



# THE COCA-COLA COMPANY



2017 Sustainability Report



Our Sustainability Report tells only part of our story. Its companion piece is our 2017 Annual Review. Our growth and our environmental and social impact stories are interconnected, and the Annual Review and Sustainability Report reflect this—from cover to cover. Our Annual Review cover features diverse beverages from our consumer-centric brand portfolio. Our Sustainability Report cover represents the packaging we want to recover, recycle and reuse. We will continue to do business the right way by following our values and working toward solutions that benefit us all.

[DOWNLOAD OUR 2017 ANNUAL REVIEW](#)

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# WHO WE ARE

## CREATING SHARED OPPORTUNITY THROUGH GROWTH SINCE 1886

The Coca-Cola Company offers more than 500 brands and 4,100 products to people in more than 200 countries and territories. As a total beverage company, we bring people drinks that make life's everyday moments more enjoyable, to create shared opportunity for the people and communities we call home.

To give people everywhere more of the drinks they want, we're adding vitamins, minerals and new flavors to some of our classics; rethinking many of our recipes to reduce sugar without sacrificing taste; and bringing people entirely new drinks they've never had from us. We're also giving people more ways to drink less sugar through smaller, more convenient packages and clear, easy-to-find calorie information so they can make informed choices.

Our business' success depends on the unparalleled distribution capabilities of our nearly 250 bottling partners, who help us reach approximately 27 million customer outlets globally. Working together, we put more of our drinks in more hands faster than anyone.

While growth is important, we cannot grow at any cost. We believe in doing business the right way, not just the easy way. For us, that means continuously working to reduce our environmental impact through programs like World Without Waste, providing access to clean drinking water, supporting women's economic empowerment, and strengthening local communities.

This is who we are.

[LEARN MORE](#)



132 YEARS OF REFRESHING CONSUMERS



GLOBAL HQ ATLANTA, GEORGIA



PRODUCTS SOLD IN 200+ COUNTRIES & TERRITORIES



500+ BEVERAGE BRANDS

### THE COCA-COLA SYSTEM



~250

Bottling Partners Worldwide



~800

Bottling Plants



>700K

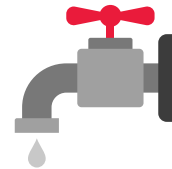
Employed by the company and Bottling Partners



~27M

Retail Customer Outlets

### DOING BUSINESS THE RIGHT WAY



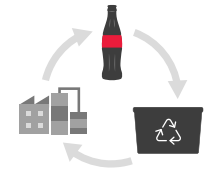
#### WATER STEWARDSHIP

We replenish water back to nature and communities.



#### COMMUNITY

We create value for everyone connected to our business, and we economically empower women.



#### WORLD WITHOUT WASTE

We believe a World Without Waste is possible.

### A SAMPLE OF OUR BRANDS

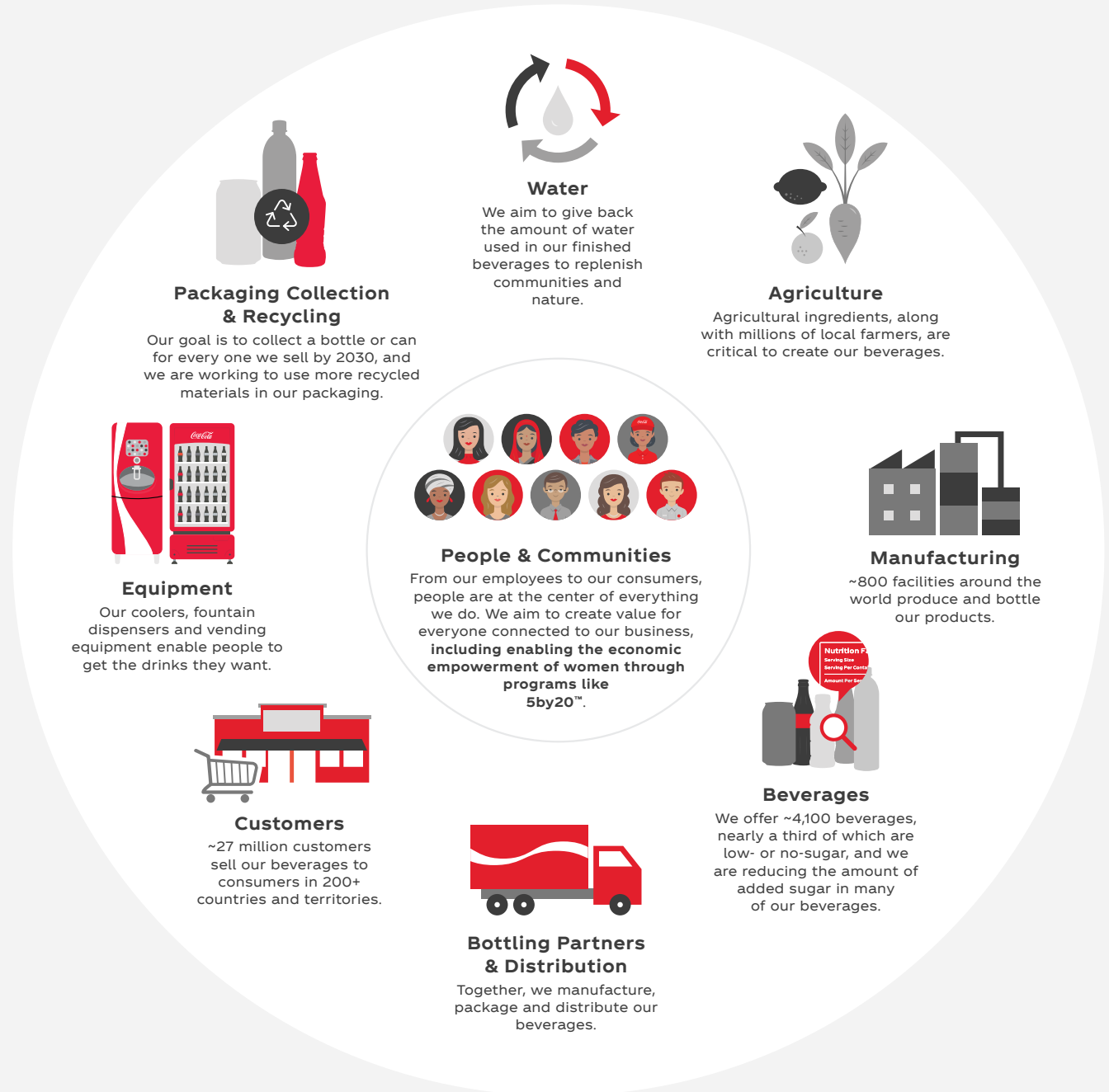


# OUR VALUE CHAIN

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](#)





**“WE CONTINUE  
CREATING SHARED  
OPPORTUNITY FOR OUR  
COMMUNITIES.”**

READ 2017 LETTER FROM JAMES QUINCEY AND BEA PEREZ

# STRATEGIC BUSINESS PRIORITIES

OUR PRIORITIES FOR SUCCESS IN THIS CHANGING LANDSCAPE

**ACCELERATE THE GROWTH OF LEADING CONSUMER-CENTRIC BRAND PORTFOLIO**



**FUZE Tea:** Planning for a Milestone European Launch of More Sustainably Sourced, Unexpected Flavors

**DRIVE REVENUE GROWTH ALGORITHM**



**Value Over Volume:** A Winning Approach to Revenue Growth and Helping Our Consumers Make Smart Choices

**STRENGTHEN OUR SYSTEM'S VALUE-CREATION ADVANTAGE**

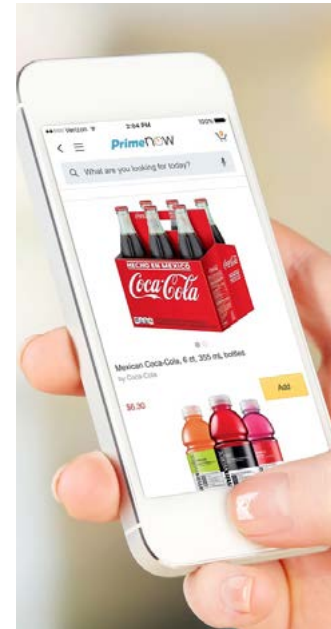


**The Sustainability Lift and Shift:** Have Programs, Will Travel

**Mirroring Changing U.S. Demographics:** Diverse Bottlers Collaborate to Grow and Share Opportunity

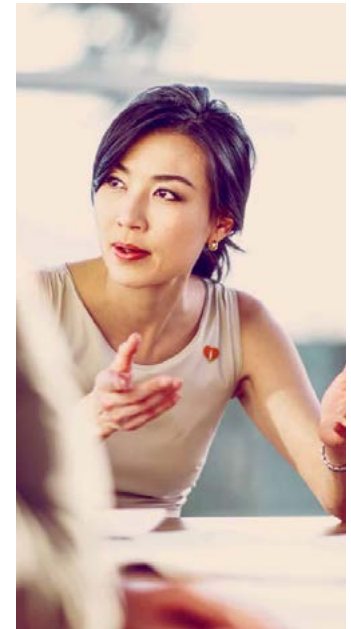
**Interactive Coca-Cola System and Value Chain**

**DIGITIZE THE SYSTEM**



**Coca-Cola Freestyle:** Meeting Evolving Tastes and Customizing Experiences for People—With Less Waste

**TAP INTO THE PASSION OF OUR PEOPLE**



**Coca-Cola People Turn Their Passions into a Real, Meaningful Difference in the World**

**From Idea to Market:** Employee Crowdsourcing Platform Ensures Messages Aren't Lost in Translation

# KEY SUSTAINABILITY TOPICS

Through our [Priority Issue Analysis](#), we identified a list of relevant sustainability topics for the Coca-Cola system. This analysis is intended to help identify issues in the evolving context of our business and global trends. The identified priority issues reflect the diverse perspectives of many stakeholders. The inputs are not just from within The Coca-Cola Company, but across many organizations, including bottling partners and external stakeholders across the globe. Many of the topics identified from the analysis are issues listed as risk factors in The Coca-Cola Company 2017 [Annual Report on Form 10-K](#).

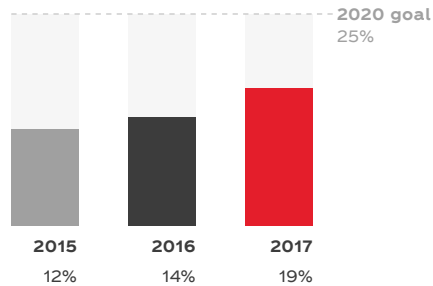
KEY SUSTAINABILITY TOPICS	OUR APPROACH	2017 UPDATE
<ul style="list-style-type: none"> <li>Obesity concerns and category perceptions</li> <li>Product safety and ingredients</li> </ul>	<ul style="list-style-type: none"> <li>Our Way Forward</li> <li>Product and Ingredient Safety</li> <li>Responsible Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Our Way Forward 2017 Update</li> </ul>
<ul style="list-style-type: none"> <li>Water stewardship</li> </ul>	<ul style="list-style-type: none"> <li>Water Stewardship</li> </ul>	<ul style="list-style-type: none"> <li>Water 2017 Update</li> </ul>
<ul style="list-style-type: none"> <li>Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Packaging and Recycling</li> </ul>	<ul style="list-style-type: none"> <li>Packaging 2017 Update</li> </ul>
<ul style="list-style-type: none"> <li>Human rights</li> <li>Occupational health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Human Rights</li> <li>Safety &amp; Health</li> </ul>	<ul style="list-style-type: none"> <li>Human Rights 2017 Update</li> <li>Safety Record for 2017</li> </ul>
<ul style="list-style-type: none"> <li>Responsible sourcing</li> <li>Responsible supply chain management</li> <li>Product safety and ingredients</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>Agriculture 2017 Update</li> </ul>
<ul style="list-style-type: none"> <li>Climate change risks</li> <li>Greenhouse gas emissions</li> <li>Responsible supply chain management</li> <li>Energy use and efficiency</li> </ul>	<ul style="list-style-type: none"> <li>Climate</li> <li>Sustainable Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>Climate 2017 Update</li> <li>Climate Resilience 2017 Study</li> </ul>
<ul style="list-style-type: none"> <li>Responsible supply chain management</li> <li>Responsible sourcing</li> <li>Product safety and ingredients</li> <li>Climate change risks</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable Agriculture</li> <li>Climate</li> </ul>	<ul style="list-style-type: none"> <li>Agriculture 2017 Update</li> <li>Climate 2017 Update</li> <li>Climate Resilience 2017 Study</li> </ul>
<ul style="list-style-type: none"> <li>Diversity and equal opportunity</li> <li>Women's economic empowerment</li> <li>Employee wellness, development and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Diversity and Inclusion</li> <li>Women's Economic Empowerment</li> </ul>	<ul style="list-style-type: none"> <li>Diversity &amp; Inclusion 2017 Update</li> <li>Women's Economic Empowerment 2017 Update</li> </ul>
<ul style="list-style-type: none"> <li>Community engagement</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder Engagement</li> <li>Giving Back</li> </ul>	<ul style="list-style-type: none"> <li>Giving Back 2017 Update</li> </ul>

# 2020 GOALS & PROGRESS

Our publicly reported 2020 sustainability goals drive us to continually improve. We aim to achieve our goals through a concerted effort by The Coca-Cola Company and nearly 250 bottling partners in more than 200 countries and territories. We have set ambitious goals to drive systemwide change beyond small operational improvements.

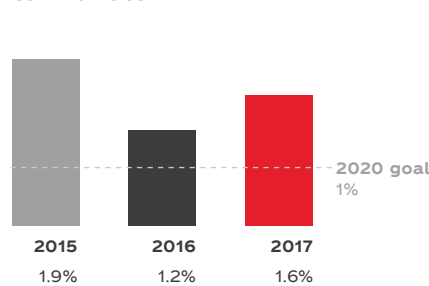
## CLIMATE

Estimated percentage reduction of the carbon footprint of the “drink in your hand” since 2010\*



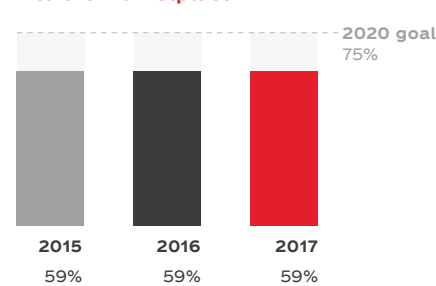
## GIVING BACK

Percentage of the company's annual operating income invested back into local communities



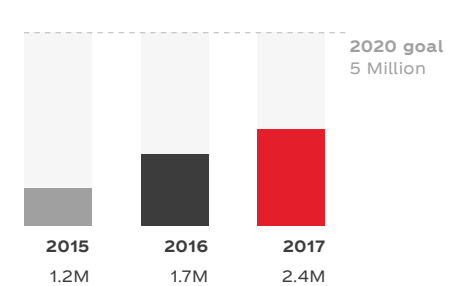
## PACKAGING

Percentage of bottles and cans we refilled or helped recover equivalent to what we introduced into the marketplace



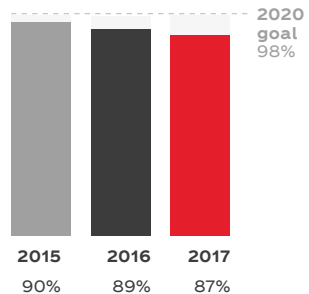
## WOMEN

Number of women entrepreneurs economically empowered across our global value chain

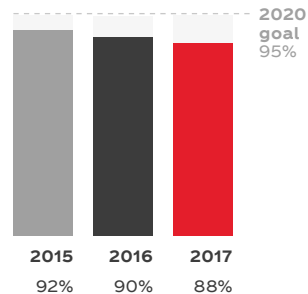


## HUMAN RIGHTS

Percentage of bottling partners that achieved compliance with our Supplier Guiding Principles

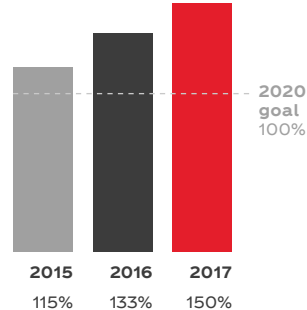


Percentage of direct suppliers that achieved compliance with our Supplier Guiding Principles

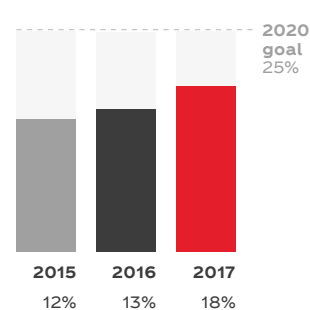


## WATER

Percentage of water returned to nature and communities\*\*

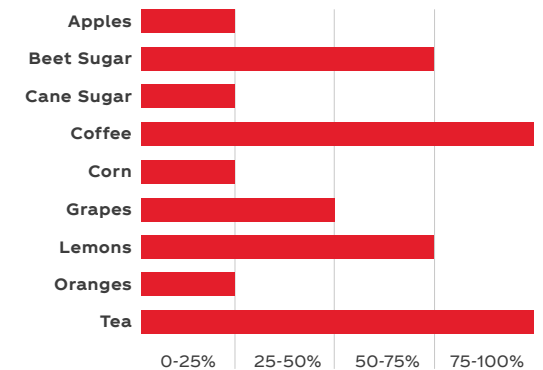


Percentage improvement in water efficiency since 2010



## AGRICULTURE

Percentage of ingredients more sustainably sourced in 2017



\*The percentage calculation of progress toward our “drink in your hand” goal has been internally vetted using accepted and relevant scientific and technical methodologies, but those methodologies are evolving. We are working to simplify our data collection and measuring systems, and plan to have our data externally verified by an independent third party in future years. At that time, we will also revisit our 2015-2017 estimates to ensure their accuracy and make any updates or necessary corrections to our public reporting.

\*\*As estimated working with our many external partners and using generally accepted, independently peer-reviewed scientific and technical methods. Finished beverages based on global sales volume.



# OUR WAY FORWARD

TURNING OUR PASSION FOR WHAT PEOPLE WANT INTO DRINKS THEY LOVE.

At The Coca-Cola Company, we're evolving to give people around the world more of the drinks they want and how they want them. We're reducing sugar where possible without sacrificing taste; bringing people new drinks such as tea, juice, water and coffee; and providing smaller, more convenient package sizes to help people drink less sugar.

Full 2017 Update

<http://www.coca-colacompany.com/stories/2017-our-way-forward>



**>300** of our drinks, globally, have been reduced in sugar in 2017.

**20** markets, including the United States, launched new and improved Coca-Cola Zero Sugar™ in 2017.



# WORLD WITHOUT WASTE

WE BELIEVE A WORLD WITHOUT WASTE IS POSSIBLE.

The world has a packaging problem which we have a responsibility to help solve. We have set a global goal to help collect and recycle a bottle or can for every one we sell by 2030. This goal is the centerpiece of our new packaging vision for a World Without Waste, which we intend to back with a multi-year investment that includes ongoing work to make our packaging 100 percent recyclable globally by 2025.

Full 2017 Update  
<http://www.coca-colacompany.com/stories/2017-packaging>



Workers separate PET plastics for recycling at the PetStar facility outside of Mexico City. PetStar, funded by Coca-Cola Mexico and seven regional bottling partners, is the world's largest food-grade bottle-to-bottle PET plastic recycling plant. More than 51,000 tons of recycled PET resin was produced at PetStar during 2017.

## DESIGN

Invest in packaging innovations

## COLLECT

Collect one bottle or can for every one we sell

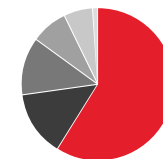
## PARTNER

Work together to address waste challenges

**~59%**

In 2017, we refilled or helped recover bottles and cans equivalent to approximately 59% of those that we introduced into the marketplace.

### OUR 2017 PACKAGING MIX



● Plastic PET bottles	59%
● Other	14%
● Aluminum and steel	12%
● Refillable glass	8%
● Refillable PET	6%
● Non-refillable glass	1%

# WATER

FOR EVERY DROP OF WATER WE USE, WE GIVE ONE BACK.

As the first ingredient in most of our recipes, we take water leadership seriously because it's the earth's most valuable finite resource. With our size and local presence, we have the ability to help people and communities get access to the water they need. We're leading by example and working to conserve water for communities, nature and agriculture because it's the right thing to do.

Full 2017 Update

<http://www.coca-colacompany.com/stories/2017-water>



Our Replenish Africa Initiative (RAIN) helped to improve water access, sanitation and hygiene for communities in Madagascar while also creating shared opportunity. A new phase of the Madagascar program started in 2017 and is scheduled to continue through 2020.

>100%

of water used in our finished beverages was replenished back to communities and nature.



248B

liters of water were replenished in 2017 through 281 water projects across the globe.

# WOMEN'S ECONOMIC EMPOWERMENT

5BY20™ AIMS TO ENABLE THE ECONOMIC EMPOWERMENT OF 5 MILLION WOMEN ENTREPRENEURS ACROSS THE COMPANY'S GLOBAL VALUE CHAIN BY 2020.

Women invest a sizable portion of the income they earn into their local economies, creating a tremendous economic impact. From fruit farmers to artisans to small retailers and distributors, we're helping women overcome business barriers.

Full 2017 Update

<http://www.coca-colacompany.com/stories/2017-5by20>



Hope, a mother and participant in the [Educating Nigerian Girls in New Enterprises \(ENGINE\)](#) program, says "Everything is possible if you believe you can do it." This program for marginalized girls helps improve their educational opportunities and translate them into real economic advantages and positive social choices. [Read about encouraging program results](#) recently studied and shared by Georgetown Institute for Women, Peace and Security. Photo: Corinna Robbins/Mercy Corps

## 2017 RESULTS

**2.4M** women enabled since 2010 → **5M** women by 2020 | **11** new countries introduced to the 5by20™ initiative in 2017

Since 2010, 5by20™ has reached more than 2.4 million women across 75 countries. In 2017, 5by20™ expanded by 37%, reaching more than 660,000 women.

# AGRICULTURE

WE SET A GOAL TO MORE SUSTAINABLY SOURCE OUR PRIORITY INGREDIENTS BY 2020.

A healthy agricultural supply chain is essential to the well-being of communities and the success of our business. “Sustainable sourcing” to us is when our farm suppliers meet certain standards relating to human and workplace rights, environmental protection and responsible farm management. Our priority ingredients make up 95 percent of our ingredient supply.



Full 2017 Update  
<http://www.coca-colacompany.com/stories/2017-ag>

Our expanding global brands allow us to provide shared opportunity to farmers. We lifted and shifted FUZE Tea into European markets this year. We worked with farmers to **more sustainably source ingredients for more than 20 flavor variations**, including Black Tea Peach-Hibiscus and Green Tea Mango-Chamomile.

## >200K FARMERS

in India will benefit from an **investment of more than \$1.7 billion** by The Coca-Cola Company, its bottling partners, and fruit suppliers and processors, creating opportunity across our entire juice supply chain in India, from grove to glass.



## 100%

We continued to procure nearly 100 percent of coffee and tea from more sustainable sources.

# CLIMATE

OUR GOAL IS TO REDUCE THE CARBON FOOTPRINT OF THE “DRINK IN YOUR HAND” BY 25 PERCENT BY 2020.

We are collaborating throughout our supply chain to reduce emissions associated with growing our ingredients, producing our packaging, manufacturing, distributing and refrigerating our products. We are also working to increase our climate resilience and mitigate against any impacts climate change may have on our business.

Full 2017 Update

<http://www.coca-colacompany.com/stories/2017-climate>



We are working to build a resilience strategy for climate-related events. In Puerto Rico, this includes efforts to **help rebuild the local community and economy.**



We **conducted a climate impact study** on  
**COFFEE & TEA**

and seven diverse countries to further understand how extreme weather events and changes in climate could impact the availability and quality of crops and to further strengthen our mitigation plans.

# 19%

For 2017, we estimate that we reduced the CO<sub>2</sub> embedded in the “drink in your hand” by 19 percent as compared to a 2010 baseline.

# GIVING BACK

THE COCA-COLA FOUNDATION AND THE COCA-COLA COMPANY PROVIDE SUPPORT TO ORGANIZATIONS AND COMMUNITIES AROUND THE WORLD.

The Coca-Cola Company has built a strong legacy of giving back. Since its inception in 1984, The Coca-Cola Foundation has given back nearly \$1 billion to help strengthen local communities worldwide. The foundation supports global water leadership programs, community recycling and women's economic empowerment.

Full 2017 Update

<http://www.coca-colacompany.com/stories/2017-giving-back>



In 2017, The Coca-Cola Foundation provided approximately \$7 million to disaster relief efforts across the globe. We supported efforts in the United States and the Caribbean to rebuild after three historic back-to-back hurricanes—**Harvey**, **Irma** and **Maria**—and two large earthquakes in Mexico.



**\$138M = \$99M + \$39M**

donated toward efforts including water stewardship, women's economic empowerment and disaster relief in 2017.

donated by  
The Coca-Cola Foundation.

donated by  
The Coca-Cola Company.

# HUMAN RIGHTS, INCLUSION & DIVERSITY

## RESPECT FOR HUMAN RIGHTS IS A CORE COMPONENT OF OUR BUSINESS.

Our Human Rights Policy and Supplier Guiding Principles are the foundation for managing our business around the world. Respect for human rights is ingrained in our culture. Inclusion and diversity are an intrinsic part of who we are as a company. We embrace our brand promise to promote inclusion, celebrate diversity and champion equality.

### Full 2017 Updates

<http://www.coca-colacompany.com/stories/2017-HWR>

<http://www.coca-colacompany.com/stories/2017-DI>

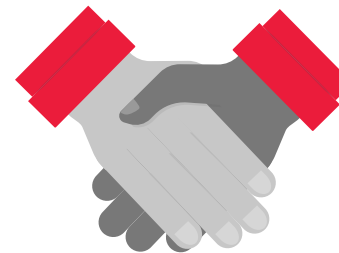


In conjunction with the release of these limited-edition “Love Cans” in Australia, the company celebrated its commitment to inclusion with this statement: “Coca-Cola believes in the power of bringing people together. Whether it was the struggle for human rights in the United States in the 1960s or to a group of young people from many nations on a hilltop in Italy in 1971, around the world we’ve always stood up for diversity, inclusion and equality.”

We proactively engaged more than

## 180 EXPERTS

between 2015-2017 and conducted workshops around the world to identify potential “impacts to people” associated with our business activities and relationships.



Overall representation of female talent at The Coca-Cola Company was

## 47.2%

with women representing 44.5% at mid-level leadership positions and 32.2% at senior leadership positions as of Dec 31, 2017.





**“SUSTAINABILITY IS  
A PRIORITY FOR THE  
BOARD OF DIRECTORS  
AND THE COMPANY’S  
EXECUTIVE LEADERS.”**

READ THE 2017 LETTER FROM MUHTAR KENT AND ALEXIS HERMAN

## GIVING BACK

For 100 years, we have partnered with the American Red Cross, supporting blood drives, disaster relief and more. Contributions include financial support, beverage donations and employee volunteerism.

[READ MORE](#)



## WOMEN

In Nigeria, we partner with the UK Department for International Development (DFID) to support the Educating Nigerian Girls in New Enterprises (ENGINE) program, which we launched together in 2013.

[READ MORE](#)



## CLIMATE

Coca-Cola European Partners (CCEP) has committed to purchasing 100% renewable electricity by 2020. In 2017, 87.5% of the electricity CCEP purchased for their operations in Western Europe was from renewable electricity.

[READ MORE](#)



## PACKAGING

By combining Coca-Cola Freestyle with microchipped, self-serve, reusable cups, mugs and bottles, we are helping reduce packaging footprints, including a pilot program at the University of Reading.

[READ MORE](#)

## AGRICULTURE

We will contribute more than \$1.7 billion to the agroecosystem in India together with our bottling partners and processors by 2022, benefiting more than 200,000 farmers.

[READ MORE](#)



## WATER

Through Lazos de Agua, the Coca-Cola system and partners are investing \$25 million to provide safe water access and resources to 200,000 citizens in Mexico, Guatemala, Nicaragua, Colombia and Paraguay by 2021.

[READ MORE](#)



# GLOBAL SNAPSHOT

We operate as a global system on a local scale across more than 200 countries and territories and in collaboration with civil society and government and business. We recognize our company is only as strong as the communities we call home, and we work to make positive, lasting impacts everywhere we operate.

[SEE A MAP OF OUR EFFORTS](#)

OPERATING GROUP 2017 UPDATES: [ASIA PACIFIC](#) | [EUROPE, MIDDLE EAST AND AFRICA](#) | [LATIN AMERICA](#) | [NORTH AMERICA](#)

# OUR PEOPLE

THE COCA-COLA SYSTEM HAS BEEN AROUND A LONG TIME. ONE OF THE REASONS IT HAS ENDURED FOR SO LONG IS ITS PEOPLE. [READ MORE](#)



“When I go hiking in the Himalayas, I always collect plastic litter and bring it back to the nearest city to dispose of it properly. Working for Coca-Cola has made me appreciate the need to recycle and prevent pollution.”

## JOYDEEP ROY

Factory Manager  
Bhubaneswar, India  
8 years with the system



“In Brazil, I observed that the same recycling organizations were receiving investments and support from different consumer goods companies. To increase results and make investments more effective, I implemented a new vision of co-creation among these companies.”

## THAIS VOJVODIC

Sustainability Manager  
Rio de Janeiro, Brazil  
9 years with the system

“By galvanizing the support of my colleagues, we helped increase the water borehole storage capacity from 2,000 to 16,000 gallons for the Ekebe Eluama community in Nigeria, eliminating a 12-mile walk for more than 2,000 citizens.”

## HYCENTH UCHENYE

Food Safety Manager  
Atlanta, Georgia  
21 years with the system



“I work with local organizations to donate products that would otherwise be destroyed due to a short shelf life. This partnership helps us to reduce the amount of product we destroy while providing our community with a helping hand.”

## APRIL MOSER

Shipping Clerk  
Auburndale, Florida  
11 years with the system



# STAKEHOLDER ENGAGEMENT

WE CAN HAVE A GREATER AND MORE SUSTAINABLE IMPACT BY WORKING WITH A WIDE RANGE OF STAKEHOLDERS.

We believe that consistent and open communication with a diverse range of stakeholders leads to continuous improvement as we deliver against our sustainability goals. Our policies and programs are only as strong as the engagement with the people and communities in which we operate. We view stakeholder engagement as a continuous dialogue, which enables us to identify and address potential issues proactively and collaboratively.

[READ MORE](#)



In 2017, Coca-Cola and five other consumer goods companies in Indonesia joined in a pioneering alliance, PRAISE (Packaging and Recycling Alliance for Indonesia Sustainable Environment), to advance plastic waste solutions aligning with the Indonesian government's move toward a "circular economy" approach to waste management. Coca-Cola was represented by Triyono Prijoesilo, Public Affairs and Communications Director for Coca-Cola Indonesia (second from left).

## OUR PRINCIPLES OF ENGAGEMENT

TRANSPARENCY

INCLUSIVENESS

CONSISTENCY

ACCOUNTABILITY

# OUR APPROACH TO REPORTING

The Coca-Cola Company has a longstanding commitment to reporting progress on our sustainability journey. We issue sustainability updates that encompass both our company's and the broader Coca-Cola system's global operations and progress against our sustainability goals. This annual Sustainability Report provides highlights of our sustainability programs and progress in 2017.



The scope and activities associated with our reporting.



Our reporting against leading sustainability frameworks including GRI, UNGC and the SDGs.



The sustainability goals that we aim to achieve by 2020.



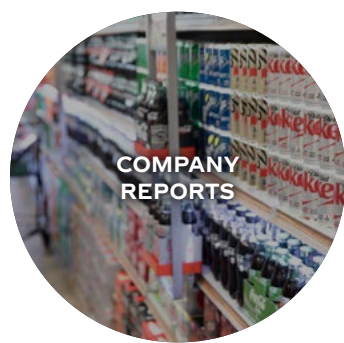
Prioritizing our issues enables us to report on those that matter most to our business and stakeholders.



Our commitment to building an ethical business culture throughout the Coca-Cola system.



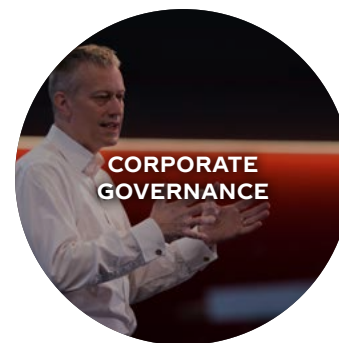
Assurance provides external validation of our goals and enhances the accuracy of our disclosures.



Various company reports and our report archive.



How to use this report and navigate our sustainability reporting structure.



Guiding our performance and our commitment to good and effective corporate governance.



Engaging our stakeholders informs our decisions and enhances our progress on our 2020 sustainability goals.