

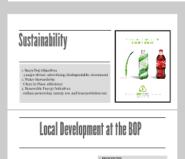
Sustainability Strategy Of Coca-Cola



Thecasesolutions.com

Group 1

Wednesday, March 5, 2014













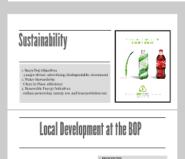
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Sustainability

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





Health and Obesity

- Identified Issue
- Better Reputation Strategy

Coming together campaign

- · Goal of Campaign
- Campaign message
- · Effect on Reputation

Workplace

Women in the workforce:

- · CSR Agenda
- different educational and professional backgrounds
- Coca-cola representatives / BoD

Strategy: Reputation and Employee Retention



Local Development at the BOP

Sustainability

- 1. Recycling Objectives
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