



Coca-Cola
Reducing our Impact
Bruce Karas

Market Opportunities Session

Our Focus. Our Commitments.



WELL-BEING

WOMEN

WATER

Beverage Benefits

Community Foundations

Packaging

Responsible Marketing

Human and Workplace Rights

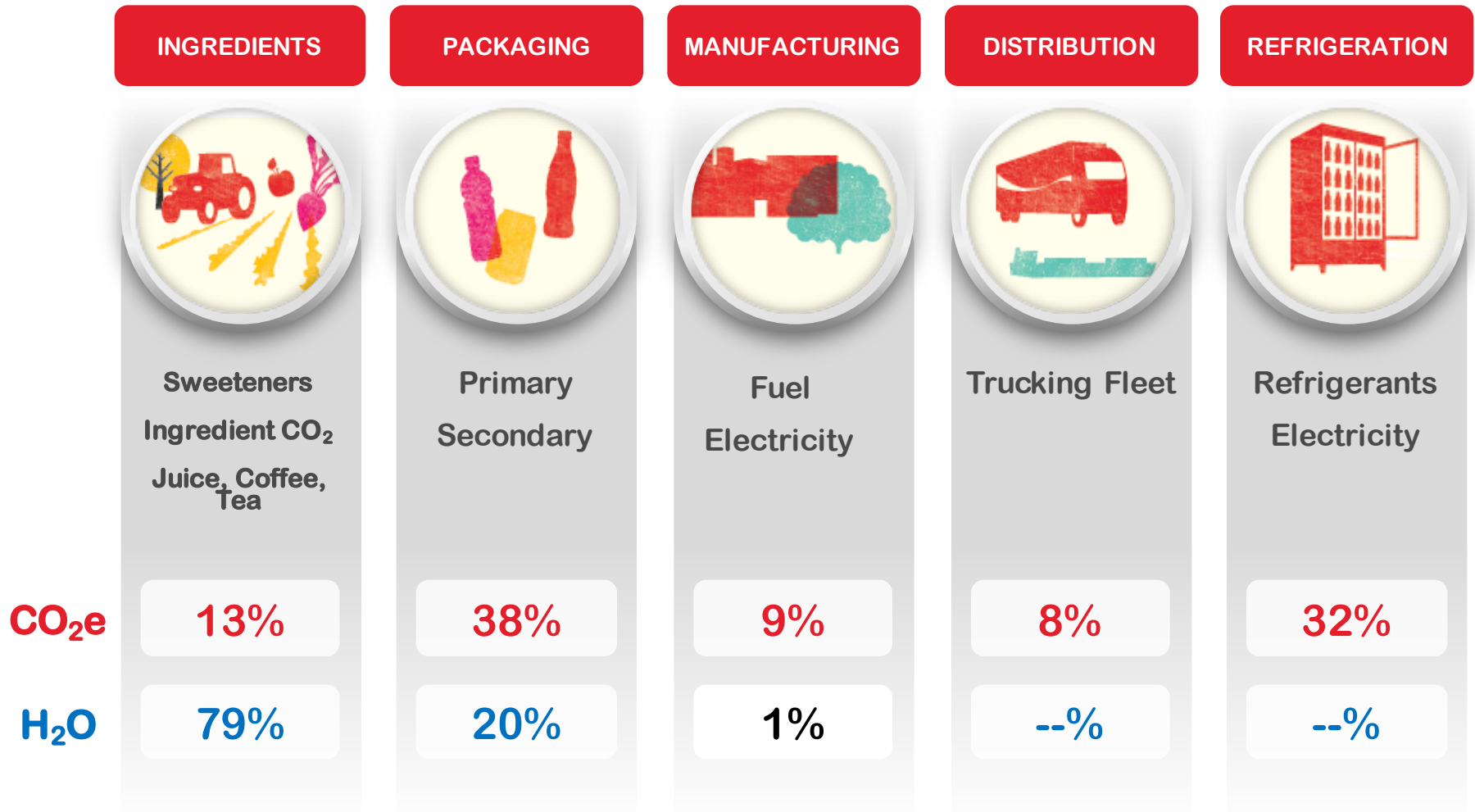
Carbon

Sourcing



Where are the Sustainability Impacts in our Business?

Baseline (2010)



**The Coca-Cola
Company
Strategy and Goals**

**Coca Cola
Technical
Innovation & Solutions**

**Coca-Cola North
America
Authorize, Implement**

**Coca-Cola
Franchise Bottling
System
Field Execution**

Key Projects/Direction

- **External HFC Commitment**
 - *Manage expectations on an innovation*
- **Alignment across global system**
 - *We have the same playbook*
- **Alignment across NA Franchise System**
- **Manage the Regulatory Environment (US)**
 - *EPA SNAP Rule Changes*
 - *DOE 2017*
- **Manage Equipment Innovation pipeline**
- **Equipment Energy Efficiency**
- **Field Test and Authorize Equipment**

Build the necessary supply chain to deliver HFC Free Coolers and Vendors reducing the impact on the environment to meet our goals



business case

natural refrigerants

25 & 26 June - Atlanta, Georgia