



Sustainability at

Coca-Cola



When you open a bottle of Coca-Cola®, you know there is a refreshing beverage inside. And inside every bottle, there is also a story to be told—a story of the journey we are taking to make a positive, lasting difference wherever our business touches the world and the world touches our business.

Our sustainability journey is about improving lives, creating jobs, opening doors and meeting needs—for millions of people in thousands of communities around the world. Our story is about working with people to solve our collective challenges: Environmental challenges. Economic challenges. Health challenges. And many more.

Our three-part approach to sustainability—what we call “Me, We and World”—begins with people and personal well-being. It includes our active healthy living programs, nutrition initiatives, responsible marketing and stringent product safety and quality program.

Secondly, we help strengthen communities and provide for community well-being by empowering women, by providing aid and relief during a disaster, by investing in education and by respecting human rights.

Finally, we are also helping to protect the environment. We have made a commitment to give back to communities the same amount of water we use to produce our beverages. We are pursuing a vision of zero packaging waste. We are promoting sustainable agriculture and innovating to reduce our greenhouse gas emissions even as we grow our business.

This, in a nutshell, is our imperative: To grow our business by being a company that steps up, reaches out and helps communities thrive.

We have an amazing opportunity to make a difference. We have a global system with a presence in more than 200 countries, a portfolio that includes more than 3,500 products (more than 800 no- and low-calorie), and associates who demonstrate their passion and commitment every day.

This brochure, which is a complement to our online Sustainability Report, is just the beginning of our sustainability story. I encourage you to read about our work in detail in our 2011/2012 Sustainability Report, which you can find on our corporate website at www.coca-colacompany.com.

For more than 125 years, we have worked to be a positive force in people’s lives and in our communities. Today, this drive compels us to be smarter, leaner and greener. Thank you for your interest in Coca-Cola. We are privileged to take this sustainability journey with you.

Beatriz Perez
Chief Sustainability Officer
The Coca-Cola Company





Me: People

Together, we can promote well-being for the people who enjoy our brands every day.



Nutrition



Active Healthy Living



Product Safety and Quality



Responsible Marketing

We: Communities

Together, we can create a better future for local communities where our operations help raise the standard of living.



Women's Economic Empowerment



Charitable Contributions



Human and Workplace Rights

World: Environment

Together, we can create a better future for the finite natural resources we all share.



Water Stewardship



Energy Efficiency and Climate Protection



Sustainable Agriculture



Sustainable Packaging

This brochure and our 2011/2012 Sustainability Report cover the performance of The Coca-Cola Company and the Coca-Cola system (our Company and our bottling partners) from January 2011 through July 2012. References to "currently," "to date" or similar expressions reflect information as of July 31, 2012. In cases where information is tracked by calendar year, the data reflect 2011 and prior calendar year performance, as applicable. Unless otherwise indicated, all data and information in this brochure and the report reflect the performance and goals of The Coca-Cola Company. In cases where we provide information related to the Coca-Cola system, it is important to note that some of the information comes from operations outside our control. However, we believe the measurements and claims in our report are accurately collected and reported, and that the underlying methodology is sound.



2009–2011 Performance Highlights

At The Coca-Cola Company, we believe a truly sustainable company helps ensure personal well-being, social well-being and environmental well-being.

Me

2011

2010

2009

Active Healthy Living

Number of physical activity and nutrition education programs sponsored by the Coca-Cola system and number of countries where programs are present

	2011	2010	2009
Number of physical activity and nutrition education programs sponsored by the Coca-Cola system and number of countries where programs are present	280+,115+	~150,~100	~150,~100

Product Safety and Quality

	2011	2010	2009
Company Global Product Quality Index rating (out of 100)	95	95	94
Number of new beverage products introduced	500+	600+	600+
Number of low- and no-calorie beverage products launched	100+	150+	180+
Number of low- and no-calorie beverage products in total global portfolio and percent of total global beverage product portfolio	800+, 23%	800+, 23%	800+, 24%
Percent of global sparkling volume from low- and no-calorie beverages	13%	14%	15%

We

2011

2010

2009

Charitable Contributions

	2011	2010	2009
Total Company economic impact, inclusive of global salaries and benefits, shareholder dividends, local capital expenditures, goods purchased and income taxes	\$36.5B	\$26.6B	\$23.4B

Charitable contributions and equivalent percent of operating income	\$124MM, 1.2%	\$102MM, 1.2%	\$88MM, 1.1%
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¹ Changes in data since 2009 include the impact of our acquisition of CCE's North American business.
² We define "replenish" as the Coca-Cola system providing support for healthy watersheds and sustainable community water programs to balance or offset the water used in our finished beverages. We acknowledge that the science and methodology shaping quantification of water replenishment and other water-related benefits are new and developing. It may be premature to rely on our water benefit calculations as hard fact, and we are not claiming that we have everything correct at this point with respect to this emerging discipline. One of our objectives in reporting our efforts to calculate the benefits of our "replenish" work is to contribute to the ongoing exploration of this evolving science and related methodology.

³ As part of our verification process, we learned that the benefits for two projects had to be adjusted to reflect in-the-field construction decisions and the overall percentage of The Coca-Cola Company cost share of the project.

⁴ We are currently evaluating materiality for other sources, such as ingredient CO₂.

⁵ Percent of "equivalent" bottles and cans recovered means recovered by the Coca-Cola system and third parties like government recycling programs and other private parties. "Recover 50 percent of the equivalent bottles and cans" means we intend to help ensure that an amount of bottles and cans equal to 50 percent of the ones we introduce into the marketplace are recovered. This includes packages introduced by us as well as others.



Human and Workplace Rights¹

	2011	2010	2009
Number of Workplace Rights Policy assessments	74	88	107
Workplace Rights Policy compliance of Company-owned and -managed facilities	98%	91%	90%
Number of bottling partner and supplier audits performed	2,241	2,118	1,971
Percent of employee base by gender - U.S. only (male, female)	82%, 18%	71%, 29%	50%, 50%
Percent of employee base by race/ethnicity - U.S. only			
African American	20%	13%	23%
Asian	1%	3%	5%
Caucasian	58%	70%	64%
Hispanic	18%	10%	7%
Other	3%	4%	1%
Company associate and casual contractor Lost Time Incident Rate (LTIR) per 200,000 work hours and total days (includes days lost, restricted and transferred)	3.3 LTIR 108,766 days	4.1 LTIR 185,608 days	1.9 LTIR 19,213 days
Total Company spend with minority- and women-owned business enterprises	\$766MM	\$622MM	\$459MM
Percent of total elected and appointed Company Officers			
Men	69%	64%	77%
Women	31%	36%	23%
Minorities	19%	24%	22%
Females on Board of Directors	2 of 17	2 of 15	3 of 14
Females in Senior Roles	28%	27%	26%
Females in Immediate Pipeline Level Roles	34%	32%	31%
Females in Professional Pipeline Roles	46%	45%	45%
Board of Directors members over 40	100%	100%	100%
Ethnically diverse members of the Board of Directors	5	5	5
Total employees	146,200	139,600	92,800

World

	2011	2010	2009
Water Stewardship			
Water use ratio (efficiency), defined as liters of water used per liter of product produced by the Coca-Cola system	2.16	2.26	2.37
Total liters of water used by the Coca-Cola system	293B	294B	300B
Percent of Coca-Cola system plants in compliance with internal wastewater treatment standards (which meet and often exceed applicable laws)	96%	93%	89%
Number of community water partnerships supported by the Coca-Cola system and number of countries where projects exist	382, 94	323, 86	250, 70
Percent of water replenished ² by the Coca-Cola system based on the total water used in our finished beverages	35%	33% ³	22%
Energy Efficiency and Climate Protection			
Direct greenhouse gas emissions for the Coca-Cola system (manufacturing only)	1.84MMt CO ₂ e	1.91MMt CO ₂ e	1.91MMt CO ₂ e
Indirect greenhouse gas emissions from electricity purchased and consumed (without energy trading) by the Coca-Cola system	3.48MMt CO ₂ e	3.28MMt CO ₂ e	3.42MMt CO ₂ e
Total greenhouse gas emissions for the Coca-Cola system ⁴	5.32MMt CO ₂ e	5.19MMt CO ₂ e	5.33MMt CO ₂ e
Total megajoules of energy used by the Coca-Cola system	59.7B	58.9B	57.9B
Energy use ratio (efficiency), defined as megajoules of energy used per liter of product produced by the Coca-Cola system	0.44	0.45	0.46
Total electricity purchased by the Coca-Cola system, measured in megawatt hours (MWh)	6,760,037 MWh	6,596,462 MWh	6,425,507 MWh
Number of HFC-free refrigerated coolers and vending machines placed in markets each year	266,600	162,000	72,600
Sustainable Packaging			
Percent of equivalent ⁵ bottles and cans sold by our system recovered through Coca-Cola system-supported recovery programs	37%	36%	36%
Company Global Packaging Quality Index rating (out of 100)	93	94	92

Finding balance

When it comes to good health, good nutrition is as essential as exercise. That is why we support nutrition education programs and provide information and options that help consumers make informed hydration choices based on their lifestyles. In parts of the world where malnutrition is a problem, we are also applying our expertise to help kids get the nutrients their bodies need.

Our commitment to nutrition begins with choice and variety. Worldwide, we offer more than 3,500 products, including more than 800 low- and no-calorie beverages that add up to a full range of hydration options. We help inform consumers by printing clear, front-of-pack calorie information on nearly all of our products and by providing detailed information online.

Through our Company, The Coca-Cola Foundation and our local and regional foundations worldwide, we sponsor programs that educate consumers about the importance of a balanced diet. "Coca-Cola Health Camps" in South Korea teach healthy behaviors to the increasing number of students who are at risk for obesity. "A Scuola inForma" ("At School In Shape") teaches Italian high school students about the importance of balanced nutrition and exercise. And in China, we offer a program with China's Ministry of Health that delivers science-based health information, promotes a monthly "walking day" and uses social media to facilitate an exchange of ideas for living a balanced and healthy lifestyle.

Because malnutrition remains a serious problem in much of the world even as obesity rates rise, we are partnering to offer a ready-to-drink fortified juice product, Nurisha™/Vitingo™, that helps address micronutrient deficiencies in schoolchildren. Studies confirm that nutrient-enhanced beverages can play a powerful role in helping improve child health. We see them as one more "story in a bottle"—a key opportunity to put our expertise and resources to work in communities to help them thrive.



Helping school kids start the day right

Breakfast Clubs of Canada helps thousands of young children get an equal start in the morning by giving them a nutritious breakfast and a safe place to be before the start of the school day. We are proud to be a sponsor of the program through our Minute Maid juice brand.

There is more to the story.

Watch the Breakfast Clubs of Canada video at <http://CokeURL.com/breakfastcanada> and read more about our Nutrition initiatives in our most recent Sustainability Report online at www.cocacolacompany.com.



Helping the world get moving

Since 1980, global obesity rates have doubled.¹ In addition to our product innovation of diet and light beverages, we have also increased our support of exercise and nutrition programs. Through our Company, The Coca-Cola Foundation and our local and regional foundations worldwide, we sponsor hundreds of programs in more than 115 countries, with a goal to sponsor at least one physical activity program in every country in which we operate by 2015.

In the U.S., we have long sponsored Triple Play, our program with the Boys and Girls Clubs of America. Triple Play uses education and activities to encourage participants to eat a balanced diet, become more physically active and engage in healthy relationships. More than a million kids have taken part in the program.

We are also a founding partner of Exercise is Medicine®, a global partnership encouraging health care providers to include exercise in their treatment plans.

Our programs are as broad in content as they are in geography. We sponsor sports clinics in Peru, ski marathons in Spain, Olympic-style games for students in the Netherlands and exercise and nutrition programs in China. We support baseball leagues in Venezuela and soccer leagues worldwide. And we were the first founding global partner of the EPODE International Network (EIN), a multinational, public-private partnership committed to preventing childhood obesity and disease by promoting physical activity and nutrition education.



Going for the goal

Egi Melgiansyah was just another kid from an ordinary Indonesian village when his dream of playing soccer led him to join one of our *Copa Coca-Cola* soccer leagues. Back then, some of Egi's neighbors laughed at his intensity and commitment to the game. Today, they cheer. Egi is a successful professional player who uses his earnings to help his family while using his fame to encourage other kids to pursue their dreams.

Egi is one of more than a million kids in dozens of countries who have played on a *Copa Coca-Cola* team since we started the program in Mexico in 1998. The program gives boys and girls ages 13 to 15 a chance to compete at the local, state and national levels, culminating in a World Cup™-style international tournament. It keeps young players active while fostering their interest in soccer and offering the chance to interact with peers from other places.

There is more to the story.

Read more about our Active Healthy Living programs in our most recent Sustainability Report online at www.coca-colacompany.com.



Safety and quality in every beverage

As the world's largest beverage company, we provide safe, great-tasting, quality beverages. Our beverages offer hydration, refreshment and moments of affordable happiness for people worldwide. Ensuring the safety and quality of our products has always been at the core of our business and is directly linked to our success. Today, as ever, we are committed to making sure all of the thousands of beverages we produce meet the highest standards for safety and quality.

We ensure consistent safety and quality through strong governance and through compliance to applicable regulations and standards. We manufacture our products according to strict policies and specifications provided through an integrated quality management program that measures our operations systemwide against the same global standards.



Our products are tested against stringent requirements in modern laboratories using state-of-the-art methods. We measure both product and package quality by focusing on ingredients and materials, as well as on samples collected from the marketplace. We monitor compliance with our standards to ensure our products meet our own requirements as well as consumer expectations.

We also stay current with new regulations, industry best practices and marketplace conditions and engage with standard-setting and industry organizations.

We consistently reassess the relevance of our standards and continually improve and refine them throughout our supply chain.

There is more to the story.

Read more about the safety and quality of our products—including our position on certain ingredients—in our most recent Sustainability Report online at www.coca-colacompany.com.

Taking care with our advertising

We believe parents and caregivers are in the best position to make decisions about what children eat and drink. That is why we have long been a leader in responsible marketing, particularly with regard to marketing in media that may be seen or heard by children under age 12.



In our marketing, we do not show children drinking any of our products outside the presence of a parent or caregiver. Nor do we directly target children younger than 12 in our marketing messages or in our advertising in children's programming. We will not buy advertising directly targeted at audiences that are more than 35 percent children younger than 12. Our policy applies to all of our beverages and all of the media outlets we use.

We also believe in commercial-free classrooms for children. So, through our Global School Beverage Guidelines, we have committed not to commercially advertise or offer our beverages in primary schools unless we are requested to do so by a school authority to meet hydration needs.



To ensure that we are meeting our own standards, an independent third party conducts an audit of our advertising and other marketing materials annually. In addition, a 2011 analysis by Accenture commissioned by the International Food & Beverage Alliance showed that, with some exceptions, our industry is complying with its own policies. The study, which looked at the practices of 10 companies (including The Coca-Cola Company) in markets around the world, showed that industry compliance in print and online advertising was 100 percent, while industry compliance in television advertising was just over 97 percent. A similar study focusing on our Company and PepsiCo showed 95.5 percent compliance in television advertising and 100 percent compliance in print and online advertising.

Although we must improve compliance in television advertising, these studies affirm that our Company and our industry are moving in the right direction.

There is more to the story.

Read more about our marketing practices, see our Global School Beverage Guidelines and link to analyses of our industry advertising practices in our most recent Sustainability Report online at www.coca-colacompany.com.

Unlocking opportunity

The story of today's Coca-Cola system is in many ways the story of women. Women are the world's fastest-growing economic force, controlling approximately two-thirds of spending worldwide. They also account for a high percentage of key segments of our value chain. And when women flourish, it is not just our business that benefits—families and communities grow stronger as well.

Given the economic hurdles too many women still face, we launched 5by20™, our initiative aimed at enabling the economic empowerment of 5 million women entrepreneurs across our global value chain by 2020. 5by20 is helping to combat social and economic barriers by providing women with access to business skills training, financial services, assets and support networks of peers and mentors.

Brazil's Coletivo program is an excellent example of the kind of efforts 5by20 supports. Coletivo provides young adults in low-income areas with skills that enable them to enter the job market. The program offers training courses in retail skills, running a recycling business, starting home-based businesses and design and management training for artisans.

5by20 is made possible through collaboration with nongovernmental organizations (NGOs), governments and businesses—a sure sign that people worldwide recognize the imperative to empower women economically.



Powering a dream

Preeti Gupta, a wife, mother and shopkeeper in Agra, India, is one of the women we have helped through 5by20. Because electric service where Preeti lives is unreliable, we supplied her shop with a solar-powered beverage cooler. The cooler enables Preeti to keep her stock of beverages cold even when the power goes out, and its built-in charging port enables her to generate revenue by offering electrical charging for mobile phones and lanterns. By lighting her shop at night with a solar-charged lantern when the power is out, Preeti attracts more customers—and gives her children light for studying. "The most important moment in my life was when I started my own shop. I feel good that I am running this shop along with my husband. I have also gained respect in my family. I desire for my children to go to a good school and make something of themselves," says Preeti.

There is more to the story.

Hear Preeti's story in her own words and read more about our Women's Economic Empowerment efforts in our most recent Sustainability Report online at www.coca-colacompany.com.



A heritage of giving

Inside every bottle of Coca-Cola is the story of a business that has, from its earliest days, been a driving force in efforts to make communities stronger. We are proud to be good neighbors in thousands of cities, towns and villages around the world by sharing our resources, our time and our unique expertise.

Since 1984, we have given back to communities through The Coca-Cola Foundation, our global philanthropic organization. Our goal? To give back at least one percent of our operating income annually to improve the living standards of people around the world.

Through the Foundation and our 18 local and regional foundations worldwide, we partner with governments, NGOs and charitable organizations to support community improvement in four main areas: water stewardship, active healthy lifestyles, community recycling and education. We also fund disaster relief in communities facing crisis, HIV/AIDS programs in Africa and diversity and inclusion initiatives in North America.

Our entire system embraces giving. Our bottlers and regional business units sponsor events and initiatives intended to strengthen the communities where we do business. One great example? Optimism for Change Week in Brazil. For a week in May, several cents from every package of our products sold are donated to support social and environmental programs through the Coca-Cola Brazil Foundation. In 2011, the effort generated about 6 million Brazilian reals, or about US \$3 million.



Lending expertise in Africa

In addition to initiatives funded through The Coca-Cola Foundation, we are partnering to strengthen communities in other ways. In Tanzania, remote villages were not able to receive life-saving medication for HIV/AIDS, tuberculosis and malaria. We knew that if we were delivering Coca-Cola to these places, we could share our expertise to help get medicine there, too. So, we partnered with Tanzania's Medical Stores Department, The Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global Fund), the Bill & Melinda Gates Foundation, Yale University and Accenture Development Partnerships and put the world's most expansive logistical supply chain to use to save lives. By sharing expertise with both governments and private sector organizations throughout the continent's medical industry, Coca-Cola is helping to improve the health care delivery system and provide the message of hope for millions of people. This initiative is being expanded to Ghana and Mozambique.

There is more to the story.

Watch the Global Fund video at <http://CokeURL.com/globalfundcoke> and read more about our initiatives funded through the Foundation as well as local community strengthening programs in our most recent Sustainability Report online at www.coca-colacompany.com.



Eradicating child labor in sugarcane fields

An essential ingredient in every one of our products is our profound commitment to human rights and workplace rights. Respecting those rights is fundamental to our culture and imperative for a sustainable business. In our Company and across our system, we are working closely with bottlers and suppliers to make sure all people are treated with dignity and respect. We are increasingly extending our efforts beyond our primary suppliers to look at their suppliers, thereby ensuring respect for human rights is a priority at every link in our supply chain.

One of our areas of intense focus is on the prevention of child labor in sugarcane fields. While there is no child labor in our Company-owned operations, we are aware that child labor persists on some of the farms that grow cane for our sugar suppliers, driven by poverty and local social norms. As a major buyer of sugar, we are taking action and using our influence to help end child labor in sugarcane fields.

Our approach is at once global and local. At the global level, we set and enforce our corporate policies, convene experts and engage with governments, NGOs and other companies. Locally, we collaborate with suppliers, industry groups and local stakeholders to address the issue with farmers. In recent years, we have been part of efforts in El Salvador that have dramatically reduced the number of children working in sugarcane fields. We are also taking action in Honduras, Mexico, the Philippines and many other countries, believing that one child working in the fields is one child too many. By helping to improve access to education and vocational training, we are working with our partners to give these children hope for a brighter future and a higher quality of life.



Putting education within reach in the Philippines

When you ask Jenny Sanchez what she wants to be when she grows up, her eyes brighten and she flashes her sunny smile. "I want to go to college," she says, "and be a teacher."

Jenny is one step closer to realizing her dream, thanks in part to Little Red Schoolhouse, a project supported by The Coca-Cola Foundation and The Coca-Cola Foundation Philippines.

As a member of the Aeta, an indigenous tribe in Sitio Mabilog Anopol, Tarlac, Jenny lives in a remote area where schools are few. Most Aeta children do not attend school; they work instead. But across the Philippines, the Little Red Schoolhouse is replacing substandard schools with proper buildings and trained teachers, offering a complete elementary education—and greater possibilities—to students like Jenny. Recently, Jenny became one of the first of her tribe to finish elementary school in many years, and our Little Red Schoolhouse program completed its 100th school.

There is more to the story.

Hear Jenny's story through her words and read more about our commitment to Human and Workplace Rights in our most recent Sustainability Report online at www.coca-colacompany.com.

Protecting local water sources

In every bottle of Coca-Cola, you will find the story of a company that understands the priceless value of water, respects it as the most precious of shared global resources and works vigorously to conserve water worldwide. We cannot imagine treating water any other way.

Our global system is using water more efficiently, even as our production volumes increase. We are recycling wastewater by treating it, and our stringent treatment process ensures that the wastewater we discharge meets, and in many cases exceeds, standards set by locally applicable law. And our system is replenishing, or balancing, the water used in our finished beverages—an estimated 35 percent so far, with an ultimate goal of being water neutral by 2020.

Since 2005, we have engaged in hundreds of community water projects—projects that support community and ecosystem needs for safe and sustainable sources of water while protecting our ability to do business responsibly, safely and more sustainably. Some of our partners in these efforts include World Wildlife Fund (WWF), USAID, The Nature Conservancy, CARE and the United Nations Development Programme (UNDP), plus governments and other stakeholders around the world.

Our projects achieve at least one of four objectives: they improve access to water and sanitation; protect watersheds; provide water for productive use; and/or educate people about water issues. In many cases, projects also improve local livelihoods, help communities adapt to climate change, improve water quality and enhance biodiversity. Our projects, aimed at helping to improve water access and sanitation, have already benefitted more than 1.6 million people.



Easier access to safe, clean water in Ghana

Like many young people in south central Ghana, Linda Takyiwaa sees school as a bridge to her future. Linda's dream is to be a nurse. But until recently, getting to school on time was difficult for children in Linda's town because of a crucial daily chore: fetching water for their families. And the water they drew from wells and streams was often unclean, making water-borne illness the highest cause of morbidity in the region.

Today Linda and her schoolmates spend more time learning and less time fetching water thanks to a new WaterHealth Center from WaterHealth International. The center treats local water to World Health Organization standards and then makes it available to residents for an affordable fee, covering the cost of long-term operation and maintenance, enabling centers to become sustainable.

These innovative, scalable centers are being built through one of our RAIN (Replenish Africa Initiative) programs, Safe Water for Africa. This partnership project includes Diageo plc, WaterHealth International, the International Finance Corporation, our bottlers in the region and The Coca-Cola Africa Foundation. A total of 50 water centers are expected to be constructed across Ghana, Liberia and Nigeria through the program. The project's vision? Easier access to safe, clean water. Fewer people getting sick. And more kids—like Linda—getting to school.

There is more to the story.

Hear Linda's story in her own words and read more about our Water Stewardship initiatives in our most recent Sustainability Report online at www.coca-colacompany.com.

Doing business with the climate in mind

Open one of our sparkling beverages and you will not only notice the carbon dioxide that gives our sodas their signature fizz—you will also find the efforts of thousands of people worldwide working to reduce the amount of carbon dioxide and other greenhouse gases our system emits into the atmosphere.

Our goal is to grow our business but not our systemwide carbon emissions in our manufacturing operations. To do that, we are using energy more efficiently in plants throughout our system. We are phasing out hydrofluorocarbons in our millions of vending machines, coolers and dispensers and making them more energy efficient. We are powering our delivery fleet with alternative fuels along with conventional fuels and making our trucks more fuel efficient. We are introducing more clean energy across our system. And we are part of the global conversation about climate change, collaborating with others in addressing one of the most critical challenges facing our planet.

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Helping to protect the polar bear's Arctic Home

The prospect of diminishing numbers of polar bears searching for food on shrinking sea ice is a powerful symbol of the anticipated effects of climate change. Given our fondness for these enormous white creatures, which we have featured in our advertising since the 1920s, we wanted to ensure they always have a place to call home. In 2011, we joined our longtime conservation partner, World Wildlife Fund, in launching Arctic Home®, a campaign aiming to create a place where polar bears and local communities can thrive. The campaign is raising awareness of the polar bear's plight along with funding for conservation. By engaging consumers in the effort, we hope to remind everyone what is at stake in climate change—not only for polar bears, but for all of us.

There is more to the story.

View the Arctic Home video and read more about our Energy Efficiency and Climate Protection efforts in our most recent Sustainability Report online at www.coca-colacompany.com.

Growing our commitment to sustainability

Inside almost all of our products is the story of a farm somewhere in the world. We are contributing to the global movement toward more viable agriculture by increasingly stressing the need for sustainability in our supply chain. We base our approach on principles that protect the environment, uphold workplace rights and help build more sustainable communities. We believe that with the widespread adoption of better management practices, agricultural production can help preserve and restore critical habitats, protect watersheds and improve soil and water quality—all while meeting the needs of society.

As a member of the sugar industry organization Bonsucro, we helped implement the first global metric standard for more sustainable sugarcane production. The standard requires evaluation against more than 40 indicators on the environmental, social and economic impacts of sugarcane production.

We are also fostering innovation in farming worldwide. With partners like World Wildlife Fund and the United Nations Development Programme, our system has contributed to dozens of sustainability initiatives in many countries. Most projects are aimed at improving crop yields and livelihoods for farming families while reducing costs and environmental impacts.

As with our other sustainability efforts, much of our success in promoting sustainable agriculture depends on our relationships with suppliers. We are increasingly embedding our sustainability policies and practices into our procurement processes. Because it can be hard to assess whether the thousands of farmers far “upstream” in our supply chain align with our policies and beliefs, we are deepening our partnerships with primary suppliers to help farmers and farmers’ cooperatives increase transparency and provide us with more information about their practices.



Improving livelihoods for mango farmers

We expect our juice business to triple by 2020. To make sure we can source enough juice to meet that target—and to help improve the livelihoods of smallscale fruit farmers, many of whom are women—we formed Project Nurture, an innovative four-year, US \$11.5 million partnership with the Bill & Melinda Gates Foundation and TechnoServe. The program has established a goal of ensuring that by 2014 at least 30 percent of participating farmers will be women. Through Project Nurture, local farmers will gain a market for their fruit. Consumers will be able to support their local farmers through the purchase of beverages. And our business will benefit from procuring locally produced fruit, lowering our costs and increasing supply chain flexibility.

There is more to the story.

Read more about Project Nurture and our other Sustainable Agriculture initiatives in our most recent Sustainability Report online at www.coca-colacompany.com.

Innovating to reduce waste

One story in every one of our bottles—and in our cans and other packages, too—is the story of increasing efficiency. Innovation. And a long-term vision of zero waste.

To achieve our vision, we are designing more resource-efficient packaging. We are helping to eliminate landfill waste by educating consumers and investing in recycling programs around the world with the goal of recovering the equivalent of 50 percent of our bottles and cans used annually. We support scientific research seeking to understand and eliminate marine litter, and we pitch in to clean up coastlines worldwide.

We are also leading the way in using renewable materials in our packaging through increased distribution of our PlantBottle™ packaging—the first-ever fully recyclable PET bottle made partially from plants. Our ultimate goal is to use PlantBottle packaging for all of our PET plastic bottles by 2020. At the same time, we are helping to create a market for recycled PET plastic by partnering with companies whose products give used bottles a second life.



PlantBottle is the first recyclable PET plastic beverage bottle made partially from plants. PlantBottle packaging looks, functions and recycles just like traditional PET plastic, but does so with a lighter footprint on the planet. It is up to 30 percent plant-based and fully recyclable.

In Thailand, hope is found in unexpected places

In developing countries, urban litter scavengers often rummage through dumpsters and landfills, making a living from whatever they can salvage, living in landfills, under bridges or in the streets. We are partnering with local governments and nonprofits on programs to bring litter scavengers together in cooperatives that enable them to earn a living wage from their efforts while helping to recover more waste for recycling.

Sompah Nolin is one person who has turned waste recovery into a job through Project Recover, our program in Thailand. Patrolling city streets by scooter and keeping an eye out for recyclable packages, Sompah brings what she finds to the cooperative and exchanges it for payment.

"I feel better being self sufficient," says Sompah. "We're socially accepted now and have a better life because [Coca-Cola] came to support us. I'm happy. I'm very happy."

There is more to the story.

Read more about our Sustainable Packaging initiatives and watch the Project Recover video in our most recent Sustainability Report online at www.coca-colacompany.com.





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Learn more about our
sustainability progress at
www.coca-colacompany.com.

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