

Introduction

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. It is becoming more important for all companies, across all industries. As the expectations on corporate responsibility increase, **companies are recognizing the need to act on sustainability.**



Adopting sustainable practices not only helps the environment—corporations have proven that sustainability initiatives lead to an improved **brand image**, reduced costs, happier shareholders, **increased productivity**, and countless other benefits.

Scope



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Coca Cola is one of the few companies using its leadership to bring about a **positive change** in the world by adopting sustainable practices. The Coca-Cola Company has operations in more than 200 countries around the world and serves beverages at a rate of **1.8 billion every day**. It owns a few brands, and their bottling partners produce, package, distribute and merchandise their products worldwide.



In this report, we attempt to analyze two initiatives taken by this corporation to practice sustainability and how successful or unsuccessful they have been in doing so.

Initiatives

Coca Cola strives to bring reform in their packaging mix in order to reduce their carbon footprint

Every year, about 8 million tons of plastic waste escapes into the oceans from coastal nations. That's the equivalent of releasing five garbage bags full of trash on every foot of coastline around the world. A recent study suggests only 9 percent of the world's plastic is recycled. Coca Cola's ultimate goal is to **reduce dependency** on virgin petroleum-based plastics so that they can reduce costs and their carbon footprint and hence **focus on** Polyethylene terephthalate which is versatile and highly recyclable.

- 1 Emission reduction, thereby contributing to environmental safety.
- 2 From 85% in 2017, Coca Cola's recyclable packaging has now increased to 88% globally across all their products which is a significant figure.

Initiatives



However, as long as Coca-Cola uses plastic bottles, recycled or not, they'll continue adding to our world's plastic pollution crisis. As the globe's most significant contributor to plastic pollution, Coca-Cola needs to build a plan that **rids single-use plastic** once and for all. It won't be easy, but it's a long-overdue endeavour.

Initiatives

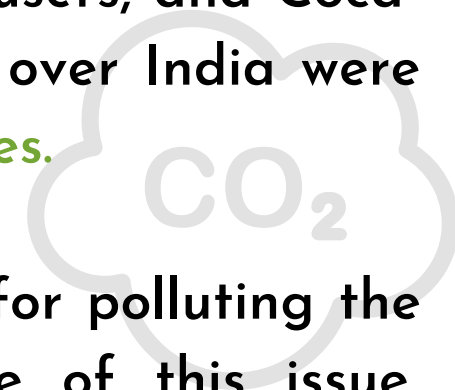
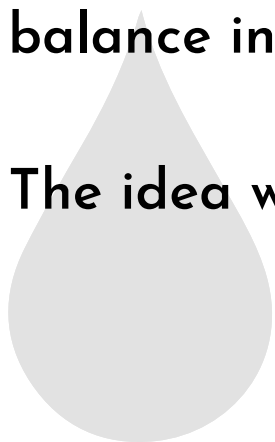
Coca Cola pledges to replace every drop of water used in their beverages and their production.

By the 2000s, local people in some of the world's increasingly water-stressed regions were critically observing big water users, and Coca-Cola found itself a target of the public. People all over India were challenging Coca-Cola for its **abuse of water resources**.

Due to its waste extracts, Coca-Cola was criticized for polluting the nearby freshwater, groundwater and soil; because of this issue, farmers are suffering from water scarcity. Coke's CEO at the time, took heed and said at the **2007 WWF conference in Beijing**:

"Today, the Coca-Cola Company **pledges to replace every drop of water** they use in their beverages and their production to achieve balance in communities and in nature with the water we use."

The idea was to make Coke's operations "water neutral."



Initiatives



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To achieve this, Coca Cola has a risk assessment and mitigation strategy at each level to establish itself as a leader of water. Since 85% of the total water footprint comes from the agricultural ingredient supply chain, their Sustainable Agriculture Guiding Principles (SAGP) include extensive water management requirements.



100% reciclable, elaborada hasta con un 30% a base de plantas.



However, there were drawbacks to this assessment:

1

The company does not count water in its supply chain including the water-guzzling sugar crop – in its “every drop” math.

2

In a report, Coca-Cola acknowledged that the water used in production was a very small percentage of the total “water footprint.”

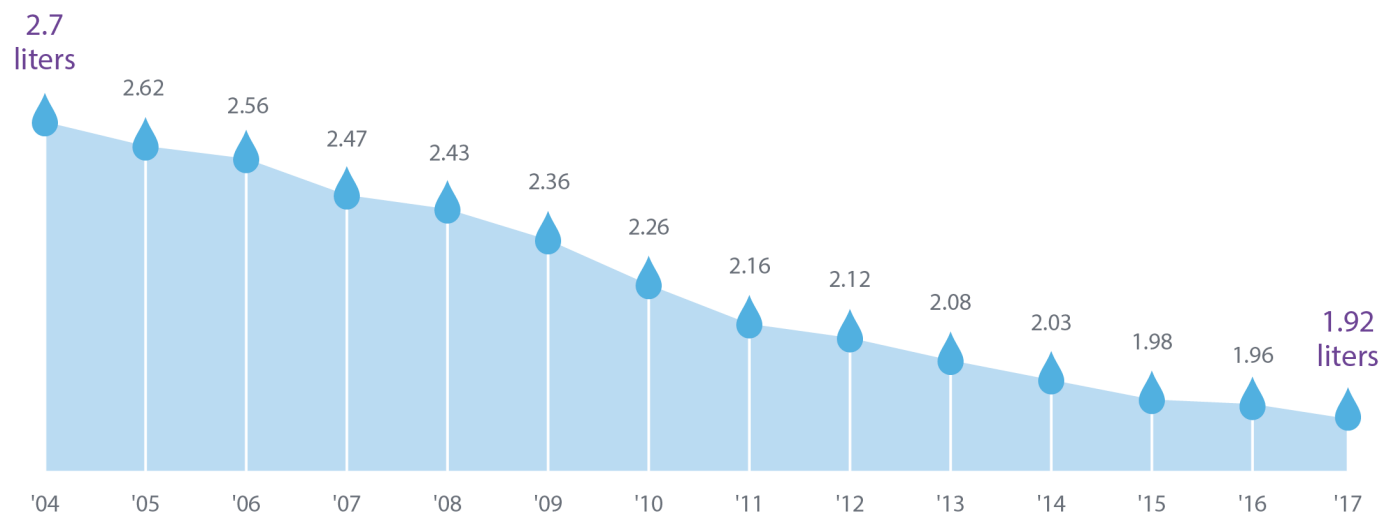
Initiatives

3

Coca-Cola pledged to become “a **truly water-sustainable business** on a global scale” in 2007. Twelve years later, by the standards of the 2008 assessment, the company still has nearly 99 per cent of its water footprint to go.

USING WATER MORE EFFICIENTLY

In 2004, we were using 2.7 liters of water to make 1 liter of product. At the end of 2017, we were using 1.92 liters of water to make 1 liter of product.



Hence, Coca Cola has to do a lot more to eliminate their water footprint. Stakeholders at the lower levels are still suffering because of inefficient sustainability practices.

Conclusion

Coca Cola is taking steps towards being more sustainable but still has a long way to go. One way of how Coca Cola can improve sustainability is by educating more employees to adopt a **green business platform** and what things they can do to help. Implementing **reward mechanisms** to engage more and more employees in these initiatives can help to improve sustainability.



Coca-Cola and other large corporations may never be fully sustainable unless significant growth happens. The company's past isn't admirable, but we can say they've become aware of their actions – at least to some degree. Thanks to climate change activists and spokespeople everywhere, many big businesses have started to take the proper steps.