World Without Waste

Bruce Karas, VP Environment & Sustainability
Coca-Cola North America
**OUR VALUE CHAIN**

How we do business is just as important as what we make. We strive to do the right thing for people and the planet. We aim to create shared opportunities in every community we serve. This graphic illustrates the major stages in our value chain, why they matter and how we are creating value at each stage.

CLICK TO EXPLORE INTERACTIVE VALUE CHAIN
100% Recovery

100% Recyclable

50% Recycled Content

world without waste
THE COCA-COLA COMPANY
GOAL

Help collect and recycle a bottle or can for every one we sell by 2030.

Activate Our Entire System

Innovate Transformative Solutions

Replicate and Scale Successes
Assess Recyclability

- Is the closure material floatable?
- Is material free of recycling contaminants?
- Does the label adhesive wash off?
- Has the label passed the ink test?
- Is recycled content being utilized?
We have invested $13 million to help improve recycling in the U.S. in collaboration with organizations and other businesses.

1 million carts/bins

1,400+ communities

730+ million pounds
Test & Learn: The Circular Economy
Recycling Program that turns Waste into Product (Uniforms, Furniture, Gift Shop items)