

Sustainability Strategy Of Coca-Cola

Thecasesolutions.com

Group 1

Wednesday, March 5, 2014

Sustainability

- Recycling objectives
- Single stream, advertising, biodegradable, unrecycled
- Water Stewardship
- Clean to Place efficiency
- Sustainable Energy Initiatives
- Further processing, energy use, and transportation use



Local Development at the BOP



1. BRIC-CENTRIC

Proactive actions to catch leading global, emerging, and megatrends, including, but not limited to, job growth in developing areas.

2. Step-Up Program

Program that allows for the economic empowerment of women in developing countries.

Strategy: Reputation and Opportunity



Health and Obesity

- Identified Issue
- Better Reputation Strategy

Combining together campaigns

- Goal of Campaign
- Campaign message
- Effect on Reputation

"We have to always innovate for the future - to continue to stay ahead of our consumer's desires... after all, Coca-Cola is not yesterday. Coca-Cola is tomorrow."

- Thomas H. Lee, Global President of Coca-Cola Beverages

Workplace

Women in the workforce:

- CSR Agenda
- Different educational and professional backgrounds
- Coca-Cola representatives / BoD

Strategy: Reputation and Employee Retention



Evaluating Overall CSR Strategy

Sustainability, Health and Obesity, Local Development, and Workplace

1. Sustainability:
 - Increases cost-saving, competitive edge
2. Health and Obesity:
 - Result on Reputation
3. Local Development at the BOP:
 - Reputation, opportunity
4. Workplace:
 - Reputation, attracting employees, competitive edge, retaining employees



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1. Recycling Objectives
 - 3 major drives: advertising, biodegradable, investment
2. Water Stewardship
 - Clean in Place, efficiency
3. Renewable Energy Initiatives
 - reduce processing energy use and transportation use



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Coming together campaign

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The future of our bottle
is taking shape.



Look for the **plantbottle**™ logo on pack.
up to 30% plant-based
100% recyclable bottle

Local Development at the DOD