

Sustainability Throughout Coca Cola's Life cycle

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Research And Product Development

- Product itself mostly remains the same
- New flavors/less calories
- Company focuses on optimizing processes
- Find more efficient ways to reduce packaging
- More efficient use of resources



Marketing

- Coca-Cola was first sponsored on a TV show in 1950
 - ◆ Ever since then Coca-cola's advertising has appeared all around the world
- In 1960 Coca Cola began experimenting with color advertising
 - ◆ Concluded to creating the most popular commercial of the decade known as the "Hilltop" commercial featuring the song "I'd Like to Buy the World a Coke."
- In the late 1990's Coca Cola made a dramatic change in advertising and proposing the "Always Coca-Cola" campaign, introducing the polar bear logo.
- In recent years coke has sponsored the olympic games which increased their product market.



<http://www.coca-cola.co.uk/stories/tv-ads-from-the-archives-coca-cola-advertising>

Manufacturing

- Syrup used to produce the coke products arrive in two separate parts to protect the secret of the coke formula.
- The two parts get mixed to create the final syrup.
- Water is added to dilute the syrup and then sugar is added.
- Finally, carbon dioxide is then added to create the final product.
- This whole process takes around 2 hours and in batches of 100,000 liters.



Packaging

<http://businesscasestudies.co.uk/coca-cola-great-britain/making-the-worlds-best-known-product/packaging.html#axzz4XYeCb9ll>

- ❖ For many years, Coca Cola was produced in bulky glass bottles but since the price of distributing those bottles was very high then the company had to think of alternative ways of packaging.
- ❖ Advanced bottling and canning technology makes Coca Cola cans and bottles that are lightweight but extremely strong. The Company has invested in research and development to ensure the most effective life cycle impact of its packaging.
- ❖ The coke glass bottles are 40% recycled materials and the weight of the bottles has also been significantly reduced in recent years. Cans are 50% made from recycled aluminum, and produced just next to the beverages manufacturing plants. Polyethylene terephthalate plastic (PET) is used in the manufacturing of coke bottles, and they are made from 25% recycled plastic that are manufactured on site, to reduce transportation costs.



Sales, Distribution, And Transportation

- Multimodal transportation
- 7% of total carbon footprint
- Alternative fuels(biodiesel, electric, etc.)
- Provides coolers and vending machines to keep drinks cool
- Recycle and refurbish coolers
- Keep prices low



Consumer Use

- Drinks are enjoyed by the consumer
- The Coca Cola company manufactures over 100 different products for consumers to enjoy
 - ◆ Examples include:



Final Disposition

- Conducting studies on recycling habits and how to increase recycling rates
- Buyback and recycling to turn bottles into fiber
- Programs to make bottle/can recycling bins more prevalent
- Estimated 37% of bottles/cans are recovered
- Minimize packaging to be less harmful



Refresh



Recycle



Re-Use

The End
