

# Sustainability at The Coca-Cola Company

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## Coca-Cola's Business Profile



- We are the world's largest beverage company.
- We refresh consumers with more than 500 brands and 3,300 + beverage products.
- Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees.
- Consumers in more than 200 countries enjoy our beverages at a rate of nearly 1.6 billion servings a day.

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## Our business succeeds where communities thrive

"The strength and sustainability of our brands are directly related to our social license to operate, which we must earn daily by **keeping our promises** to our customers, consumers, associates, investors, communities and partners."

Muhtar Kent, Chairman & CEO, The Coca-Cola Company



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## "five massive global forces unfolding..."



Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company  
TCCC Investor/Analyst Meeting  
Atlanta, GA November 16, 2009

### “ We see five massive global forces unfolding:

1. A powerful shift in the epicenter of global economic growth. (China, Brazil)
2. Rapid urbanization as people move to cities for opportunities.
3. A world wrestling with energy and resource scarcity.
4. A reset of consumer values, attitudes and expectations... and...
5. New era of innovation brought on by these trends & fueled by sustainability

Consumers are judging us as much on the content of our character as the content and quality of our beverages.”

Classified - Internal Use

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# Keeping Our Promises:

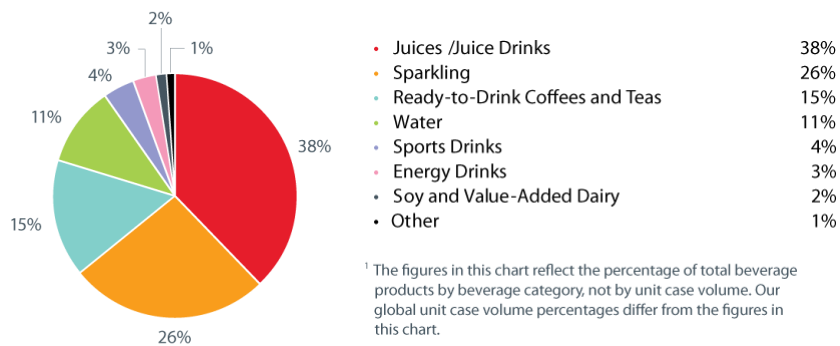
It all begins with the beverages we produce

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## Our Portfolio

Our goal is to be #1 in the non-alcoholic ready to drink business in every market and every category.

2008 PRODUCT PORTFOLIO



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## Beverage Innovation: Low-Calorie Products

In 2009, our no- and low-calorie beverage portfolio included more than 800 beverage products and accounted for nearly 25 percent of our global unit case volume.



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## Beverage Innovation: Other Priorities

Fortified Products

Packaging Sizes

School Beverage Availability



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## Keeping Our Promises: Marketing our beverages responsibly

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### Responsible Marketing

The Coca-Cola Company has policies and practices in place regarding marketing our beverages in a responsible manner. We market our products responsibly and do not market any of our products in any mediums where children under 12 make up more than 50% of the audience.

We are committed to creating accurate, age-appropriate advertising. We led the global beverage industry in adopting a global *Advertising and Marketing to Children Policy*, communicating our marketing guidelines and our respect for the role of parents in choosing beverage options for their children. We do not show children drinking any of our products outside of the presence of a parent or caregiver, and we do not directly target children under the age of 12 in our marketing.

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# Keeping Our Promises:

## Supporting nutrition education and physical activity programs

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## Nutrition Education

Education is the key to helping people make choices that lead to positive changes in their overall well-being. We're committed to giving our consumers the information they need to make beverage choices that meet individual needs. We also support programs, partnerships and collaborations that empower consumers to achieve healthy weights and active, healthy lifestyles.



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## Regular physical activity is essential to achieving an active healthy lifestyle.

We sponsor more than 150 physical activity programs in more than 100 countries. One of these programs is Copa Coca-Cola™, a free football program that has reached more than 600,000 students in 10,000 schools and youth clubs in Africa, Asia, Europe, Latin America and North America.

In 2008, we set a goal to have at least one physical activity program in every country where we operate by 2015.



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## Keeping Our Promises: Putting our people first

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**By building an inclusive workplace,  
The Coca-Cola Company seeks to  
leverage its worldwide team-- rich in  
diverse people, talent and ideas-- to  
create value and win in the  
marketplace.**



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## **Diversity**

Coca-Cola is more than just a beverage: it is a moment of refreshment and connection that transcends cultural differences and helps tie our diverse world together. Our ongoing workplace efforts in diversity, inclusion and fairness-- along with our focus on multicultural marketplaces, customers, consumers, communities and supplier diversity partners-- are critical components for sustaining our business.



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## Respect for Human Rights

We respect international human rights principles aimed at promoting and protecting human rights, including the United Nations Declaration of Human Rights and the International Labor Organization's Declaration on Fundamental Principles and Rights at Work, and we actively participate in the United Nations Global Compact.

Our Company endeavors to conduct business responsibly and ethically by complying with the law, meeting or exceeding our own rigorous standards and having the utmost respect for the unique customs and cultures of communities where we operate.



GLOBAL BUSINESS INITIATIVE ON HUMAN RIGHTS  
*advancing human rights in business around the world*



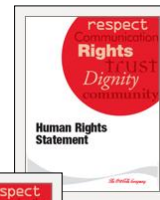
Institute for  
Human Rights and Business

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## Our Human Rights Statement & Workplace Rights Policy

Our commitments to Human Rights and Workplace Rights are formalized in our Human Rights Statement and Workplace Rights Policy, both of which are guided by international human rights standards. These important documents focus on:

- Respect for All Human Rights
- Freedom of Association and Collective Bargaining
- Prohibition of Forced Labor and Child Labor
- Intolerance of Discrimination
- Work Hours and Wages
- Safe and Healthy Workplace
- Workplace Security
- Community and Stakeholder Engagement



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## Supplier Guiding Principles



We address our suppliers' workplace practices through:

- Communication of our Values and expectations of suppliers to our Company and suppliers authorized by the Company
- Supplier Assessments that ensure responsible workplace policies and practices that comply with environmental and labor laws
- Guidance on Proactive Steps a supplier can take to align with our Supplier Guiding Principles

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## Keeping Our Promises: Creating opportunities for economic development & empowering women

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## Micro Distribution Centers

Most of our products in Africa are delivered by small, independent entrepreneurs, many of whom are women.

Our system has created more than 2,800 of these small businesses, called Micro Distribution Centers (MDCs).

MDCs in Africa employ more than 13,000 people and generate more than \$550 million in annual revenue.



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## Empowering Women in Our Own Business



The global Women's Leadership Council exists to contribute to the Company's business mission by:

- Accelerating the development and movement of our top female talent into roles of increasing responsibility and influence.
- Supporting the Company's goal of being recognized as the global leader in the recruitment, development and retention of talented women.



At the end of 2009, women represented 26 percent of leadership positions across the Company globally and 43 percent of our pipeline talent.

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## Keeping Our Promises: Stewarding an essential ingredient

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We aspire to safely return to communities and nature an amount of water equivalent to what we use in all of our beverages and their production.

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## Reduce. Recycle. Replenish.

- **Reduce:** Our goal is to improve our water efficiency by 20 percent by 2012, compared with a 2004 baseline.
- **Recycle:** Our goal is to return to the environment, at a level that supports aquatic life, the water we use in our system operations by the end of 2010 through comprehensive wastewater treatment.
- **Replenish:** On a global basis, we will expand support of healthy watersheds and sustainable community water programs to balance the water used in our finished beverages by 2020.

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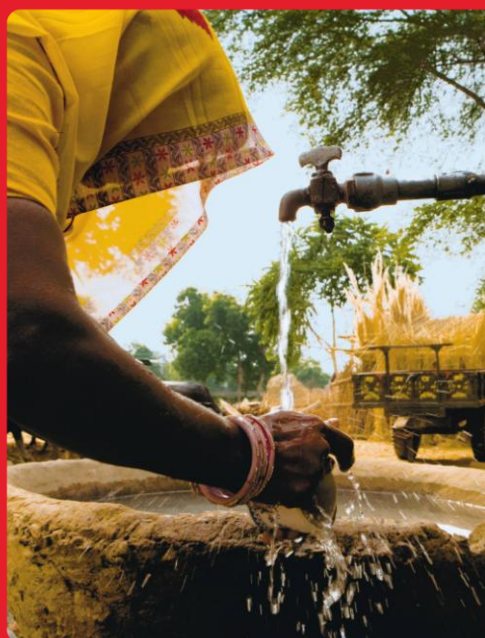


## To date, we have...

more than 250 community water programs in 70+ countries. These include programs that support:

- Access to water and sanitation
- Education and awareness
- Water for productive use
- Watershed protection

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## Replenish Africa Initiative

In 2009, we announced our Replenish Africa Initiative (RAIN)— a six-year, \$30 million commitment to provide access to safe drinking water to communities throughout Africa.

RAIN has a goal to provide at least 2 million Africans with clean water and sanitation by 2015.

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## Keeping Our Promises: Moving toward a vision of zero waste

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We aim to eliminate all waste over the life of our packaging through efforts to reduce, recover and reuse materials. Through continuous innovation, we are using more recycled and renewable content in our packaging.



## Reduce. Recover. Reuse.

- **Reduce:** Our goal is to improve packaging material efficiency per liter of product sold by 7 percent by 2015, compared with a 2008 baseline.
- **Recover:** We aim to recover 50 percent of the equivalent bottles and cans used by 2015.
- **Reuse:** Our goal is to source 25 percent of our PET plastic from recycled material by 2015.





**PlantBottle™**

Our innovative PlantBottle™ is made with up to 30 percent plant-based materials. The bottle is 100 percent recyclable in the existing recycling stream, and its production reduces carbon emissions when compared to a traditional, petroleum-based PET plastic.

Ultimately, our goal is to develop a plastic bottle made from 100 percent renewable resources and 100 percent recyclable.

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**Keeping Our Promises:**  
Improving our energy efficiency &  
protecting the climate

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**We have a role to play in working to use the best possible mix of energy sources, while improving the energy efficiency of our manufacturing and distribution processes.**

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## **Climate Friendly Cooling**

The largest component of our climate footprint is found in the refrigeration equipment used to keep our beverages cold. For this reason, we've set ambitious targets in our journey toward climate friendly cooling.

We aim to improve the energy efficiency of our cooling equipment by 40 to 50 percent by the end of 2010, and we are well on our way to reaching that goal.

Additionally, our system recently announced that 100 percent of our new vending machines and coolers will be HFC-free by 2015.



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## **Energy Efficient Manufacturing**

**In partnership with World Wildlife Fund, we have set global targets through 2015 for energy management and climate protection compared with 2004 baselines:**

- **Grow our business but not our system-wide carbon emissions from our manufacturing operations**
- **Reduce the absolute emissions from our manufacturing operations in developed countries by 5 percent by 2015**

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## **Keeping Our Promises: Strengthening our supply chain from farm to table**

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## Sustainable Agriculture

We are among the world's top purchasers of sugar, citrus, tea and coffee. Therefore, we recognize that our business depends on the health of our agricultural supply chain.

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## Sustainable Agriculture Initiative & Better Sugarcane Initiative

We are active members of the Sustainable Agriculture Initiative (SAI) and the Better Sugarcane Initiative (BSI).

SAI is a group that engages stakeholders along the agricultural supply chain to share knowledge and support the development and implementation of internationally accepted criteria for sustainable agriculture.

BSI is a multi-stakeholder organization aiming to improve the social, environmental and economic sustainability of sugarcane production. BSI is defining globally applicable performance-based standards focused on key sustainability drivers in sugarcane production.



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## Haiti Hope Project

In March 2010, we announced the Haiti Hope Project and Odwalla Haiti Hope Mango Lime-Aid. The Project aims to foster long-term development and growth in Haiti by helping to build a sustainable mango juice industry.

Our Company will invest \$3.5 million in the Project, including 100 percent of the profit from the Odwalla Haiti Hope Mango Lime-Aid. We also will provide in-kind technical expertise, R&D on local fruit juice varieties and capital investments.

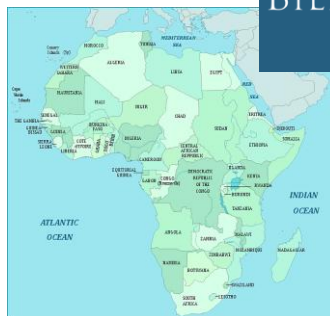
The Project will help facilitate Haiti's recovery and create opportunity for 25,000 mango farmers and their families. The Haiti Hope Project seeks to double the income of these farmers and raise their standard of living.



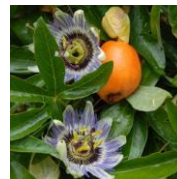
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## Partnering to Make a Difference

We are working with the Gates Foundation on a four-year, \$11.5 million project in Kenya and Uganda to increase local sourcing of mango and passion fruit to benefit 54,000 small farmers.



BILL & MELINDA  
GATES foundation



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## Collaboration is key to the success of our sustainability programs

Our partners include:



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## Engaging upstream Suppliers “above and beyond compliance” is critical

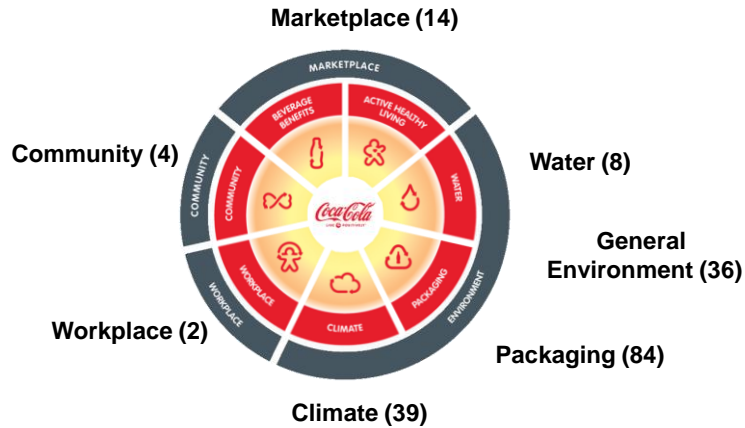
Our 2009 Supplier Sustainability Summit engaged 32 of our top global Suppliers to explore how we might move forward on a joint sustainability agenda.

In first wave, engaged Suppliers of packaging, ingredients, sweetener, juice and equipment (production and sales equipment).

Suppliers identified 194 possible initiatives for collaboration.

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## Supplier ideas crossed the Sustainability spectrum, with an emphasis on Environment



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## We developed an engagement model we are now expanding to a broader list of Suppliers



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## Overall Supplier Sustainability program has four key components

- Direct Supplier Follow-up
- System Engagement
- “Big Bet” Projects
- Longer-term Strategy

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# Thank You!

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To learn more, please visit:  
[TheCoca-ColaCompany.com](http://TheCoca-ColaCompany.com)