complex situations due to lack of water, for this year announced the **investment of more than \$170 million pesos** for the construction of four wetlands based on nature this 2021, which will supply water to communities in the State of Mexico, Baja California, Jalisco and Quintana Roo.

The **wetlands** will have the capacity to process urban water from the communities, using ornamental plants to eliminate bacteria and odors, promoting a sustainable process and integrating environmentally friendly technologies.

Sergio Londoño, director of public affairs, communication and sustainability of Coca-Cola Mexico said "the key to move the 2030 Agenda and achieve strong changes is at the community level. Reaching and being present in the communities where we work and live is something we do every day. With actions such as the creation of wetlands, like the one we recently inaugurated in Jalisco, more than 3 million liters of water are recycled every day. In this sense, we work together with the state government and private initiative to achieve these projects that improve the community and our planet.

In Mexico, Coca-Cola reached the goal of returning 100 percent of the water used to make its products to nature five years ahead of schedule. To this end, it promotes the treatment of all the water derived from its production for its reuse, in addition to reducing its consumption through process improvement.

On the other hand, together with the **Coca-Cola Mexico Foundation**, it maintains **access and conservation** programs for the replenishment of water bodies such as springs, rivers and lakes. Today, these programs **benefit more than 500,000 people in various communities**. In addition to this, the construction of roofs and water collection pots, community cisterns, treatment plants and purification plants.

Merit to those who deserve it

Within the framework of the Restaurant Business Merit Award, promoted by the National Chamber of the Restaurant and Seasoned Food Industry (Canirac), which recognizes innovation, creativity, talent, quality and excellence in service, the **Mexican Coca-Cola Industry has joined as a sponsor for a new category to award 'A Mexico without waste'**. This category aims to promote a culture of recycling and waste separation among the restaurant industry. The winner is NICOS, a restaurant in Azcapotzalco that has promoted for 20 years the separation of solid waste among its employees.

Load-Date: October 30, 2021

Coca-Cola: 'Evolving by investing in sustainable growth'

Cyprus Mail

August 8, 2021 Sunday

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CyprusMail

Length: 1269 words

Body

In 2020, Coca-Cola HBC achieved impressive results in its drive to reduce its environmental footprint. The company has set "A World Without Waste" as its goal. Kalia Patsia, Corporate Affairs & Sustainability Manager for Coca-Cola HBC Cyprus, spoke to the Cyprus Mail about the company's notable achievements as well as the aim of the new campaign called "Every Bottle Matters." Tell us a little about your new campaign and your goals Last month we launched the "Every Bottle Matters" campaign, aimed at raising awareness about the importance of recycling, and the need for society to shift toward a cyclical economy. Our company's position is that each business is a part of the community in which it operates and should provide solutions to the major issues facing that community.

That is why we are undertaking specific initiatives. Our goal for 2030 is to recycle a bottle or can for every one sold, so that each packaging lasts more than one lifetime. Coca-Cola HBC is taking concrete steps to support the national effort to increase recycling of single-use plastic bottles, and we want our country to attain its targets - 77% by 2025 and 90% by 2029 - as defined by the European Union. It should be noted that we are founding members of Green Dot Cyprus, and through specific actions we have long played a part in collecting and recycling, but also in raising awareness among the public. What's more, we welcome the recent announcement by Agriculture Minister Costas Kadis regarding the rollout of a successful and functional deposit return system concerning the packaging of our products. Kalia Patsia, Corporate Affairs & Sustainability Manager for Coca-Cola HBC Cyprus What kind of actions does your company take to reduce its environmental footprint? We aim to take more and more actions geared at reducing our environmental footprint. To maximise our effort, we are working on implementing a consistent, focused approach in strategic areas for our company, for stakeholders and for the community. Our actions serve to boost the various green drives. Our main pillars are: water, recycling and energy. Water Water is the source of all life. Safe and clean drinking water is essential to human health and to ecosystems. Being the key ingredient in our products, water is an integral part of the production process since, it is used during the production process as well as for cleaning and disinfecting machinery. It is also necessary to grow the raw materials that we use. We handle this staple commodity, water, with the respect it deserves. Across our production process, we implement standards and policies geared at the responsible management of water and its recycling. We carry out daily inspections and online measurements and analyses, to track and deal with any water leakage. Our factories recycle the water and re-use it, wherever possible. At the same time, we are designing and implementing a plan to ensure healthy and sustainable management of the water resources that we use - for instance waste processing which protects marine life. In 2020, our productive units re-used and recycled 989,000 litres of water, while our water usage fell by 25.6% compared to 2019 - corresponding to 25,168,608 litres. In fact, and because of our strategy, the Alliance for Water Stewardship (AWS) has granted us certification for responsible water management for all our production units. Beyond that, and regarding social programmes, over the last seven years we've been working alongside the Global Water Partnership Mediterranean (GWP-Med) organisation in implementing the 'Mission Water' programme, from which Cyprus stands to benefit for years to come, saving 5,840,000 litres of water a year. The programme promotes better water management, by adopting alternative forms like rainwater or grey water, to cover usages such as irrigating green spaces. It's worth noting that, as part of the programme, 19 projects

Coca-Cola: 'Evolving by investing in sustainable growth'

of national importance were carried out, 16 grey water collection systems were installed and restored at schools and athletics grounds, 30 technicians received training, 280 teachers received re-training, while 83,621 residents of Cyprus benefited in one way or another. Recycling In 2018 at Davos, James Quincey, Chairman & CEO of The Coca-Cola Company announced the company's global vision for 'A World Without Waste' - an industry-first goal to collect and recycle the equivalent of every bottle or can it sells globally by 2030. Since then, our goal globally has been to design and realise initiatives and actions in line with this vision. Our strategy for sustainable growth focuses on the following pillars: Designing packaging consisting of at least 50% recycled plastic, by 2030; Collecting and recycling one plastic bottle or aluminum can for each one we place on the market, by 2030; Working with valuable partners, like the AKTI Project and Research Centre, in implementing the Zero Waste Beach programme. Having already achieved our target - 100% of our packaging is recyclable - we are currently aiming at collecting and recycling, on a one-to-one basis, of each packaging we have on the market by 2030. In addition, by 2030 our PET packaging will contain at least 50% recycled plastic, while we also focus on innovation and on developing packaging with a lighter environmental footprint. We've also replaced plastic straws with paper straws for the Lanitis 250ml and the Lanitis Kiddo juices. Within the year we shall be carrying out an important investment, worth (EURO)4 million, involving the scrapping of plastic foil wraps on aluminum multi-packs. This initiative is a first for the industry of non-alcoholic beverages, but also for our country as a whole. To us, initiatives that are collaborative in nature and are driven by sustainable growth, constitute the optimal means for giving back to the community. For the third straight year we are renewing our partnership with the AKTI Project and Research Centre, in implementing the unique Zero Waste Beach project. It aims to mobilise all stakeholders as well as the public in the fight against marine plastic pollution through Intervention and Education, helping people change their attitudes toward the issue of waste. It's a programme that will bequeath a legacy to future generations. Energy We recognise the critical consequences of climate change, both for the planet itself and for humans. Correct energy usage is key to our company's sustainable growth, also impacting cost. Being committed to playing a part in limiting climate change, our priority lies in minimising our environmental footprint across the value chain, including for consumption relating to our supply chain as well as in the end-use of our products. In this context, the actions we take to cut back on energy consumption and carbon dioxide emissions go hand in hand with our contribution to achieving the United Nations Sustainable Development Goals, in particular those pertaining to responsible production and consumption, clean energy and countering climate change. At our factories we see to it that we track energy usage on an ongoing basis, with continuous measurements, we control for gaseous pollutants, and immediately repair energy losses where these are detected. Thanks to this commitment and vigilance, in 2020 we managed to reduce energy consumption at our factories by 5,423,727 MJ - or by 14% compared to 2019. We've also made a pledge that by 2025, 50% of power at our factories will derive from renewable and green energy sources, and that 100% of the electrical energy supplied to our factories will come from renewables.

Load-Date: August 8, 2021

Coca-Cola partners with PBSP, PLAF to collect, recycle plastic packaging

Industrial Goods Monitor Worldwide

June 15, 2021 Tuesday

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Length: 737 words

Body

Plastic waste pollution continues to be a growing problem in the Philippines and the world as millions of tons of plastic end up in our oceans, endangering marine life and contributing to climate change.

Coca-Cola Philippines, in line with its vision of a World Without Wastewhere the company aims to help collect and recycle the equivalent of every bottle and can it sells by 2030has joined hands with its long-time partner, the Philippine Business for Social Progress (PBSP), and budding social enterprise, the Plastic Flamingo (PLAF), to help improve the collection and recycling of plastic PET packaging at the community level.

This is a pressing and urgent issue and we cant solve it alone. We need to collaborate with partners who have similar goals. Were excited to work with PBSP and Plastic Flamingo and we know this project will have a big impact in terms of improving the collection of recyclable packaging in communities. Were making sure that these initiatives are inclusive and will benefit the environment and those in the informal waste sector, said Anthony Tony del Rosario, President of Coca-Cola Philippines and VP for Coca-Cola Franchise Operations in the East Region (Vietnam, Cambodia, and the Philippines).

Providing inclusive circular economy solutions for the waste value sector

Coca-Cola aims to help solve the global plastic packaging crisis by providing inclusive circular economy solutions. These include projects to prevent recyclable packaging from ending up in landfills and the oceans, while empowering the waste value chain by providing waste pickers with proper equipment and skills training.

With the partnership with PBSP and Plastic Flamingo, Coca-Cola aims to help collect at least 500 metric tons of plastic waste within one year across traditional collection points, junk shops, and communities in Muntinlupa City. The project will involve collaboration with 27 junk shops and 20 waste collectors in the target area who will be educated on the different plastic types.

Through PBSP, the collectors will be provided with tools for collection such as tri-bikes and other resources to support their health and livelihoods such as personal protective equipment (PPEs), health insurance, and vitamins. These are on top of the premiums they receive collecting recyclable plastic materials that can help in improving and uplifting their lives.

The problem of solid waste, particularly flexible plastic, has skyrocketed during the pandemic and threatens the environment more than ever. This project, while helping the environment, will help waste pickers in Muntinlupa earn

Coca-Cola partners with PBSP, PLAF to collect, recycle plastic packaging

income from the waste collected, said Elvin Ivan Y. Uy, PBSP executive director. PBSP and Coca-Cola aim to make the project more responsive and inclusive. While our advocacy is to lessen waste in the environment, this project also ensures that upcycling activities like PLAFs will help make our waste reduction efforts sustainable.

Plastic waste gathered by partner collectors will be sold to the designated junk shops, who will then deliver the raw materials to PLAF facilities for upcycling.

Working towards a world without waste

Coca-Cola continues its commitment to reaching a World Without Waste through various partnerships and initiatives including its partnership work with Plastic Bank, World Wildlife Fund Philippines (WWF-PH), PeacePond Farmers Association (PFA) and other like-minded organizations. At present, Coca-Cola Philippines, in partnership with its local social investment arm, the Coca-Cola Foundation Philippines, has empowered nearly 40 communities in 22 provinces across the country with opportunities to better manage their solid waste.

The company is also accelerating the launch of a major new PET recycling facility in General Trias, Cavite. The facility a joint partnership between local bottler, Coca-Cola Beverages Philippines and Bangkok-based Indorama Ventures, a global leader in packaging solutions and green technology will be the largest bottle-to-bottle recycling plant in the Philippines and is expected to process around 30,000 metric tons of used PET bottles and produce around 16,000 metric tons of recycled PET resin every year.

Coca-Cola is committed to multi-stakeholder partnership action and believes that by working with NGOs, local government units, and communities, we can achieve a litter-free Philippines and improve the lives of those in the waste sector. 2021 Global Data Point.

Load-Date: June 15, 2021

Coca-Cola Encourages Recycling by Offering Free Rides through Lime Partnership

waste360.com

August 26, 2021

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Length: 768 words

Body

ATLANTA--(BUSINESS WIRE)--Today, Coca-Cola announced a partnership with Lime, the world's leading provider of shared electric vehicles, to reward people who are committed to recycling. To celebrate the nationwide availability of Coca-Cola Sip Sized bottles made from 100% recycled plastic material (rPET), not including the bottles' cap and label, the companies are offering more than 40,000 free bike or e-scooter rides to people who purchase and pledge to recycle their 13.2oz, 100% rPET* Coca-Cola bottles.

The Lime partnership comes as consumer demand for micromobility has skyrocketed, specifically among Gen Z, who expect their use of alternative modes of transit to increase in the future, compared to pre-pandemic transportation. That's why Coca-Cola is partnering with Lime to make zero-emission modes of transportation more accessible to those hoping to reduce their impact on the environment.

"The 13.2oz, 100% rPET* Coca-Cola bottle is just one of the many innovations the company has introduced to make important advancements towards a World Without Waste," said Brandan Strickland, Brand Director of Coca-Cola Trademark, Coca-Cola North America Operating Unit. "Now, with Sip Sized, 100% rPET* Coca-Cola bottles available at convenience stores across the nation, we're encouraging people to go the extra mile to commit to recycling our products again and again."

"With sustainability so central to Lime's core values, we're thrilled to partner with Coca-Cola to encourage recycling of its new bottle made from 100% recycled materials*," said Sara Lannin, Head of Global Business Development and Partnerships at Lime. "Contributing to a healthier planet requires us all to live more sustainably, whether doing more to recycle or replacing car trips with light electric vehicles."

People who purchase the Sip Sized Coca-Cola bottle from their nearest convenience store can pledge to recycle by visiting CokePlayToWin.com/endlesslyrefreshing. Those who pledge to recycle their Sip Sized, 100% rPET* Coca-Cola bottles will receive a promo code via email – available on a first come, first serve basis – redeemable for a free, 10-minute bike or e-scooter ride through the Lime app.

This initiative, along with transition to the 100% rPET* packaging across several products within the Coca-Cola trademark portfolio, reduces The Coca-Cola Company's use of new plastic by more than 20% across the portfolio in North America compared to 2018. And, using internal company tools and analyses, it is estimated that this effort in the United States represents a 10,000 metric ton reduction in GHG emissions annually. This is the equivalent of taking 2,120 cars off the road for one year.

Coca-Cola Encourages Recycling by Offering Free Rides through Lime Partnership

Head to your nearest convenience store to purchase a Sip Sized, 100% rPET* Coca-Cola bottle and, for more information on the 13.2oz, 100% rPET* bottles, visit www.coca-colacompany.com/sustainable-business .

*Does not include the bottles' cap and label

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. Our portfolio of brands includes Coca-Cola, Sprite, Fanta and other sparkling soft drinks. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Twitter , Instagram , Facebook and LinkedIn .

About Lime

Lime's mission is to foster people-first cities by empowering residents with more affordable, reliable, and sustainable transportation options. As the global leader in micromobility, Lime partners with cities to deploy electric bikes and scooters enabled with GPS and self-activating locks. Lime has powered more than 250 million rides in more than 200 cities across five continents, spurring a new generation of clean alternatives to car ownership. Learn more at li.me .

Load-Date: August 26, 2021

THE COCA-COLA COMPANY, BLUETRITON BRANDS, AND NIAGARA BOTTLING SUED FOR MISLEADING CONSUMERS ON PLASTIC BOTTLE RECYCLING

States News Service

June 16, 2021 Wednesday

Copyright 2021 States News Service

Length: 546 words

Byline: States News Service

Dateline: SAN FRANCISCO, CA

Body

The following information was released by the Sierra Club:

Experts To Host Press Call Thursday

Today, the Sierra Club and its law firm Gutride Safier LLP jointly announced the filing of lawsuits against the Coca-Cola Company (bottler of Dasani), BlueTriton Brands (bottler of Arrowhead, Poland Spring, Deer Park, and Ozarka), and Niagara Bottling (bottler of Niagara and store brands) for misleading consumers by labeling their plastic bottles as "100% Recyclable." The bottle labels are made of biaxially-oriented polypropylene (BOPP), or "number 5 plastic," which is not recyclable. In addition, while the bottles themselves are made of polyethylene terephthalate (PET), or "number 1 plastic," at least 28% of PET plastic that is deposited for recycling is unrecyclable due to contamination and processing loss. Most plastic bottles end up in landfills, incinerators, the ocean, rivers, or littered across the landscape.

The lawsuits, one on behalf of the Sierra Club and the other on behalf of consumers, filed in the U.S. District Court for the Northern District of California, assert that the "100% Recyclable" label violates the California Environmental Marketing Claims Act, which makes it "unlawful for any person to make any untruthful, deceptive, or misleading environmental marketing claim, whether explicit or implied." The lawsuits ask the Court to enjoin use of the "100% Recyclable" label on plastic bottles. The consumer lawsuit also seeks monetary refunds to all purchasers, arguing that the sales volume and prices of the bottled waters were inflated by the false "100% Recyclable" labelling.

A 2020 NPR and PBS Frontline investigation revealed that petrochemical and beverage industry executives have known since the 1970s that there was, and likely never will be, an economically viable way to recycle plastic 100 percent. Because plastic degrades each time it is recycled, it cannot be endlessly recycled into useful products, nor is plastic recycling economical. As a result, American consumers throw away more than 60 million plastic bottles every day.

Quotes are as follows --

"Today's lawsuit is an important step toward ending the unchecked use of plastic that cannot be recycled. This misinformation campaign seriously harms our ability to collectively create a livable planet and a sustainable future," said Michael Brune, Executive Director of the Sierra Club. "These major plastic bottle manufacturers have known for decades that their products aren't truly recyclable, and the public deserves to know the truth."

"Consumers care about recycling and it is essential that big companies stop making false and misleading statements about the recyclability of their products. These companies need to move beyond plastic and provide

THE COCA-COLA COMPANY, BLUETRITON BRANDS, AND NIAGARA BOTTLING SUED FOR
MISLEADING CONSUMERS ON PLASTIC BOTTLE RECYCLING

consumers with choices for sustainable packaging," said Judith Enck, former EPA Regional Administrator and President of Beyond Plastics.

"For far too long, the plastic industry has taken advantage of consumer confusion as to what is actually recyclable and what is not. Their exploitation of a broken system must end now," said Lauren Cullum, Policy Advocate for Sierra Club California.

"What's 100% recyclable is the wish," said Hoiyin Ip, Co-Chair of the Sierra Club California Zero Waste Committee.

Telepresser details below.

Load-Date: June 16, 2021

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Coca-Cola Mexico invests 11,000 mdp in recycling

CE Noticias Financieras English

May 17, 2021 Monday

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Length: 235 words

Body

The resources will be used over the next three years in returnability, collection and recycling initiatives, with which the industry aims to generate two thousand 900 direct jobs and increase job opportunities within the recycling and supply chain of valorizationable waste by 51%, the agency said, in a statement.

"We continue to evolve, always committed to the sustainable development of Mexico, with our partners and allies. This investment is a great opportunity to grow together and be part of the positive impact that benefits millions of Mexicans," Roberto Mercadé, president of Coca-Cola Mexico, said in the statement.

Coca-Cola has set itself the goal of making all of its packaging recyclable, i.e. have the potential to be reused, worldwide by 2025. Five years later, in 2030, the company expects to use at least 50% recycled material for its packaging.

Mexico is one of the countries with the highest PET plastic collection capacity, worldwide, the first step necessary for the manufacture of recycled PET; exceeding collection rates from countries such as the United States, where only 30% of PET is recovered.

In Mexico and the European Union this figure reaches 60%.

Until mid-2019, Mexico had five PET recycling plants, one of them the largest in the world and owned by PetStart, a company linked to the Mexican Coca-Cola Industry, as did IMER, the first PET Food Grade recycling plant in Latin America.

Load-Date: May 18, 2021

End of Document

Coca-Cola GB to shift entire on-the-go range into 100% recycled plastic

thegrocer.co.uk

June 30, 2021 Wednesday 10:51 AM GMT

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Section: /DRINKS; Version:1

Length: 374 words

Byline: Ian Quinn

Body

Coca-Cola has announced it is moving to 100% recycled plastic across its entire on-the-go range in Great Britain, in what it claimed was a "significant milestone" in the war on plastic.

Coca-Cola Great Britain and Coca-Cola Europacific partners announced the move, which will apply to all on-the-go bottles of 500ml or less.

The rollout will mean Coca-Cola Great Britain will increase the amount of recycled plastic material in smaller bottles from 50% to 100%.

It covers its entire portfolio of products including Coca-Cola Original Zero, Diet Coke and brands such as Fanta, Sprite and Lilt.

Coca-Cola said it was now saving nearly 29,000 tonnes of virgin plastic every year.

It said today's announcement would also be a major help to the launch of DRS across the UK, by encouraging more people to recycle their products in a closed loop.

"Increasing the amount of recycled plastic we use is a critical point in our sustainable packaging journey," said CCEP GB general manager Stephen Moorhouse.

"Reaching 100% rPET puts us one step closer to achieving our ambition of a world without waste- collecting and recycling a bottle or can for everyone that we sell by 2025."

"I am delighted to see Coca-Cola Great Britain taking this significant step to ensure its on-the-go bottles are made from 100% recycled plastic," added environment minister Rebecca Pow.

Coca-Cola GB to shift entire on-the-go range into 100% recycled plastic

"We are committed to crack down on plastic pollution through our landmark reforms such as a deposit return scheme for drinks containers and making manufacturers more responsible for their packaging. Bold measures of this nature from industry will play a huge role in helping us to achieve this ambition."

Wrap strategic technical manager Helen Bird said: "It takes 75% less energy to make a plastic bottle from recycled plastic, and with plastic waste significantly contributing to fossil emissions when incinerated it's never been more important to specify recycled content and keep packaging in a circular system."

"It's positive to see Coke, founding member of the UK Plastics Pact, continuing to push the boundaries on design and engaging with its customers to place the bottles in the recycling, since achieving 100% recycled content is going to be strongly reliant on getting those bottles back."

Load-Date: July 1, 2021

End of Document

Coca-Cola boosts investments in recycling

The Manila Times

November 26, 2021 Friday

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The Manila Times

Length: 395 words

Byline: Eireene Jairee Gomez

Body

COCA-COLA Philippines is elevating its efforts in investing in the recycling industry sector, with plans to open a pioneering plastic bottle recycling facility in Cavite by the first half of 2022.

In a statement, Coca-Cola said it will be opening PETValue Philippines next year, a pioneering PET plastic bottle recycling facility located in General Trias, Cavite.

The company said that the establishment of PETValue - a joint venture with Indorama - is expected to help spur domestic recycling capabilities and the development of a circular economy for PET bottles. It will also provide job opportunities and contribute to the local economy.

"At Coca-Cola, we're fully committed to make our vision of a World Without Waste come to life. This requires continued dedication and tangible efforts from us working in close partnership with industries, recyclers, local governments and other organizations, even consumers," said Tony Del Rosario, Coca-Cola Philippines President and Vice-President for Franchise Operations for the Asean and South Pacific Unit-East Asia Region.

Today, many companies and brands are designing their packages with recyclability in mind and working hard to boost rates of collection and recycling. With technological advancements increasing by the decade, recyclers have found more efficient and faster ways to recycle PET plastic packaging and give the empty containers a second life.

In the Philippines, Coca-Cola is making progress toward these goals. In 2019, the beverage company introduced the Philippines' first beverage bottles made from 100-percent recycled plastic material with the launch of its Viva! Mineralized Water and Sprite 500-milliliter clear bottles made from 100-percent recycled plastic.

All these, according to Coca-Cola Philippines, is the company's efforts towards accelerating the transition to a circular economy in the country. The company is involved in many local partnerships that empower households and communities with information, resources and technology on proper waste segregation.

Coca-Cola believes that while recycling is only one of many solutions to help address the global plastic waste problem, its significant contribution toward reducing the amount of plastic that ends up in the environment cannot be underestimated. Good collection and recycling infrastructure help create a circular economy, it added.

Load-Date: November 29, 2021

‘We have sent signals to the Commission for many years. Somewhere it’s getting lost’: Coca-Cola bemoans poor recycling infrastructure as new EU plastic rules are enforced

FoodNavigator.com

July 6, 2021 Tuesday 4:57 PM GMT+1

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Section: BUSINESS

Length: 1217 words

Byline: Oliver Morrison, , Oliver

Body

As new measures come into force to reduce plastic waste in the European Union, Coca-Cola is calling for a dramatic improvement in the region's recycling capacity to help it achieve its ambitious target of using 100% recycled rPET bottles across its total portfolio.

New measures to reduce plastic waste in the European Union came into force on July 3. They include a ban on single-use plastic products such as food containers, cups for beverages, cutlery, plates, straws and stirrers.

The ruling came into force in 2019 but member states had until July 3 to turn it into national law. Eight member states are believed to have done so. According to Zero Waste Europe, a Brussels based NGO, most EU member states have adopted "bare minimum requirements" or are missing some of the required measures. In other countries, such as Poland and Bulgaria, the transposition of the directive into national law is still in progress or has not started.

The directive on single-use plastics also requires member states to reduce consumption of certain single-use items. Specific targets include a 77% separate collection target for plastic bottles by 2025 – increasing to 90% by 2029. States must also incorporate 25% of recycled plastic in PET beverage bottles from 2025, and 30% in all plastic beverage bottles from 2030.

But Coca-Cola is calling for better 'resource efficiency' within the EU. The drinks giant was called out as the biggest plastic polluter in the world for the third year in row by the Changing Markets Foundation last year. But it says it is committed to transitioning to using 100% recycled rPET bottles across its total portfolio. It says this approach will cut the use of new plastic by more than 20% compared to 2018, and help it cutting its GHG emissions annually by 10,000 metric tonnes.

"We fully agree with the Commission's objectives of a resource efficient economy," Wouter Vermeulen, Coca Cola Senior Director, Europe Public Policy, told FoodNavigator. "It makes good sense for the environment, but it also makes good business sense. We want to ensure the packaging we use is better packaging. For plastic bottles that means 100% rPET. Our ambition over time is to cut us free from using plastics that are derived from the use of virgin oil."

But more collection is needed 'urgently' to get there, we were told, particularly because in bottles PET has to be food grade – but in other applications it can be of a lower quality. Therefore, there is a supply shortage of recycled PET available to the food and beverage industry.

'We have sent signals to the Commission for many years. Somewhere it's getting lost': Coca-Cola bemoans poor recycling infrastructure as new EU plastic rules arrive...

"We support well-designed deposit return schemes," Vermeulen elaborated. "We would like the EC to provide guidance of what well-designed schemes look like. Unfortunately, that's not happening. We want to promote bottle-to-bottle recycling. Very often we observe our high-quality PET is collected, recycled and then used for downcycled applications be it textile or recently we even noticed toys. We would like preferential access. We have asked the Commission. We haven't heard back yet."

Jan Burger, Coca Cola Climate & Water Sustainability Director Europe, called on more investment in recycling technologies from the Commission. "In order to get this food grade recycled PET that needs to come from recycling technologies that have authorisation from the Commission," he said.

"The Commission has already been talking for more than ten years to establish a central European system for that. Today it is based on Member State authorisations and some technologies are authorised in one country and not in the other. A lot of our operators that are keen to provide recycled PET are not able to do it because they don't have the authorisation from EFSA and European Commission approval."

This issue is "hugely concerning", added Vermeulen. "The Commission is sitting idle on 160 approval processes meaning that a capacity of 600,000 tonnes in the recycling industry for PET is at risk of not being used at a moment with demand for rPET is rising," he claimed. "What do we want from government? Avoiding high quality materials to be downgraded, down cycled, and for the Commission to do its part of the contract and to ensure all of the good material that's out there, all of the recycling capacity that's out there, is not left idle due to internal bureaucratic hiccoughs... We have sent signals to the Commission for many, many years. Somewhere it's getting lost."

The Commission would not respond directly to Coca Cola's comments.

A spokesperson told us: "The Single Use Plastic Directive was adopted in 2019, marking a landmark action of the European Union in diminishing marine litter. The problem of plastic litter in the oceans and the environment is of serious public and environmental concern, posing a severe threat to biodiversity and damaging the economy. While plastics are a convenient, useful and valuable material, the way we use them is incredibly wasteful. Single-use plastic products are used once, often for a short period of time, before being thrown away.

The directive has a two-fold objective: prevent and reduce the impact of certain plastic products on the environment and on human health, and promote the transition to a circular economy. It gives priority to sustainable and re-usable products and re-use systems. The new EU rules address the 10 single-use plastic items and fishing gear that account for most littered items found on Europe's beaches, and promote sustainable alternatives. The Directive includes single use products that are wholly made from plastic, as well as single-use products that are partly made from plastic."

Could the new rules fragment standards across Europe?

Others are also unhappy at the EU plastics directive could lead to different standards being adopted across the bloc. Industry bodies Plastics Europe and the European Plastics Converters both want the Commission to ensure the guidelines are not open for interpretation, so member states do not end up adopting different rules.

"An important opportunity has been lost, leaving an essential part of our European industry the uncertainty about the future of the different national legislative frameworks," said EuPC Managing Director Alexandre Dangis.

Environmental campaigners fear the rules do not go far enough. Larissa Copello, Consumption and Production Campaigner at Zero Waste Europe said: "Half-hearted measures, such as material substitution or cosmetic legislative change, will not allow to achieve a truly circular economy across Europe. It is urgent to redesign both products and distribution systems, and decision-makers can drive this systemic change by adopting a combination of measures such as consumption reduction targets, reuse quotas, harmonised packaging formats and deposit return schemes."

‘We have sent signals to the Commission for many years. Somewhere it’s getting lost’: Coca-Cola bemoans poor recycling infrastructure as new EU plastic rules ar....

Frédérique Mongodin, Senior Marine Litter Policy Officer At Seas At Risk added: “Single-use plastic is the symbol of today’s throw-away society and phasing them out constitutes an obvious first step to fight plastic pollution. Yet we cannot rely on the sole political will of national governments. We need bold and effective actions from across society to drive a wave of change. The solutions we have collected are meant to inspire new ways of living and consuming that are more respectful of our ocean, our planet and ourselves.”

Load-Date: July 6, 2021

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Coca-Cola moves from plantbased bottles to recycled ones

The Northlines

February 9, 2021 Tuesday

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Length: 563 words

Body

NEW DELHI, FEB 09: Coca-Cola Co. is introducing 100% recycled plastic bottles in the US-a major shift in its sustainability strategy.

The company responsible for more plastic pollution than any other, according to the Break Free From Plastic Campaign, once advocated for plant-based bottles that don't use fossil-fuel inputs. Its new focus, Coca-Cola says, is a substantial step in combating the plastic waste that clogs the world's waterways.

The new recycled Coke bottles will reduce the company's use of new plastic by more than 20% across its North American portfolio compared to 2018, according to the company.

Alpa Sutaria, Coca-Cola Co.'s vice president and general manager of sustainability, said this is a change in the way the company reduces waste. "The reality is that that plant-based material, as it's turned into plastic, is really still a virgin plastic," she said. That's not something consumers will stand for anymore, Sutaria said, instead of telling companies they want reusable and recycled options.

Coca-Cola pledged in 2018 to make 100% of its packaging recyclable by 2025 and to use 50% recycled material in bottles and cans by 2030. The next year, it announced that Sweden would become the first market where all its products are sold in fully recycled plastic bottles.

The company is introducing a new 13.2-ounce bottle made of 100% recycled PET, or rPET, in addition to making 20-ounce bottles made of rPET. Sutaria said the size change is partly a reaction to consumer feedback that 20-ounce bottles can be too much, but 12-ounce cans too little. The new bottles will roll out this month in the northeast, while they'll arrive in Florida and California and then nationwide later in the year.

The new offering will cost \$1.59 before tax, compared to a 20-ounce bottle that costs about \$1.99. Sutaria said the cost of the rPET bottles will be the same as for regular plastic. The company is also moving Sprite to all-clear packing by the end of 2022 to make it easier for the bottles to be recycled.

Coke's first moved to use plant-based bottles in 2009 was pioneering, said Julia Attwood, leader of BloombergNEF's advanced materials research. Technological advances now allow for bottles that are 100% made of plant matter, up from about 30% when Coke first started using them.

Coca-Cola moves from plantbased bottles to recycled ones

The company's latest move away from plant-based plastic could spell a big change for the rest of the beverage industry, Attwood said. "For the champion of the bio-based bottle to essentially be abandoning it is a big sign for how the circular economy is going to move first," she said.

While Attwood said that from an emissions standpoint, bio-based bottles are better than recycled, as the latter is still derived from oil. But the carbon impact of 100% PET bottles is much lower than regular plastic. "You basically cut the carbon footprint in more than half by using 100% recycled, and the cost isn't significantly higher," she said.

Significant hurdles remain in the U.S. recycling market, however, including a wide range of different policies that exist at the state and local levels. Sutaria said companies need to find both local and national ways to implement recycling. "If we could get more recycling to happen, then we could get more of the things that are recycled to be turned into really clean materials that can be reused, then it makes it a lot easier," Sutaria said.

Load-Date: February 10, 2021

End of Document

Coca-Cola Beverages Florida and The Coca-Cola Company Partner with University of Miami to Increase Recycling

Business Wire

November 18, 2021 Thursday 2:33 PM GMT

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Dateline: MIAMI

Body

On Monday, November 15th, America Recycles Day, Coca-Cola Beverages Florida (Coke Florida) and The Coca-Cola Company partnered to launch a new Reverse Vending Machine (RVM) in the Hurricane Food Court at the University of Miami.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211118005872/en/>

Reverse Vending Machine (RVM) launched by Coca-Cola Beverages Florida and The Coca-Cola Company in the Hurricanes Food Court at University of Miami on America Recycles Day, Monday, November 15, 2021. (Photo: Business Wire)

The University of Miami has joined a growing list of organizations that have integrated reverse vending technology into their environmental and sustainability programs. Reverse vending is a recyclables recovery process by which plastic bottles and aluminum cans are deposited into a unit, the materials are crushed and sorted by type, then collected, treated, and prepared for reuse. For Coke Florida, specifically, the materials will be used to produce new beverage packaging at local facilities. This process ultimately reduces carbon emissions across the supply chain and supports The Coca-Cola Company's World Without Waste initiative to recycle a bottle or can for every one sold by 2030.

"As the local Florida Coca-Cola bottler, we are committed to sustainability and supporting our customers and community partners seeking to expand upon their existing recycling programs," said Erin Black, Vice President, Sustainability and Risk Management for Coke Florida. "That's why on America Recycles Day, we were extremely excited to partner with The Coca-Cola Company to launch our first RVM placement with the University of Miami. This is one of the many sustainability programs we deploy in communities across our network."

Alpa Sutaria, General Manager, Sustainability, for The Coca-Cola Company's North America Operating Unit added, "We are proud to partner with our local bottler to bring Reverse Vending Machine technology to life and reward communities committed to sustainability through efforts that increase recycling and help us reach our World Without Waste goals."

When students, faculty, and staff participate in this recycling process, it not only contributes to lessening of the University's environmental footprint, but it also is rewarded by the Coca-Cola system.

For each plastic bottle or aluminum can collected through the machine, 5 cents (up to \$5,000), will be donated by The Coca-Cola Company to the University of Miami Marine Science Graduate Student Organization (MSGSO) sustainability initiative. The University's MSGSO focuses on environmental awareness and outreach activities that help strengthen the intersection of science and sustainability, on campus and in the community.

Coca-Cola Beverages Florida and The Coca-Cola Company Partner with University of Miami to Increase Recycling

"The incredible efforts that Coca-Cola Beverages Florida and UM Dining Services have deployed to bring this Reverse Vending Machine to our campus will have multiple benefits," said Teddy Lhoutellier, Sustainability Manager, University of Miami. "We are now able to provide a solution to recycle cans and bottles in an efficient manner, and by doing so, we are helping our own green student organizations. Students get it-they started collecting more than 30 bags of recyclables during the Homecoming tailgate, and they brought several more by to recycle in the RVM."

America Recycles Day, observed on November 15th each year, was established by the U.S. Environmental Protection Agency and demonstrates the positive impacts of recycling on our environment and serves as a reminder for Coke Florida's 20 million consumers to actively recycle year-round.

About Coca-Cola Beverages Florida, LLC

Coca-Cola Beverages Florida, LLC (Coke Florida) is a family-owned independent Coca-Cola bottler. Coke Florida has an exclusive sales and distribution territory that covers over 20 million consumers across 47 Florida counties, and includes the major metropolitan markets of Jacksonville, Miami, Orlando, and Tampa. Coke Florida markets, sells, manufactures, distributes, and merchandises over 600 products of The Coca-Cola Company and other partner companies. The company is the third largest privately held and the sixth largest independent Coca-Cola bottler in the United States. The company is also one of the largest Black-owned businesses in the United States. Coke Florida was founded in 2015 and is headquartered in Tampa, Florida. To learn more, visit www.cocacolaflorida.com.

About University of Miami

The University of Miami is a private research university and academic health system with a distinct geographic capacity to connect institutions, individuals, and ideas across the hemisphere and around the world. The University's vibrant and diverse academic community comprises 12 schools and colleges serving more than 17,000 undergraduate and graduate students in more than 180 majors and programs. Located within one of the most dynamic and multicultural cities in the world, the University is building new bridges across geographic, cultural, and intellectual borders, bringing a passion for scholarly excellence, a spirit of innovation, a respect for including and elevating diverse voices, and a commitment to tackling the challenges facing our world.

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Graphic

Reverse Vending Machine (RVM) launched by Coca-Cola Beverages Florida and The Coca-Cola Company in the Hurricanes Food Court at University of Miami on America Recycles Day, Monday, November 15, 2021. (Photo: Business Wire)

Coca-Cola Beverages Florida and The Coca-Cola Company Partner with University of Miami to Increase Recycling

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Coca-Cola ends use of non-recycled plastic in on-the-go bottles

Independent Retail News

June 30, 2021 Wednesday

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Length: 220 words

Byline: Éilis Cronin

Highlight: Coca-Cola Great Britain (GB) is now using 100% recycled plastic for its entire range of on-the-go bottles, in partnership with Coca-Cola Europacific Partners (CCEP). The move means that all plastic bottles of 500ml or less are to be made with 100% recycled plastic and will continue to be fully recyclable. The first 100% recycled 500ml bottles will start appearing on shelves from September. This means Coca-Cola ...

Body

<https://d2td6mzj4f4e1e.cloudfront.net/wp-content/uploads/sites/9/2021/06/Coca-Cola-Zero-500ml.jpg>Coca-Cola Great Britain (GB) is now using 100% recycled plastic for its entire range of on-the-go bottles, in partnership with Coca-Cola Europacific Partners (CCEP).

The move means that all plastic bottles of 500ml or less are to be made with 100% recycled plastic and will continue to be fully recyclable.

The first 100% recycled 500ml bottles will start appearing on shelves from September.

This means Coca-Cola Great Britain will increase the amount of recycled plastic material in smaller bottles from 50% to 100%.

The company is also completing the transition from plastic shrink wrap to cardboard packaging across all multi-packs.

A deposit return scheme is planned for implementation in Scotland by July next year, with England and Wales following thereafter.

Stephen Moorhouse, general manager at CCEP GB, said: "Increasing the amount of recycled plastic we use is a critical point in our sustainable packaging journey and reaching 100%rPET puts us one step closer to achieving our ambition of a world without waste – collecting and recycling a bottle or can for every one that we sell by 2025."

This story continues at [Coca-Cola ends use of non-recycled plastic in on-the-go bottles](#)

Or just read more coverage at [Talking Retail](#)

Load-Date: June 30, 2021

Coca-Cola uses packaging as 'billboard' to push 'Recycle Me' messaging in ASEAN

Industrial Goods Monitor Worldwide

August 3, 2021 Tuesday

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Length: 585 words

Body

Coca-Cola is using its packaging to deliver a recycling message by rolling out a "Recycle Me" message on its package labels across all brands and products in ASEAN. "Our packaging is our biggest, most visible billboard," Matthias Blume, group marketing director frontline, at Coca-Cola ASEAN and South Pacific said. He added that this will be the company's largest-ever move in the region to use its packaging to deliver a prominent recycling message and encourage action.

The "Recycle Me" message has since been rolled out in ASEAN and the transition is expected to be completed across the majority of the company's packaging by the end of the year. At the same time, Coca-Cola will increasingly be including recycling messages in its marketing campaigns and social media channels to encourage consumers to recycle more. Coca-Cola declined to comment on the monetary value of this initiative and its marketing initiatives related to recycling.

The "Recycle Me" initiative is also the latest step from Coca-Cola as part of a holistic approach by the company across Southeast Asia to tackle packaging waste. The company has launched bottles made from 100% recycled plastic in Southeast Asian countries such as the Philippines and has switched its iconic green Sprite packaging to clear plastic across Singapore, Malaysia, Vietnam, Thailand, Indonesia and the Philippines. It is also partnering with other companies to form Packaging Recovery Organisations in countries such as Indonesia, Malaysia and Vietnam to accelerate packaging collection and recycling in a sustainable way in reach country.

In the Philippines, for example, Coca-Cola is preparing to launch a PET plastic recycling facility in partnership with Thailand-based Indorama Ventures. The bottle-to-bottle recycling plant is expected to be fully operational by the first quarter of next year. "We want to use the power of our brands?to?encourage more people?to recycle?our bottles after they have enjoyed the drink, and help the packages have another life," Blume explained.

Aside from forming organisations, Coca-Cola has also partnered with the Singapore Paddle Club and the Singapore Environment Council to remove waste from Lazarus Island and raise awareness about recycling, respectively. Its partnership with Benioff Ocean Initiative and TerraCycle Thai Foundation also seeks to remove waste from rivers.

Coca-Cola's efforts are in line with its vision to create a world without waste and it is working to achieve its zero-waste goal by 2030. The company pledged World Without Waste goals in 2018 to help collect and recycle the equivalent of a bottle or can for every one it sells globally by 2030. It also pledged to make 100% of its packaging recyclable by 2025 and to use at least 50% recycled materials in its packaging by 2030.

Coca-Cola uses packaging as 'billboard' to push 'Recycle Me' messaging in ASEAN

Separately, the company recently made its move into the NFT scene, developer Tafi, creator of custom 3D content for avatar and emoji systems, for four collectible NFTs. The "Friendship Box" was inspired by video-game loot boxes, playing on the popular video game feature involving sealed mystery boxes. Vice Media's creative agency VIRTUE conceptualised the box. The four pieces are namely the Friendship Box itself, which takes the form of a 1956 vintage vending machine, a custom Coca-Cola bubble jacket wearable which is a subtle nod to Coke's delivery uniforms, the reimagined 1940 friendship trading cards, as well as a sound visualiser which captures the sound of opening a coca-cola. 2021 Global Data Point.

Load-Date: August 3, 2021

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Indonesia: Supporting the Circular Economy, the Ministry of Industry Appreciates Coca-Cola in the Construction of Plastic Bottle Recycling Facilities

Indonesia Government News

April 5, 2021 Monday 6:30 AM EST

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Length: 739 words

Body

April 5 -- Ministry of Industry, Government of Indonesia issued the following news release:

The Ministry of Industry (Kemenperin) supports industry players in their efforts to create a sustainable circular economy. One of them is what Coca-Cola Amatil Indonesia and Dynapack Asia have done by reprocessing plastic beverage packaging into plastic pellets that are safe to use.

"The national plastic recycling industry plays an important role in meeting raw material needs and increasing the competitiveness of the domestic downstream plastic industry, in addition to environmental preservation," said Industry Minister Agus Gumiwang Kartasasmita at the inauguration of the PT. Amandina Bumi Nusantara in the Deltamas Industrial Estate, Bekasi, West Java, Monday (5/4).

The Minister of Industry said that plastic is still the main choice of raw material for packaging for the food and beverage industry because it has advantages in terms of hygiene, its malleability, light mass, is able to maintain product quality, and is safe in the transportation process.

This is supported by data on world plastic consumption which states that 39% is dominated by use for food packaging. However, Indonesia is still in the lowest rank of world plastic use, far below the USA, China, and Japan.

Currently, the national demand for plastic raw materials reaches 7.2 million tons per year. As many as 2.3 million tons of raw material in the form of virgin plastic locally supplied by the domestic petrochemical industry. "Meanwhile, the national demand for raw materials for the plastic recycling industry is around 2 million tons with a domestic supply of around 913 thousand tons, and the rest is imported supplies," explained the Minister of Industry.

"Plastics recycling industry can produce a variety of value-added to the economic potential of reaching more than Rp10 TRIL i un per year and the export potential of products derived plastics recycling which reached USD141,9 million," he added.

Therefore, the government has prepared regulations both in the context of providing incentives and disincentives, including overseeing and controlling the stipulated regulations and providing infrastructure for collecting plastic waste. Agus conveyed, plastic packaging material manufacturers must carry out Research and Development (R&D) to produce plastic packaging materials that are environmentally friendly with a clear time frame commitment.

Furthermore, the food and beverage industry as users of plastic packaging must also use plastic packaging efficiently and make efforts to manage plastic waste into other products that have economic value. "Companies are also encouraged to assist the government in educating the public about the management of plastic packaging," said the Minister of Industry.

Indonesia: Supporting the Circular Economy, the Ministry of Industry Appreciates Coca-Cola in the Construction of Plastic Bottle Recycling Facilities

In addition, according to the Minister of Industry, the government needs to provide infrastructure by building IKM scale plastic waste processing units in collaboration with business actors by utilizing corporate social responsibility (CSR) funds and involving the community so that the circular economy concept can run.

"The Ministry of Industry gives the highest appreciation to Coca-Cola Amatil Indonesia, Dynapack Asia, Amandina Bumi Nusantara, and Mahija Paramita Nusantara in managing plastic collection and building a plastic recycling factory that will be used as product packaging. Hopefully, this facility can continue to support the realization of sustainable development programs related to the implementation of economic circular in the industrial sector," he added.

PT. Amandina Bumi Nusantara is a collaboration between Coca-Cola Amatil Indonesia and Dynapack Asia which functions to operate a rPET facility to reprocess low-quality Polyethylene Terephthalate (PET) waste into high-quality PET. Meanwhile, Mahija Paramita Nusantara is a non-profit foundation that supports the management of collection centers and supporting initiatives to improve the welfare of scavengers and the community, including conducting research and development on opportunities for increased recycling and utilization of PET and plastic collection.

Coca-Cola Amatil Indonesia also announced the 2020-2040 Sustainability Ambition with one of the main focuses of creating a closed cycle in packaging by achieving a recycling rate of each packaging by 2030 of 50%.

Disclaimer: The Above Content is Auto-Translated

Source: Ministry of Industry, Government of Indonesia

Load-Date: April 10, 2021

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Coca-Cola's sustainable manufacturing in Nigeria

Business Day

October 29, 2021 Friday

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Length: 1766 words

Body

For many consumers, especially in developing countries, their interest in products lie primarily in the direct benefit the products avail them. Not many actually pay attention to the impact of their consumption on the environment in the short term and for the long term.

This may be the reason why the manufacturing practices of many organizations in developing countries mirror the level of public interest in sustainable manufacturing. But what really is sustainable manufacturing and why is it important? The US Department of Commerce's 'Sustainable Manufacturing Initiative defines the term as: "The creation of manufactured products that use processes that minimize negative environmental impacts, conserve energy and natural resources, are safe for employees, communities, and consumers and are economically sound.

"In an article by Nageswara Rao Posinasetti, a professor at the Department of Technology, University of Northern Iowa, USA for industry.com, he defined Sustainable Manufacturing (SM) or green manufacturing as, "a method of manufacturing that minimizes waste and reduces the environmental impact".

According to him, these goals are to be obtained mainly by adopting practices that will influence the product design, process design and operational principles. In practice, the four focus areas for sustainable manufacturing are Energy use reduction, Water use reduction, Emissions reduction, and Waste generation reduction, and interestingly, the Coca-Cola system, a private sector player with extensive manufacturing operations in Nigeria, is leading the charge in these four areas.

The Coca-Cola system in Nigeria, which comprises Coca-Cola Nigeria Limited and Nigerian Bottling Company (NBC), has a rich heritage, spanning several decades of operations in the country. The system is celebrating its 70th year of operations in Nigeria this year and it is encouraging to see that as the system continues to seek channels to grow its business, it is doing so in ways that are future looking, and with consideration to the environment.

In addition to the significant strides it has taken in the past, the system is implementing policies and setting up frameworks to ensure that its focus on sustainable manufacturing does not wane in the years to come. For example, the manufacturing component of the Coke System in Nigeria, NBC, is part of the Coca-Cola Hellenic Bottling Company group (CCHBC), which has committed to minimizing its environmental footprint and enriching communities where it operates.

As part of this communicated strategy, CCHBC instigated 17 sustainability commitments ahead of 2025. These commitments address six major areas including the reduction of emissions, water use and stewardship, working towards a world without waste, ingredients sourcing, nutrition, people, and communities. Read also: Coca-Cola @

Coca-Cola's sustainable manufacturing in Nigeria

70: Tracking Coca-Cola's economic impact on Nigeria and its people Even before the announcement of the CCHBC sustainability commitments in 2019, NBC had already begun its sustainable manufacturing journey.

Speaking on its water usage, Temitope Ogunrinde, national environmental manager at NBC said, "ensuring good quality safe water in sufficient quantities, as well as access to clean water and sanitation are essential to the health of people and ecosystems and vital for sustaining communities and supporting economic growth. Therefore, we aim to be a good steward of water resources in our communities; by using water in socially equitable, environmentally sustainable, and economically beneficial ways.

Our approach is to reduce our water consumption by about 20% in water priority plants from 2017 to 2025, reuse it, recycle wastewater to the levels supporting aquatic life and replenish water by restoring it". With regards to the environment, the company installed its first Effluent Treatment Plant (ETP) in Benin Plant in 2002 long before improperly treated manufacturing wastewater became a regulatory concern in Nigeria.

With the installation of ETPs in all its plants across the country, this ensures that the company's manufacturing wastewater is fit for discharge back into the environment. One may be intrigued to find fishponds with large, thriving schools of fish tucked into one of the chambers of the ETP in its manufacturing plants nationwide.

According to the company, the fish farms serve to ensure that water effluent from its operation is safe enough to support healthy plant and animal lives. It therefore comes as no surprise that all NBC manufacturing plants have been presented with the prestigious Alliance for Water Stewardship (AWS) certification.

The NBC Abuja manufacturing plant was the first bottler in Africa to be AWS certified, and shortly afterwards in 2019, the NBC Ikeja plant became the first bottler in Africa to receive the AWS Gold certification, which essentially means that the plant has met the highest global benchmark for responsible water stewardship. Port-Harcourt and Asejire Plants also earned gold certifications the same year.

While Benin, Challawa and Abuja Plants have achieved the Core certification, Owerri and Maiduguri Plants have bagged the gold certification apiece. According to the United Nations, with regards to the Sustainable Development Goal 12 which is 'to ensure sustainable production and consumption patterns', developing countries still have a vast potential for renewable energy.

In 2011, in what seems to be a demonstration of its commitment to optimizing its operations through technology, the Coke System also invested heavily in installing Combined Heat and Power Plants (CHP) at its manufacturing plants. This suite of technologies is currently running in its Port-Harcourt, Ikeja, Benin, Owerri and Asejire Plants, resulting in a significant reduction of its carbon footprints across the country.

By the end of 2020, across its production plants, the System had reduced its absolute carbon emissions for energy generation and use by 10,587 tonnes. This is in spite of a production volume increase of 66% within the same period.

The company is also evolving all its manufacturing plants that are not on CHP to be powered in part by renewable energy, with the recent installation of photovoltaic or solar energy power equipment. This hybrid solution will enable the plants to switch from the national power grid and generator backups to the solar generated power, thereby reducing the consumption of power from less green sources.

The preliminary phase of this initiative started last year at the manufacturing plants located in Maiduguri and Abuja, with photovoltaic cells delivering up to 1,700 KWP to the facilities. Further installations at its plants in Asejire and Challawa delivered a 950KWP solar power set up, which is ensuring even more sustainable growth across the ecosystem.

Together, they translate to an annual carbon footprint reduction of 1900 tons, with capacity for expansion in the future. According to Ekuma Eze, public affairs and communications director at NBC, "At NBC, we believe that a business can only be as sustainable as the communities in which it operates.

Coca-Cola's sustainable manufacturing in Nigeria

We believe that our communities are the bedrock of our business. If our communities are healthy, prosperous, and sustainable, only then can our business become strong and grow.

Over the many decades of our operations in Nigeria, sustainability has continued to be integrated into every aspect of our business, as we look to create and share value for all our stakeholders. We continuously invest in our communities, working together on key environmental and social issues".

These efforts, Ekuma noted, reflect the strong commitment of the company to innovations that strengthen the sustainability of the environment. In 2010, the System launched its light-weighted packaging campaign.

This was heralded by the roll-out of its innovative Ultra glass bottle, marking a major shift from the regular bottles. It has not only resulted in 16% weight reduction of its 50cl bottles and 14% of the 35cl range, but it has also led to significant CO2 emission reduction.

This innovation has been extended to its PET packaging in recognition of the vital role of light-weighting and source reduction as key drivers of sustainable manufacturing. The System has been consciously reducing its packaging material usage rate, a move which has seen an annual plastic weight reduction of 2,000metric tons and a corresponding CO2 emission reduction of 4,000metric tons every year.

The area of product and equipment design has also been explored by the system as a means of leaving a greener environmental footprint. This is one of the ways through which Coca-Cola in Nigeria has mainstreamed sustainability into every aspect its business operations, from investing in chillers that are ozone friendly or forklifts and fleet that are environmentally compliant.

Other efforts include initiatives such as light weighting of its product packaging, which places a reduced demand on fossil fuel consumption during transportation.As the world's population continues to grow, with human activities placing an increasing demand on the environment; it is very important that industries begin to take a more critical look at how their activities can be optimized to have the least possible negative impact on the environment.

Apart from the benefits to the environment, improved manufacturing sustainability practices can also present a good number of benefits to companies who evolve to imbibe them.For example, as with the case of NBC cited earlier, the introduction of Combined Heat and Power plants provided a means to save resources that would have been used to power other aspects of operations, thereby saving expenses.

These practices can also boost the morale of employees within an organization, as employees deliver better results and are more engaged when they have pride for their place of work. This positive reputational impact further extends to an improved perception and support from host communities for environmentally responsible companies.

From setting up a modest bottling facility in Ebute-Metta, Lagos in the early 1950s to installing its high-speed canning line in Ikeja and its ultra-modern Greenfield in Challawa, Kano State, in 2021, NBC has made relentless innovation a priority that continues to define its manufacturing operations. And by constantly retooling its production processes, adopting global best practices and leveraging new technology to optimize its operations, NBC continues to solidify its footing as a champion of sustainable manufacturing in Nigeria.

Dibua is a social commentator

Load-Date: October 29, 2021

Construction of wetlands, promotion of recycling and more: the actions that marked Coca-Cola this 2021

CE Noticias Financieras English

December 30, 2021 Thursday

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Length: 761 words

Body

Before starting to write a new page, it is always important to remember what happened before and keep in mind both the good things and the things that still need to be done. Everything fits, including projects that promote the culture of recycling, circular economy and health such as those of the Mexican Coca-Cola Industry (IMCC).

Although 12 months are long, dedicated work is what makes the goal reachable. Big or small actions, day by day are built with the same commitment.

In that sense, the IMCC this year managed to carry out 22 initiatives in Mexico, which were focused on having a positive impact on the environment and improve the lives of some people.

Since January 2021 it started with the first step of the project that seeks to bring clean water to 1 million Mexicans and expects to be completed in 2030. In addition, through the Coca-Cola Foundation in alliance with Pronatura, Agua Capital, GETF and WWF Mexico, it promoted the creation of filters, cisterns, water collection roofs and other initiatives.

In March, it carried out four initiatives, which were: Central de Abastos: for the prevention of COVID-19 and economic reactivation, which was an effort together with the Mexican Red Cross; close to 100 thousand people were benefited with mouth covers, PCR tests, ambulance transfer services, among others.

With the program Development of the Mexican countryside through local consumption, they promoted the purchase of Mexican agricultural ingredients as well as the increase in corn production.

Through the Empowerment of women: a historic achievement, it strengthened more than 5 million women; and with Nature-based wetlands, it gave way to the construction of 4 wetlands, laying the foundation stone of the first one in the State of Mexico.

In April, it presented the campaign #JuntosParaAlgoMejor to encourage the use of returnable packaging and the promotion of the circular economy, as its goal is to achieve a world without waste.

During May, June and July, he promoted recycling and sustainable development through five different strategies involving thousands of people and announced the investment of more than 11 billion pesos to strengthen the recycling chain through the creation of infrastructure and a 51% increase in employment opportunities in this area.

In addition, he bet on inclusive recycling to improve the lives of the people involved in it, giving them the importance they deserve, as shown in an episode of "Better Lives Through Better Business" presented by BBC StoryWorks.

In August, he inaugurated the second nature-based wetland, together with the Government of Jalisco, which will treat the urban water of the community of Cihuatlán for the benefit of 18,000 inhabitants of the region.

Construction of wetlands, promotion of recycling and more: the actions that marked Coca-Cola this 2021

As part of World Water Week, presented the new holistic global strategy for water security for businesses, communities, and the planet by 2030, which includes replenishment, continuous improvement in efficiency of use, wastewater treatment, and bringing clean water to 1 million Mexicans by 2030.

In September and October, we supported the small shops that provide a livelihood for more than 3 million Mexican families, but above all the women shopkeepers who were also allies in the economic reactivation.

With Fundación Azteca, it carried out clean-up days in public spaces to promote the culture of recycling and collaborated in strengthening the health system with the Red Cross and the Government of Mexico City to inaugurate the new Azcapotzalco Nursing School and Relief Base.

In November, it recovered 28 tons of waste in 7 Mexican states and presented its Christmas campaign to bring everyone the message of inclusion and to remember that the best moments are with those with whom there is a special connection.

Last but not least, this December it launched Mi tienda sin residuos (My store without waste) to encourage shopkeepers to turn their establishments into PET collection points and contribute to the circular economy. And in collaboration with the Government of the State of Baja California, it laid the first stone of the third wetland with which it committed to treat water in the region and benefit thousands of inhabitants.

This year, the IMCC carried out work that strengthened the collection, recycling and returnable in the country.
CONTINUE READING:

How to contribute to recycling together with your tiendita.

Groundbreaking for a wetland in Mexicali: it will treat more than 4 million liters of water per day.

"Christmas is magical when we share it": Coca-Cola's message of inclusion in its first "Real Magic Christmas".

Load-Date: December 31, 2021

End of Document

Coca-Cola India ties up with multiple stakeholders for waste collection, recycling

Business Line

March 19, 2021 Friday

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Length: 240 words

Dateline: New Delhi, 2021-03-19 20:09:20

Body

Beverages major Coca-Cola India said it intends to work closely with every stakeholder of the plastic recycling value chain starting from waste collectors to recyclers. Over the past few years it has initiated several strategic multi-stakeholder partnerships for waste collection and recycling.

"Hindustan Coca-Cola Beverages Private Ltd in partnership with the United Nations Development Programme (UNDP) initiated Project Prithvi, for end-to-end plastic waste management, being rolled out in 50 cities across India. In addition to this, for Karo Sambhav - Closing Material Loops, Coca-Cola India in partnership with the Packaging Association for Clean Environment (PACE), aims to develop a system that enables inclusion, ethics, transparency, good governance and traceability of waste," the beverage major said in a statement.

The company also said it is working on redesigning lightweight packaging and introducing innovative packaging solutions through its 'World Without Waste' initiative. Several other initiatives such as the establishment of Material Recovery Facilities (MRFs) and Swachhta Kendras to strengthen the collection ecosystem have been initiated, it added.

"Coca-Cola India Foundation, HCCBPL and our franchise bottling operations along with partners are working relentlessly to develop sustainable, community-led programmes for integrated plastic waste management and to promote efficient recycling in India," it added.

Load-Date: March 19, 2021

End of Document

Coca-Cola scores highest on sustainable packaging, but most CPGs fall short, report says

Industrial Goods Monitor Worldwide

October 1, 2021 Friday

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Length: 718 words

Body

Coca-Cola scored the highest for packaging sustainability among 50 consumer-facing companies in a new report from nonprofit As You Sow. The Corporate Plastic Pollution Scorecard 2021 graded companies on factors including their packaging design, the amount of recycled content in their packaging, and their financial support of recycling efforts.

The beverage giant earned a "B" from the nonprofit for its transparency around its packaging use, strong commitment to recycling and its support of producer responsibility initiatives. Other food and beverage companies were graded "C+" including Keurig Dr Pepper and Nestl or worse, with eight earning an "F."

According to As You Sows Waste Program Coordinator Kelly McBee, the greatest areas of improvement came with companies' pledges to make packaging 100% recyclable, compostable or reusable by 2025, as well as commitments to improve packaging design.

Dive Insight:

As You Sow, founded 15 years ago, is used to holding CPGs' feet to the fire to get them to adopt more sustainable practices. After the nonprofit filed a shareholder proposal this year that would compel Keurig Dr Pepper to report how much of its plastic waste escapes into the environment, the beverage company committed to cutting its use of virgin plastic by 25% by 2025. The group triggered similar commitments from PepsiCo and Mondelez.

The year 2025 is a popular packaging goalpost for many food and beverage CPGs, many of whom are signatories on the Ellen MacArthur Foundation's global effort to adopt a circular economy for plastic by that time. Coca-Cola has pledged to make 100% of its packaging recyclable by 2025. And this past February, Coca-Cola rolled out bottles made from 100% recycled plastic across its portfolio.

Kraft Heinz also committed to making 100% of its packaging globally recyclable, reusable or compostable by 2025. However, the company received a "D" score in the As You Sow report for reasons such as limited packaging data transparency and low financial contributions to recycling efforts.

As You Sow's McBee said that there is reason to push companies to follow through on their 2025 pledges and do more.

Coca-Cola scores highest on sustainable packaging, but most CPGs fall short, report says

I think there is danger there of the public seeing these announced goals and being like Oh that's great, they're doing so well,' but not having the context of how much more is needed, McBee said.

The report details how companies' plastic reduction goals have increased "ninefold" since 2019, when only two had such commitments. However, only 18 of the 50 companies tracked by As You Sow currently have pledges to reduce their plastic.

Some commitments, such as PepsiCo's pledge to halve its use of virgin plastic by 2025, only amount to half-steps since they perpetuate reliance on plastic, McBee said. The beverage and snack giant earned a "D+" grade from As You Sow for its efforts around sustainable plastic packaging.

McBee said that Unilever made one of the best commitments among the 50 CPGs that As You Sow ranked. The food giant, which scored a "C," committed to cutting out a third of its plastic altogether by 2025. However, she disputes the company's claim that reaching its goal would require a 100,000-ton decrease in plastic, saying that this number would only represent one-seventh of its plastic use.

McBee said the nonprofit is also fearful that companies will kind of overcorrect in response to consumer demand for sustainable packaging by embracing a type of compostable packaging that is not easy for consumers to process and would end up in landfills anyway. Most recently, PepsiCo announced a compostable bag for its Off The Eaten Path brand.

In the report, the nonprofit lays out recommendations for CPGs to make their packaging less plastic-reliant. These include phasing out flexible plastic, getting their packaging certified as recyclable by a third party, and donating more money to recycling efforts. As a way to show the public their dedication to sustainability, McBee said, the nonprofit encourages companies to donate a specific dollar amount per metric ton of plastic used, and to report those donations.

According to the report, "more than twice as many companies" compared to 2020 participated or financed research into recycling infrastructure, though that total makes up only 5% of the \$17 billion in funding the group says is needed.

Load-Date: October 1, 2021

Coca Cola talks deposit recycling schemes and plastic quality: 'We need a step-change for packaging collection'

FoodNavigator.com

September 30, 2021 Thursday 3:41 PM GMT+1

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Section: BUSINESS

Length: 783 words

Byline: Flora Southey, , Flora

Body

On its path to achieving zero waste and net zero GHG emissions, Coca-Cola Europacific Partners is advocating for deposit recycling schemes across Great Britain. Julian Hunt, VP of Communications & Public Affairs tells FoodNavigator this would help deliver best outcomes for businesses, consumers, and the environment.

Coca-Cola Europacific Partners (CCEP) aspires to reach net zero greenhouse gas (GHG) emissions by 2040 and has set an interim goal of reducing its absolute GHG emissions across its value chain by 30% ten years earlier. Zero waste is also part of its ambition.

For the beverage giant, which is involved in the marketing, production and distribution of Coca-Cola, Capri-Sun, and Monster Energy products, amongst others, this is no mean feat.

"It starts with our packaging, and when it comes to zero waste, we are committed to reduce the impact of our packaging wherever we can," said Julian Hunt, Vice President, Public Affairs, Communications and Sustainability of Coca-Cola Europacific Partners in GB, Norway and Sweden.

100% collection for circular economy

Moving forward, CCEP has outlined four pillars in its 100% rPET packaging strategy.

Not only will the business be removing unnecessary plastic from its packaging, but also reducing virgin plastic to ensure all plastic used is 100% recyclable and 100% recycled.

Innovating in refillable and dispensed solutions are also key, as is CCEP's ambition to aim for 100% collection. This, Hunt explained at FoodNavigator's Climate Smart Food event, will ensure CCEP packaging does not end up as litter, "or worse, in the oceans".

"We've long advocated for the introduction of well-designed deposit return schemes (DRS), because as well as high recovery rates, we know that these schemes will ensure better quality bottles are collected and recycled, giving them more chance [of being turned] back into new bottles."

CCEP is making progress, but admits more needs doing. In 2020, 59% of its packaging was collected. By 2025, this needs to increase to 100% collection.

And again, in 2020, 51.5% of its plastic packaging was rPET. This also needs to get to 100% within the next four years.

Coca Cola talks deposit recycling schemes and plastic quality: 'We need a step-change for packaging collection'

"The benefits of doing that are clear," Hunt explained. "One-hundred percent rPET is estimated to have a carbon footprint that is about 70% lower than using virgin fossil-based plastics."

Creating a low carbon zero waste circular economy for PET is reliant on industry collaboration in four areas, he continued: a 'step-change' in packaging recycling, ensuring that bottles are collected and turned back into bottles, support in recycling capacity, and consumer engagement.

This last point is crucial, the communications expert stressed. Consumers will need to accept that bottles made from high levels of recycled content often have a 'slightly greyer shade' than those made from virgin fossil-based plastic.

DRS an 'immediate priority'

A DRS acts as an incentive to support recycling. Under a DRS, consumers are charged an additional deposit fee when they buy a beverage in a single-use container. That deposit is redeemed when the consumer returns the empty container to a designated point.

In the UK, the first national DRS was passed by the Scottish Parliament in May 2020. The scheme is expected to go live in July 2022, with Hunt suggesting he hoped other countries would follow suit.

"The governments of England and Wales are also consulting on their approach to DRS and extended producer responsibility."

Where 'well designed' deposit recycling schemes are operating, CCEP says it generates 'high levels' of recovered materials. Particularly in plastic, a 'much better quality material' is recovered than in curb side collection schemes, we were told.

"One of the barriers that we have in Great Britain – and it's made our progress slower than we would have probably liked – is [that] the quality and quantity of material coming into the reprocessing sector is not sufficient to allow, not just us, but the whole sector, to move quickly towards higher levels of recycled content."

In other regions, where a well-designed DRS has already been rolled out, greater progress in collection and rPET has already been made.

Norway and Sweden, for example, have a DRS in place. This, Hunt told FoodNavigator, makes for the return of 'very good amounts' of 'high quality materials'. In these two countries, CCEP has already transitioned to 100% rPET and other [regions] are also making similar announcements.

"It's our ask of governments that we have complementary systems introduced across Great Britain as soon as practical, to reduce complexity, confusion and cost, and deliver the best outcome for businesses, for consumers, and for the environment."

Load-Date: September 30, 2021

Coca-Cola To Engage Youths On Waste Recycling

Weekly Trust

March 13, 2021 Saturday

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Length: 213 words

Body

Launched across communities in Surulere LGA, Coker-Aguda and Itire-Ikate Local Council Development Areas (LCDAs) in Lagos recently, the initiative funded by The Coca-Cola Foundation, helps in unclogging blocked drainage and canals by extracting cans and plastic waste, recycling them while providing economic empowerment for community youths and women.

'PaywithSpecta is empowering Nigerians to make essential, everyday purchases'

Redeployed military officers assume duties

At least 100 recycling receptacles and 10 tricycles will be deployed across the communities to ensure the collected waste items are evacuated to aggregation centres for recycling.

Managing Director Coca-Cola Nigeria Limited, Alfred Olajide, said, 'We want to make recycling more accessible to achieve 100 percent collection and recycling by 2030.

'Our goal is to help collect and recycle a bottle or can for everyone we sell globally. To achieve this, we will continue to make our packaging 100 percent recyclable and work with varied stakeholders to ensure the bottles are collected and recycled.

'We are confident that this project will help communities identify and better understand how and where to recycle, further empowering over a 100 women and youth who will be able to earn a living from this project.'

Load-Date: March 16, 2021

End of Document

World Environment Day: How Coca-Cola is restoring ecosystems

Business Day

June 5, 2021 Saturday

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Length: 1712 words

Body

Building a sustainable environment has become a major concern. Imagine a simple town, adorned with greenery so lush that it brightens the environment with clean air fit for human consumption, striking a balance between the elements.

Read Also: World Environment Day ; FCMB Restates Commitment to Environmental Sustainability; Expands Support To Renewable Energy Sector In many parts of the world, the current situation is a far cry from this. About 13 million tonnes of the world's plastic waste end up in oceans, polluting the planet.

Plastic waste has been a major source of concern for environmentalist policymakers, so much that the United Nations chief, Antonio Guterres, called on world leaders to declare states of "climate emergency" in their respective countries to spur action to prevent "catastrophic" global warming in December 2020. Guterres's comments were made during his opening statement at the Climate Ambition Summit, a virtual gathering aimed at building momentum to ensure steeper cuts in planet-warming emissions on the fifth anniversary of the 2015 Paris Climate Accord, which Nigeria ratified in 2019. While Nigeria commits to the Paris Accord, the reality back home suggests the work required to achieve the goals contained therein must be as meticulous. Waterways are polluted by the indiscriminate dumping of plastic waste leading to flooding and threats to aquatic life.

And with the recent COVID-19 pandemic, there has been a large portion of disposable face masks, face shields, hand sanitiser containers, rubber and plastic gloves, and more, along waterways and drainages. A recent research study shows that 68 percent of Municipal Solid Waste (MSW) is indiscriminately dumped in Nigeria, with 20.80 percent is disposed of through inappropriate landfill sites and 10.70 percent burnt.

Additionally, according to Green House Gas (GHG) emissions inventory from 2000 to 2018, the contribution from inappropriate waste was 3 percent. This development is even more worrisome as this rate is expected to double within the next five years if preventive steps are not taken.

Nevertheless, the Nationally Determined Contributions (NDCs), made under the Paris Agreement, embodies the country's efforts to reduce national emissions and to adapt to the effects of climate change. It is also claimed that these efforts will pave way for a low carbon economy and result in about a 50 percent reduction in emissions.

While the projections, in this case, are optimistic, it is evident that the government's efforts in tackling Nigeria's long-standing waste crisis require a significant level of support from corporate organisations that have global reach and expertise, as well as developed policies and sustainability projects on sensitising the public about better practices to contribute to environmental and economic sustainability. One of such companies that have shown an undeniable commitment to the cause is Coca-Cola, whose track record of sustainability initiatives is extensive.

World Environment Day: How Coca-Cola is restoring ecosystems

Over the years, Coca-Cola has executed several community high-impact projects making a significant impact in communities where they do business, especially as regards the environment. Coca-Cola's show of foresight echoes as far back as 1917, during World War I, with the company's participation in disaster relief efforts for decades, in partnership with The Red Cross.

From contributing to sustaining humanity and the livelihood of people, the company charged on to set up The Coca-Cola Foundation in 1984, ploughing back 1 percent of each previous year's income, annually, to fund numerous social causes centred on women, water, waste and wellbeing, through the foundation. Since the establishment of the foundation, a significant impact has been made in keeping the world's water bodies cleaner and safer.

Worthy of note is Coca-Cola's milestone completion of the 100 percent water replenishment drive five years before the planned completion date. One of such key initiatives was the partnership with the World Wide Fund for Nature (WWF), started in 2007, which targets five focus points: conserving the seven important freshwater basins, improving the company's water efficiency, reducing the company's carbon footprint, agricultural sustainability and inspiring others to take action.

To achieve the goals of the partnership, the company plays the role of a big brother' by inviting others to join in the cause, creating a sustainability loop that outlasts generations. Two years later, the company launched the definitive water stewardship programme the Replenish Africa Initiative (RAIN).

Over the past decade, RAIN has improved access to clean water for communities, schools, and clinics across 41 African countries, enhanced access to hygiene and promoted better hygiene practices. The programme has also enabled the economic empowerment of people by creating opportunities for employment, entrepreneurship, and skills acquisition.

In addition, RAIN has helped to protect critical watersheds, supported several African utilities in coping with the rapidly growing water demand in cities, and delivered essential hygiene items and personal protective equipment to help slow the spread of COVID-19. RAIN involves the collective efforts of over 300 international and local public, private and civil society partners who have implemented various projects across numerous vulnerable communities. As of March 2021, a staggering 6 million people have been impacted, more than 480,000 women and girls have been empowered, and over 454,500 hectares of land have seen improved management.

In tandem with the Sustainable Development Goals (SDGs) founded by the United Nations in 2015 and a considerable understanding that the onus to spark the desired change falls on the company, Coca-Cola expertly created the World Without Waste programme to drive home the importance of plastic recycling and to create initiatives that trigger a whirlwind of efforts towards plastic recycling and environmental sustainability. Coca-Cola's World Without Waste vision seeks to ensure that 100 percent of its consumer packaging is recyclable by 2025 while targeting the collection and recycling of an equivalent of 100 percent of its primary packaging by 2030. The company has sponsored and supported various projects geared towards proper waste management and infrastructure that supports environmental sustainability, adopting a strategy focused on collaborations with local and specialised bodies to proffer solutions to improper waste management and its attendant implications.

To drive home its global mandate, Coca-Cola Nigeria Limited along with its bottling partner, Nigerian Bottling Company, in 2005 pioneered a partnership with a recycling company called Alkem to solve the plastic waste challenge in Nigeria. A total of 24 buy-back centres and over 1 billion PET bottles were recycled into fibre under this partnership from 2005 to 2012. Additionally, more than 1800 direct and indirect jobs were created.

Another great milestone that has been recorded is the synergy with other committed top players in the industry, such as Nigerian Breweries, Seven-Up Bottling Company, Nigerian Bottling Company, Nestle, Guinness, Unilever among others, to create the Food and Beverage Recycling Alliance (FBRA) integrating efforts and expertise to build a sustainable recycling system for food and beverage waste and to combat the incessant littering of the environment. In 2020, following the impact of COVID-19, Coca-Cola Nigeria partnered with a social benefit venture called RecyclePoints to launch a recycling programme called 'Project Revive'.

World Environment Day: How Coca-Cola is restoring ecosystems

The programme is a community-based recycling initiative to support low-income communities that have been hard-hit by the economic challenges of COVID-19, to earn a living while keeping their environment clean. The project has set up more than five buy-back centres within communities like Sangotedo, Shomolu, Lekki, Ikorodu and Ojo, amongst others.

Since its inauguration, the scheme has attracted over 600 registered subscribers who have continuously earned a living while keeping their immediate community clean. On the innovation front, Coca-Cola launched an all-new clear packaging for its Sprite brand in November 2020 to strengthen its prospects for recycling.

The new transparent PET bottle is a shift from its iconic green-coloured packaging and signals the company's commitment to reducing its carbon footprint across the world. "We're journeying to a World Without Waste, which means more of our plastic packaging can be collected, recycled and reused to make new bottles.

For us at Coca-Cola, clear is better and we're working to slowly phase out our coloured packaging as clear bottles are easier to recycle," Nwamaka Onyemelukwe, Coca-Cola Nigeria's public affairs, communications and sustainability director, said. Other eco-friendly initiatives funded through the company's philanthropic arm, The Coca-Cola Foundation, in Nigeria includes the RESWAYE, which recently concluded with over 159,000kg of plastic waste removed from coastlines and shorelines in Lagos; RecyclesPay, Cash 4 Trash, Clean Up Naija, Mission Zero Plastic, Waste in the City, Waste to Strap, Waste to Wealth, Project DORI amongst others.

For Coca-Cola's commitment to championing sustainable living, multiple awards and recognitions have been received. The company has received the Sustainability Enterprise and Responsibility (SERAS) Awards consistently, since 2015, in diverse award categories, for its unflinching drive for sustainability and its Corporate Social Responsibility (CSR) initiatives.

The most recent being the Best Company in the Social Enterprise and Innovation categories (2020) and the Most Outstanding Social Impact Award (2021) in the just concluded Lagos Waste Forum, to mention a few. Coca-Cola has championed major sustainability initiatives by investing over \$2.8 million, recycling over 1.

5 billion bottles and contributing, directly and indirectly, to the creation of over 2000 jobs across target countries. The company has shown that sustainable environmental wellness can be achieved and has led by example.

With concerted contributions from every individual, company, and relevant interest group, clean and green earth is possible a waste-free utopia come true.

Load-Date: June 5, 2021

Coca-Cola Philippines to open new recycling facility in early next year

MarketLine NewsWire (Formerly Datamonitor)

November 26, 2021 Friday 9:27 AM GMT

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Section: PHILIPPINES

Length: 307 words

Highlight: The Filipino branch of Coca-Cola has provided an update on its food-grade bottle-to-bottle plastic recycling facility in General Trias, Cavite, Philippines.

Body

Known as PETValue, the facility is due to start operations in the first quarter of next year. The plant is a joint venture between Coca-Cola Philippines and green technology and packaging provider Indorama Ventures. It is intended to boost the Philippines' domestic recycling capabilities and improve the circular economy for polyethylene (PET) bottles in the country.

Once operational, PETValue is expected to generate around 200 direct jobs. Coca-Cola Philippines said that PETValue will have an estimated capacity of around 30,000mt of post-consumer PET plastic bottles, equivalent to almost two billion pieces of plastic bottles. The plant will also support Coca-Cola in its World Without Waste programme, which it introduced in 2018. Under the programme, the company has pledged to collect and recycle as many bottles or cans as it sells by 2030. It also aims to make all its packaging recyclable by 2025 and use at least 50% recycled material in its packaging by 2030. Coca-Cola Philippines president Tony Del Rosario was quoted by The Manila Times as saying: "At Coca-Cola, we're fully committed to making our vision of a World Without Waste come to life. "This requires continued dedication and tangible efforts from us working in close partnership with industries, recyclers, local governments and other organisations, even consumers." In September, Coca-Cola Philippines committed to ending the production of plastic sachets at its plant in the country's Cavite province next year. In 2019, the company introduced the country's first beverage bottles made from fully recycled plastic material. Last month, Coca-Cola collaborated with biomass-to-chemical technology licensor Changchun Meihe Science & Technology to launch a prototype plant-based bottle. Apart from its cap and label, the bottle is made entirely from plant-based plastic.

Load-Date: December 12, 2021

3 Years After Topping Pollution Charts, Has Coca-Cola Finally Learnt Its Lesson?

Youth Ki Awaaz

October 13, 2021 Wednesday

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Length: 789 words

Dateline: India

Body

India, Oct. 13 -- Top beverage brands have been static on reducing plastic waste, after being named the world's top plastic polluters for the third year straight.

Coca-Cola was ranked world's no.1 for most littered products by Break Free from plastic in its annual audit, after its beverage bottles were habitually found disposed on rivers, parks, beaches, and other litter sites in 51 of 55 nations surveyed.

Lately, in 2019 it was the most frequently littered bottle in 37 countries, out of 51 surveyed. In comparison to the other two brands namely PepsiCo and Nestle, Coca-Cola's litter was more than the combined plastic waste of PepsiCo and Nestle, reflecting that the brand was well-liked by customers.

In March, Coca-Cola, PepsiCo, Nestle, and Unilever were found to be responsible for massive half a million tons of plastic pollution in six developing countries each year, in a survey by NGO Tearfund.

Gravity Of The Situation

Reports say plastic from Coca-Cola, Nestle, PepsiCo, and Unilever products could cover 83 football pitches every day.

Emma Priestland, Break Free from Plastic's global campaign coordinator said, "the world's top polluting corporations claim to be working hard to solve plastic pollution, but instead they are continuing to pump-out harmful single-use plastic packaging."

Priestland said the only way to halt the growing global tide of plastic litter was to stop production, phase out single-use and implement reuse systems.

Up to 91% of all the plastic waste ever generated has not been recycled and it eventually ended up being carbonized, in landfills or the natural environment, according to a 2017 study.

Moreover this year's audit report of branded plastic waste revealed that the single use sachets, which are used to sell small volumes of products such as ketchup, coffee, and shampoo, were the most commonly found type of item, followed by cigarette butts, then plastic bottles.

In addition, Coca-Cola branding was found on 13,834 pieces of plastic, with PepsiCo tag on 5,155 and Nestle branding on 8,633. According to the annual audit, ventured by 15,000 volunteers across the world analyzed the largest number of plastic products from global brands found in the highest number of countries.

3 Years After Topping Pollution Charts, Has Coca-Cola Finally Learnt Its Lesson?

This year only, they collected 346,494 pieces of plastic waste, 63% of which was marked clearly with a consumer brand. Earlier this year Coca-Cola was reprehended from environmental campaigners when the brand announced it would not abandon plastic bottles.

The beverage brand Coca-Cola which is responsible for majority of plastic waste globally said it was working towards addressing packaging, in partnership with

others, and rubbished the claim that it was making no progress.

"Globally, we commit to get every bottle back by 2030, so that none of it ends up as litter or in the oceans, thus the plastic can be recycled into new bottles," a spokesperson said.

"Bottles with 100% recycled plastic are now available in 18 markets around the world, and this is repeatedly growing." The spokesperson said Coca-Cola had also minimized plastic use in secondary packaging, and that globally "more than 20% of our portfolio comes in refillable or fountain packaging."

Innovation And Investments

PepsiCo spokesperson said the actions are taken by company to tackle packaging through, "partnership, innovation and investments."

They said it had set plastic reduction goals "including decreasing virgin plastic in our beverage business by 35% by 2025" and was also "increasing refill and reuse through businesses like SodaStream and SodaStream Professional, which we expect will elude 67bn single-use plastic bottles through 2025."

They added that the company was investing in partnerships to enhance and increase recycling infrastructure and collection, pledging more than \$65m since 2018. A statement from Nestle said the the company was working towards "meaningful progress" in sustainable packaging, despite the fact it recognized more was needed.

"We are escalating our actions to make 100% of our packaging recyclable or reusable by the year 2025 and to reduce our use of virgin plastics by one-third in the same time. So far, 87% of our total packaging and 66% of our plastic packaging is recyclable or reusable."

Simon Mbata, national coordinator of the South African Waste Pickers Association, said, "The majority of plastic we come across cannot be recycled. We find it everywhere, in our waste stream, on our land. When it is buried, it contaminates our soil. Whatever cannot be recycled must not be produced."

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Load-Date: October 18, 2021

Coca-Cola signs MOA with City of Manila for plastic bottle collection and recycling

The Philippine Star

June 24, 2021 Thursday

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Length: 795 words

Body

(Philstar.com) - June 24, 2021 - 10:00am MANILA, Philippines -- Coca-Cola Beverages Philippines, Inc.

(CCBPI), the bottling arm of Coca-Cola in the country, has signed a memorandum of agreement (MOA) with the City of Manila for the collection and recycling of PET bottles in the metro. Under the MOA, clear PET plastic bottles--regardless of brand or manufacturer--deposited in contour bottle bins will be collected by Manila's Department of Public Services, and will then be hauled by CCBPI to its PETValue recycling facility in Gen.

Trias, Cavite. This is the first in a series of projects lined up for the City of Manila.

Recently, CCBPI representatives led by CEO and president Gareth McGeown presented World Without Waste installations--Coca-Cola contour bottle bins for PET collection, educational panels on proper waste disposal and park benches made from thousands of transformed PET plastic bottles--at the Kartilya ng Katipunan to Mayor Isko Moreno and Vice Mayor Honey Lacuna. The wide-reaching sustainability project for the city was made possible through the support of the Department of Tourism, Culture and Arts of Manila, led by Director Charlie Dungo and his team.

The City of Manila is the latest addition to the growing number of cities and municipalities that CCBPI is partnering with as part of its World Without Waste initiative, the company's commitment to collecting and recycling every single bottle and can that it sells by 2030. "Coca-Cola and Manila, through the leadership of Mayor Isko, have always shared the same advocacies for sustainability and this partnership is just another testament to that. We are very much excited to work with the City of Manila for PET plastic bottle collection, and in many more future projects that will realize our common goals,"McGeown said.

"The ultimate aim is to collect every single PET plastic bottle within the city and divert it to PETValue. This would yield collective achievements--among them is helping keep Manila clean, while fostering the value of caring for the environment and strengthening the mindset for recycling,"he continued.

PET plastic bottles: Value beyond first use/ World Without Waste installations in Kartilya ng Katipunan include: benches and chairs made from thousands of recycled PET plastic bottles, contour bottle collection bins, and information panels that illustrate the steps involved in proper used PET bottle disposal Photo Release Solid waste management remains a challenge across the country. PET plastic bottles are 100% recyclable and have value beyond their initial use--and, therefore, should not end up in landfills or waterways.

This recyclable material should re-enter the value chain as resource or feedstock for recycling, which will be processed at the PETValue facility. Granted pioneer status in 2020 by the Philippine Board of Investments,

Coca-Cola signs MOA with City of Manila for plastic bottle collection and recycling

PETValue Philippines--a partnership between Coca-Cola and Indorama Ventures, a global leader in green tech and packaging solutions--is the country's first, state-of-the-art, bottle-to-bottle, food-grade recycling facility.

It will employ the safest and most advanced technology to sort, wash, and process used plastic bottles into new ones. The P1-billion facility is set to be completed in Q4 of 2021 and is expected to have a capacity to process around 3 billion pieces of plastic bottles annually.

Manila homecoming/ CCBPI representatives led by president and CEO Gareth McGeown and Manila City LGU officials led by Mayor Isko Moreno and Vice Mayor Honey Lacuna during the launch of the PET bottle collection project for the city, which was made possible through the support of the Department of Tourism, Culture and Arts of Manila (DTCAM), as led by Director Charlie Dungo. Photo Release Earlier this year, CCBPI opened a new distribution hub in Manila--a true homecoming marking Coca-Cola's return to the city.

Coca-Cola's new Manila site utilizes a smart logistics system, promoting innovative and advanced technologies in the country, and will thus serve as a model site for all Coca-Cola distribution centers. This is in line with the company's commitment to support economic recovery through the expansion of its nationwide footprint, which in turn will generate more jobs for Filipinos.

"We have always put our words into action, and we've proven throughout our 109-year stay in the Philippines that the support of Filipinos is integral to that," McGeown said. "We are unwavering in our commitment to help in the country's stable economic recovery-- we will continue to work with the national government, local governments, and various organizations across the Philippines.

We truly believe that, because we have been coming together in solidarity, our best days are ahead of us," he concluded.

Load-Date: June 24, 2021

End of Document

Coca-Cola Partners SWEEP Foundation On Environmental Sustainability

Daily Independent (Nigeria)

January 12, 2021 Tuesday

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Length: 514 words

Byline: Kayode Ajiboye

Body

The Coca-Cola Foundation has awarded a grant to SWEEP Foundation to launch a new environmental sustainability initiative, titled 'Waste In The City' across key locations in Lagos, Nigeria.

As part of the company's commitment to fostering a waste-free world, the grant was awarded to the NGO to bolster efforts to reduce plastic pollution and engender a positive orientation towards environmental wellness practices.

ABUJA DOCTOR REVEALS HOW MOST NIGERIA MEN ARE NOW OVERCOMING TERRIBLE BEDROOM PERFORMANCE DUE TO THIS BRILLIANT DISCOVERY. DON'T BE A VICTIM!

Through this grant, the Waste In The City initiative will be rolled out across three local government areas within Lagos State comprising Surulere LGA, Coker-Aguda LCDA and Itire-Ikate LCDA. Its implementation will include advocacy, deployment of waste collection receptacles and provision of sustainable livelihood for the youth across selected communities.

SWEEP Foundation will establish 100 pilot collection receptacles (drop-off centres) for the recovery of recyclable waste within Surulere LGA; Coker-Aguda and Itire-Ikate LCDA empowering 100 youths' recyclers under this partnership.

Speaking on this partnership with SWEEP Foundation, Nwamaka Onyemelukwe, Head, Public Affairs, Communications and Sustainability, Coca-Cola Nigeria Limited explained,

"The partnership is part of an ongoing commitment to invest in innovation that supports sustainable packaging and recycling. The goal of this investment is to fund recycling programmes that are fun and simple but importantly make a tangible difference within the local community.

"This is aligned with global efforts to increase the recycling and recovery of PET bottles while promoting the right attitude around waste management. It also provides a unique opportunity to impact the lives of the youth demographic through job creation. We believe projects such as Waste In The City are a real and effective means of driving change around the world,"she added.

While environmental waste in Lagos State poses a problem to the increasing human population, drainages and canals continue to be clogged with plastic and other domestic waste despite the good efforts of waste evacuation operators, Recyclers Association of Nigeria (RAN), the Association Waste Managers of Nigeria (AWMAN) and the Lagos Waste Management Authority, (LAWMA).

Coca-Cola Partners SWEEP Foundation On Environmental Sustainability

According to Phillips Obuesi, President and CEO, Statewide Waste and Environmental Education Foundation (SWEEP), this formed the basis for the initiative.

"The Waste In The City initiative was borne out of a survey conducted by the Foundation, the results of which indicated the unsustainable waste disposal lifestyles occasioned by lack of environmental education and a lack of collection centres within the target communities.

"These continue to contribute to the low-level participation of citizens in recycling and sustainable waste management. We hope that with Waste In The City, we can not only address this problem in Surulere LGA, Coker-Aguda LCDA and Itire-Ikate LCDA, but across the state and eventually, across the country," he remarked.

Load-Date: January 12, 2021

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Greenpeace: Coca-Cola Announces Launch of Recycled Plastic Bottles in Select U.S. Markets

Targeted News Service

February 10, 2021 Wednesday 8:10 AM EST

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Length: 299 words

Byline: Targeted News Service

Dateline: WASHINGTON

Body

Greenpeace issued the following statement on Feb. 9, 2021:

* * *

Coca-Cola announced today that it is rolling out 100% recycled plastic bottles for several of its brands in select markets across the United States this year. In its announcement, Coke claims the changes will reduce the company's new fossil fuel plastic by more than 20% in North American compared to 2018. Coca-Cola produces over 100 billion plastic bottles each year. Coke was recently named the world's worst plastic polluter following global cleanups and brand audits for the third year in a row.

In response to today's news, Greenpeace USA Senior Plastics Campaigner Kate Melges said:

"In 1990, Coca-Cola and Pepsi announced plans to sell their products in recycled plastic bottles. The Washington Post quoted Greenpeace as 'unimpressed' at the time, urging the companies to eliminate single-use plastics altogether. Thirty one years later, companies should not still be boasting about transitioning to recycled content. We remain unimpressed.

"While transitioning to recycled content helps to eliminate the need for some new fossil fuel plastic, it does not do nearly enough to end the cycle of plastic production and pollution. Since the 1970s, these consumer goods giants have joined with the fossil fuel industry to use recycling as justification to continue relying on polluting plastics. And the climate crisis has gotten worse, our oceans have grown more polluted, and the health of communities worldwide has deteriorated thanks to this profit model that puts the fossil fuel and petrochemical industries before everything else. If Coke wants to make real news, it should announce that it is finally ending its reliance on plastics altogether."

[Category: Environment]

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Load-Date: February 10, 2021

Coca-Cola boosts the development of the recycling chain in the country

NAFTA (English)

May 17, 2021 Monday

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Length: 466 words

Byline: frontera

Body

Mexico City.- 'It's time for us to talk about recycling', is the focus of **the Mexican Coca-Cola Industry's latest campaign**, through which it drives a circular economy in which each bottle is recycled, highlighting the importance of the sum of efforts to achieve it.

Likewise, through Adriana Málaga Almazán, she gives voice to an entire collection and recycling chain, which contributes daily to getting a **#MundoSinResiduos**.

"I am calm at work, because I know that at CEDIC they take care of me and feed them; help a lot of people like me. It has served me and my children a lot," Adriana Málaga Almazán, waste collector.

Every year 44 million tons of garbage are produced in Mexico, waste of which the PET represents 3%. Characterized by its high level of valorization and recyclability, this material has the ability to have more than one shelf life through its implementation or transformation in various applications, as well as being a source of economic income for millions of families.

Today, more than 35 thousand people are part of this important chain in the country, which is why, for more than 18 years, imCC has promoted the creation of spaces for the improvement of the living conditions of recoverers and their families.

An example of this is **the Center for Integral Community Development (CEDIC)** located in Chimalhuacán, State of Mexico, which provides education, food, medical care, among others, this thanks to the joint work with different associations, foundations and allies such as **PetStar**.

Through the various initiatives, nearly 900 children benefit from the children of the children of base pepenadores or recoverers and their families.

And although Mexico has established itself as one of the world's leading PET collectors and recyclers, efforts should not be stopped, so the Mexican Coca-Cola Industry continues to work in conjunction with its recycling plants,

Coca-Cola boosts the development of the recycling chain in the country

PetStar and IMER, as well as partnerships such as ECOCE to achieve a Waste-Free World, thus driving a better planet , in addition to social inclusion and community development.

"Through PetStar, the Mexican Coca-Cola Industry recycles not only the bottles that come from its brands, but any bottle of PET", Carlos Mendieta, director of sustainability at PetStar.

We are all part of this chain and we can help by emptying, crushing, covering and depositing our bottles correctly, because by working together we can generate real change on the planet, in addition to supporting the recycling chain in the country, let's do this together!

Today, **the Mexican Coca-Cola Industry** processes more than 85 thousand tons of PET each year through its recycling plants and its goal by 2030 is to recover and recycle the equivalent of the total bottles it sells, thus contributing to a World without Waste.

Load-Date: May 19, 2021

End of Document

Coca-Cola Sued For Deceptive Sustainability Claims

Newstex Blogs

JD Supra

June 10, 2021 Thursday 5:15 PM EST

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Length: 602 words

Byline: Robinson+Cole Manufacturing Law Blog

Body

Jun 10, 2021(JD Supra: <http://www.jdsupra.com> Delivered by Newstex)

Last week, Coca-Cola was sued^[1] by Earth Island Institute for deceptive marketing regarding its sustainability efforts 'despite being one of the largest contributors to plastic pollution in the world.'

In the Complaint, Earth Island Institute, a not-for-profit environmental organization, alleges that Coca-Cola is deceiving the public by marketing itself as sustainable and environmentally friendly while 'polluting more than any other beverage company and actively working to prevent effective recycling measures in the U.S.' Coca-Cola has developed a number of initiatives to advertise its commitment to plastic waste reduction and recycling, in part through its 'Every Bottle Back' and a 'World Without Waste' campaigns. It touts its goal to collect and recycle one bottle or can for each one it sells by 2030. Coke also claims that its plastic bottles and caps are designed to be 100% recyclable. The Complaint presents a number of examples of these allegedly misleading statements across a range of mediums, including on its website, in advertising, on social media, and in other corporate reports and statements.

Meanwhile, according to the Complaint, Coca-Cola is the world's leading plastic waste producer, generating 2.9 million tons of plastic waste per year. It uses about 200,000 plastic bottles per minute, amounting to about one-fifth of the world's polyethylene terephthalate (PET) bottle output. This plastic production also relies on fossil fuels, resulting in significant CO2 emissions.

This waste generation is complicated by significant deficiencies in recycling. Despite the public's common understanding that plastic bottles can be recycled, only about 30 percent of them actually are. According to the Complaint, the plastics industry has long understood this problem, but it has sought to convince the consumer that recycling is viable and results in waste reduction. The Complaint even quotes former president of the Plastics Industry Association as saying, 'If the public thinks that recycling is working, then they are not going to be as concerned about the environment.'

The Complaint alleges that not only has Coca-Cola failed to implement an effective recycling strategy, it has actively opposed legislation that would improve recycling rates. According to the Complaint, Coke has actively fought against 'bottle bills'—laws that would impose a small fee on plastic bottle purchase that would be returned to the consumer when that bottle is returned to a recycling facility. Jurisdictions with these laws tend to have better recycling rates, albeit at a small additional cost to the consumer at the point of purchase.

Coca-Cola Sued For Deceptive Sustainability Claims

The Complaint does not allege that Coke has violated any environmental laws. Instead, Earth Island Institute seeks to hold Coke accountable under the Washington, D.C. Consumer Protection Procedures Act. The Complaint alleges that Coca-Cola's misrepresentations mislead consumers, and that Coke's products 'lack the characteristics, benefits, standards, qualities, or grades' that are stated and implied in its marketing materials. Earth Island Institute does not seek damages; it only seeks to stop Coca-Cola from continuing to make these statements.

This case is the latest example of ESG—Environmental, Social, and Governance—factors playing out in practice.

[View source[2].]

[1]: [https://www.earthisland.org/images/uploads/suits/Earth.Island_.v_.Coca-Cola_.Complaint_.\(stamped\)_.pdf](https://www.earthisland.org/images/uploads/suits/Earth.Island_.v_.Coca-Cola_.Complaint_.(stamped)_.pdf) [2]: <https://www.manufacturinglawblog.com/2021/06/coca-cola-sued-for-deceptive-sustainability-claims/>

Load-Date: June 10, 2021

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Coca-Cola Foundation awards DoGood.Africa \$94,000 grant to tackle plastic pollution, create jobs, others

The Sun (Nigeria)

March 15, 2021 Monday

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Length: 313 words

Byline: Rapheal

Body

By Henry Uche

DoGood.Africa, a registered non-profit social enterprise, in partnership with HB Imagino has been awarded a grant of \$94,000 from the Coca-Cola Foundation (TCCF) to improve the livelihood of over 300 waste pickers and sorters in impoverished communities in Lagos through economic empowerment under a recycling project tagged "Waste to Wealth."

The "Waste to Wealth" project is designed to contribute to several of the Sustainable Development Goals in a bid to ameliorate the hardship caused by the COVID-19 pandemic, promote a greener environment and ultimately develop Nigeria as a whole.

Speaking with journalists in Lagos, co-founder, of DoGoodAfrica, Toni Fola-Alade, said that the organisation is excited to receive the grant to fund the pilot project which would run for the period of one year. He expressed optimism that the project would be sustainable and rewarding for partners and as well encourage a healthier environment and sustainability.

The project, according to Fola-Alade, would collect plastic waste from source locations such as restaurants, hotels and other strategic locations where these waste products are in high consumption and through a tech process, pick them up for recycling. He added that the pilot project which would focus on Lekki area of Lagos would use technology powered by a partner organisation, HB Imagino, to track plastic waste for pick up.

"We believe that this project is an opportunity to turn our collective problem of plastic waste management into prosperity. We bought into this vision with our generous partner, Coca-Cola. By being able to integrate the value chain, we can tackle this problem. We are seeing this resource of plastic waste for what it really is,"he said.

The post Coca-Cola Foundation awards DoGood.Africa \$94,000 grant to tackle plastic pollution, create jobs, others appeared first on The Sun Nigeria.

Coca-Cola Foundation awards DoGood.Africa \$94,000 grant to tackle plastic pollution, create jobs, others

Load-Date: March 16, 2021

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Coca-Cola Europacific Partners' manufacturing site in Dongen becomes the Netherlands' first recipient of an Alliance for Water Stewardship certificate for its sustainable water management

Contify Retail News

September 20, 2021 Monday 6:30 AM EST

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Length: 498 words

Body

Sept. 20 -- Coca-Cola Europacific Partners issued the following news release:

- Picture from left to right: Eva Amsterdam (Senior Manager sustainability CCEP), Jos Peeters (Environmental Manager Dongen CCEP), Eerik Schipper (Control Union), Moortgat Kris (Director Supply Chain CCEP)

CCEP's manufacturing site in Dongen, the Netherlands has been awarded a platinum certification - the highest level of certification - for sustainable water stewardship by the global Alliance for Water Stewardship (AWS), a global membership collaboration that drives, recognises and rewards good water stewardship performance. This is the first AWS certification for any site in the Netherlands.

Water usage at the site has been optimised in several of ways over a number of years; including the launch of a collaboration with local partners to coordinate communal uses for water, as well as an adaptation to the factory's line that washes used bottles that now means only reused, clean water is used. These measures have improved water efficiency and contribute to protecting the health of the watershed and local ecosystem.

Joe Franses, VP Sustainability at CCEP says: "Water is an essential resource across our value chain, and we need to treat it with the care it deserves. Good water stewardship is a key part of our sustainability strategy so we're delighted that the important work that has been taking place in Dongen has been recognised by AWS. We are aiming to make all our production facilities as water efficient as possible, by reducing our water consumption on a continual basis and protecting local water sources for future generations."

As part of its Action on Water strategy, CCEP adopts a value chain approach to water management. All of its production facilities in Europe have implemented water management plans to support CCEP's ambition to address water scarcity challenges and take care of water resources. Since 2010, there has been a 13.7% reduction in the amount of water used to make one litre of product at CCEP sites, and 275% of the water used in its drinks, where sourced from areas of water stress, was replenished.

The site in Dongen is also part of a CCEP programme that aims for at least six of its sites to become carbon neutral certified according to the international standard PAS 2060 by the end of 2023. To reduce emissions at the site, all the transport vehicles on-site (forklift trucks and road sweepers) will be switched to electric, the gas powered boilers will be replaced by electric heating systems and the site's 100% renewable energy will be supplied by local solar and wind farms.

This programme is a key part of CCEP's Net Zero 2040 ambition and target to reduce its value chain emissions by 30% by 2030 (versus 2019) that focuses first on reducing its own value chain emissions before investing in verified carbon offset projects, prioritising those that remove carbon from the atmosphere, to take away any remaining emissions.

Coca-Cola Europacific Partners' manufacturing site in Dongen becomes the Netherlands' first recipient of an Alliance for Water Stewardship certificate for its s....

Source: Coca-Cola Europacific Partners

Load-Date: September 21, 2021

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Project Revive: Coca-Cola's efforts to enhance Nigeria's environmental sustainability

Business Day

October 27, 2021 Wednesday

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Length: 940 words

Body

"Time is running out" This is a statement that anyone who has closely followed conversations about climate change must have read in the news for at least the past decade. For years, the terms 'climate change' and 'global warming' have been the subjects of many panel discussions at global events, as world leaders seek to drive home the dangerous challenge the world faces due to a variety of human activities, such as the burning of fossil fuels, poor plastic waste disposal, and some aspects of farming operations while highlighting practices to salvage the situation.

While many individuals and corporations have stepped up to the challenge, recent developments still indicate a need for more intensified efforts. A recent report from the Intergovernmental Panel on Climate Change puts the dire situation of the earth into perspective.

The report, which showed just how close we are to reaching the internationally-agreed threshold of global heating, highlighted the fact that in 2019 alone, 'atmospheric carbon dioxide (CO₂) concentrations were higher than it has been in at least 2 million years'. In Nigeria, for instance, the effect of climate change is seen in the increased rates of flooding, changes in rainfall patterns, drought, heat-waves, desert encroachment and erosion.

According to the National Emergency Management Agency (NEMA), in 2019, approximately 1.9 million people had been displaced by flooding.

In addition to these displacements, flooded farmlands have reduced crop yield in some areas of the country, leading to high rates of food scarcity further complicated by droughts in other parts of the country. These issues have health, financial and social effects, and the country's waste problem only adds an extra layer of difficulty.

Read also: Property business favours UPDC as 9-month loss slows to lowest in 4 years Annually, Nigeria generates about 2.5 million tons of plastic waste, with Lagos contributing around 2,250 tons daily.

Most of these waste materials end up in sewers, beaches and rivers, and the little that is collected ends up in landfills where they are incinerated or mostly buried. These two widely practised processes add carbon particles to the air, thus leaving very little confusion about the direct role we have to play to curb this attack on our planet.

With the latest climate change report projecting bleaker insights than ever, it is evident that governments, world leaders, and corporate organisations need to unite against this common issue. Coca-Cola has been one of the most direct organisations in its approach to tackling the effects of climate change.

With the World Without Waste initiative launched in 2018, the company announced its commitment to collect and recycle a bottle or can for every one it sells by 2030. Since then, Coca-Cola has partnered with and supported local

Project Revive: Coca-Cola's efforts to enhance Nigeria's environmental sustainability

NGOs to develop and implement numerous projects, to drive environmental sustainability while providing support to the target communities. Back in September 2020, just as Nigeria was recovering from the effects of the lockdowns imposed by the government to fight the spread of the coronavirus, Coca-Cola Nigeria launched an initiative that fully portrayed its strategy to make the world and Nigeria's environment more sustainable.

The initiative, titled 'Project Revive', was launched as a recycling campaign in partnership with RecyclePoints, a Lagos-based social enterprise, to inspire people in different communities around Lagos to dispose of recyclables from their homes or neighbourhoods at designated points, where they could be easily collected and processed. Given the economic hardship most communities were facing at the time, the project added an extra layer of incentive, by offering monetary rewards for plastic wastes which were properly collected and deposited, thereby creating jobs for some women and youths in the communities where the reward scheme was implemented.

It is important to note that in the last quarter of 2020, Nigeria's female unemployment rate increased to 35.2%, with overall youth unemployment reaching an all-time high of 53.4%. For perspective, these numbers were at 7.

45% and 17.69% respectively at the end of 2019, thereby showing just how keenly most communities in Nigeria needed an economic empowerment intervention. Starting with one collection point in Ikoyi that served the communities around the area, Project Revive has ensured the employment of at least 660 women and youths, with over 6million generated as income for communities collecting and exchanging their plastic waste.

The project has also successfully established recycling banks in eight Lagos communities, namely: Ikeja, Orile, Igando, Festac, Shomolu, Victoria Island, Sangotedo and Ojo. Across these communities, a staggering 158.60 tons of recyclables have been collected and recycled.

These milestones echo the remarks of Coca-Cola Nigeria's Public Affairs, Communications and Sustainability Director, Nwamaka Onyemelukwe, at the launch of Project Revive, in which she mentioned that 'we all have a collective responsibility of keeping our environment clean and promoting a sustainable environment'. The project's success has been largely due to the support of community stakeholders, right from its launch period when it quickly attracted over 75 registrants who subscribed to deposit kilograms of plastic bottles to earn recycling points and rewards.

iven the impact recorded by Project Revive in just a year and the milestones from other partnerships Coca-Cola has established in Nigeria, it is evident that the company is on the right path to fighting a multi-faceted challenge like climate change.

Load-Date: October 27, 2021

Coca Cola Trials Recyclable Paper Bottle Prototype

Basic Materials & Resources Monitor Worldwide

February 15, 2021 Monday

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Length: 475 words

Body

In a statement announcing the move, Coca-Cola said a run of 2,000 bottles of the plant-based beverage AdeZ will be offered in the paper packaging via e-grocery retailer Kifli.hu.

The paper bottle project is being co-developed by Coca-Colas R&D team in Brussels and The Paper Bottle Company (Paboco), a Danish startup supported by ALPLA and BillerudKorsns, in cooperation with Carlsberg, LOral and The Absolut Company.

The trial is moving into the consumer testing phase to measure the packages performance and shopper response to the format. Coca-Cola and Paboco unveiled the first-generation prototype, which consists of a paper shell with a recyclable plastic lining and cap, last year.

It comes after Coca-Cola was ranked the worst plastic polluter of 2020 by Break Free From Plastic, alongside PepsiCo and Nestle.

The trial we are announcing today is a milestone for us in our quest to develop a paper bottle, Coca-Cola Europes director of technical supply chain and innovation, Daniela Zahariea, said.

People expect Coca-Cola to develop and bring to market new, innovative and sustainable types of packaging. Thats why we are partnering with experts like Paboco, experimenting openly and conducting this first in-market trial.

The technology, developed by Paboco, is designed to create 100 per cent recyclable bottles made of sustainably sourced wood with a bio-based material barrier that is capable of resisting liquids, CO2, and oxygen.

The product also aims to be suitable for beverages, beauty products and other liquid goods. The ultimate goal is a bottle that can be recycled as paper, Coca-Cola said.

The innovation supports The Coca-Cola Companys World Without Waste sustainable packaging goal to collect and recycle a bottle or can for everyone it sells by 2030, while substantially reducing use of virgin packaging materials and using only 100 per cent recyclable packaging materials.

Stijn Franssen, R&D packaging innovation manager for Coca-Cola Europe, stressed that the breakthrough technology is still in development. Franssens team has been conducting lab testing to assess how the paper bottle performs, holds up and protects its contents.

Coca Cola Trials Recyclable Paper Bottle Prototype

This is new technology, and we are moving in uncharted territory, he explained. We have to invent the technical solutions as we go along.

The news comes as Coca-Cola North America debuts bottles made from 100 per cent recycled PET (rPET) plastic this month in California, Florida and select states in the Northeast.

The bottles will be used across Coca-Colas trademark brands (Coke, Diet Coke, Coke Zero Sugar, Coca-Cola Flavors), with other sparkling beverage brands following this summer.

Coca-Cola said more than 94 per cent of its North American packaging is currently recyclable. Additionally, the company said it now offers 100 per cent rPET bottles in more than 25 markets. 2021 Global Data Point.

Load-Date: February 15, 2021

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COCA-COLA IT'S TIME TO STOP YOUR POLLUTION AT SOURCE

States News Service

April 20, 2021 Tuesday

Copyright 2021 States News Service

Length: 689 words

Byline: States News Service

Dateline: WASHINGTON, DC

Body

The following information was released by Greenpeace:

There is an old, now iconic, Coca-Cola commercial from 1971, called Hilltop or as it's more commonly known as "I'd like to buy the world a Coke". The video features a diverse group of young people from all over the world holding glass bottles of Coke on a pristine hilltop. In it they sing, "I'd like to buy the world a home... to buy the world a Coke and keep it company. It's the real thing, what the world wants today."

What's happening

At this year's shareholder meeting, 50 years on, Coca-Cola wants to pretend that it's still on that hilltop, making us feel refreshed and joyful, full of nostalgia for its "classic" brand.

Meantime activists around the world are protesting loudly pointing out that thanks to the operations of companies like Coca Cola the hilltop is now not only littered with single use plastic bottles, but increasingly being covered over with new fossil fuel infrastructure designed to make yet more throwaway plastic. That Coca-Cola's plastics problem is beyond being a litter and ocean problem. Plastic pollution is also a climate, health and social justice issue.

Why it matters

Few knew of the real consequences of the world Coca-Cola was setting out to build on that hilltop. The reality is, Coca-Cola has a major plastics problem and it's threatening our personal and planetary health.

In December 2020, following global clean ups and brand audits, Coca-Cola was named the world's worst plastic polluter for the third year in a row. That means that no matter what beach you stand on, or which city block you stroll, you are most likely to find Coke-branded plastic posing a threat to both our waterways and communities.

For decades, Coca-Cola and other consumer goods companies have relied on the myth of recycling to avoid responsibility for this pollution. They have played up recycled content as a way to continue using harmful single-use plastics, and put the onus on all of us to clean up their trash, while refusing to recognize that their plastic problem is beyond being solved by recycling or clean up initiatives.

Its plastic addiction is also feeding climate change. As the fossil fuel industry's profitability continues to be undermined by worldwide action against greenhouse gas emissions, it has begun to see its salvation in a plastics boom and a long-term partner in consumer goods companies like Coca-Cola. According to scientists, packaging already accounts for 40 percent of total plastic demand, and the industry would like nothing more than to increase that dependence.

COCA-COLA IT'S TIME TO STOP YOUR POLLUTION AT SOURCE

If the fossil fuel industry continues to develop new extraction and processing capacity to meet the predicted plastics demand growth, society could become locked into high emissions, and the necessary 1.5 C capstone goal to avoid the worst impacts of climate change will become impossible to meet.

What needs to happen now

So how does Coca-Cola get to that sunny hilltop? If Coca-Cola wants to show it cares about people, climate change and plastic pollution, it will immediately end its toxic relationship with the fossil fuel industry and reliance on single-use plastics.

If Coca-Cola wants to show it cares about the communities who are being hit hardest by the climate and pollution crises, it will end the production of plastics; production that disproportionately harms low income communities and communities of colour. Coca-Cola must put its money where its mouth is and invest in systems of reuse that eliminate the burden of toxic plastic pollution from these communities so they have access to cleaner air and water, and can thrive in the communities they call home.

If Coca-Cola truly wants to live up to its climate commitments, it must play no part in fuelling a planned fossil fuel petrochemical expansion that risks locking us into high emissions and the worst impacts of climate change. It must end its toxic relationship with the fossil fuel industry.

It's time for Coca-Cola to buy into refill and reuse systems for its products. We need real solutions. It's what the world demands today.

Robin Flaharty is Plastic Free Future campaigner with Greenpeace USA.

Load-Date: April 20, 2021

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Coca-Cola's (NYSE: \$KO) paper bottle will open new world of sustainable packaging possibilities, says GlobalData

MENAFN - Business & Finance News (English)

March 19, 2021 Friday

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Length: 763 words

Body

[Link to Story](#)

March 19, 2021 (Investorideas.com Newswire) Coca-Cola's innovative new paper bottle for plant-based beverage AdeZ will attract the 43% of global consumers that stated how ethical or environmentally friendly a product is influences their product purchasing decisions, according to a survey by GlobalData*. The move will encourage other companies to launch plastic packaging alternatives, and, in the long-term, consumers should expect to see paper-based bottles appearing for other liquid products in the hospitality, restaurant and café (HoReCa) segment and in other retail stores, ranging from beers to soft drinks, juices and ready-to-drink (RTD) items.

Arvind Kaila, Practice Head of Consumer Beverages at GlobalData, comments: "Coca-Cola's paper bottle will open up a whole new world of possibilities for beverage companies. With growing pressure from consumers and government bodies alike on sustainability initiatives, it is no surprise that there has been a surge in research and development (R&D) into paper bottles."

GlobalData's survey also found that 22%* of global consumers now view recyclable or reusable packaging as significantly more important since the pandemic began, while 12% claimed it was their top priority.

Kaila continued: "Consumers worldwide are increasingly expecting brands to develop and bring to market new and sustainable packaging innovations. Sustainability and reducing environmental impact have become increasingly critical to consumers' brand perception in the pandemic because it has given consumers time to gain a new perspective on their environmental and social footprint.

As Coca-Cola's project moves into the testing phase, it will help gather information on consumers' attitudes towards paper packaging and its suitability for grocery sales. This information will be used in the further development of this packaging format in the long term.

Kaila adds: "This innovation is an important step in the development of a viable liquid packaging solution, and is likely to impact overall beverage industry positively."

* GlobalData's Global COVID-19 Recovery Survey Week 11

For more information

To gain access to our latest press releases: [GlobalData Media Centre](#)

Coca-Cola's (NYSE: \$KO) paper bottle will open new world of sustainable packaging possibilities, says
GlobalData

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Editor's notes

- Quotes provided by Arvind Kaila, Practice Head of Consumer Beverages at GlobalData
- Data taken from GlobalData's survey of 2,000 nationally representative UK consumers, aged 16+ conducted in early August 2020

About GlobalData

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More Info:

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Load-Date: July 28, 2021

Lagos Waste Forum - Coca-Cola Wins Social Impact Award

Leadership (Abuja)

June 02, 2021

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Length: 424 words

Byline: Kingsley Alu

Body

In recognition of Coca-Cola's strides in sustainability through the promotion of sustainable development and a better shared future for communities across Nigeria, the company has emerged winner of the "Best Company in Outstanding Social Impact Award at the 2nd edition of the Lagos State Waste Forum organised by SWEEP Foundation.

The symposium themed: "Green Financing and the Future of the Circular Economy" was dedicated to spotlighting the latent opportunities in the public and private waste management sectors which can be used as a transformative tool for national development.

Presenting the award to Coca-Cola Nigeria, permanent secretary, ministry of environment and water resources, Aderonke Odeneye, noted that the Lagos State government was working on a policy for plastic utility to ensure sustainable management of plastic across the state.

"The new plastic waste policy championed by the Lagos State government when finalised, will promote sustainable plastic waste management across the state. Plastic waste management is fundamental to the delivery of the state government's priority transformational agenda as laid down in the Lagos State Development Plan (LSDP), as it is a resource that can be managed to achieve economic, social and environmental benefits," she said.

Nwamaka Onyemelukwe, Director, Public Affairs, Communications and Sustainability, Coca-Cola Nigeria, in her keynote address, reaffirmed Coca-Cola's commitment to supporting environmental protection and sustainability through its World Without Waste initiative.

She said, "The world has a packaging waste problem and our World Without Waste vision seeks to help solve this. At Coca-Cola, we believe a litter-free world is possible and we want to help lead the way.

Alongside the prevention and recycling of waste, an important pillar of our waste management approach is treating waste as a valuable resource. Through our World Without Waste initiative, we hope to make the recycling of waste more accessible to achieve 100 per cent collection and recycling by 2030."

Speaking on the role of corporate organisations in ensuring a circular economy, Ola Oresanya, Special Assistant on Environment to the governor of Ogun State, lauded Coca-Cola as one of the propellers of the circular economy model in Nigeria.

He said, "Coca-Cola was one of the foremost companies that started the circular economy model. They were the first players to recognise the importance of green financing as a catalyst in resolving the challenges the Nigerian environmental sector is facing."

Load-Date: June 2, 2021

Lagos Waste Forum - Coca-Cola Wins Social Impact Award

End of Document

Coca-Cola installs mega rooftop solar panels

Sunday Times (Sri Lanka)

February 14, 2021 Sunday

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Length: 334 words

Body

Coca-Cola Beverages Sri Lanka Ltd (CCBSL) successfully installed one of the largest single location rooftop solar projects in Sri Lanka at its facility in Biyagama, as part of the company's pledge towards sourcing renewable energy, and combating climate change through the reduction of its carbon footprint by approximately 1.94 Mt per annum.

The solar project showcases a significant investment of over Rs. 200 million and comprises the installation of over 5000 solar panels covering as much as 80 per cent of the roof at its bottling premises. This capacity enhancement enables CCBSL to generate 2,733 MWh/yr of renewable energy to contribute to the national grid and is expected to produce 1.9 Mw of electricity, the company said in a media release.

Managing Director of CCBSL, Mayank Arora said, 'Our commitment to sustainable manufacturing has inspired our foray into generating renewable energy through rooftop solar panels, which will not only assist us in achieving carbon neutrality status in due course, but also contribute renewable electricity to the national grid. Energy security is a critical requirement for the country's sustainable future and we are proud to play a proactive role in helping Sri Lanka achieve this. Coca-Cola Beverages is pioneering a host of social and environmental stewardship projects in local communities such as water stewardship, women's empowerment and PET plastic recycling. This solar rooftop project is yet another instance of our long-term commitment to sustainability in Sri Lanka.'

The installation process took five months and was executed by reputed project partner and vendor, Hayleys Solar, and in partnership with the Ceylon Electricity Board (CEB). CCBSL's pioneering solar rooftop project is a part of the Soorya Bala Sangramaya (Battle for Solar Energy) project scheme under CEB and the Sustainable Energy Authority, to mainstream renewable energy development, enhance power generation capacity and improve the environmental conditions in the country.

Load-Date: February 15, 2021

End of Document

Coca-Cola highlights efforts to protect biodiversity at COP 15

China Daily

October 15, 2021 Friday

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Length: 427 words

Byline: chinadaily.com.cn

Body

By WANG ZHUOQIONG | chinadaily.com.cn | Updated: 2021-10-15 17:12

Employees work on the production line of a Coca-Cola venture in Shanghai. [Photo by Yang Yanjun/China News Service]

Contributing to climate change efforts and biodiversity conservation have been the priority of the ongoing work for global beverage leader the Coca-Cola Co in China, as it has operated more than 50 water stewardship programs in the country, said its top executive in the China unit.

During the recent 15th meeting of the Conference of the Parties to the United Nations Convention on Biological Diversity (COP 15), which was launched in Kunming, Yunnan province, Zhang Jiantao, Coca-Cola Greater China and Mongolia vice-president, shared many examples of their efforts in protecting biodiversity.

"We have more than 50 water stewardship programs across 23 provinces, regardless of whether it's about the longest river in China, or a county community," he said.

Since 2007, Coca-Cola has been working with the WWF, UNDP and other partners to protect the freshwater resources of the Yangtze River, in which rare species such as pandas, snow leopards, white cranes, porpoises and Chinese dragonflies were bred.

Coca-Cola's actions over a decade have effectively contributed to the protection of more than 200,000 hectares of high-ecological value areas, as part of the efforts to conserve the biodiversity and communities of 2 million hectares of wetland ecosystems in the basin.

For example, Coca-Cola worked with the WWF to create two oxbow lake reserves, the Tian-e-zhou and He-wang-miao, which are critical habitats for the Yangtze finless porpoise. These habitats were the world's first two successful conservation sites for freshwater porpoises that were reintroduced to the wild.

Meanwhile, Coca-Cola China has also been working on responsible agriculture. Since 2012, together with the UNDP, Coca-Cola China helped double the production of sugar cane in Chongzuo, Guangxi Zhuang autonomous region, by establishing a drip irrigation system, which uses wastewater byproducts to irrigate the fields.

The Coca-Cola Company utilized a smart "golden triangle" model in all sustainability initiatives. The innovative model gives full play to the advantages, expertise and resources of governments, enterprises, nongovernmental

Coca-Cola highlights efforts to protect biodiversity at COP 15

organizations and all sectors of society, to meet the increasingly serious environmental challenges, and protect water and biological diversity.

Zhang said: "We act in ways to create a more sustainable and better shared future. Sustainability remains core to what we do."

Load-Date: October 15, 2021

End of Document

Coca-Cola to invest \$1.8 million in environmental conservation in South America

CE Noticias Financieras English

December 20, 2021 Monday

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Length: 654 words

Body

Coca-Cola announced that in 2022 it will exceed 1.8 million dollars invested in environmental conservation, reforestation, treatment and access to water projects in Brazil, Argentina, Chile, Bolivia, Paraguay and Uruguay, company sources revealed.

In an interview with Efe, Coca-Cola's Sustainability Manager for the Southern Cone, Rodrigo Brito, stressed that the company has been carrying out water replenishment initiatives globally since 2007, compensating for the resources used in a "growing" and "consistent" way.

"Between 2021 and 2022, we will start and expand 14 conservation, reforestation and water access projects in the six Southern Cone countries, which together will protect more than 20,000 hectares, bring drinking water to 27,000 people and also promote integration and collaboration between 20 social organizations in the region," Brito detailed. In addition, there are 14 other projects already underway in the region, which have directly benefited more than 230,000 people, in addition to contributing to the conservation of 134,678 hectares.

Through this model, the company, which produces more than 45 billion liters of beverages per year in Latin America, manages to return almost 53 billion liters to nature and local communities, with a water replenishment rate of 115%.

"Water is not like carbon (...) it is not possible to achieve a similar balance in emissions because we have the same amount of water on the planet today as in the time of the dinosaurs, and it will remain the same. The problem is where it is and how to conserve it in the places where it is needed," he explained.

"These are water programs, but they bring social, environmental and climate benefits (...) We want more companies to use the concept of water replenishment. It is an expensive process and our intention is to attract new actors to establish partnerships and carry out more projects," he added.

PUBLIC-PRIVATE ALLIANCES, KEY TO SUSTAINABLE DEVELOPMENT

For Brito, establishing partnerships is one of the biggest challenges for the expansion of environmental conservation projects in the region, but a fundamental tool for the long-term success of self-sustainable, community-run programs.

Companies, for their part, must "listen to local actors to understand the best way to collaborate," an advantage that private investment has over public investment, since many local governments, although they are a fundamental part, are limited by bureaucratic processes, low budgets and lack of structure.

In this sense, public-private partnerships (PPPs) are, according to Brito, a key modality for sustainable development in the region with a capacity for expansion and impact enhanced by the popularization of ESG (Environmental, Social and Governance), which refers to environmental, social and corporate governance factors.

Coca-Cola to invest \$1.8 million in environmental conservation in South America

"The objective is not to take over the role of the state or civil society. On the contrary. We want to cooperate to strengthen them," he insisted.

An example of this is the project developed in the Brazilian municipality of Jundiaí, in the state of Sao Paulo, in which Coca-Cola is collaborating with the local city council and the Serra do Japi Foundation to fence off the native forest. The project has already installed 500 cameras, in addition to creating tourist routes and an environmental education program for the local population.

The company's sustainability manager for the Southern Cone also highlighted, in Brazil, the Water+ Access program, created in 2017, which has been supplying more than 155,000 people in 390 rural and low-income communities in 10 states since 2017.

He also stressed the importance of the Innova Agua Fund in Chile, aimed at investments in the development of sustainable technological solutions, and the partnership with the NGO Fundación Natura in Bolivia, responsible for the recovery and conservation of more than 14,650 hectares in Santa Cruz and La Paz, among others.

Load-Date: December 21, 2021

End of Document

Coca-Cola, Plastic Bank renew partnership to prevent ocean-bound plastic waste, uplift lives of Caviteños

Basic Materials & Resources Monitor Worldwide

December 27, 2021 Monday

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Length: 440 words

Body

COCA-COLA and Plastic Bank have renewed their partnership to continue ocean-bound plastic collection in 2022.

Since the partnership started in September 2020, a total of 102,604 kilos equivalent to 102.60 metric tons of ocean-bound plastic had been collected and diverted to better use through Plastic Bank's partners.

In 2018, The Coca-Cola Company pledged robust World Without Waste global goals—to help collect and recycle the equivalent of a bottle or can for every one the company sells by 2030; to make 100 percent of its packaging recyclable by 2025; and to use at least 50 percent recycled material in its packaging by 2030. The partnership with Plastic Bank aims to deliver on this pledge.

"When we shared our World Without Waste vision three years ago, we recognized at that time that it was an ambitious goal. But with partners like Plastic Bank, we are optimistic that our efforts will significantly contribute to diverting plastic waste from the ocean and help improve the welfare of individuals and communities involved in the waste value chain," said Tony del Rosario, Coca-Cola Philippines President and VP for Franchise Operations for Coca-Cola Asean and South Pacific-East Region.

Despite limitations set by the Covid-19 pandemic and mobility challenges, Coca-Cola and Plastic Bank have managed to collect P5 million worth of plastic bottles and positively improved the welfare of 89 collectors, 356 households and five communities.

With the goal of organizing citywide collections, Plastic Bank continues to closely partner with the local government of General Trias, Cavite to activate collection points alongside communities, local junk shops, and individual collectors.

Aside from collection efforts, the program also improves the lives of collector communities through the monetary support they gain from collecting plastic waste, tools of trade including provision of pedicabs and Covid-19 safety kits.

"Plastic Bank and Coca-Cola both share the values on collecting and recycling plastic waste while improving and changing the lives of communities. We are pleased to be working on another year and look forward to bringing the value of servant-leadership as part of our roadmap together," Plastic Bank Chief Country Development Officer Gidget Velez said.

Coca-Cola, Plastic Bank renew partnership to prevent ocean-bound plastic waste, uplift lives of Caviteños

Coca-Cola also said it would continue working with social enterprises like Plastic Bank in establishing and sustaining ecosystems that would prevent plastic waste from getting into oceans while focusing on capacity building for the waste value chain, as this can positively encourage individuals and organizations to work together in creating a world without waste.

Load-Date: December 27, 2021

End of Document

Kazakhstan: Coca-Cola implements social and environmental projects

M-Brain Kazakhstan News

November 15, 2021 Monday

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Section: ONLINE

Length: 363 words

Byline: Esmerk

Body

SOURCE: Inbusiness.kz, 15 Nov 2021, online

ABSTRACT

Over the last ten years, Coca-Cola has implemented a number of social and environmental projects in Kazakhstan. At the end of 2020, 100% of the packaging of the company's products in the country was fully recyclable. Since January 2020, Coca-Cola was one of the first to start the voluntary payment of the recycling fee to Operator ROP. The practice helps to increase the collection and recycling of waste. In 2013-2017, Coca-Cola in Kazakhstan reduced the use of plastic in the production of beverage bottles by 12%. In 2016, the company switched to using shorter plastic lids, as their weight was reduced by a third, and also changed the design of BonAqua water packaging, which significantly reduced the amount of plastic. In 2020, a new design of Fusetea iced tea packaging was introduced, and the amount of plastic in a 1 liter bottle decreased by 26%, and the one in a 0.5 l bottle fell 13%. Some 98% of the waste generated in the company's production and office premises is sent for recycling. The Say Yes! To Plastic Recycling three-year project has been launched in 2019, and it is aimed at improving the system of collection and processing of plastic waste in Kazakhstan. The PlastNet plastic collection and recycling network was created, and it currently includes 46 organizations. In 2019-2020, the project helped to collect 10,572 tons of plastic, and 61% of them were recycled. Coca-Cola's total investments in social initiatives amounted to USD 9mn (EUR 7.79mn) in 2010-2020. These include the Coca-Cola Belesteri women's entrepreneurship development project, water conservation projects, and assistance in the fight against COVID-19. Coca-Cola has been supporting the 3.2.1.Start! project for the seventh year, and this project provides for the allocation of grants for social and educational initiatives of young people. At the beginning of 2021, the company supported the Eco-Rangers volunteer movement of the EcoNetwork organization. In 2018, Coca-Cola got the Paryz Award as the best socially responsible enterprise in Kazakhstan. According to Ipsos data for November 2020, the company was recognized as a benchmark in the field of social responsibility.

Load-Date: November 23, 2021

Coca-Cola partners with WWF to pilot plastic diversion systems in PH communities

Manila Bulletin

June 6, 2021 Sunday

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Length: 883 words

Dateline: Manila

Body

Manila, June 6 -- Plastic pollution is a global problem that has caused serious consequences to marine life, the environment, and society as a whole with an estimated 8 million tons of plastic waste entering the ocean annually.¹

Recognizing the low collection and recycling rates in the country and the opportunity to drive circular economy solutions, Coca-Cola Philippines, through its social investment arm, Coca-Cola Foundation Philippines, is continuously partnering with NGOs to implement sustainable solid waste management programs at the community level. Together with its long-time partner WWF-Philippines, and with additional funding from The Coca-Cola Foundation (the global philanthropic arm of The Coca-Cola Company), Coca-Cola is piloting diverse plastic diversion systems tailored to different communities in the country.

"The global scale of plastic pollution makes it a problem that requires strong, impactful partnerships and sustainable solutions. That is why we partner with like-minded organizations like WWF-Philippines to help us provide circular waste solutions that will not only do good for the environment but can also educate people to be part of the solution and uplift the lives of Filipinos," said Cecile Alcantara, President of the Coca-Cola Foundation Philippines.

Coca-Cola Philippines continues its commitment to reaching its goal of a World Without Waste through various partnerships with Plastic Bank, Philippine Business for Social Progress, Alternative Indigenous Development Foundation (AIDFI) and other like-minded organizations. These different partnerships look at the potential of recyclable plastic packaging, not as waste, but as a valuable resource material that can be used over and over again if properly collected and recycled.

Part of the company's commitment toward a World Without Waste is accelerating the launch of the state-of-the-art PETValue facility in General Trias, Cavite—a joint partnership between its local bottler, Coca-Cola Beverages Philippines, and Thailand-based Indorama Ventures, a recognized global leader in packaging solutions and green technology. Touted as the largest bottle-to-bottle recycling plant in the Philippines, the PHP1B facility is expected to process around 30,000 metric tons of used recyclable PET bottles—or nearly 2 billion clear plastic bottles—and produce around 16,000 metric tons of recycled PET resin every year.

The facility was granted "pioneer status" by the Philippine Board of Investments (BOI), recognizing that the green technologies to be employed by PETValue will be the first of their kind in the country. PETValue is expected to be operational by the first quarter of 2022.

"We are very excited about this project, and we have been proactively reaching out to various government units to establish our collection network for PETValue," shares Gareth McGeown, President and CEO of CCBPI. "The potential for packaging sustainability is huge. With a total system in place, we can truly demonstrate that plastic bottles are valuable resources, and therefore, should not end up in landfills or waterways but diverted to our PETValue instead."

Coca-Cola partners with WWF to pilot plastic diversion systems in PH communities

Tailor-fitted waste management solutions developed and implemented with local communities

The 10-month project will involve four different types of communities from highly urbanized cities, coastal communities, islands, and lowlands in Davao City, San Isidro in Davao Oriental, Island Garden City of Samal, and Donsol in Sorsogon.

By piloting different waste management strategies based on the four predominant landscapes in the country, the project aims to provide a sustainable collection system and plastic diversion mechanism that can be replicated across the Philippines. It also takes into account the challenges in the country's waste management systems, notably lack of infrastructure and resources, and the country's archipelagic nature.

The project will include waste management and recycling learning sessions for local organizations in the community, building or strengthening local collection/recycling points, and identifying and scaling local entrepreneurial solutions to help provide additional income for our stakeholders while contributing to increasing city waste collection.

"Working towards the vision of no plastics in nature by 2030, it is important to work in partnership with relevant actors in the value chain, especially companies like Coca-Cola who are leaders in their industry," said Katherine Custodio, WWF-PH executive director. "This big and multifaceted issue of plastic pollution amidst our broader challenge of loss of nature and climate change requires effective and grounded solutions, and above all the courage to take urgent action among all stakeholders."

The partnership with WWF-Philippines demonstrates the long-term commitment of Coca-Cola Foundation Philippines to involve communities and educate them about proper and sustainable solid waste management.

These programs further the World Without Waste vision of Coca-Cola, in which the company aims to collect and recycle the equivalent of every bottle sold by 2030.

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Load-Date: June 5, 2021

Coca-Cola HBC €250m Targets Net Zero Emissions

Daily Independent (Nigeria)

October 19, 2021 Tuesday

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Length: 535 words

Byline: Mohammed Shosanya

Body

LAGOS – The Coca-Cola Hellenic Bottling Company (CCHBC), the parent company of the Nigerian Bottling Company (NBC) Limited has expressed its commitment to achieving net zero emissions across its entire value chain by 2040.

The commitment represents a bold response to the global concerns around climate emergency and its threats to the future of the planet.

The company in a statement said it aims to achieve this target through the adoption of several initiatives, including the investment of €250 million in emissions reduction initiatives by 2025 and switching to 100 per cent renewable electricity and low carbon energy sources.

It also said aimed to achieve the target through accelerating efforts towards low carbon packaging by increasing recycled polyethylene terephthalate (rPET) use and adopting package-less and refillable options and removing plastics in secondary packaging.

The company further plans to provide energy-efficient and eco-friendly coolers to customers as well as reduce emissions from agricultural ingredients and implement a "Green Fleet" programme to switch to low and no carbon alternatives

Zoran Bogdanovic, Chief Executive Officer (CEO) of Coca-Cola HBC, said: "This commitment is the ultimate destination of a journey that we started many years ago. It is fully aligned with our philosophy to support the socio-economic development of our communities and to make a more positive environmental impact. Both are integral to our future growth. Although we don't yet have all the answers, our plan, track record and partnership approach give us confidence that we will deliver."

Speaking on behalf of one of the company's partners, Markus Pfanner, Vice President Sustain Pak also has a net zero target and SBTi approved 1.5o aligned 2030 targets, we look forward to workability Tetra Pak, said: "As Tetra ing with Coca-Cola HBC to reduce GHG emissions and together achieve our joint aims."

In Nigeria, the Nigerian Bottling Company (NBC) is playing its role to accelerate efforts towards reaching this target through several interventions.

The company commenced the transition of four of its manufacturing plants in Maiduguri, Kano, Asejire and Abuja, to renewable energy sources through the installation of solar power infrastructure.

Coca-Cola HBC €250m Targets Net Zero Emissions

These efforts deliver up to 2,650 KWP to the facilities, and the expansion phase will even deliver more carbon footprint reduction.

Furthermore, NBC has completed the installation of Combined Heat and Power Plants (CHP) at four of its manufacturing plants which has resulted in significant reduction of its carbon footprint across the country.

With the CHPs, heat emission that would have been lost is effectively channeled back into powering boilers at the plants.

As an innovative leader in water stewardship, the company has also ensured that all its manufacturing facilities have effluent treatment plants which ensure that wastewater released from operations are safe for plant and animal life.

"We are passionate about leading efforts that strengthen the sustainability of the environment while supporting the socio-economic development of our communities. These priorities are integral to our future growth and central to our values as an organization."

Load-Date: October 19, 2021

End of Document

This World Water Day, Coca-Cola reinvigorates, a decade of water stewardship in India

Contify Retail News

March 22, 2021 Monday 6:30 AM EST

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Length: 588 words

Body

March 22 -- The Coca-Cola Company issued the following news release:

- Commemorating 10 years of Anandana's (The Coca-Cola India Foundation) humble contributions towards water replenishment

On the occasion of World Water Day, Coca-Cola reinforces its commitment towards water management, conservation and replenishment, particularly across water distressed regions in India. With interventions spanning over a decade, Anandana - The Coca-Cola India Foundation, has successfully deployed innovative water stewardship strategies for sustainable development and inclusive growth in rural India, to contribute towards socio-economic upliftment of communities at large. The pioneering commitment that the Company made in 2007, to replenish 100% water used in its operations, is a reality today. On World Water Day, Coca-Cola has pledged to emerge stronger and further support the nation's priorities around preserving Jal Shakti (water power) and saving every drop of water.

With its inception in 2010, Coca-Cola India's water stewardship journey in India began as a forward-looking endeavor to build a successful and resilient business that adds value to the communities and restores the ecosystem where it operates

With meaningful collaborations with its bottling partners, Non-Government Organizations (NGOs), Civil Society Organization (CSOs) and community members, the Foundation has been able to make humble contributions through key water projects for holistic development of communities in distressed regions across India. While these projects focus on addressing the challenges owing to water scarcity, they have also paid special attention to community participation with a focus on women empowerment, who often reach supervisory roles in village "Pani Samitis" (water committees) to ensure maintenance and sustainability of community water projects. With expansive interventions, the Company has been able to bring well-being through water strategy that focuses on the four-pronged strategy of Reduce, Reuse, Recycle and Replenish.

The Company is on track to achieve tailored targets that reflect global trends, linked to community sustainability, climate change and water security for all. As the company continues to evolve and align its sustainability efforts to national priorities, Anandana has extended its commitment to sustainable development and inclusive growth by diversifying its focus on issues relating to the environment, healthy living and social development. Today, the Foundation pioneers interventions in waste management, biodiversity, nutrition support, healthcare and socio-economic development.

Today, Coca-Cola in India has been able to create a significant and positive impact, setting up 500 water replenishment structures with a potential of replenishing 25.1 billion liters of water which has further benefitted more than 1 Million community members.

About Anandana, The Coca-Cola India Foundation

This World Water Day, Coca-Cola reinvigorates, a decade of water stewardship in India

The Coca-Cola India Foundation, a Company registered under Section 25 of the Companies' Act is committed to sustainable development and inclusive growth by focusing on areas that aim to create a better and healthy society, and a strong and resolute India by enabling the common man to better his or her life. In order to promote the Foundation's objectives, monetary grants and other assistance is provided to NGOs, beneficiary organizations, cooperatives, philanthropies and such others who can be suitable partners in implementing projects for social welfare across the country.

Source: The Coca-Cola Company

Load-Date: April 3, 2021

End of Document

COCA-COLA CONTINUES TO CHAMPION SUSTAINABILITY BY SUPPORTING YOUNG SOCIAL, ENVIRONMENTAL STEWARDS

Mindanao Times (Philippines)

January 28, 2021 Thursday

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Length: 898 words

Body

Beyond what has already been played out in the news of the ongoing global pandemic, humanity also bore witness to many awe-inspiring initiatives from non-government organizations, private groups, and individuals across all sectors, in the year that has been.

THE 2019 Coke Barkada Awardee, Kilusan ng Kabataan para sa Kalikasan (KKK), empowered the heavily discriminated Badjao community through their 'Kahapan ma Kawman' project. Part of the project is community-based solid waste management programs and bio-intensive gardening.

The renewed sense of social responsibility, rightfully taking spotlight especially in the Philippines, also highlights the impact that the youth sector can collectively make in the face of challenges and adversity. Such as that of the Negros Occidental chapter of the Red Cross Youth (RCY) and Kilusan Para sa Kalikasan (KKK), who were the recipients of the Coke Barkada Awards for 2020 and 2019, respectively.

The Coke Barkada Award is a special award given to one of the chosen Ten Accomplished Youth Organizations (TAYO) to recognize and empower the outstanding youth group that share the passion to improve the well-being of communities through projects that are aligned with Coca-Cola Philippines' sustainability priorities. And for the past two years, these two model youth organizations managed to stand out for their noble work.

A cleaner, safer province with the help from RCY

Composed of youth volunteers from school councils all over the country's 'sugar bowl,' RCY Negros Occidental is led by young humanitarian leaders empowered through training and education by the Philippine Red Cross.

These young individuals-responding to the call to help mitigate the spread of the COVID-19-repurposed 31 used steel drums into 'Red Cross Youth Drumvatory Handwashing Facilities'-installing them in populated locations such as hospitals, health centers, establishments, and local government offices across the province. According to the group, each drumvatory is approximately used 4,000 times in a single day, no doubt an encouraging response.

A clearer, greener tomorrow led by the 'KKK'

Meanwhile the KKK, whose members are students from the Mindanao State University - Tawi-Tawi College of Technology and Oceanography (MSU-TCTO), initiates programs and activities geared towards environmental conservation all while providing opportunities for the youth to actively participate in these efforts. Through their 'Kahapan ma Kawman' project for instance, they set out to empower the heavily discriminated Badjao community by spearheading community-based solid waste management programs and bio-intensive gardening.

31 Drumvatories were distributed to different hospitals, medical centers, establishments, municipalities all over Negros Occidental to encourage proper hygiene and sanitation.

COCA-COLA CONTINUES TO CHAMPION SUSTAINABILITY BY SUPPORTING YOUNG SOCIAL, ENVIRONMENTAL STEWARDS

This has seen the installation of waste bins situated near the homes of tribal leaders who, after being trained on proper waste disposal, were then tasked to share this know-how with their constituents. Meanwhile, by extending knowledge on the development of bio-intensive gardens, food security, self-reliance and additional income for community members is also promoted.

A brighter, better shared future

'Every year, we are ignited with a light of hope emanated by our Coke Barkada Awardees and their projects. Much like our own Company initiatives, these efforts aim to address the immediate and long-term needs of communities, proving that even the youth can play a part in making a positive impact on the lives of others,' said Cecile Alcantara, Coca-Cola Foundation Philippines President. She added that they will remain committed towards seeking out and supporting youth groups that spark positive change.

'It's quite heartening that for 15 years now, we have been seeing such bright and responsible young minds who do their share in community and nation building. Thus, through the Coke Barkada Award and TAYO Awards Foundation, Coca-Cola will continue to support these youth groups so that they can further serve as an inspiration to others.'

No doubt, with groups like RCY Negros Occidental and the KKK leading the change, hope springs eternal. Together with these youth organizations, Coca-Cola Philippines will continue to work towards achieving its World Without Waste vision: to collect and recycle every single bottle it sells by 2030. In line with this, the Company is set to make progress this year on the PETValue recycling plant, the biggest bottle-to-bottle recycling facility in the country.

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About Coca-Cola in the Philippines

Coca-Cola has been refreshing Filipinos and making a difference in the Philippines for 109 years. The Philippines was Coca-Cola's first market in Asia to begin local bottling operations. Today, the Coca-Cola system in the Philippines has evolved into a total beverage company, offering a diverse portfolio of brands in its beverage portfolio and employing over 15,000 Filipinos in over 19 manufacturing facilities and more than 60 distribution centers nationwide. As part of its long-standing commitment to the country, Coca-Cola continues to #GOBEYONDGOOD as a business by continuously supporting safe water access programs in over 250 communities, empowering around 250,000 women entrepreneurs through training and peer mentoring, and accelerating packaging collection and recycling under its global World Without Waste initiative.

Load-Date: January 29, 2021

Coca-Cola Announces Shift From Green-Colored Sprite Bottle to Clear Plastic

Capital FM

June 28, 2021

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Length: 593 words

Dateline: Nairobi

Body

Coca-Cola in Kenya has unveiled a new look of its leading soft drink: Sprite.

The lemon-lime flavored Sprite will now be packaged in a clear PET (polyethylene terephthalate) plastic bottle, marking a historic shift from the green-colored plastic bottle which has been its identity since 1960 when it was first launched.

This shift means more Sprite bottles can be collected, recycled and reused to make new items, in line with Coca-Cola's World Without Waste vision, which targets to collect and recycle the equivalent of every bottle or can it sells by 2030, as well as use 50 per cent recycled content in all its packaging.

"Our people in Kenya can now enjoy the refreshing taste of their favourite sparkling lemon-lime drink knowing their bottle can be easily recycled and made into new items. This is a plus in our joint effort to grow our business while contributing towards more sustainable environmental practices," said Xavi Selga, Managing Director, Coca-Cola Beverages Africa (CCBA) - Kenya during the launch in Nairobi on Monday.

Clear PET can be recycled and re-used to make a wider range of new products, such as pillow and duvet inner, as well as new bottles, making it more valuable than green PET, which has limited uses.

Kenya becomes the fourth African market where Coca-Cola has introduced the Sprite clear PET, after South Africa, Nigeria and Ethiopia.

"The shift from the green bottle to clear PET is a significant step in driving our sustainability agenda which is a key element of our business. We know that our vision for a World Without Waste is ambitious and can be challenging but together with our partners, we are committed to the cause.

This move also allows us to work with partners in the recycling industry, and with waste collectors and aggregators to achieve more value for our recyclable plastics," said Debra Mallowah, Vice President, Coca-Cola East and Central Africa Franchise.

"The World Without Waste" strategy represents Coca-Cola's commitment to doing business sustainably, and this includes addressing the packaging waste challenge. Additionally, clear PET plastic contributes to economic empowerment as it will lead to enhanced income for waste reclaimers in Kenya who depend on collecting and selling packaging waste for a living," added Mallowah.

With presence in over 200 countries, including Kenya, Coca-Cola Sprite's new transparent look features a clear see-through bottle, refreshed icon of the brand's bold Sprite 'spark' with a distinct label and bright green cover.

Coca-Cola Announces Shift From Green-Colored Sprite Bottle to Clear Plastic

"Our consumers are at the heart of everything that we do and we would like to assure them that the new look Sprite is bolder and better with an improved recipe that will deliver the most refreshing lemon lime taste," said Isabelle Kariuki-Rostom, the Franchise Marketing Director, Coca-Cola East and Central Africa Franchise.

The new look Sprite will be available in all retail outlets and Coca-Cola distributors across the country starting June this year as the company clears out the green packaging from the shelves and the trade to ensure complete transition into the clear bottles.

Coca-Cola is one of the members of PETCO Kenya (PET Recycling Company Ltd), an industry-led extended producer responsibility PET recycling scheme, comprised of 16 industry players from different sectors.

PETCO seeks to coordinate initiatives to collect, sort and recycle plastic bottles, with broader focus on sustainable management of PET material after their initial use. This is done in partnership with recyclers who create new products out of disposed PET material.

Load-Date: June 29, 2021

End of Document

Graphic Packaging Supports Coca-Cola HBC Ireland & Northern Ireland's 'World Without Waste'

Industrial Goods Monitor Worldwide

August 19, 2021 Thursday

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Length: 291 words

Body

Graphic Packaging International has partnered with Coca-Cola Hellenic Bottling Company (HBC) Ireland and Northern Ireland on their journey to achieve a World Without Waste. The partnership will result in new paperboard solutions across all multipack can configurations, and it supports Coca-Cola HBCs strategy of using more sustainable packaging.

Coca-Cola HBCs larger multipacks (10, 12, 20 and 24 cans) are now available in a new fully enclosed carton. This follows the introduction of Graphic Packagings new KeelClip late last year, which saw smaller multipacks (four, six and eight cans) transition to a paperboard solution. Both packaging types were designed and developed by Graphic Packaging; in total, transitioning to these new secondary packaging solutions will eliminate 500 tons annually of hard-to-recycle shrink wrap plastic.

Coca-Cola HBC have also introduced prominent on-pack messaging to communicate their sustainability message directly to consumers, highlighting that the packs are recyclable.

The product development team at Graphic Packaging worked closely with Coca-Cola HBC to ensure the plastic replacement solution was in harmony with the companys sustainability plans, while upholding high quality standards. The design is made from paperboard a substrate made from renewable resources.

To support the production requirements of the venture, Graphic Packaging has installed the highly flexible QuikFlex machine in Coca-Cola HBCs plant in Lisburn, Northern Ireland, producing a variety of configurations from four- to 24-packs.

Reflecting the companys continuous pursuit of sustainable operations, the Coca-Cola HBC Group was recently ranked the global No.1 sustainable beverage company by the Dow Jones Sustainability Index.

Load-Date: August 19, 2021

Coca-Cola System's Holistic Approach to Water Stewardship

This Day (Lagos)

November 09, 2021

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Length: 1853 words

Body

Ugo Aliogo writes on how the Coca-Cola System in Nigeria, comprising of Nigerian Bottling Company Limited and Coca-Cola Nigeria Limited, has been working assiduously to better understand its water risks and those of the communities in which it operates.

For ages, water has remained an indispensable resource for the survival of man and the sustainability of the planet. Water fuels our factories, powers agriculture, drives urbanization and supports the optimal functioning of our ecosystems. The United Nations Committee on Economic, Social and Cultural Rights declares that the human right to water entitles everyone to sufficient, safe, acceptable, physically accessible, and affordable water for personal and domestic uses. Thus, water is not only an essential resource for the survival of people and the planet, access to safe drinking water and adequate sanitation are crucial drivers of sustainable development and poverty eradication.

Yet, according to a report by the 2030 Water Resources Group titled, "Charting Our Water Future," global demand for water will be 40 per cent higher by 2030. This means that the ever-expanding water demand of the world's growing population and economy, coupled with the climate change impact, are making water scarcity a reality particularly in developing countries. This dilemma, according to the report, places humanity at risk of severe threats to livelihoods and human health and ecosystems, environmental degradation, and much more. This now raises the question of, "how do we manage this critical resource sustainably?" Whilst the report may be sobering, it is encouraging to know that the problem can be solved to curb the risk to overall socio-economic development.

Understanding Water Stewardship and the Role of Corporations

The United Nations Industrial Development Organization (UNIDO) describes Water Stewardship as using water in a manner that is socially equitable, environmentally sustainable, and economically beneficial. Furthermore, UNIDO also declared that water use efficiency must increase radically in order to achieve Inclusive and Sustainable Industrial Development. This would require collaborative efforts by every inhabitant of planet earth, particularly industries, corporate organizations, and individuals.

"Driving water stewardship requires collaborative efforts," said Ekuma Eze, Corporate Affairs and Sustainability Director at the Nigerian Bottling Company (NBC) Limited.

He added, "In 2018, we announced our thoughtfully articulated Mission 2025 Commitments, with a key focus on elevating water stewardship and governance throughout our value chain. As a consumer packed goods company, we recognize water as a major ingredient in our brand portfolio, and a critical resource for the communities in which we operate."

Water Risks

Long before 'water stewardship' became a buzzword in Nigerian corporate boardrooms and strategy sessions, the Coca-Cola System in Nigeria, comprising of Nigerian Bottling Company Limited. and Coca-Cola Nigeria Limited, has been working assiduously to better understand its water risks and those of the communities in which it

Coca-Cola System's Holistic Approach to Water Stewardship

operates. To achieve this, the System had led Source Vulnerability Assessments and developed innovative Source Water Protection Plans (SWPP) for all its sites.

As a clear water stewardship leader in the Nigerian manufacturing industry, the Nigerian Bottling Company has taken further steps to mainstream best practices and inspire innovation in the sector. In 2020, the beverage giant announced a private-sector partnership with the United States Agency for International Development (USAID)'s Effective Water, Sanitation, and Hygiene Services (E-WASH) program. The program, implemented by RTI International, contributes to strengthening and expanding the delivery of safe drinking water in Nigeria's cities.

The partnership, according to its Managing Director, Matthieu Seguin, is premised on Coca-Cola's long-standing commitment to preserve water resources in a sustainable way.

Through the partnership, NBC is also committed to provide continuous coaching and capacity enhancement for executives, senior managers, and water professionals in State Water Boards, equipping them with relevant skills to optimize urban water facilities in Abia, Delta, Imo, Niger, Taraba, and Sokoto states.

"By sharing our management expertise, we can enable long-term change in Nigeria's water management and service delivery by replicating our success for delivering these essential services in cities across the country," added Seguin.

AWS Certification

These efforts have garnered critical acclaim from a broad spectrum of stakeholders. In 2019, NBC bagged the prestigious Alliance for Water Stewardship (AWS) certification becoming the first African bottling plant to receive the award. Shortly afterwards in 2019, the NBC Ikeja plant became the first bottler in Africa to receive the AWS Gold certification, which essentially means that the plant has met the highest global benchmark for responsible water stewardship. Port-Harcourt and Asejire Plants also earned gold certifications the same year. While Benin, Challawa and Abuja Plants have achieved the Core certification, Owerri and Maiduguri Plant in Nigeria's Northeast have bagged the gold certification respectively.

By receiving these globally acclaimed certifications, NBC re-affirmed its position as the undisputed leader in water stewardship across the African continent.

Framework for community impact

Over the last seven decades of its operations in Nigeria, the Coca-Cola System has made water stewardship a driver of its sustainable manufacturing priorities. But more so, it has continued to implement initiatives that have impacted several communities across Nigeria. In 2010, the System launched the Replenish Africa Initiative (RAIN) initiative, which aims to provide access to clean drinking water for millions of Africans. Since then, Nigeria has been a major beneficiary of this programme which is being implemented under two platforms - the Water and Development Alliance (WADA), a strategic partnership between The Coca-Cola Company (TCCC) and the United States Agency for International Development (USAID) as well as the Safe Water for Africa (SWA) initiative in partnership with Water Health International; both platforms are implemented by Global Environment & Technology Fund (GETF).

Under WADA, which focuses on water, sanitation and hygiene (WASH) facilities for underserved communities, life-transforming projects have been implemented in 9 communities in Kano and Enugu States comprising 28 new boreholes, 20 boreholes rehabilitated and 145 units of public latrines with handwashing facilities. In addition, there is an ongoing implementation of a \$2million WASH partnership with USAID in 44 communities across Cross River and Abia States.

Benjamin Okimbe, one of the beneficiaries in Ohana community of Cross River state, said, "My community has benefitted greatly from the borehole projects initiated almost ten years ago by the Coca-Cola System, and we are still benefitting. It has solved the problem of fetching water from the river and streams, and we are also able to save money as we no longer need to buy water. We can conveniently get clean water without looking too far. The

Coca-Cola System's Holistic Approach to Water Stewardship

proximity of the borehole to my house has also contributed to helping my children maintain better hygiene: it has indeed been a blessing!"

To ensure inclusion, the projects have been carefully spread across the country. In Kano State, the Coca-Cola System implemented the Challawa Clean Water Project. As Nigeria's second largest city, Kano is the commercial centre of Northern Nigeria with a population of over 10 million people. However, its tropical arid climate has made ground water exploration a major challenge for communities as special techniques are required to drill the wells and riverbanks. This prompted NBC to lead a major water intervention to alleviate the pains of millions of residents, by securing water availability to local communities in the state in collaboration with the Kano State Water Board and local communities. The first phase of the project has seen the installation of High-density polythene (HDPE), a type of flexible plastic pipes used to replace ageing concrete or steel pipelines. The benefit of using HDPE thermoplastic is that it possesses a high level of impermeability and strong molecular bond which make it suitable for the high pressure required to transfer water from the river to the NBC production plant located in Challawa, where it is sanitized to drinking quality.

In the South East, the NBC also led the sensitization for cleanup of the Oginigba River situated in River State. The Company mobilized staff volunteers and residents in the community to participate in an intense cleanup exercise of the river. This is in addition to several cleanup campaigns held at various locations in the country, especially during commemorative days such as the World Cleanup Day and World Water Day to reiterate its commitment to sustainability.

From carbon to water footprints

Whilst reducing carbon footprint in its manufacturing operations has strengthened the Coca-Cola System's sustainability journey, water-use footprint is also coming into the mix. As part of efforts to strengthen sustainable manufacturing, NBC is zooming the lenses on water efficiency and conservation. The company's approach is to reduce water consumption by about 20% in water priority plants from 2017 to 2025, reuse it, recycle wastewater to the levels supporting aquatic life and replenish water by restoring it. Earlier in 2002, the company installed its first Effluent Treatment Plant (ETP) in its Benin Plant, long before improperly treated manufacturing wastewater became a regulatory concern in Nigeria. With the installation of ETPs across all its plants in the country, this ensures that the company's manufacturing wastewater is fit for discharge back into the environment.

"For us, it is a huge honor to be able to chart the course of water stewardship for Nigeria, and by extension, the larger African supply chain. Every year, we have continued to challenge ourselves to embrace innovations that support sustainable water use in our operations and how we support our communities to access safe and healthy water. We hope to see more collaboration in the years ahead to address key challenges around water," Seguin said.

This year alone, about 3.6 billion people are unable to access adequate water, at least one month each year, according to 2021 State of Climate Services, a publication of the World Meteorological Organisation. And the World Bank has warned that an estimated 700 million people could be affected by drought at the turn of the century.

However, by prioritizing water security, efficient use, and conservation, as seen in the Coca-Cola System's model, organizations, governments, and communities can make a difference together. If anything, the Coca-Cola System has demonstrated that the earth is ours to plough; that water is the earth's ultimate resource, and we have a duty to make every drop count.

Load-Date: November 9, 2021

Coca-Cola Europacific Partners recognised with 'A' score for both climate and water stewardship by CDP

Contify Retail News

December 7, 2021 Tuesday 6:30 AM EST

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Length: 434 words

Body

Dec. 7 -- Coca-Cola Europacific Partners issued the following news release:

Coca-Cola Europacific Partners (CCEP) has been recognised for leadership in corporate sustainability by global environmental non-profit CDP for the sixth consecutive year, securing a place on its prestigious 'A List' for climate, as well as enhancing water security.

Out of nearly 12,000 businesses, CCEP is one of 53 companies globally to have achieved an 'A' position for both Climate and Water. This recognition comes one year on from the launch of CCEP's ambition to reach net zero greenhouse gas emissions by 2040 and reflects the progress made on reducing greenhouse gas emissions as part of This is Forward, CCEP's sustainability action plan. CDP's annual environmental disclosure and scoring process is widely recognised as the gold standard of corporate environmental transparency.

"The need for robust environmental disclosure and focus on climate-related risks is becoming ever more critical. Being among the 53 companies on the Climate and Water CDP A Lists, and achieving this for a sixth-year in a row, reinforces the importance of taking action on sustainability.

We are delighted to receive this recognition one year on from the announcement of our 2040 net zero ambition. We are making strong progress in reducing greenhouse gas emissions in line with our 2030 science-based target, while continuing to further our understand and address the climate and water-related risks we face.

We understand the important role that industry leaders like CCEP play in tackling climate change and enhancing water security. While our continued A-list position reflects the ongoing progress we are making, we recognise that there is much more to be done and we will push ourselves to go further, faster on our sustainability journey."

Joe Franses

CCEP VP Sustainability

"Many congratulations to all the companies on this year's A List. Taking the lead on environmental transparency and action is one of the most important steps businesses can make, even more so in the year of COP26 and the IPCC's Sixth Assessment Report. The scale of the risk to businesses from climate change, water insecurity and deforestation can no longer be ignored, and we know the opportunities of action far outweigh the risks of inaction. Leadership from the private sector is essential for securing global ambitions for a net-zero, nature positive and equitable world. Our A List celebrates those companies who are preparing themselves to excel in the economy of the future by taking action today."

Paul Simpson

CEO of CDP

Coca-Cola Europacific Partners recognised with 'A' score for both climate and water stewardship by CDP

Source: Coca-Cola Europacific Partners

Load-Date: December 7, 2021

End of Document

Tearfund Contributes to Panorama Documentary Revealing the Impact of Coca-cola's Plastic Waste

Targeted News Service

October 25, 2021 Monday 8:47 PM EST

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Length: 387 words

Byline: Targeted News Service

Dateline: TEDDINGTON, England

Body

Tearfund issued the following news release:

Tearfund has participated in a Panorama documentary on Coca-Cola to raise awareness of how plastic waste affects those already struggling to escape poverty, and to show how the burning of plastic contributes to the climate crisis.

The scale of Coca-Cola's plastic pollution is astonishing. Tearfund estimates that in the Philippines around 1 billion Coca-Cola bottles are burnt or dumped each year. That's nearly enough to fill an Olympic sized swimming pool every day.

In countries such as Uganda, almost all of Coca Cola's packaging is now made from single use plastic, a major change from the more sustainable refillable bottles that were the mainstay of their distribution system there in the early 2000s.

Senior Associate for Economics and Policy, Rich Gower, said "The dumping and burning of plastic and other waste leads to death and disease, causing as many as one million deaths around the world every year - one person every 30 seconds."

"Burning of plastic waste is also driving the climate crisis, particularly through production of black carbon, a powerful climate pollutant that heats the globe around 2,000 times more than an equivalent amount of carbon dioxide."

"Coca-Cola are the biggest plastic polluter globally. They desperately need to reduce their use of throwaway plastic."

In many countries, one of the groups doing the most to address plastic pollution is the informal waste sector. Waste pickers collect plastic door to door, from the street, or from dumpsites. Globally, they collect almost 60% of all the plastic that's recycled.

The big plastic polluters owe waste pickers a great deal. Waste pickers are collecting their waste, which would otherwise be burnt or dumped - this saves lives and reduces costs for business. In return, these companies need to respect waste pickers' rights and help ensure they are paid enough to provide for their families.

Tearfund is calling on Coca-Cola and other large companies to:

- * Report on the amount of single-use plastic they sell in each country;
- * Reduce this amount by half by 2025;

Tearfund Contributes to Panorama Documentary Revealing the Impact of Coca-cola's Plastic Waste

- * Recycle, ensuring one single-use plastic item is collected for every one they sell;
- * Restore - partner with waste pickers to provide fair and dignified work.

[Category: Sociological]

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Load-Date: October 31, 2021

End of Document

Coca Cola signs on as global implementation partner for The Ocean Cleanup river project

Food & Beverages News

June 7, 2021

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Length: 700 words

Dateline: New Delhi, 2021-06-07 09:52:40

Body

June 07 --

The Coca Cola company and The Ocean Cleanup are teaming up behind a clear objective: to stem the tide of marine waste by intercepting plastic debris from rivers around the world. The partnership, which brings together the scale and global network with technology and data-driven solutions, will implement cleanup systems, including the Dutch nonprofit's solar-powered Interceptor, in 15 rivers by the end of 2022. Two Interceptors included in this partnership have already been installed by The Ocean Cleanup in Santo Domingo, the Dominican Republic and Can Tho, Vietnam. These initial deployments lay the groundwork for the organisation's goal to expand the project over the next five years. Boyan Slat, founder and CEO, The Ocean Cleanup, said, "The Ocean Cleanup's mission is to rid the oceans of plastic. With 1,000 rivers emitting nearly 80% of river-carried plastic into oceans, this massive problem grows by the day, which is why we are always looking to accelerate our progress.

Among the waste we collect with our cleanup systems, we find many plastic bottles, including Coca Cola packaging, so I applaud them for being the first in the industry to join our mission, as part of their wider actions to make a positive impact on worldwide plastic pollution. Our clear intent is to take our learnings from this partnership, which has the potential to evolve in the future, and continue to scale rapidly. That's why I believe this is good news for our oceans." Unveiled in 2019, the Interceptor is the first scalable solution to collect plastic from rivers - the arteries that carry plastic waste from land to sea. Waste flowing with the river current is guided by a barrier towards the opening of the Interceptor. Thanks to the vessel's catamaran design, the water flow path is optimised to pass through the system, carrying plastic with the current onto a conveyor belt and delivering the waste to a shuttle that automatically distributes it across six dumpsters before returning to shore for recycling. Brian Smith, president and chief operating officer, The Coca Cola Company, said, "At Coca Cola, we have teams on the ground who will support the deployment of new Interceptors in rivers around the world, as well as the processing and recycling of the waste collected. Working together, we believe we can have real impact. That's exciting: it's something we know our employees in every corner of the world will get behind, by helping to support the local implementation work and as ambassadors for the wider mission." Both companies will work together to integrate Interceptors into existing or emerging programs wherever possible. Local teams will work with waste management coalitions to sort and eventually, where possible, turn captured PET plastic bottles into new bottles. Ben Jordan, senior director, environmental policy, The Coca Cola Company, said, "Our collaboration will focus on scaling up solutions that prevent plastic waste from entering the oceans, effectively turning off the tap in the world's most polluting rivers. We will leverage our global network of government, community and industry partners to ensure plastic waste collected

Coca Cola signs on as global implementation partner for The Ocean Cleanup river project

is processed and recycled in support of a circular economy and never returns to the water. In each market, we will bring system coalitions and networks to the table to make an even greater impact."Both companies will work to recruit additional implementing partners and investments needed to roll out Interceptor solutions, secure licensing support and deploy River Monitoring System (RMS) cameras for further river pollution analyses.Dan Leahy, chief development officer, The Ocean Cleanup, said, "If other companies follow Coca Cola's lead. We will be able to continue to increase the speed of our rollout across the globe."The partnership supports The World Without Waste sustainable packaging goal to collect and recycle a bottle or can for every one it sells by 2030, while substantially reducing use of virgin packaging materials and using only 100% recyclable packaging materials. Achieving this vision requires investment in innovation and collaboration with partners to drive collection, recycling and sustainable design.

Load-Date: June 7, 2021

End of Document

Coca Cola to exceed 1.8 billion invested in environmental conservation for Latin America

CE Noticias Financieras English

December 20, 2021 Monday

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Length: 669 words

Body

Coca-Cola announced that in 2022 it will exceed 1.8 million dollars invested in environmental conservation, reforestation, treatment and access to water projects in Brazil, Argentina, Chile, Bolivia, Paraguay and Uruguay, company sources revealed.

In an interview with Efe, Coca-Cola's Sustainability Manager for the Southern Cone, Rodrigo Brito, stressed that the company has been carrying out water replenishment initiatives globally since 2007, compensating for the resources used in a "growing" and "consistent" way.

"Between 2021 and 2022, we will start and expand 14 conservation, reforestation and water access projects in the six Southern Cone countries, which together will protect more than 20,000 hectares, bring drinking water to 27,000 people and also promote integration and collaboration between 20 social organizations in the region," Brito detailed. In

addition to 14 other projects already underway in the region, which have directly benefited more than 230,000 people, in addition to contributing to the conservation of 134,678 hectares.

(Archive

)Through this model, the company, which produces more than 45 billion liters of beverages per year in Latin America, manages to return to nature and local communities almost 53 billion liters, with a water replenishment rate of 115%

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"Water is not like carbon (...) it is not possible to achieve a similar balance in emissions because we have the same amount of water on the planet today as in the time of the dinosaurs, and it will remain the same. The problem is where it is and how to conserve it in the places where it is needed," he explained.

These

are water programs, but they bring social, environmental and climate benefits (...) We want more companies to use the concept of water replenishment. It is an expensive process and our intention is to attract new actors to establish partnerships and carry out more projects," he added.

Keys to sustainable development

(Tierramérica). (Archive) Burning in the Colombian Amazon.

For Brito, establishing partnerships is one of the biggest challenges for expanding environmental conservation projects in the region, but a fundamental tool for the long-term success of self-sustainable and community-run programs.

Coca Cola to exceed 1.8 billion invested in environmental conversation for Latin America

Companies, for their part, must "listen to local actors to understand the best way to collaborate," an advantage that private investment has over public investment, since many local governments, although they are a fundamental part, are limited by bureaucratic processes, low budgets and lack of structure.

2020, another bad year for the environment in Latin America

that sense, public-private partnerships (PPPs) are, according to Brito, a key modality for sustainable development in the region with a capacity for expansion and impact enhanced by the popularization of ESG (Environmental, Social and Governance), which refers to environmental, social and corporate governance factors

"The objective is not to take over the role of the state or civil society. On the contrary. We want to cooperate to strengthen them," he insisted.

An
example

of this is the project developed in the Brazilian municipality of Jundiaí, in the state of Sao Paulo, in which Coca-Cola is collaborating with the local city council and the Sierra del Japi Foundation to fence off the native forest. The project has already installed 500 cameras, in addition to creating tourist routes and an environmental education program for the local population.

The company's sustainability manager for the Southern Cone also highlighted, in Brazil, the Agua+ Acceso program, created in 2017, which has been supplying more than 155,000 people in 390 rural and low-income communities in 10 states since 2017.

He

also emphasized the importance of the Innova Agua Fund, in Chile, aimed at investments in the development of sustainable technological solutions or the partnership with the NGO Fundación Natura, in Bolivia, responsible for the recovery and conservation of more than 14,650 hectares in Santa Cruz and La Paz, among others. (l)

Load-Date: December 21, 2021

€13m Investment Reduces Coca-Cola HBC Plastic use by 5,000 Tonnes a year

Newstex Blogs

FFT.ie

July 6, 2021 Tuesday 1:06 PM EST

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Length: 485 words

Byline: Mark Murphy

Body

Jul 06, 2021(FFT.ie: <http://www.fft.ie> Delivered by Newstex)

Coca-Cola Hellenic Bottling Company (HBC) Ireland and Northern Ireland, in partnership with Coca-Cola Ireland, has announced that it has reduced plastic use by almost 5,000 tonnes a year since 2019.

<https://www.lyonstea.ie/>

This move has been facilitated through the completion of a €13m investment in the Coca-Cola HBC plant at Knockmore Hill, Lisburn, Co. Antrim.

Coca-Cola also revealed that it has moved all multi-pack cans within the range to more sustainable cardboard packaging. The move will apply to all products within the multi-pack can range, including Coca-Cola, Coca-Cola Zero Sugar, Diet Coke, Fanta and Sprite.

Larger multi-packs (10, 12, 20 and 24 cans) have been available in cardboard packaging since April 2021. This follows the introduction of new 'KeelClip' late last year, that saw smaller multi-packs (4, 6 and 8 cans) transition to a cardboard solution.

In total, the move to more sustainable cardboard packaging will eliminate 500 tonnes of hard-to-recycle shrink wrap plastic annually.

This is the latest move in the Coca-Cola's global sustainable packaging strategy, World Without Waste, which aims to design more sustainable packaging and to collect and recycle the equivalent of every can or bottle it sells globally by 2030.

Miles Karemacher, Coca-Cola HBC Ireland and Northern Ireland General Manager, said: 'We're immensely proud to be the first soft drink producer in Ireland to move all our multi-pack cans to more sustainable cardboard solutions. This move helps us to move closer to our vision for a World Without Waste, by eliminating the use of more than 500 tonnes of shrink wrap plastic each year.'

Agnese Filippi, Coca-Cola Ireland Country Manager said: 'As we navigate the reopening of the economy, we remain committed to achieving our ambition of creating a World Without Waste. Investment in product innovation and sustainable design is at the heart of our strategy, ensuring that all of our products are easy to recycle. The move to sustainable cardboard packaging on all our multi-can packs will help reduce our plastic use and make it easier for our consumers to recycle.'

The Coca-Cola HBC Group was recently ranked global number 1 sustainable beverage company by the Dow Jones Sustainability Index. In Ireland and Northern Ireland, all of the bottles and cans sold by Coca-Cola are 100%

€13m Investment Reduces Coca-Cola HBC Plastic use by 5,000 Tonnes a year

recyclable and the company has invested in recycled plastic. Today 45% of its total plastic portfolio is made of recycled materials, which has removed 3,450 tonnes of new plastic each year. Plastic used in its bottles have also been reduced by 10% since 2018.

To read more about the Coca-Cola's World Without Waste Strategy, visit: <https://www.coca-colacompany.com/sustainable-business/packaging-sustainability>[1].

[1]: <https://www.coca-colacompany.com/sustainable-business/packaging-sustainability>

Load-Date: July 6, 2021

End of Document

Coca-Cola Ireland ditches shrink wrap to reduce plastic packaging waste

Industrial Goods Monitor Worldwide

July 2, 2021 Friday

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Length: 307 words

Body

Coca-Cola Ireland and its local bottling division say a 13 million investment in an Antrim factory has helped to reduce Cokes annual Irish plastic waste by 5,000 tonnes since 2019.

Coca-Cola says it has also ditched environmentally damaging plastic shrink wrap from all of its multi-pack can units, in favour of recyclable cardboard. It switched last year to cardboard for its four-, six- and eight-can packs, while larger multipacks of 10, 12, 20 and 24 cans changed to cardboard in April. Coca-Cola said the switch to cardboard eliminates 500 tonnes of shrink wrap annually.

The plant in Lisburn in which 13 million was invested over the past 18 months is operated by Coca-Cola Hellenic Bottling Company (HBC), which is a separately-listed company on the London Stock Exchange in which the drinks company owns a share of about 25 per cent. HBC, which has its origins in Greece, owns the bottling franchise for several European countries, mostly in the east.

World Without Waste

The investment is part of a global World Without Waste corporate initiative by Coke and its various bottling partners to recycle the equivalent of every can or bottle it sells globally by 2030, while designing more sustainable packaging.

The drinks group says that all of its cans and bottles in Ireland are recyclable, while 45 per cent of its plastic is made from recyclable materials, eliminating 3,450 tonnes of new plastic annually. It has further reduced the plastic used in its bottles by 10 per cent since 2018, it said.

Miles Karemacher, the general manager of HBC in Ireland, said it is the first soft drinks company in the market here to eliminate plastic shrink wrap from its can multi-packs.

Coca-Cola Irelands general manager, Agnese Filippi, said investment in sustainable packaging designs will remain at the heart of our strategy. 2021 Global Data Point.

Load-Date: July 2, 2021

Coca-Cola Ireland ditches shrink wrap to reduce plastic packaging waste

End of Document

Coca-Cola is world champion in plastic pollution

CE Noticias Financieras English

October 25, 2021 Monday

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Length: 391 words

Body

Coca-Cola remains the brand that generates the most waste pollution from packaging thrown onto natural landscapes such as beaches, forests, rivers, parks or even streets, according to the 2021 ranking of the non-governmental organization (NGO) Break Free From Plastic, quoted by the newspaper "Le Monde".

The beverage multinational appears ahead of PepsiCo and Unilever in 2021 in this black list of waste in the environment made by Break Free, which every year sends volunteers to various parts of the world to collect plastic waste and identify the brands that are behind this debris.

Every year Coca-Cola has been the predominant brand in the packaging waste identified internationally by the NGO, which is eventually recovered, and 2021 was no exception.

The 2021 edition of the Break Free From Plastic ranking, published this Monday, reports that among the 19,826 plastic waste (bottles or pieces of bottles) identified in 39 countries, Coca-Cola packaging was predominant.

The multinational has made marketing efforts to build an image of responsible company, recalls the "Monde", claiming on its website that "protecting the environment is a major priority", and that "we are committed to enable the collection of all packaging of our products by 2025 so that they do not end up as waste or in the oceans.

But successive Break Free From Plastic reports report that the situation continues to deteriorate year after year: in the first edition of its report in 2018, the organisation identified 9216 plastic waste associated with the products it sells, 11,732 the following year and 13,834 in 2020.

In 2021, Coca-Cola maintains a higher footprint in this field than rival PepsiCo (with 8231 plastic waste identified) and Unilever (6079).

Environmentally polluting materials also extend to yoghurt packaging, bath gel packaging, detergent cans or cigarette butts, and for the first time a French producer - Danone - has entered the ranking of the largest companies leaving a black footprint on landscapes, just behind the tobacco multinational Philip Morris.

Unilever has joined the circle of major partners of COP26, the UN climate conference to be held in Glasgow on 31 October, the French newspaper also highlights, noting that this presence is considered by Break Free From Plastic "particularly offensive", with plastic being 99% of fossil origin.

Load-Date: October 26, 2021

Coca-Cola, WWF Extend Partnership On Climate Action, Water Stewardship Targets

Utilities Monitor Worldwide

August 30, 2021 Monday

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Length: 654 words

Body

Coca-Cola and the World Wildlife Fund (WWF) have renewed their global partnership for three years, effective August 2021.

The partnership, now extended until 2024, is believed to drive investments in nature that are successful today and are resilient to climate change tomorrow, with the aim to yield conservation and business returns into the future.

Collaborative activities would consist of developing and implementing a global road map to help deliver on Coca-Colas strategies and goals, including its 2030 Water Security Strategy, 2030 World Without Waste goals and 2030 science-based climate target, while catalysing collective investment through connections with other partners, working groups and governments to achieve conservation outcomes.

These successful conservation projects would help inspire peers and new leaders to replicate, build upon and scale ongoing work.

The partnership work also extend beyond water to improving environmental performance across Coca-Colas supply chain, including reducing emissions and helping the company reimagine how agricultural ingredients are sourced and plastic packaging is recycled

and over 50 of the approximately 100 countries where WWFs network operates.

The work would also span over 50 of the approximately 100 countries where WWFs network operates. The partnership would also build collective action by catalysing the investment of other stakeholders around the world, with the goal of engaging over 200 organisations.

Together, the partners are also helping vulnerable communities build resilience to climate change and water stresses.

The groundbreaking partnership has driven collective action with governments, local communities and other businesses to ensure these basins are protected into the future.

Speaking on the renewal, Nwamaka Onyemelukwe, Director, Public Affairs, Communications, and Sustainability, Coca-Cola Nigeria, said, We are delighted to continue what has been an immensely fruitful partnership with WWF.

Coca-Cola, WWF Extend Partnership On Climate Action, Water Stewardship Targets

Water stewardship has long been a key pillar for Coca-Cola and through this partnership, we have been able to achieve key targets in the past.

With the current climate and water access situation in Nigeria and across the world, this renewal could not have been timelier. We take responsibility for people and the environment within which we operate and with this partnership, we will be scaling up efforts to help these vulnerable communities build resilience to these key stress areas.

Bea Perez, Senior Vice President and Chief Communications, Sustainability and Strategic Partnerships Officer, The Coca-Cola Company, added, Our partnership with WWF has made meaningful progress in addressing complex issues and challenges in our world, focused primarily on water in our communities. Ive had the opportunity to travel to river basins where we work and see the positive outcomes of this journey for local communities and our business. There is more to be done. We believe true change can be achieved with additional partners, support and investment to drive lasting positive changes for our planet.

WWF works with the private sector to reduce footprints and reach scale in tackling the problems of water scarcity, climate change and loss of nature. The past 14 years of our work with The Coca-Cola Company has spanned over 50 countries. Were proud of the results weve achieved, said Carter Roberts, President and CEO of World Wildlife Fund.

Since the dual crises of climate change and nature loss loom larger than ever, were raising ambition in the next phase of our partnership to build resilient communities and ecosystems that can meet the challenges ahead. Theres no time to waste.

For more than a decade, Coca-Cola and the World Wildlife Fund (WWF) have partnered to help ensure healthy, thriving freshwater basins around the world. This water stewardship work began in 11 freshwater basins and expanded to programs in 50 countries, including Nigeria.

Load-Date: August 30, 2021

Coca-Cola, AREAi partner on environment

The Nation (Nigeria)

August 6, 2021 Friday

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Length: 380 words

Body

Coca-Cola Foundation, in partnership with Aid for Rural Education Access Initiative (AREAi) has announced the launch of its Recycle and Win Promo, a three-month campaign with a goal to increase the overall recycling awareness, collection rate of PET bottles, cans and other plastics across six states in Nigeria. This campaign will reward consumers and households who bring in their PET bottles for recycling with exciting gifts and vouchers.

Speaking on the campaign, Director, Public Affairs, Communications and Sustainability, Coca-Cola Nigeria, Nwamaka Onyemelukwe, said: 'The recent flood situation globally is an indication of how much attention we all should be paying to recyclable waste. It's why the Recycle and Win campaign presents a chance to reinforce a more environmentally conscious world, and an improved attitude towards waste management. This is in line with Coca-Cola Foundation's vision for enhancing communities, protecting the environment, and driving behavioural-change initiatives.'

Founder, AREAi, Gideon Olanrewaju added that, 'The Recycle and Win promo comes at a time when Nigerians are experiencing very high levels of inflation. Rewarding individuals who have made environmentally responsible decisions during this time with a valuable household will go a long way to reinforce a sustainability mindset and develop a better environment for us all to live in.'

To participate in the Recycle and Win campaign, residents of Kwara, Abuja, Kano, Kaduna, Oyo and Ondo states that are subscribers under the Recycle and Win Promo will be expected to exchange their recyclable items which are counted at the point of collection/drop-off, for redeemable points which can then be used to buy valuable goods, such as airtime, basic food items and other household needs.

The Recycle and Win campaign is aimed at reducing the amount of recyclable waste that ends up in landfills and neighborhood drainage systems, while also reducing the increasing risks of infectious diseases, flood, and psychological stress that results from mismanaged waste heaps. This is in line with AREAi's Mission Zero Plastic objective, a program funded by the Coca-Cola Foundation which aims to recover, recycle and repurpose 600 tons of plastic over the next 12 months across six states.

Load-Date: August 7, 2021

End of Document

World Cleanup Day: Coca-Cola Nigeria, RecyclePoints Recover 557 Kg Plastic Wastes

Nigerian Tribune

September 27, 2021 Monday

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Length: 292 words

Body

As part of activities marking this year's World Cleanup Day, the Coca-Cola System, comprising Coca-Cola Nigeria Limited and Nigerian Bottling Company (NBC), has announced that a total of 557 kilograms of plastic wastes were recovered in the clean-up activities carried out in streets and community markets across Lagos, Asaba, Kaduna, Owerri and Abuja.

According to the group, the exercise, which was carried out in conjunction with RecyclePoints, was also used to sensitize and educate market women on how a waste-free environment can foster better customer interactions and increase sales.

The group also enlightened residents on the environmental and financial benefits of waste pick-up and recycling in their various communities.

Speaking on the campaign, Director, Public Affairs, Communications and Sustainability, Coca-Cola Nigeria, Nwamaka Onyemelukwe, explained that the initiative was borne out of the need to contribute the group's quota to an integral part of the food ecosystem that interacts directly with the consumers, by providing them with the necessary information and lending helping hand.

Also speaking on the campaign, Director, Public Affairs and Communications, Ekuma Eze, explained that besides drawing attention to the immense opportunities in community recycling programmes, the campaign would also raise public awareness on the threat of waste and pollution to human life and the survival of the ecosystem.

Founder/CEO, RecyclePoints, Mazi Ukonu noted: 'The consensus is that marketplaces are by nature quite chaotic with practices that are harmful to the ecosystem, but we believe that with education and support we can make both the sellers and the customers understand the importance of a neat location for business transactions.'

Load-Date: September 30, 2021

End of Document

Coca-Cola Europacific Partners recognised for its transition to 100% rPET in Australia

Contify Retail News

June 17, 2021 Thursday 6:30 AM EST

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Length: 410 words

Body

June 17 -- Coca-Cola Europacific Partners issued the following news release:

Coca-Cola Europacific Partners takes Gold at the WorldStar Global Packaging Awards for its work in producing Australia's first 100% recycled PET (rPET) bottle for carbonated beverages.

CCEP in Australia has been awarded Gold in the Beverage category, as well as receiving a Special Award in the Sustainability category at The WorldStar Global Packaging Awards.

The awards are an international packaging design competition that continues to evolve and shape the packaging design community by highlighting the global trends and challenges within the packaging industry. Each year, WorldStar receives more than 300 entries from more than 34 countries around the world.

In 2019, Coca-Cola Europacific Partners Australia was the first beverage manufacturer and Coca-Cola bottler in the world to have all single serve packs produced from 100% rPET. This includes plastic packaging for water, soft drinks, aseptic dairy and warm-fill sensitive beverages, and equates to 7 out of 10 bottles sold in Australia.

By converting all plastic single serve packs to 100% rPET packaging, CCEP in Australia reduced the amount of virgin fossil-based plastic used in our PET bottles by an estimated 10,000 tonnes per year.

Marlene Cronje Vermeulen, Future Works Manager for Coca-Cola Europacific Partners in Australia said: "We are so happy that we not only won a WorldStar Packaging general award, but that we have also been awarded the Gold Sustainable Packaging Special Award for 2021. The Gold Sustainable Packaging Special Award truly is the crowning achievement for our team and will form the platform from which our sustainable initiatives will develop".

CCEP is committed to playing our part in creating a circular economy for the PET packaging we use through increasing collection once our drinks have been consumed, supporting the development of recycling capacity to ensure they are recycled, and by using the recycled plastic, alongside plastic from renewable sources, to make new bottles.

In Western Europe, our markets are also accelerating the reduction of virgin fossil-based plastic, working towards using 100% recycled or renewable content in our PET bottles by 2030, to help create a low carbon circular economy for PET bottles.

Read how we transitioned to plastic bottles made from 100% recycled plastic (rPET) in Sweden, the Netherlands, Norway and Germany.

Source: Coca-Cola Europacific Partners

Load-Date: June 17, 2021

Coca-Cola Europacific Partners recognised for its transition to 100% rPET in Australia

End of Document

Edomex highlights Coca-Cola's social contribution

CE Noticias Financieras English

July 20, 2021 Tuesday

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Length: 369 words

Body

The State of Mexico recognized the corporate social responsibility and expansion projects of Coca-Cola FEMSA, a company that has found in Mexico an ideal climate for its growth and consolidation and that, through its Toluca plant, has brought development and a better standard of living for the families of the state.

Governor Alfredo del Mazo extended a recognition to the directors of the bottling company, headed by John Santa María, CEO of the company, for the trust placed in the State of Mexico and for the social contribution it makes in the protection of the environment and social development, as part of its corporate social responsibility.

In coordination with Food Banks of Mexico, Coca-Cola FEMSA granted in 2020 more than 3 thousand pantries to Mexican families in a situation of vulnerability, which allowed them to face the pandemic and confinement.

In addition, it highlights its commitment to the environment, by promoting projects such as "Wetland based on nature", in the municipality of San Antonio la Isla, which will allow the rehabilitation of more than 3 million liters of water per day that can be reused for productive projects in the region.

In a meeting with executives of the company, it was indicated that, with the effort of its team, this firm has obtained distinctions such as the award for Environmental Excellence, the Clean Industry award and the Zero Waste award, which identify it as a sustainable manufacturer, which is committed to technology to reduce the impact of its operation.

The Mexican Recycling Industry (IMER) plant, also located in Toluca, recycles and transforms more than 4 billion bottles a year, making it a fundamental link in the recycling and environmental sustainability chains of the center of the country.

Since its creation, IMER, which generates more than 3 thousand jobs, has processed 213 thousand tons of PET, which contributes to Coca-Cola recovering 60 percent of the bottles it sells, and positioning itself as a leading recycler in Latin America.

In its five plants, 28 production lines and 16 distribution centers, Coca-Cola FEMSA provides employment, development and well-being to more than 8 thousand families and more than 90 thousand additional jobs.

Load-Date: July 21, 2021

Coca-Cola, Plastic Bank(R) partnership on track with ocean-bound plastic collection targets while uplifting lives in Cavite community

Manila Bulletin

June 21, 2021 Monday

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Length: 860 words

Dateline: Manila

Body

Manila, June 21 -- Plastic pollution remains a pressing problem in the Philippines and around the world and requires the help and involvement of all sectors of society. Partnership is more critical than ever.

As partners, Coca-Cola Philippines and Plastic Bank(R) continue to mobilize the collection of ocean-bound plastic while improving the livelihood of local communities in the Philippines. Since their partnership was established in September last year, the partnership is 68% on track towards achieving their target collection of 100,000 kg of used recyclable plastic.

"Collective action to turn the tide on plastic waste is very important and our partnership with Plastic Bank is one of our various partnerships in the Philippines that help bring us closer to our vision of a world without waste. Our thrust is for more communities to look at recyclable plastic packaging as high value material that can be recycled and used multiple times so it doesn't end up in the environment. We are pleased with the progress the project has made in improving infrastructure for collection and recycling and providing partner collectors with additional livelihood while they take part in helping the environment," says Tony del Rosario, President of Coca-Cola Philippines and VP for East Franchise Operations of Coca-Cola ASEAN & South Pacific.

Despite mobility issues caused by the surge in COVID-19 cases in the first quarter of 2021, Coca-Cola Philippines and Plastic Bank managed to adapt and collected 68,797kg of plastic (or 3.4 million bottles), engaged and empowered 88 collectors, and positively impacted five communities and 316 household members.

"This pandemic has not only helped us grow to adopt more digital processes but also helped us reassess what was essential in achieving our mission. It was through this learning and adaptation within the past two quarter that we were able to stabilize our plastic collection, better plan out our development programs and look to consistently deliver our intended impact in the second half of our partnership with Coca-Cola," said Paolo delos Reyes, Plastic Bank Philippines Customer and Partnerships Manager.

With the goal of organizing citywide collections, Plastic Bank continues to closely partner with the local government of General Trias, Cavite to activate collection points alongside communities, local junk shops, and individual collectors. Community members are encouraged to adopt Plastic Bank's collection system that includes the use of the Plastic Bank App that ensures the traceability of the plastic collected. This helps to drive a more efficient collection process.

The program aims to sustainably improve the lives of collector communities. Aside from the premium they get from the material they collect, individual Plastic Bank collectors are also provided with the tools, resources and equipment they need including pedicabs, COVID-19 safety kits, and training sessions on financial and business literacy.

Coca-Cola, Plastic Bank(R) partnership on track with ocean-bound plastic collection targets while uplifting lives in Cavite community

One of the program's partner collectors, Ronilo Cirujano is a 56-year-old family man who has been collecting recyclables from homes for 10 years. He has been using his own tricycle to easily move from one home to another in their community.

"Being a Plastic Bank collector helps me provide basic necessities for my wife and three children, especially during a pandemic when livelihood opportunities are harder to find. Through my income from collecting recyclables in General Trias, two of my children were able to finish their studies in college," Ronilo said.

Meanwhile, plans to improve existing structures of local junk shops (called Plastic Bank partner branches) are underway with improvements targeted to be completed in the middle of the third quarter of the year.

Coca-Cola remains committed to reaching its global vision of a World Without Waste. The company aims to help collect and recycle the equivalent of all the bottles and cans it sells by 2030 and partnership programs are critical to achieving this vision. The company, with the help of the Coca-Cola Foundation Philippines, is currently supporting nearly 40 communities in 22 provinces across the country.

Coca-Cola Philippines likewise continues to invest in the development of innovative and sustainable packaging solutions and is forging ahead with the launch of PETValue facility in General Trias Cavite - a joint partnership between its local bottler, Coca-Cola Beverages Philippines, and Thailand-based Indorama Ventures, a recognized global leader in packaging solutions and green technology. Granted "pioneer status" by Board of Investments (BOI), this bottle-to-bottle recycling facility aims to produce around 16,000 metric tons of recycled PET resin every year. PETValue is expected to be operational by the first quarter of 2022.

To learn more about the World Without Waste vision of Coca-Cola, read the recently released 2020 World Without Waste Report. To learn more about the project, visit plasticbank.com

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Load-Date: June 21, 2021

Coca-Cola improves access to water for rural communities

Sunday Times (Sri Lanka)

March 22, 2021 Monday

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Length: 734 words

Body

World Water Day is celebrated on March 22 and the theme this year is 'Valuing Water', which focuses on the environmental, social and cultural value people place on water, aligned to Sustainable Development Goal (SDG) No. 6; ensuring water and sanitation for all is perfectly embodied by the water replenishment projects undertaken by Coca-Cola.

'Water is central to the long-term success of Coca-Cola's business and the health of its communities. The company has taken on the mantle of respecting and protecting water resources while ensuring water security for the nation,' the company said in a media release.

Globally, Coca-Cola has pledged to return 100% of the water used in its manufacturing back to communities and nature. In Sri Lanka, the beverage company has exceeded the goal by reaching 203% water replenishment status. This implies that for every litre of water used for the production of its beverages, the company returns 2 litres of water to communities and nature through local water initiatives.

Mayank Arora, Managing Director, Coca-Cola Beverages Sri Lanka Ltd., explained: 'We set a goal to return 100% of the water we use to make our drinks. Today we've achieved that goal and even gone beyond, being the first Coca-Cola operation to do so in South West Asia. Water stewardship remains a key focus for us and I am pleased to state on World Water Day that we look forward to continuing this important work that addresses critical water related issues, which include safe water access and watershed protection, which are locally relevant and thereby empower local communities across Sri Lanka.'

Access to water is at the forefront of the agenda of the present Government; in 2020, following the President's instructions to rehabilitate 5000 tanks across the island, water has been earmarked as a key national priority. Aligning with the national directive, Coca-Cola in Sri Lanka embarked on key water replenishment projects rehabilitating ancient water tanks in partnership with INGOs, We Effect in Anuradhapura and ACTED in Monaragala, both of whom have a proven track record in working in rural areas to improve quality of life in those communities.

Commenting on the company's water stewardship, Pankaj Sinha, Managing Director - Sri Lanka and Maldives said, 'Our water stewardship programme is focused on respecting water as a shared resource. We support the Sustainable Development Goals and are partnering to help create opportunity for people through access to safe and improved water services in Sri Lanka. Our operations in Sri Lanka turned water positive in a special year when Coca-Cola celebrates its 60th Anniversary in Sri Lanka. We remain committed to keep supporting the local community to manage water resources, better.'

Coca-Cola improves access to water for rural communities

We Effect undertook the rehabilitation of two ancient water reservoirs in the village of Thammannawa, Anuradhapura, resulting in water replenishment of 275 million litres per year. The renovation of two ancient water reservoirs restored uncultivated lands in both paddy fields and home gardening and allowed villagers to cultivate their paddy lands in both the Yala and Maha seasons and double their income. As a part of the project, a Reverse Osmosis plant was also provided to the village cooperative which improved access to safe and clean drinking water. Coca-Cola Beverages Sri Lanka Ltd. was recently awarded a Best Sustainability Project Award at The Best Corporate Citizen Sustainability Awards 2020, organized by the Ceylon Chamber of Commerce for this project.

Rural communities especially have a deep connection with water as it nurtures their livelihoods and empowers communities to aspire to a brighter future. Access to water for agriculture and livelihoods for women in the Galahitiya village in Monaragala was a valuable outcome. ACTED rehabilitated the Samurdhi tank and provided water pumps which benefited approximately 400 households and 1,700 local farmers. As a result of the project, an additional 100 acres of paddy field can now be cultivated during both the dry and wet season, in addition to 150 acres for field crops such as maize, grains and vegetables. This project has the replenish potential of 100 million litres annually.

Above - Communities in the rural agricultural village of Thammannawa, Anuradhapura reap benefits from the rehabilitated water tanks by Coca-Cola, together with its implementing partner We Effect.

Load-Date: March 23, 2021

Climate change: Coca-Cola to adopt 100% renewable energy

SweetCrude Reports

October 16, 2021 Saturday

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Length: 688 words

Body

*Carbon emissions

Michael James

Lagos — The Coca-Cola Hellenic Bottling Company, CCHBC, has announced its commitment to achieving net zero emissions across its entire value chain by 2040. The commitment, which recently launched across 28 markets by the leading bottlers of the Coca-Cola brands, represents a bold response to the global concerns around climate emergency and its threats to the future of the planet. The company aims to achieve this target through the adoption of several initiatives, including the investment of €250 million in emissions reduction initiatives by 2025; switching to 100% renewable electricity and low carbon energy sources; accelerating efforts towards low carbon packaging by increasing rPET use and adopting package-less and refillable options and removing plastics in secondary packaging. The company also plans to provide energy-efficient and eco-friendly coolers to customers, reduce emissions from agricultural ingredients and implement a "Green Fleet" programme to switch to low and no carbon alternatives. Commenting on the initiative, Zoran Bogdanovic, CEO of Coca-Cola HBC, said, "This commitment is the ultimate destination of a journey that we started many years ago. It is fully aligned with our philosophy to support the socio-economic development of our communities and to make a more positive environmental impact. Both are integral to our future growth. Although we don't yet have all the answers, our plan, track record and partnership approach give us confidence that we will deliver". Also commenting on behalf of one of the company's partners, Markus Pfanner, Vice President, Sustainability Tetra Pak, said: "As Tetra Pak also has a net zero target and SBTi approved 1.5o aligned 2030 targets, we look forward to working with Coca-Cola HBC to reduce GHG emissions and together achieve our joint aims." In Nigeria, the Nigerian Bottling Company (NBC) is playing its role to accelerate efforts towards reaching this target through several interventions. The company commenced the transition of four of its manufacturing plants in Maiduguri, Kano, Asejire and Abuja, to renewable energy sources through the installation of solar power infrastructure.

These efforts deliver up to 2,650 KWP to the facilities, and the expansion phase will even deliver more carbon footprint reduction. Furthermore, NBC has completed the installation of Combined Heat and Power Plants (CHP) at four of its manufacturing plants which has resulted in significant reduction of its carbon footprint across the country. With the CHPs, heat emission that would have been lost is effectively channeled back into powering boilers at the plants. As an innovative leader in water stewardship, the company has also ensured that all its manufacturing facilities have effluent treatment plants which ensure that wastewater released from operations are safe for plant and animal life. As a confirmation, all NBC plants have received the prestigious Alliance for Water Stewardship certification, the highest global benchmark for responsible water stewardship. Speaking on the company's interventions so far, the Managing Director at NBC, Mathieu Seguin, said, "Climate change is a global emergency that requires deliberate, proactive and coordinated efforts to be mitigated. We have seen its impact on agriculture

Climate change: Coca-Cola to adopt 100% renewable energy

and food production, rising sea levels, declining biodiversity, and the threat to coastal communities. We are passionate about leading efforts that strengthen the sustainability of the environment while supporting the socio-economic development of our communities. These priorities are integral to our future growth and central to our values as an organization."Through an existing, approved science-based target, the CCHBC is aiming at a 25% reduction in its value chain emissions by 2030 and a further 50% reduction the following decade. To address the 90% of emissions resulting from third party actions, the company is broadening existing partnership approach with suppliers whilst also investing in other climate protection measures wherever emissions cannot be eliminated entirely.

SweetCrude Reports 2021.

Load-Date: October 17, 2021

End of Document

Coca-cola bottles make up 16 per cent of plastic waste on UK beaches, analysis finds

The Independent (United Kingdom)

August 11, 2021 Wednesday 3:30 PM GMT

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Section: CLIMATE,NEWS; Version:4

Length: 635 words

Byline: Matt Mathers

Highlight: Drinks companies must play their part in tackling pollution by reducing packaging and switching to re-fill models, campaigners say

Body

Coca-cola branded bottles remain the most common plastic litter found washed up on UK beaches , according to new analysis.

Some 16 per cent of plastic found on Britain's shores had the Coke label attached, according to marine conservation charity Surfers Against Sewage (SAS).

Around 65 per cent of all plastic discovered by the charity originated at just 12 companies, the research said, including PepsiCo, AB InBev, Heineken, McDonald's, Tesco, Mondelez International, Carlsberg Group, Suntory, Haribo, Aldi, Mars and Coca-Cola.

Coca-cola, the world's most popular soft drink, "tops the leader board year on year", SAS said.

Drinks companies have no control over what happens to their products once they leave shops, although campaigners urged them to take more responsibility for waste by reducing packaging and encouraging re-fill models.

Activists also called on the government to speed up the introduction of a deposit return scheme (DRS) to incentivise recycling.

"Our annual Brand Audit has once again revealed the shocking volume of plastic and packaging pollution coming...from big companies and some of their best-known brands," Hugo Tagholm, SAS chief executive, said.

"Legislation such as an 'all-in' deposit scheme needs to be introduced urgently and governments need to hold these companies to account and turn off the tap of plastic and packaging pollution flooding the ocean," he added.

In March the government held a fresh consultation on plans for a DRS scheme for plastic and cans, aimed at tackling the UK's poor recycling rates.

Ministers subsequently said the scheme will not be introduced until at least 2024.

In Germany, where a DRS is in operation, recycling rates of plastic, cans and glass are at 97 per cent, according to an Institute of Economic Affairs report.

Coca-cola bottles make up 16 per cent of plastic waste on UK beaches, analysis finds

Drinks companies said a DRS scheme is essential to tackle pollution.

A Coke spokesperson said: "Like everyone, we care about reducing packaging waste and we don't want to see any of our packaging end up where it shouldn't. All of our packaging is 100 per cent recyclable and our aim is to get more of it back so that it can be recycled and turned into new packaging again."

The spokesperson added: "It's disappointing to see any packaging being littered and that's why we support the introduction of a well-designed deposit return scheme, which would encourage people to recycle rather than litter or throw away. In Great Britain, we're continuing to work with numerous organisations to encourage more recycling on-the-go and we're actively supporting a number of initiatives with the aim of making litter something of the past."

Andrew Opie, director of food and sustainability at the British Retail Consortium, said: "Supermarkets are working quickly to remove unnecessary plastics from their stores, having already removed all polystyrene packaging and plastic cutlery, as well as trialling packaging free and refillable options. This helps explain how supermarkets achieved a drop in the amount of plastic across their own brand products.

"More needs to be done and retailers have set themselves challenging reduction targets and are committed to ensuring all packaging will be 100 per cent reusable, recyclable or compostable in the future. However, government and local councils must play their part by improving our current recycling infrastructure, and better enforcing laws against irresponsible littering."

SAS called on companies such as Coke to reduce their packaging and to switch to a re-fill model, where customers top up drinks containers rather than buying a new plastic bottle.

[Read More](#)

Chile's science minister says addressing the climate crisis is 'national priority'

FEMA plans to test emergency alert system nationwide on Wednesday

New York flood risk: Map shows areas that could be regularly underwater by 2030

Load-Date: August 11, 2021

End of Document

Coca-Cola to commercialize next-generation biomaterials

BeverageDaily.com

October 20, 2021 Wednesday 2:14 PM GMT+1

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Length: 891 words

Byline: Rachel Arthur , Rachel

Body

The Coca-Cola Company, Changchun Meihe Science & Technology and UPM have announced the first planned commercialization of new tech to create plant-based monoethylene glycol (bMEG): which can replace traditional oil-based MEG in PET bottles.

The tech will allow the companies to efficiently convert second-generation biomass to the plant-based bMEG: a process that is not only more efficient than current bMEG production but also uses feedstock that is not a source of food.

Ultimately, the scaled-up production of bMEG can reduce dependence on virgin oil-based packaging.

Furthermore, Coca-Cola has pledged to offer commercial quantities of the biochemical to anyone in the industry, including its competitors.

Efficient process

Co-owned and co-developed by Coca-Cola and Chinese science and tech development company Changchun Meihe, the technology is now being scaled to commercial quantities by the Finnish forest-based bioeconomy company UPM.

The technology to produce bMEG takes a sugar source and removes the step of creating ethanol as part of the conversion process to produce plant-based MEG. This means the process is simpler than incumbent processes and provides flexibility in feedstock choice.

“The next-generation technology marks a significant step forward toward commercializing a process that is not only more efficient than current bMEG technologies but is based on feedstock that cannot be used as source of food: hardwood taken from sawmill side-streams and forest thinnings as part of sustainable forest management,” say the partners.

Production to start in 2023

Coca-Cola says the new tech marks ‘the most significant advancement’ in the commercial viability of bioplastics since it introduced the first-generation technology in its PlantBottle packaging in 2009.

While new technologies were first validated at demonstration scale in 2017, this is the first time it is being taken into large-scale production.

UPM is currently constructing a full-scale biorefinery: which will produce plant-based monoethylene glycol (bMEG), plant-based monopropylene glycol (bMPG), as well as lignin-based Renewable Functional Fillers (RFF) made from 100% certified hardwood taken from sawmill and other wood industry side-streams.

Coca-Cola to commercialize next-generation biomaterials

The biorefinery will ramp up production in 2023 with a total annual capacity of 220,000 tonnes. The products will have a significantly improved CO2 footprint and can be integrated in existing material recovery and recycling streams while meeting product performance requirements, according to the companies.

UPM and Coca-Cola have announced that they will offer commercial quantities of these biochemicals to anyone in the industry, including Coca-Cola's direct competitors.

"The commercialization of this technology marks a significant milestone not only in the evolution of renewable glycol production but also more widely in the development of fossil fuel-free PET plastic," says Coca-Cola.

"MEG is one of two molecules necessary to create PET, the other being terephthalic acid (PTA). Investments in the scaling of plant-based, renewable materials like bMEG support Coca-Cola's ambition and work to reduce the use of virgin oil-based plastics in its packaging, alongside investments to increase the use of recycled content."

Reducing virgin plastic

Coca-Cola has set out its vision to be net zero carbon by 2050, and to use 3 million tons less of virgin plastic from oil-based sources by 2025.

One of its goals is to increase the use of recycled PET (rPET): through a combination of new recycling technologies and encouraging consumers to recycle. Improvements in packaging design and new delivery systems are other ways to reach the goal. But it also wants to create new technologies that offer a plant-based alternative to virgin material: noting that well-designed technologies that can be successfully scaled up will play a key role in achieving its goals.

"The viability of this next-generation biomaterial is a significant technological breakthrough in our ongoing efforts to reduce our use of virgin oil-based plastics, by increasing our use of recycled and renewable alternatives. It can not only help us achieve our commitments to carbon emission reduction but can also enable the entire industry to shift to a more circular economy," said Nancy Quan, Chief Technical and Innovation Officer at The Coca-Cola Company. "It takes years of work to bring a technology from the lab to the market, reflecting our keen focus on developing and delivering sustainable packaging solutions that can bring tangible environmental benefits, once scaled, to the communities we serve."

Daniela Zahariea, Director of Technical, Innovation and Supply Chain at Coca-Cola Europe, added: "In Europe, as we work towards our goal to collect a bottle or can for every one that we sell we are also working closely in parallel with our bottlers to drive down and eliminate the use of oil-based virgin PET from our plastic bottles. We will accelerate delivery of this ambition by increasing the use of recycled content and, as we move forward, also replacing some new 'virgin' material that is required with renewable, bio-based sources. That is why we are investing and driving innovation to boost the supply of feedstock from renewable sources, in addition to our focus on sources derived from enhanced recycling technologies."

Load-Date: October 20, 2021

Oceana calls on The Coca-Cola Company to commit to targets following unprecedented pledge to grow share of refillable or multi-use bottles; Beverage giant says it will prioritize refillable bottles to address plastics and climate crisis - but fails to set clear objectives

GlobeNewswire

November 10, 2021 Wednesday 8:29 AM PT

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Section: COMPANY ANNOUNCEMENT

Length: 560 words

Body

WASHINGTON, Nov. 10, 2021 (GLOBE NEWSWIRE) -- Oceana called on The Coca-Cola Company to produce annual reports and set clear targets for the increased use of refillable or multi-use bottles after the company announced last week that its World Without Waste "priorities include expanding refillables to eliminate waste and lower Coca-Cola's total carbon footprint one package at a time." Oceana has been campaigning for the increase of refillable bottles by Coca-Cola and the soft drink industry since 2020 when it released a report that found a 10% increase in the use of refillable bottles worldwide could prevent as many as 7 billion plastic PET bottles from polluting the oceans.

"This is potentially big news for the oceans," said Matt Littlejohn, Senior Vice President of Oceana. "Last week, the world's largest soft drink company and most prominent single-use plastic polluter reported that it is making multi-use or refillable bottles a priority after decades of allowing refillables to decline worldwide and to effectively disappear in many markets. Coca-Cola is already selling billions of refillable bottles around the world and can quickly and dramatically increase the share of refillables (and ensure that billions of single-use plastic bottles do not pollute the seas)."

Coca-Cola announced that "reusable bottles – which represented 27% of sales in Latin America in 2020 and were the system's fastest-growing packaging format in 2018 and 2019 – are used 25 times on average, supporting a circular economy while reducing waste and carbon emissions." Refillable bottles are multi-use bottles that beverage companies sell with deposits, collect post-use, wash, refill, and sell again.

Coca-Cola, in the Break Free from Plastic Brand Audit 2021, was the number one corporate plastic polluter for the fourth year in a row. Until recently, the company did not prioritize refillable bottles as a sustainable solution and has continued to allow refillable bottles to be phased out in countries with large plastic pollution problems, as reported in a recent BBC documentary about the company's decision to end the use of refillable bottles in Samoa.

"Coca-Cola has made it clear – more refillables mean less plastic in the ocean and fewer carbon emissions. Now, the company urgently needs to, as it has with its recycling and carbon commitments, step up and commit to annual reporting and measurable targets for increasing refillable bottles everywhere it can. Refillables, despite recent

Oceana calls on The Coca-Cola Company to commit to targets following unprecedented pledge to grow share of refillable or multi-use bottles; Beverage giant says

success, continue to decline worldwide – meaning more single-use plastic bottles made from fossil fuels are being produced and sold every year, polluting the oceans,” added Littlejohn.

Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Oceana is rebuilding abundant and biodiverse oceans by winning science-based policies in countries that control one-third of the world’s wild fish catch. With more than 225 victories that stop overfishing, habitat destruction, pollution, and the killing of threatened species like turtles and sharks, Oceana’s campaigns are delivering results. A restored ocean means that 1 billion people can enjoy a healthy seafood meal, every day, forever. Together, we can save the oceans and help feed the world. Visit www.oceana.org to learn more.

Contact: Gillian Spolarich, gspolarich@oceana.org

Load-Date: November 10, 2021

End of Document

Coca Cola Greenwashing Campaign a Threat to Kenya's Plastic-Free Ambitions [press release]

Greenpeace International

June 30, 2021

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Length: 348 words

Byline: Timothy Nzioka

Body

In response to Coca Cola marketing a PET (polyethylene terephthalate), plastic bottle for its Sprite soft drink brand as an solution to the country's plastic crisis, Greenpeace Africa Senior Political Advisor, Fredrick Njehu has said:

"Coca cola's latest campaign is nothing short of greenwashing. Corporate capture in the production and distribution of plastic bottles cannot be corrected through collection and recycling processes. These have proven to be unsustainable, backward and in total disregard of efforts to curb plastic pollution in our environment.

"It is rather unfortunate that the body mandated to curb the production of single use plastics is proactively participating in this greenwashing by the beverage industry. NEMA must take decisive steps to stop Coca cola's greenwashing efforts.

"Coca Cola is trying to capitalise on the shift from the green to clear bottle to continue flooding the environment and our oceans with single-use plastic bottles then sell us recycling as a solution to the plastic problem they are creating. The only way to free our environment of plastic is to stop the production of single -use plastics."

Coca Cola alone produces 100 billion bottles of plastic per year and is the world's biggest plastic polluter. It is estimated that only 9% of the 8.3 billion tonnes of plastics produced has been recycled. Recycling has been proven to be unsustainable and cannot form a part of any sound environmental sustainability practice. Plastic production and pollution is out of control globally and the global markets are awash with single use plastic bottles

A recent UN report revealed how plastic pollution has disproportionate impacts on marginalised communities and countries. Tight regulations ought to be enacted to curb such moves by big corporations like Coca Cola. Corporations must commit to reduction and elimination of single use plastic bottles and instead diversify into alternative packing materials.

ENDS

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Greenpeace Africa Press Desk:

Timothy Nzioka, Communications Consultant, , +254 722898259

Load-Date: June 30, 2021

Coca-Cola continues to be top plastics polluter - audit

Greenwire

October 25, 2021 Monday

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Section: TODAY'S STORIES; Vol. 10; No. 9

Length: 321 words

Body

By Ana Faguy The Coca-Cola Co. released the most plastic waste for the fourth year in a row, according to an annual audit of more than 7,700 parent companies by the group Break Free From Plastic. The brand audit , released today, used more than 11,000 volunteers in 45 countries to collect plastic waste and document the brands associated with it.

During the annual effort, the group collected 330,493 pieces of plastic. PepsiCo Inc., Unilever PLC, Nestl  SA, Procter & Gamble Co., Mondelez International Inc., Philip Morris International Inc., Danone SA, Mars Inc. and Colgate-Palmolive Co. were the other top plastic-polluting corporations of 2021, according to the report. "The world's top plastic polluting corporations claim to be working hard to solve plastic pollution, but instead they are continuing to pump out harmful single-use plastic packaging," said Emma Priestland, global corporate campaigns coordinator at Break Free From Plastic. The report cites multiple contradictions from companies. Coca-Cola in 2018 committed to collect one bottle for every one sold. Yet this year there were more Coca-Cola products recorded than products from the next two top polluters combined. Meanwhile, Unilever, which is on the list for the first time, is a principal partner for the upcoming COP 26 U.N. climate talks in Glasgow, Scotland. The report highlights that with large amounts of single-use packaging come large amounts of carbon dioxide emissions going into the atmosphere. Coca-Cola produced 2,981,421 metric tons of plastic in 2020, enough to cause 14,907,105 metric tons of CO2 emissions, the report found. Break Free From Plastic wants plastic-polluting corporations to reveal their total global plastic footprint, reduce plastic produced, and redesign their products to create more refill and reuse opportunities. It also wants member states of the U.N. Environment Program to negotiate a global plastics treaty.

Load-Date: November 22, 2021

End of Document

The Coca-Cola Company enrolls more than 1 million acre of its US corn supply in Accelerator

Food & Beverages News

May 25, 2021

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Length: 543 words

Dateline: New Delhi, 2021-05-25 09:19:52

Body

May 25 -- The Coca-Cola Company has enrolled more than 1 million acre of its U.S. corn supply in Field to Market's Continuous Improvement Accelerator, supporting farmers through locally-led conservation projects across the company's key sourcing regions. The company's projects in the Accelerator utilise Field to Market's Fieldprint Platform, a pioneering sustainable agriculture platform that enables farmers and the value chain to measure the environmental impacts of commodity crop production and identify opportunities for continuous improvement..

The company hit a cumulative 1 million acre milestone-which exceeds 100% of its annual U.S. corn supply-at the end of 2020, with support from four primary suppliers: Tate & Lyle, Cargill, ADM and Ingredion. Corn is used to produce high fructose corn syrup (HFCS), an ingredient in many beverages in the company's portfolio. This fulfills a commitment made in 2014 to the White House and Walmart.

Corn growers input data into the Fieldprint Platform tool to evaluate farming decisions related to biodiversity, energy use, greenhouse gas emissions, irrigated water use, land use, soil carbon, soil conservation and water quality.

"The quality and integrity of our products depends on a healthy supply chain with successful and thriving farming communities and ecosystems," said Jon Radtke, director of water and agriculture sustainability for The Coca-Cola Company's North America Operating Unit. "We're working with our suppliers and partners to create systemic change in our agricultural supply chain by promoting sustainable agricultural practices and building supplier capabilities to meet the standards for human and workplace rights, environmental protection and responsible farm management set out in our Principles of Sustainable Agriculture (PSA)."

Formerly known as Sustainable Agriculture Guiding Principles (SAGP), the PSA reflect the most recent science and external stakeholder perspectives and are based on environmental, social and economic criteria.

Coca-Cola is a founding member of Field to Market: The Alliance for Sustainable Agriculture, a multi-stakeholder collaborative of food and beverage companies, NGOs, commodity growers, agribusinesses and public sector partners committed to defining, measuring and advancing the sustainability of commodity crop production. The collaboration, and commitment to the Fieldprint Platform, align with the company's PSA.

The Coca-Cola Company enrolls more than 1 million acre of its US corn supply in Accelerator

"Our engagement with Field to Market is a key step in our sustainable agriculture journey," Radtke said. "These insights help us understand where we are from an impact standpoint and benchmark against our peers and national/state/county averages, as well as what we need to focus on to improve."

Joe Maguire, global sustainable procurement director, The Coca-Cola Company, adds, "We give full credit not only to our suppliers, who have gone above and beyond in their engagement, but also to the growers who are analysing their data because they recognise the value in improving the long-term sustainability of the world's corn supply. In addition to using data from the Field to Market Fieldprint Platform to drive continuous improvement throughout our agricultural supply chain, we will relay insights to many of our customers."

Load-Date: May 25, 2021

End of Document

Coca-Cola Pledges To Provide Smart Waste Management Infrastructure

Technology Times

June 4, 2021 Friday

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Length: 424 words

Byline: Swaira Shabir

Body

On The Occasion Of World Environment Day, Coca-Cola Reiterated Its Commitment To Protect Natural Ecosystems Across Pakistan as part of its sustainability agenda for which Water, Waste and Women are the three core focus areas. Over 10 million beneficiaries have been positively impacted by the company interventions through water stewardship, 85 percent of plastic waste is collected according to a formal study conducted by WWF and 200,000 women have graduated under the empowerment programs in the most underserved communities.

This commitment was reaffirmed in Islamabad on June 5, 2021 through a joint discussion between Coca-Cola and Chairman, Capital Development Authority, for a pledge of making Margalla Hills a liter free area for its visitors through a donation of segregated waste bins, and exploring innovative solutions to make roads out of recycled plastics. The commitment will follow up with a partnership with the parks authorities to steadily improve awareness and waste collection convenience for those visiting nature trails with families. In the Northern areas of Pakistan, famous for its trails, an estimated 2 million people visit annually.

The segregated waste bins will be strategically placed along these trails to ensure collection and to protect the natural environment from waste related hazards. While speaking at this occasion, Fahad Ashraf, VP and General Manager for Pakistan and Afghanistan region at The Coca-Cola Export Corporation said, 'Conserving our natural ecosystem starts with educating the public about the importance of throwing waste where it belongs, and most importantly making it easy for the public that visits parks to throw waste in the right category of waste bins. It may be a small step but it can go a long way in making a material impact to our environment.'

A recently led Plastic Scoping Study conducted by Coca-Cola and WWF shows that over 70% of the Pakistani households don't segregate their waste because they are unaware about recyclable packaging, which consequently highlights the need for awareness around environmental stewardship programs that involve waste management.

With partner organizations such as the World Wildlife Fund (WWF), United Nations Development Programme (UNDP), Rotary International, Indus Earth Trust and Mountain and Glacier Protection Organization, Pakistan is the first water positive country among Coca-Cola's MENA region, executes WASH programs and builds resilience among local communities by establishing access to clean drinking water nationwide.

Load-Date: June 5, 2021

Coca-Cola Pledges To Provide Smart Waste Management Infrastructure

End of Document

Carbon neutral coke? GHG emissions cut and carbon offset at Coca-Cola sites in Spain and Sweden

FoodNavigator.com

September 1, 2021 Wednesday 3:25 PM GMT+1

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Section: BUSINESS

Length: 671 words

Byline: Flora Southey, , Flora

Body

Coca-Cola Europacific Partners has certified its first manufacturing sites as carbon neutral in Europe.

The two sites – located in Jodbro, Sweden and Vilas del Turbón, Spain – are part of a pilot programme that aims to see at least six of Coca-Cola Europacific Partners' (CCEP) sites become carbon neutral by the end of 2023.

CCEP's only Swedish site

The Jordbro site, CCEP's only production facility in Sweden, makes more than 350m litres of beverages annually. The site already uses 100% renewable electricity, and over the past five years, CCEP has made considerable progress its reducing its total emissions.

Specifically, since 2016, the business has cut total emissions to 1274 tonnes CO₂e, representing a reduction of 68% per litre of product produced on-site.

It has done this through 'a number of measures', including using CO₂ - responsible for the bubbles in fizzy drinks – from a carbon neutral source: this CO₂ is a by-product of bioethanol production – a form of renewable energy that is produced from feedstocks.

Total emissions were also reduced by CCEP's use of LED lighting at the site's warehouse. All forklift trucks on-site are also electric.

Vilas de Turbón site cuts emissions

CCEP's mineral water facility in the Spanish Pyrenees is another site that already uses 100% renewable energy.

Producing more than 10 million litres of still mineral water from a natural spring per year, the site has reduced its total emissions over the past five years down to 87 tonnes CO₂e. This marks a reduction of 36% per litre of product reduced there.

How has CCEP achieved this reduction? Similarly to the Jordbro site, CCEP has installed energy efficient LED lighting across the site. The business has also added frequency convertors to its water pumps to improve the efficiency of its water extraction.

Alongside these efforts, CCP installed a biomass boiler this year that uses sustainably sourced wood pellets instead of fossil fuels.

Carbon neutral coke? GHG emissions cut and carbon offset at Coca-Cola sites in Spain and Sweden

Both facilities have become carbon neutral certified according to the international standard PAS 2060, and as such, have committed to a further CO₂ reduction plan for the next three years.

CCEP expects at least four more of its sites will be carbon neutral certified by the end of 2023.

Offsetting carbon in Colombia

For the remaining emissions – a combined total of 1,361 tonnes CO₂e – CCEP is offsetting via the acquisition of Gold Standard certified carbon credits from a reforestation project in Colombia's Orinoco Department.

Specifically, the carbon sequestration project will support an area of savannah that has been damaged by agricultural activity through reforestation and the restoration of its ecosystem.

The project aims to create 'close to nature' forests, with the primary objective being to produce high quality hardwoods combined with carbon sequestration, all the while stabilising and restoring fragile and degraded areas 'in an economically, socially, and ecologically viable way', explains Gold Standard.

"Overall the climate project objectives are the establishment of profitable production and conservation systems, enabling the enterprise to work in a beneficial way, with the complement of sustainable investment opportunities."

CCEP's announcement represents a 'significant development' in its ambition to reduce greenhouse gas emissions across its value chain by 30% - compared to 2019 figures – by 2030. By 2040, the business aims to reach net zero emissions.

"Driving effective long-term change in our environmental impact is a key priority for us, which is why we have committed to reducing emissions as far as we can before offsetting. We're delighted to recognise this significant milestone for CCEP, and the teams who are helping us to accelerate our progress in reducing our emissions across our supply chain," said José Antonio Echeverría, Chief Customer Service and Supply Chain Officer, CCEP.

"This is a very important moment, and a great example of how our investment and commitment to innovation is helping to bring us closer to our net zero ambition."

Load-Date: September 1, 2021

Coca-Cola set to provide smart waste management infrastructure in country

The Financial Daily
June 5, 2021 Saturday

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Length: 428 words

Body

On the occasion of World Environment Day, Coca-Cola reiterated its commitment to protect natural ecosystems across Pakistan as part of its sustainability agenda for which Water, Waste and Women are the three core focus areas. Over 10 million beneficiaries have been positively impacted by the company's interventions through water stewardship, 85 percent of plastic waste is collected according to a formal study conducted by WWF and 200,000 women have graduated under the empowerment programs in the most underserved communities, says a Press release.

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A recently led Plastic Scoping Study conducted by Coca-Cola and WWF shows that over 70% of the Pakistani households don't segregate their waste because they are unaware about recyclable packaging, which consequently highlights the need for awareness around environmental stewardship programs that involve waste management. With partner organizations such as the World Wildlife Fund (WWF), United Nations Development Programme (UNDP), Rotary International, Indus Earth Trust and Mountain and Glacier Protection Organization, Pakistan is the first water positive country among Coca-Cola's MENA region, executes WASH programs and builds resilience among local communities by establishing access to clean drinking water nationwide.

Load-Date: June 5, 2021

Oceana Calls on Coca-Cola to Commit to Targets Following Unprecedented Pledge to Grow Share of Refillable or Multi-Use Bottles

Targeted News Service

November 11, 2021 Thursday 5:17 PM EST

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Length: 498 words

Byline: Targeted News Service

Dateline: WASHINGTON

Body

(TNSRep) -- Oceana, an international advocacy organization dedicated solely to ocean conservation, issued the following news release:

Oceana called on The Coca-Cola Company to produce annual reports and set clear targets for the increased use of refillable or multi-use bottles after the company announced last week that its World Without Waste "priorities include expanding refillables to eliminate waste and lower Coca-Cola's total carbon footprint one package at a time."

Oceana has been campaigning for the increase of refillable bottles by Coca-Cola and the soft drink industry since 2020 when it released a report that found a 10% increase in the use of refillable bottles worldwide could prevent as many as 7 billion plastic PET bottles from polluting the oceans.

"This is potentially big news for the oceans," said Matt Littlejohn, Senior Vice President of Oceana. "Last week, the world's largest soft drink company and most prominent single-use plastic polluter reported that it is making multi-use or refillable bottles a priority after decades of allowing refillables to decline worldwide and to effectively disappear in many markets. Coca-Cola is already selling billions of refillable bottles around the world and can quickly and dramatically increase the share of refillables (and ensure that billions of single-use plastic bottles do not pollute the seas)."

Coca-Cola announced that "reusable bottles - which represented 27% of sales in Latin America in 2020 and were the system's fastest-growing packaging format in 2018 and 2019 - are used 25 times on average, supporting a circular economy while reducing waste and carbon emissions." Refillable bottles are multi-use bottles that beverage companies sell with deposits, collect post-use, wash, refill, and sell again.

Coca-Cola, in the Break Free from Plastic Brand Audit 2021, was the number one corporate plastic polluter for the fourth year in a row. Until recently, the company did not prioritize refillable bottles as a sustainable solution and has continued to allow refillable bottles to be phased out in countries with large plastic pollution problems, as reported in a recent BBC documentary about the company's decision to end the use of refillable bottles in Samoa.

"Coca-Cola has made it clear - more refillables mean less plastic in the ocean and fewer carbon emissions. Now, the company urgently needs to, as it has with its recycling and carbon commitments, step up and commit to annual reporting and measurable targets for increasing refillable bottles everywhere it can. Refillables, despite recent success, continue to decline worldwide - meaning more single-use plastic bottles made from fossil fuels are being produced and sold every year, polluting the oceans," added Littlejohn.

* * *

REPORT: https://oceana.org/sites/default/files/3.2.2020_just_one_word-refillables.pdf

Oceana Calls on Coca-Cola to Commit to Targets Following Unprecedented Pledge to Grow Share of Refillable
or Multi-Use Bottles

[Category: Environment]

Contact: Gillian Spolarich, 202/467-1909, gspolarich@oceana.org

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MSTRUCK-7663237 MSTRUCK

Load-Date: November 11, 2021

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Coca-Cola FEMSA Brazil acquires electric trucks

CE Noticias Financieras English

August 3, 2021 Tuesday

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Length: 363 words

Body

Coca-Cola FEMSA (Kof) Brazil acquired 20 units of the newly launched 100 percent electric light truck e-Delivery, from Volkswagen Trucks and Buses, taking another important step within the sustainability pillar. The purchase of the units of the 14-ton model is part of the company's sustainable mobility strategy, which aims to reduce the impact on the environment of beverage distribution.

"Our goal is to be leaders in sustainable mobility, generating a significant reduction in the emission of polluting gases. This initiative is in addition to other technological efficiency actions already adopted over the last few years in our operations," confirms Ian Craig, CEO of the company in Brazil, incorporating new vehicles that will enter into operation at the end of this year.

With an average range of 100 km, the trucks that will operate in the city of São Paulo in the distribution centers of Jurubatuba, Macro CD, Ipiranga and ABC, will allow Coca-Cola FEMSA Brasil to stop emitting 12.6 tons of carbon dioxide per year, an impact equivalent to the planting of 2,232 trees. The recharging will be carried out during the night, by means of chargers installed by the supplier in the distribution centers and the training of the drivers will be carried out by Volkswagen itself.

Among the company's sustainability goals are a 28% reduction in greenhouse gas emissions by 2030 (compared to 2015). "Our goal is to generate environmental value for stakeholders and for the communities we serve, considering actions to minimize and mitigate impacts throughout the value chain: from suppliers to customers and consumers," said the CEO of Coca-Cola FEMSA Brazil, which serves 88 million consumers in 49% of The Brazilian territory.

"With e-Delivery", we demonstrate once again our purpose of leaving a legacy of environmental awareness for future generations. Our greatest commitment was always to people, they have been the center of our concerns in 40 years of history. For this reason, we congratulate Coca-Cola FEMSA Brasil for the purchase of this launch, which will revolutionize urban freight transport, "celebrates Roberto Cortes, president and CEO of Volkswagen Trucks and Buses.

Load-Date: August 4, 2021

End of Document

Coca-Cola HBC targets 100% renewable electricity by 2040

Business Day

October 19, 2021 Tuesday

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Length: 605 words

Body

The Coca-Cola Hellenic Bottling Company (CCHBC), the parent company of the Nigerian Bottling Company (NBC) Ltd., has announced its commitment to achieving net-zero emissions with 100percent renewable electricity across its entire value chain by 2040. According to CCHBC, this development represents a bold response to the global concerns around climate emergencies and their threats to the future of the planet.

The company aims to achieve this target through the adoption of several initiatives, including the investment of Pound 250 million in emissions reduction initiatives by 2025; switching to 100percent renewable electricity and low carbon energy sources; accelerating efforts towards low carbon packaging and adopting package-less and refillable options and removing plastics in secondary packaging. The company also plans to provide energy-efficient and eco-friendly coolers to customers, reduce emissions from agricultural ingredients and implement a "Green Fleet" programme to switch to low and no-carbon alternatives.

"This commitment is the ultimate destination of a journey that we started many years ago. It is fully aligned with our philosophy to support the socio-economic development of our communities and to make a more positive environmental impact," Zoran Bogdanovic, CEO of Coca-Cola HBC, said in a statement.

He added, "Both are integral to our future growth. Although we don't yet have all the answers, our plan, track record and partnership approach give us confidence that we will deliver".

Read also: Renewable energy start-ups to pitch ideas at SUNREF Nigeria conference
In Nigeria, the Nigerian Bottling Company (NBC) is playing its role to accelerate efforts towards reaching this target through several interventions. The company commenced the transition of four of its manufacturing plants in Maiduguri, Kano, Asejire and Abuja, to renewable energy sources through the installation of solar power infrastructure.

These efforts deliver up to 2,650 kilowatt peak' power to the facilities, and the expansion phase will even deliver more carbon footprint reduction. NBC has also completed the installation of Combined Heat and Power Plants (CHP) at four of its manufacturing plants which has resulted in significant reduction of its carbon footprint across the country.

The company ensured that all its manufacturing facilities have effluent treatment plants which ensure that wastewater released from operations are safe for plant and animal life," the Company's said. As a confirmation, all NBC plants have received the prestigious Alliance for Water Stewardship certification, the highest global benchmark for responsible water stewardship.

Speaking on the company's interventions, the Managing Director at NBC, Mathieu Seguin, said, "climate change is a global emergency that requires deliberate, proactive and coordinated efforts to be mitigated". "We have seen its

Coca-Cola HBC targets 100% renewable electricity by 2040

impact on agriculture and food production, rising sea levels, declining biodiversity, and the threat to coastal communities.

We are passionate about leading efforts that strengthen the sustainability of the environment while supporting the socio-economic development of our communities," Seguin said. Through an existing, approved science-based target, the CCHBC is aiming at a 25percent reduction in its value chain emissions by 2030 and a further 50percent reduction the following decade.

To address the 90percent of emissions resulting from third-party actions, the company is broadening existing partnership approaches with suppliers whilst also investing in other climate protection measures wherever emissions cannot be eliminated entirely.

Load-Date: October 19, 2021

End of Document

Coca-Cola partners with nonprofit to clean rivers sending plastic to oceans

Plastics News

June 7, 2021

Print Version

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Section: Pg. 4; Vol. 32

Length: 876 words

Byline: Catherine Kavanaugh

Body

Coca-Cola Co. became the first "global implementation partner" of an Ocean Cleanup effort to position trash-collecting plastic waste interceptors at the mouths of major rivers.

Atlanta-based Coke will help the Rotterdam, Netherlands-based nonprofit deploy cleanup systems across 15 rivers during the next 18 months.

The rollout will include a new semiautonomous, solar-powered system developed by Ocean Cleanup for its brand of technology called Interceptor. The system uses a floating barrier to guide river litter to a conveyor belt that sends it to dumpsters on a separate barge. When the dumpsters fill with plastic, the barge takes the haul to shore for recycling.

Two of the 15 Interceptors already have been installed by Ocean Cleanup in Santo Domingo, Dominican Republic, and Can Tho, Vietnam.

The partners also plan to engage both industries and individuals around the world to address plastic pollution entering the oceans and support ecosystems, species and water resources.

"With 1,000 rivers emitting nearly 80 percent of river-carried plastic into oceans, this massive problem grows by the day, which is why we are always looking to accelerate our progress," Ocean Cleanup founder and CEO Boyan Slat said in a news release. "Among the waste we collect with our cleanup systems, we find many plastic bottles, including Coca-Cola packaging, so I applaud them for being the first in the industry to join our mission, as part of their wider actions to make a positive impact on worldwide plastic pollution."

Slat also said he expects to learn about global system rollouts from the partnership and he hopes it grows.

"Our clear intent is to take our learnings from this partnership, which has the potential to evolve in the future, and continue to scale rapidly," Slat added. "That's why I believe this is good news for our oceans."

For now, the partnership is focused on tackling 15 of the world's most polluted rivers by the end of 2022 with Ocean Cleanup's third-generation Interceptors, which are currently being built by Finnish company Konecranes Oyj's MHE-Demag facility in Klang, Malaysia.

Coca-Cola partners with nonprofit to clean rivers sending plastic to oceans

The Interceptor is similar to a catamaran with a low center of gravity so it is stable and will stay upright. The vessel is anchored to the riverbed while floating barriers funnel waste to the opening of the collection system. River currents move the waste onto a conveyor belt, which delivers it to an automated shuttle equipped with sensors to evenly distribute the waste across dumpsters.

The Interceptors are solar-powered with lithium-ion batteries so the sensors, lights, conveyor belt, shuttle and data transmission can operate during the day, night and winter.

As an implementation partner, Coke will secure licensing support, deploy cameras for further analysis of river pollution, engage communities where Interceptors are deployed and help process the collected plastic.

"As a global business, we are working to ensure that all of the material we use in our packaging is collected and recycled, so that none of it ends up as waste," James Quincey, chairman and CEO of Coca-Cola Co., said in the release. "We support the Ocean Cleanup teams and technologies that are working to protect ocean ecosystems in the journey to safeguard our waterways."

In response to the announcement, Greenpeace USA Oceans Campaign Director John Hocevar called the project "more of the same greenwashing from a big corporate polluter."

"Coca-Cola continues to talk about a world without waste while producing 120 billion bottles a year. The company is fully aware that most of its bottles will not be recycled," he said. "We will know they are serious about keeping bottles out of our environment when they start supporting bottle deposit programs."

Coke has a corporate vision called World Without Waste that sets three global goals: to make 100 percent of its packaging recyclable globally by 2022 and use at least 50 percent recycled material in packaging by 2030; to collect and recycle a bottle or can for each one sold by 2030; and to support a healthy, debris-free environment. The company also recently set a 2025 goal to use 20 percent less virgin plastic derived from fossil fuels worldwide than it does today.

The Ocean Cleanup partnership fits in with its vision for proven technologies to rid the world's oceans of plastic, according to Coke President and Chief Operating Officer Brian Smith.

"At Coca-Cola, we have teams on the ground who will support the deployment of new Interceptors in rivers around the world, as well as the processing and recycling of the waste collected," Smith said. "Working together, we believe we can have real impact. That's exciting: It's something we know our employees in every corner of the world will get behind, by helping to support the local implementation work and as ambassadors for the wider mission."

Founded in 2013, Ocean Cleanup employs about 95 engineers and researchers. The group unveiled the first Interceptor in 2019 on the heels the redesign of its passive collection system for marine plastic in the Great Pacific Garbage Patch. Made of a high density polyethylene pipe and a polyester skirt, the passive system collects garbage ranging in size from microplastics to ghost nets halfway between California and Hawaii.

Load-Date: June 10, 2021

Coca-Cola Partners with Global Citizen Live to Defend the Planet and Defeat Poverty

Web newswire

September 25, 2021 Saturday

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Length: 729 words

Dateline: India

Body

India, Sept. 25 -- Many of the world's biggest music artists and activists will take the stage at Global Citizen LIVE in New York, Paris and other global cities across six continents on Sept. 25 to encourage governments, corporations and philanthropists to defend the planet and defeat poverty through a collaborative focus on three urgent, interrelated threats: climate change, vaccine equity and famine.

The 24-hour worldwide event will be broadcast and streamed live on networks and platforms including ABC (and all Disney outlets), Hulu, FX, Facebook, YouTube and BBC. As a global co-chair, The Coca-Cola Company will highlight its partnership with The Ocean Cleanup.

James Quincey, chairman and CEO, and Bea Perez, chief communications, sustainability and strategic partnerships officer, will appear onstage in New York's Central Park to share how the company is teaming up with The Ocean Cleanup up to stem the tide of marine waste by intercepting plastic debris from 15 rivers around the world by the end of 2022. The collaboration supports The Coca-Cola Company's World Without Waste vision to collect a bottle or can for every one it sells by 2030.

"The Coca-Cola Company is proud to support the work that Global Citizen is doing to help drive awareness and action for some of the most pressing issues facing our planet. Our Coca-Cola teams share this mission and are making a positive difference in our communities around the world," Perez said. "We are taking action to further COVID-19 vaccine distribution and education through partners like Project Last Mile as well as other initiatives that support a healthy, debris-free environment through the company's commitment to a World Without Waste."

Timed to align with the UN General Assembly and G20 and COP26 climate meetings, Global Citizen LIVE will issue an urgent plea to:

Donate at least 1 billion COVID-19 vaccine doses to those most in need by September. While about 50% of the United States and Europe are fully vaccinated and oversupplied with doses, less than 2% of Africa is protected as the continent is experiencing a devastating third wave. Address the hunger crisis affecting 41 million people on the brink of famine by contributing enough meals to feed everyone for the next year. Combat climate change by securing commitments from the world's largest companies to develop verified, science-based targets to reach net zero emissions and pledge to conserve, restore and grow at least 1 billion additional trees by 2022 towards the trillion trees movement.

"Over the last year and a half, we've seen music bring communities together and inspire action during one of the most challenging times of our generation," said Katie Hill, SVP, head of music, entertainment and artist relations, Global Citizen. "We're excited to join these incredible artists to unite people across the globe on September 25th as we hold world leaders and business leaders accountable to rectify the damage caused by the COVID-19 pandemic."

Coca-Cola Partners with Global Citizen Live to Defend the Planet and Defeat Poverty

Coca-Cola will be the official concessionaire for the New York and Paris events. Signage and on-site consumer experiences will encourage recycling and showcase the company's efforts to reduce its climate footprint and incorporate recycled PET (rPET) into its packaging.

Longstanding partners Coca-Cola and Global Citizen are teaming up to highlight progress on key sustainability priorities such as women's empowerment, water replenishment, sustainable packaging and climate action. In April 2020, Coca-Cola sponsored Global Citizen's "One World: Together at Home", which raised \$127.9 million to equip healthcare workers with vital equipment and enable local charities to provide food, shelter and healthcare during the COVID-19 pandemic.

Coca-Cola's partnership with Global Citizen dates back to 2013, when the company and will.i.am unveiled the EKOCYCLE brand onstage at the Global Citizen Festival Concert in New York. EKOCYCLE aspired to educate people about everyday recycling choices and empower their purchasing decisions as part of a social change movement, repurposing recycled plastic bottles into fashion-forward lifestyle products.

<https://www.youtube.com/watch?v=3CnARErTdE>

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Load-Date: September 25, 2021

End of Document

Coca-Cola HBC ranked global #1 beverage company in sustainability

Contify Retail News

March 23, 2021 Tuesday 6:30 AM EST

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Length: 409 words

Body

Zug, Switzerland, March 23 -- Coca-Cola HBC issued the following news release:

Earlier today, S&P confirmed that Coca-Cola HBC ranks as the world's most sustainable beverage company in the Dow Jones Sustainability Index. This followed a re-assessment by S&P of scores and submissions in the Beverage sector relating to the 2020 Corporate Sustainability Assessment.

This is the 5th time in the last 7 years that Coca-Cola HBC has been recognized as the global beverage industry leader and the 10th year in a row that we have been ranked as one of the top three companies. It is further acknowledgement of the dedication of our colleagues and reflects our core belief that creating mutual value is fundamental to our future growth.

Scores and rankings such as DJSI play an important role in signaling progress, highlighting learnings and motivating teams. So we are delighted with the news. At the same time, we remain aware of the significant challenges that society is facing and we will continue to deliver the industry-leading actions that are helping to address these issues.

COCA-COLA HBC GROUP

Coca-Cola HBC is a growth-focused CPG business and strategic bottling partner of The Coca-Cola Company. We create value for all our stakeholders by supporting the socio-economic development of the societies in which we operate and we believe building a more positive environmental impact is integral to our future growth. Together, we and our customers serve more than 600 million consumers across a broad geographic footprint of 28 countries on 3 continents. Our portfolio is one of the strongest, broadest and most flexible in the beverage industry, offering consumer-leading partner brands in the sparkling, juice, water, sport, energy, plant-based, ready-to-drink tea, coffee, adult sparkling and premium spirits categories. These brands include Coca-Cola, Coca-Cola Zero, Schweppes, Kinley, Royal Bliss, Costa Coffee, Valser, Romerquelle, Fanta, Sprite, Powerade, FuzeTea, Dobry, Cappy, Monster and Adez. We foster an open and inclusive work environment amongst our more than 28,000 employees and we are ranked among the top sustainability performers in ESG benchmarks such as the Dow Jones Sustainability Indices, CDP, MSCI ESG and FTSE4Good.

Coca-Cola HBC has a premium listing on the London Stock Exchange (LSE:CCH) and is listed on the Athens Exchange (ATHEX:EEE). For more information, please visit <https://www.coca-colahellenic.com>.

Source: Coca-Cola HBC

Load-Date: March 25, 2021

The Danube bank is drowning in plastic: much of the waste can be attributed to Coca-Cola

Hungarian Official News Digest

April 23, 2021 Friday

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Length: 756 words

Body

A significant amount of plastic waste was disposed of from a part of Szentendre Island by the volunteers of Greenpeace Hungary and the CIS of the Roman Civic Group on April 17. A significant part of the waste accumulated in the wooded area near the Danube branch in Szentendre was emptied PET bottles, mostly from well-known large companies such as Coca-Cola, PepsiCo and Szentkirályi Magyarország Kft. Greenpeace expects companies responsible for plastic pollution to finally break with PET bottles that become garbage after one use and introduce refillable beverage packaging in Hungary as well. This is the only way to stop the flood of plastics that is increasingly polluting our country.

'With the involvement of 23 activists, we collected a total of 80 bags of waste during the organized garbage collection on Szentendre Island. We were able to clean a 500-meter stretch of shore, nearly two-thirds of the waste collected was about 2,000 pieces of plastic garbage, the vast majority being PET bottles. The sorted plastic was sent to a recycling plant, but there was still a lot of garbage dumped by the Danube over the years on the island, so we encourage others to collect the waste if they go and can do it. We will definitely continue the work, ' said Éva Tóth-Kalló, a volunteer for the CIS of the Roman Civic Group.

At the event, with the help of a Greenpeace staff member, the volunteers conducted a brand survey to assess exactly which companies the waste came from , most of which was PET bottles, and to a lesser extent other plastic packaging waste.

About a third (624) of the 2,000 plastic waste collected and inspected could be identified with a specific brand or company. More than half of the identified junk, 325 PET bottles, came from Coca-Cola. The result is not surprising: international brand studies also show that Coca-Cola is the largest source of plastic waste in the world . The soft drink company has earned this title of noble at all for three years in a row, according to a survey by the Break Free From Plastic movement, of which Greenpeace is a part. But in 2018, the packaging materials of Coca-Cola also dominated during the domestic garbage collection on the upper section of the Tisza .

Based on the brand investigation, the second place was taken by Pepsi-related beverage packaging with 101 PET bottles from the company (16%), while the third place went to Szentkirályi Hungary with 56 bottles, which accounted for about 9% of the identified waste.

The severity of the plastic contamination is indicated by the fact that during the brand investigation, the activists also found 25, almost one-of-a-kind Margaret Island Crystal Water Bottles, which were withdrawn from the market about a decade ago by a domestic group of companies connected to PepsiCo. This also confirms that PET bottles released into the environment will pollute the environment for many decades to come, and fragmentation into microplastics will pose another serious threat to our wildlife for centuries.

The Danube bank is drowning in plastic: much of the waste can be attributed to Coca-Cola

Coca-Cola alone produces more than 120 billion disposable plastic bottles a year globally . This means that the company pours 3,800 PET bottles per second into the world. The company prefers to emphasize consumer responsibility in selective waste collection, while also distributing its products in disposable PET bottles in countries where this service is not available to the public.

However, recycling alone is not a way out of the plastics crisis, it is enough to think that less than a tenth of the plastics produced so far have only been recycled. And the bottles that become garbage after a single use are not only polluting, but they are extremely wasteful of our resources and destroy the climate by using valuable raw materials, oil from the depths of the Earth, to produce them.

Gergely Simon, campaign manager for Greenpeace, said: 'We expect companies to help them recover from the largely plastic crisis they are causing by finally giving up the use of disposable packaging. And the government should legislate to oblige companies to guarantee the recycling and refilling of disposable beverage packaging. It is a step forward that, in accordance with the recently adopted law, a mandatory redemption system will be introduced in Hungary in 2023, but the real solution would be durable, refillable, reusable packaging materials to curb plastic pollution. '

Greenpeace's petition for the removal of disposable beverage packaging , available at greenpeace.hu/stopPET , has already been signed by more than 30,000 people.

Load-Date: April 24, 2021

End of Document

Coca-Cola improves access to water for rural communities; achieves water positivity in Sri Lanka

Sunday Times (Sri Lanka)

March 28, 2021 Sunday

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Length: 730 words

Body

World Water Day is celebrated on 22 March and the theme this year is 'Valuing Water,' which focuses on the environmental, social and cultural value people place on water, aligned to Sustainable Development Goal (SDG) No. 6; ensuring water and sanitation for all is perfectly embodied by the water replenishment projects undertaken by Coca-Cola.

Water is central to the long-term success of Coca-Cola's business and the health of its communities. The company has taken on the mantle of respecting and protecting water resources while ensuring water security for the nation.

Globally, Coca-Cola has pledged to return 100% of the water used in its manufacturing back to communities and nature. In Sri Lanka, the beverage company has exceeded the goal by reaching 203% water replenishment status. This implies that for every litre of water used for the production of its beverages, the company returns two litres of water to communities and nature through local water initiatives.

ýCoca-Cola Beverages Sri Lanka Ltd. Managing Director Mayank Arora explained: 'We set a goal to return 100% of the water we use to make our drinks. Today we've achieved that goal and even gone beyond, being the first Coca-Cola operation to do so in South West Asia. Water stewardship remains a key focus for us and I am pleased to state on World Water Day that we look forward to continuing this important work that addresses critical water related issues, which include safe water access and watershed protection, which are locally relevant and thereby empower local communities across Sri Lanka.'

Access to water is at the forefront of the agenda of the present Government; in 2020, following the President's instructions to rehabilitate 5,000 tanks across the island, water has been earmarked as a key national priority. Aligning with the national directive, Coca-Cola in Sri Lanka embarked on key water replenishment projects rehabilitating ancient water tanks in partnership with INGOs, We Effect in Anuradhapura and ACTED in Monaragala, both of whom have a proven track record in working in rural areas to improve quality of life in those communities.

Commenting on the company's water stewardship, Sri Lanka and Maldives Managing Director Pankaj Sinha said, 'Our water stewardship program is focused on respecting water as a shared resource. We support the Sustainable Development Goals and are partnering to help create opportunity for people through access to safe and improved water services in Sri Lanka. Our operations in Sri Lanka turned water positive in a special year when Coca-Cola celebrates its 60th anniversary in Sri Lanka. We remain committed to keep supporting the local community to manage water resources, better.'

Coca-Cola improves access to water for rural communities; achieves water positivity in Sri Lanka

We Effect undertook the rehabilitation of two ancient water reservoirs in the village of Thammannawa, Anuradhapura, resulting in water replenishment of 275 million litres per year. The renovation of two ancient water reservoirs restored uncultivated lands in both paddy fields and home gardening and allowed villagers to cultivate their paddy lands in both the Yala and Maha seasons and double their income. As a part of the project, a Reverse Osmosis plant was also provided to the village cooperative which improved access to safe and clean drinking water.

Coca-Cola Beverages Sri Lanka Ltd. was recently awarded a Best Sustainability Project Award at The Best Corporate Citizen Sustainability Awards 2020, organised by the Ceylon Chamber of Commerce for this project.

Rural communities especially have a deep connection with water as it nurtures their livelihoods and empowers communities to aspire to a brighter future. Access to water for agriculture and livelihoods for women in the Galahitiya village in Monaragala was a valuable outcome. ACTED rehabilitated the Samurdhi tank and provided water pumps which benefited approximately 400 households and 1,700 local farmers.

As a result of the project, an additional 100 acres of paddy field can now be cultivated during both the dry and wet season, in addition to 150 acres for field crops such as maize, grains and vegetables. This project has the replenish potential of 100 million litres annually.

Encouraged by the positive impact of its water stewardship on marginalised communities, Coca-Cola aims to continue sustaining its water replenishment projects to give back more and more water to nature and communities.

Load-Date: April 3, 2021

End of Document

Coca-Cola Unveils Huge Solar Farm Expansion near Wakefield

Energy Monitor Worldwide

May 3, 2021 Monday

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Length: 378 words

Body

The site, Europe's largest soft drinks plant, will see an expansion of a local solar farm from 5 to 8.1 megawatts, meaning it will now deliver almost 20 per cent of its total electricity usage.

The expanded solar farm will also help with the long-term restoration of low-quality agricultural land on the site of a former open cast mine, which cannot otherwise be developed as it forms an important part of local flood defences. It will include wildlife corridors to safeguard and encourage site biodiversity.

The solar farm expansion has been developed in collaboration with local landowner, Stephen Butterfield, and is managed by solar PV specialists Innova Energy.

It utilises the next generation of two-sided solar panels, maximising the capture and conversion of solar irradiation as it is reflected off the ground.

In addition to the extension of the solar farm, CCEP also invested 27m into the site in 2020, to support a new state-of-the-art canning line, elevating the site's production capabilities and supporting the production of sustainable packaging for CCEP's well-known brands, including Coca-Cola Classic.

The latest line produces 2,000 330ml cans per minute and underpins CCEP's long-term commitment to its Wakefield site.

This forms part of CCEP's efforts to ensure the best possible standards of water and waste management at its sites and is crucial in accelerating its journey to developing the lightest possible beverage cans.

Vanessa Smith, director, supply chain operations, said: These investments are the latest milestone in our sustainability journey at our site in Wakefield and will significantly contribute towards achieving our target of reaching net zero by 2040.

We know it's important to implement initiatives like this at every level of the supply chain and increasing the local generation of renewable electricity will take us further towards our longer-term decarbonisation goals.

While the Covid-19 pandemic has prompted all businesses to assess the way we do things, our ambition to function as sustainably as we possibly can is more heightened than ever. We're pleased to be helping in enabling a green recovery locally, and to have been able to work so closely with Mr Butterfield to identify how we can meet a local need. 2021 Global Data Point.

Coca-Cola Unveils Huge Solar Farm Expansion near Wakefield

Load-Date: May 3, 2021

End of Document

Antrim plant helps Coca-Cola reduce plastic waste

The Irish Times

July 2, 2021 Friday

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Section: FINANCE; Pg. 1

Length: 259 words

Byline: Mark Paul

Body

Coca-Cola Ireland and its local bottling division say a EUR 13 million investment in an Antrim factory has helped to reduce Coke's annual Irish plastic waste by 5,000 tonnes since 2019. Coca-Cola says it has also ditched environmentally damaging plastic shrink wrap from all of its multi-pack can units, in favour of recyclable cardboard. It switched last year to cardboard for its four-, six- and eight-

can packs, while larger multipacks of 10, 12, 20 and 24 cans changed to cardboard in April. Coca-Cola said the switch to cardboard eliminates 500 tonnes of shrink wrap annually. The plant in Lisburn in which EUR 13 million was invested over the past 18 months is operated by Coca-Cola Hellenic Bottling Company (HBC), a separately listed company on the London Stock Exchange in which the drinks company owns a share of about 25 per cent. HBC, which has its origins in Greece, owns the bottling franchise for several European countries. The investment is part of a global "World Without Waste" initiative by Coke and its bottling partners to recycle the equivalent of every can or bottle it sells globally by 2030.

Cans and bottles The drinks group says

all of its cans and bottles in Ireland are recyclable, while 45 per cent of its plastic is made from recyclable materials, eliminating 3,450 tonnes of new plastic annually. It has further reduced the plastic used in its bottles by 10 per cent since 2018, it said.

Miles Karemacher, general manager of HBC in Ireland, said it is the first soft drinks company here to eliminate plastic shrink wrap.

Load-Date: July 2, 2021

End of Document

Coca-Cola named most common brand in UK seaside pollution

Proactive Investors (UK)

August 11, 2021 Wednesday 11:27 AM EST

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Length: 244 words

Byline: Giulia Bottaro

Body

The Coca-Cola Company (NYSE:KO) was the top brand in the "dirty dozen" of discarded plastic found on UK beaches.

A study by marine conservation charity Surfers Against Sewage (SAS) found that two-thirds of the UK's plastic and packaging pollution can be traced back to just 12 companies.

READ: Coca-Cola ups guidance after strong second quarter

Coca-Cola accounted for 16% of bottles and cans found on beaches, followed by PepsiCo (NASDAQ:PEP), Anheuser-Busch InBev, McDonald's, Mondelez (NASDAQ:MDLZ) International and Heineken.

Tesco, Carlsberg Group, Suntory, Haribo, Mars and Aldi were also among the most commonly picked up.

"Serial offenders including Coca-Cola - which tops the leader board year on year as the worst offender - are still not taking responsibility," said SAS chief executive Hugo Tagholm.

"Legislation such as an 'all-in' deposit scheme needs to be introduced urgently and governments need to hold these companies to account and turn off the tap of plastic and packaging pollution flooding the ocean."

The group is calling on companies to reduce their packaging and switch to refill models, as well as on the government to expand measures beyond small containers classified as 'on-the-go'.

The UK also needs legislation that ends the production and consumption of non-essential single-use polluting plastics, that ensures effective resource use and waste management and business models within companies that are focused on reduction and reuse, SAS said.

Load-Date: August 11, 2021

Coca-Cola named most common brand in UK seaside pollution

End of Document

Coca-Cola HBC again recognised by CDP with double 'A' score for global climate action and water stewardship

Impact Financial News

December 8, 2021 Wednesday

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Length: 338 words

Body

Zug: Coca Cola Hbc Ltd (CCHBF.PK) has issued the following press release:

Coca-Cola HBC has again been recognised with an 'A List' ranking from CDP for its actions relating to tackling climate change and preserving water security. This is the 6th successive year that Coca-Cola HBC has received this rating for climate and the 5th time in six years for water.

Coca-Cola HBC is one of only 1% of companies to receive a double 'A' rating, out of the over 13,000 businesses assessed by CDP.

"This is great recognition for the work all our colleagues do every day to build a more sustainable company and future. It is a journey we began many years ago and one we view as fundamental to our future growth. Our recent commitment to reach net zero emissions across our value chain by 2040, and the stark realities set out at COP26, remind us of the scale of the challenge we face and that there is much for us all still to do." Marcel Martin Chief Supply Chain Officer, Coca-Cola HBC

This result builds on recognition for Coca-Cola HBC from other respected sustainability surveys and indexes such as the DJSI, MSCI ESG, FTSE Russell ESG and ISS-Oekom.

The full list of companies that made this year's CDP A List is available here, along with other publicly available company scores: <https://www.cdp.net/en/companies/companies-scoresNetZero40>

In October 2021, Coca-Cola HBC committed to achieving net zero emissions across its entire value chain by 2040. The company has created a robust action plan and will invest €250 million in emissions reduction initiatives by 2025. Via an existing, approved science-based target, by 2030 the company will reduce its value chain emissions in scopes 1,2 and 3 by 25%, with a further 50% reduction in the following decade. To address the 90% of emissions in scope 3 resulting from third party actions, CCH will broaden its existing partnership approach with suppliers. Wherever emissions cannot be eliminated entirely, the business will mitigate these by investing in other climate protection measures.

Load-Date: December 9, 2021

Coca-Cola HBC again recognised by CDP with double 'A' score for global climate action and water stewardship

End of Document

Coca-Cola to exit sachet business

BusinessWorld

September 29, 2021 Wednesday

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Section: Pg. S1/4

Length: 265 words

Byline: Jenina P. Ibañez

Body

COCA-COLA Beverages Philippines, Inc. on Tuesday announced that it will be exiting the sachet business next year as part of its environmental efforts.

The beverage company will also introduce paper straws and remove plastic straws from its juice and dairy products, Minute Maid and Nutriboost.

“We have made the bold decision to completely exit from our sachet business by 2022. Our reason for the shift in straws and our exit from sachets that we’ve been in a long, long time is due to significant challenges from plastic recovery [of] straws and sachets,” Coca-Cola Philippines President and Chief Executive Officer Gareth McGeown said at a virtual event.

“The exit hasn’t been an easy decision for many reasons, but we believe as a business, it’s the right one to make.”

The company in its Cavite-based manufacturing site produces powdered juice drinks sold in non-recyclable sachets.

As the company stops its sachet production, the 109 employees in the plant will be transferred to other Coca-Cola sites, Mr. McGeown said.

The move is part of the global company’s World Without Waste initiative to recycle the equivalent of a bottle or can for every one the company sells by 2030 and to make 100% of its packaging recyclable by 2025.

Meanwhile, the company’s P2.28-billion food grade bottle-to-bottle recycling facility joint venture with Indorama Ventures is still set to be operational by the first quarter next year. The facility will create around 200 direct jobs.

The global Coca-Cola company was named the world’s top plastic polluter by Break Free from Plastic in its annual audit last year.

Load-Date: September 29, 2021

Coca-Cola Japan creates freeze-dried tea and coffee cubes to reduce packaging waste

Industrial Goods Monitor Worldwide

June 17, 2021 Thursday

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Length: 554 words

Body

Coca-Cola Japan has developed a barley tea, green tea and coffee freeze-dried cube under the 1,2,CUBE brand to bring an innovative, convenient, and environmentally friendly solution to the instant beverage market.

Freeze dried coffee and tea are not novel, although it is not common in Japan. This is Coca-Cola Japans first product of its kind.

It is made by extracting tea leaves or coffee beans in a concentrate, which is then frozen and vacuumed. Because no aggressive heat treatment is applied, the original aroma and taste of the ingredients remain in the cubes.

The freeze-dried cubes can be added to hot or room temperature water which dissolves entirely.

The technology is currently pending patent.

Sayaka Obayashi, sustainability manager at Coca-Cola Japans public affairs, communication & sustainability division told FoodNavigator-Asia?: With today's new lifestyles, people are spending more and more time at home, and there is a growing need for instant beverages that can be enjoyed easily at home?.

Last December, Coca-Cola Japan conducted a survey on over 500 adults aged 20 to 40 years old.

From the findings, 67.2% of respondents said they would like to drink good tea or coffee at home since they were stuck at home due to COVID-19.

A further 82.2% of respondents said they thought hand-brewed tea or coffee tasted good, but they also felt it was a hassle to brew tea or coffee by hand (67.2%) and washing up (72.7%).

Obayashi added: Based on this social background and consumer insight, we have developed a new category of freeze dry drink products that have never been seen in the instant beverage market before, based on the concept of "easy, delicious, and new", which are easy to use, delicious, and environmentally friendly?.

Each pouch contains about 15 cubes, and each cube makes about one cup of coffee or tea.

The barley and green tea cubes contain tea extract, tea extract powder and vitamin C, while the coffee cube contains coffee extract, coffee powder, dextrin, and oil.

Coca-Cola Japan creates freeze-dried tea and coffee cubes to reduce packaging waste

Eco-friendly?

In the same survey conducted last year, 50.8% of respondents said they use their own bottles at least once a week, due to increased environmental awareness and economic efficiency.

The 1,2,CUBE is packaged in a resealable pouch, there is no individual packaging or tea bag for each cube, greatly reducing packaging material.

Even the pouch is made from a paper material.

Obayashi said: By using paper as the base material, the amount of plastic resin used can be reduced by approximately 13% and CO2? emissions by approximately 18% compared to plastic pouches of the same type and capacity?.

There is no need for individual packaging, reducing household waste?. The pouches are compact and can be carried anywhere.

While it is not a 100% paper material, Obayashi explained that if the paper weight exceeded 50% of the total weight of the packaging material, it is classified as "paper containers and packaging" under the Containers and Packaging Recycling Law, and is marked with the paper mark.

The two tea cubes are available on Amazon Japan from May, while the coffee cube will launch in June. It retails for JPY 600 (US\$5.50) per pouch.

According to Obayashi, the company will consider expanding to other sales channels based on initial interest on Amazon. There are no plans to export at the moment. 2021 Global Data Point.

Load-Date: June 17, 2021

Coca-Cola replenishing water supply in South Africa

Utilities Monitor Worldwide

January 16, 2021 Saturday

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Length: 337 words

Body

The Coca-Cola Foundations Replenish Africa Initiative (RAIN) is set to replenish 15 billion litres of water over the next decade.

With the effects of climate change including prolonged droughts, extreme weather and higher temperatures already being felt across South Africa, the Replenish Africa Initiative (RAIN) is helping to ensure billions of litres of water is returned to communities and replenished in nature for the next decade.

Funded by The Coca-Cola Foundation, RAIN funds five projects in South Africa to help restore priority catchment areas by removing invasive alien plants, while creating employment opportunities for women, youth and families by supporting water-related projects.

Beatriz R. Perez, Coca-Cola Foundation chair and president: These important water catchment areas feed our communities, towns and cities, yet thirsty alien invasive plants are consuming millions of litres of this precious resource unnecessarily from these areas each year. As part of our broader water stewardship programme, RAIN is helping to rehabilitate thousands of hectares of land and replenish water while economically empowering families.

The projects received \$1.25million in grants from The Coca-Cola Foundation in 2019 and have collectively cleared 3,400 hectares of invasive alien plant species, to help replenish an estimated 1,5 billion litres annually for the next 10 years.

Most of these strategic water sources are located in remote areas, with limited economic or skills development opportunities. In addition to environmental benefits, the projects also create jobs, upskill individuals, and provide support and training for sustainable economic opportunities. Collectively, these projects created 389 jobs in South Africa's rural, priority catchment areas.

The five projects focus on involving local communities, while addressing water security on a larger scale. Implementing partners provide development expertise and additional resources required to implement the projects sustainably. 2021 Global Data Point.

Load-Date: January 16, 2021

Coca-Cola Assigned Patent for Repair of Refillable, Reusable Polymer-Based Packaging

Targeted News Service

October 15, 2021 Friday 1:31 AM EST

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Byline: Targeted News Service

Dateline: Alexandria, Va.

Body

ALEXANDRIA, Va., Oct. 15 -- Coca-Cola, Atlanta, Georgia, has been assigned a patent (No. 11,141,939, initially filed Aug. 22, 2014) developed by three co-inventors for "repair of refillable or reusable polymer-based packaging." The co-inventors are Ronald D. Moffitt, Spartanburg, South Carolina, Yu Shi, Marietta, Georgia, and Xiaoyan Huang, Marietta, Georgia.

The full-text of the patent can be found at <https://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2FSrchnum.htm&r=1&f=G&l=50&s1=1,11,41,939.PN.&OS=PN/1,11,41,939&RS=PN/1,11,41,939>

The abstract states: "This disclosure provides economical and effective methods and apparatus for repairing scratches and scuffs on refillable bottle surfaces that minimally contaminates the bottle during the refurbishing process. In one aspect, the method comprises the steps of: a) adding at least one fluid into the polymeric packaging material such as a bottle to form at least a partially filled packaging material; and b) applying at least one heat source to an exterior surface of the at least partially filled packaging material to form a repaired polymeric packaging material. Apparatus and recycling systems that incorporate this method are also disclosed."

Written by Subhadarsini Mallick; edited by Sudarshan Harpal.

For more information about Targeted News Service federal patent awards please contact: Myron Struck, Editor,
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Load-Date: October 15, 2021

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A&W Partners with Coca Cola Canada to launch 'Exchangeable Cup' Test Across Vancouver

Market News Publishing

October 12, 2021 Tuesday 5:35 AM PST

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Length: 632 words

Body

A &W FOOD SERVICES OF CANADA INC ("AW.UN-T") - A&W Partners with Coca-Cola Canada to launch 'Exchangeable Cup' - Test Across Vancouver

A&W Canada announced that it will be launching the A&W Cup Crew, an exchangeable cup pilot at restaurants in the Greater Vancouver Area. The launch of A&W Cup Crew reflects A&W's' continued strategic commitment to reduce its environmental impact through a conscious use of packaging, energy, waste, and water.

Each year, the average Canadian throws away 250 single use paper cups. A&W Canada is committed to finding a way to limit the number of single use cups used at its restaurants. Understanding that sustainability requires partnership throughout the supply chain, we are partnering with The Coca-Cola Company to bring this program to life. The A&W Cup Crew exchangeable cup can be used for both hot and cold drinks and is made from recyclable polypropylene that is BPA free.

To join the pilot program, guests can simply purchase an A&W Cup Crew exchangeable cup for \$3 the next time they order a beverage at any participating restaurant in the Greater Vancouver Area. The A&W Cup Crew pilot program is a fully circular model - guests are encouraged to exchange their used exchangeable cup each time they visit an A&W restaurant, eliminating the need for single use paper cups. A&W Cup Crew members will receive a \$0.20 cent discount each time they return their exchangeable cup and will be served in a new cleaned and sanitized exchangeable cup. A&W Cup Crew exchangeable cups will be cleaned and sanitized in the same dishwashers used for the variety of reusable dishware that is already part of the unique A&W experience.

A&W has a long history of reducing single-use packaging - guests who dine-in have been served beverages in frosted glass mugs since 1956.

"A&W has a long history of taking actions to reduce our environmental impact - from being the first QSR in North America to eliminate plastic straws, to using compostable packaging, real mugs, plates and cutlery," says Susan Senecal, A&W Canada's President and Chief Executive Officer. "The A&W Cup Crew allows our guests to enjoy their favourite drinks on-the-go and reduce the use of single-use cups. We're all about serving up great taste with minimal waste, and proud to have Coca-Cola support us in our journey."

"Through our World Without Waste initiative, we are working to reduce packaging waste and promote a circular economy," said Alpa Sutaria, General Manager, Sustainability, North America Operating Unit, The Coca-Cola Company. "We are excited to partner with A&W on their exchangeable cup pilot that works towards driving a circular economy in Canada. We believe that partnerships like this and collective action are needed to deliver a more sustainable future."

A&W Partners with Coca Cola Canada to launch 'Exchangeable Cup' Test Across Vancouver

More information on the A&W Cup Crew pilot program, and the list of participating restaurants can be found on aw.ca/cupcrew.

About A&W Canada A&W is proud to be a Canadian company - 100% Canadian owned and operated, and one of the most trusted brands in the country. A leader in the QSR industry, we believe that sourcing simple, great-tasting ingredients, farmed with care is the right thing to do. Our brand, our restaurants, and our people are known for being innovators who champion and embrace change. We serve Canadians coast to coast with over 1,000 restaurants across the country. For more information, please visit aw.ca. For further information: Tom Newitt, Vice President Marketing: 604-988-2141 or tnewitt@aw.ca Related Links <http://www.aw.ca/>

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Fax:(604)689-1106

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Coca-Cola boosts solar park to supply huge Yorkshire canning plant with 62 per cent supercharge

Energy Monitor Worldwide

May 3, 2021 Monday

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Length: 439 words

Body

Coca-Cola is boosting the green credentials behind the bright red brand as it invests in a huge solar park expansion in support of a Yorkshire canning plant.

A 5MW solar farm near Wakefield is to be ramped up by 62 per cent to 8.1MW, providing 20 per cent of the electricity needed at what is Europe's largest soft drinks plant.

The move follows a 27 million investment in a state-of-the-art canning line at the plant last year, supporting the production of sustainable packaging for the likes of Coca-Cola Classic, Coca-Cola Zero Sugar, Diet Coke, Fanta and Schweppes.

It produces 2,000 330ml cans per minute and is described as underpinning Coca-Cola European Partners' long-term commitment to the site.

It is part of a wider 217 million investment programme, ensuring it continues to use 100 per cent renewable energy, as it has done since 2017.

The project at a former open cast mine is one of the first major projects since the fund was ring-fenced.

The new canning line at Coca-Cola European Partners' Wakefield facility.

It has been developed in collaboration with local landowner Stephen Butterfield and is managed by solar PV specialists Innova Energy.

Vanessa Smith, Coca Cola European Partners' director of supply chain operations, said: These investments are the latest milestone in our sustainability journey at our site in Wakefield and will significantly contribute towards achieving our target of reaching net zero by 2040.

"We know it's important to implement initiatives like this at every level of the supply chain and increasing the local generation of renewable electricity will take us further towards our longer term decarbonisation goals.

While the Covid-19 pandemic has prompted all businesses to assess the way we do things, our ambition to function as sustainably as we possibly can is more heightened than ever.

Coca-Cola boosts solar park to supply huge Yorkshire canning plant with 62 per cent supercharge

"Were pleased to be helping in enabling a green recovery locally, and to have been able to work so closely with Mr Butterfield to identify how we can meet a local need.

It will use two-sided panels, maximising the capture and conversion on the site, which cannot otherwise be developed due to its industrial history and role in local flood defence, only offering low quality agricultural land.

The expansion will include wildlife corridors to safeguard and encourage site biodiversity

Mr Butterfield said: Working with Coca-Cola when we first launched the solar farm back in 2017 was an important milestone for the local area and to take this one step further will hugely benefit the regions renewable energy efforts, and of course benefit the local wildlife and surrounding environment. 2021 Global Data Point.

Load-Date: May 3, 2021

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Coca-Cola Foundation and Arca Continental to bring water to one million Mexicans

CE Noticias Financieras English

February 19, 2021 Friday

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Length: 409 words

Body

Arca Continental and Fundación Coca-Cola will strengthen their actions to bring water to more than one million Mexicans through a joint initial investment of 50 million pesos.

"Coca-Cola Foundation and Mexico's Coca-Cola industry have set the goal of bringing water to more than one million Mexicans by 2030 through a first joint investment of 50 million pesos that will be used for the development and installation of filters, cisterns, water catching ceilings and various initiatives that promote the availability and conservation of the resource", the company noted in a statement.

The company as part of The Mexican Coca-Cola industry commented that today more than 12 million Mexicans lack drinking water, this being one of the essential resources for Mexico and the world.

In this way, the bottler mentioned that as part of the sustainable development goals set out in the 2030 Agenda, promoting access to clean water and sanitation is essential to achieving the well-being and development of society.

That is why Arca Continental, as part of the Mexican Coca-Cola industry, together with Fundación Coca-Cola and in partnership with various organizations such as Pronatura, Agua Capital, Global Environment & Technology; Foundation (GETF) and the World Wildlife Fund Mexico (WWF), work daily to promote community projects that seek to ensure access and conservation of this vital liquid.

It was reported that, in the last 12 years, in Nuevo León, it has managed to plant or replenish more than two million 915 thousand 850 trees, build five community cisterns and a water catcher pot with productive projects for the benefit of the community.

He said that, to date, the Mexican Coca-Cola industry through Fundación Coca-Cola and in conjunction with Pronatura, has benefited nearly 500,000 people in various communities with access and water conservation programs.

In addition, they have planted more than 79 million trees that contribute to the absorption of water into the earth, thus replenishing springs, rivers and lakes.

This, he said, has contributed to the generation of more than 115,000 jobs.

To these results, he indicated, are added other advances of the Mexican Coca-Cola industry such as returning to nature more than 100 percent of the water used in its products, the 36 percent decrease in water consumption in its bottling plants and the return annually more than 11 billion liters of water, which is equivalent to 5 thousand Olympic pools.

Load-Date: February 20, 2021

Coca-Cola Foundation and Arca Continental to bring water to one million Mexicans

End of Document

U.S. PIRG Education Fund Urges the Public to Hold Coca-Cola Accountable on Its Pledge to Reduce Plastic Use

Targeted News Service

February 11, 2021 Thursday 8:50 AM EST

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Byline: Targeted News Service

Dateline: ATLANTA

Body

The U.S. Public Interest Research Group issued the following statement on Feb. 9, 2021:

* * *

The Coca-Cola Company, a top plastic polluter according to a 2020 Brand Audit from the nonprofit Break Free From Plastic, announced a new commitment today to start using plastic bottles made with 100 percent recycled plastic for select brands in some U.S. states. According to the company, it would account for a nearly 20 percent reduction of new plastic used in North America compared to 2018. The commitment follows similar ones made by other major consumer goods companies, recently documented by U.S. PIRG Education Fund.

Corporate commitments relying on recycled content have become increasingly common, but such goals have rarely been met. In 2015, Coca-Cola fell short of a 25 percent recycled content goal for all materials, only reaching 12.4 percent, and as recently as 2020, the company reported only 9.7 percent recycled plastic in packaging.

In response, Alex Truelove, Zero Waste director, and Haley Clinton, Zero Waste associate at U.S. PIRG Education Fund, released the following statement:

"Coca-Cola's new commitment to 100 percent recycled bottles, while admirable, perpetuates the continued use of disposable plastic," said Alex Truelove. "Recycled plastic bottles are often made from new ones, and cannot be recycled again.

"For major beverage companies to prevent plastic pollution, they need to reject the current business model that created our crisis and embrace reuse and refill solutions."

"Haley Clinton added, "Coca-Cola is the largest plastic polluter on the planet, so their attention to the plastic pollution crisis is important.

"However, to truly address the magnitude of plastic pollution, the company needs to move beyond narrow, local changes and they need to be held accountable. It's up to us, the public, to ensure Coca Cola keeps their promises moving forward."

[Category: Political]

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U.S. PIRG Education Fund Urges the Public to Hold Coca-Cola Accountable on Its Pledge to Reduce Plastic Use

Load-Date: February 11, 2021

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