



Sustainability Superheroes Meet the Lorax: A K-12 Workshop Using Design Thinking and Decision Making
Workshop by the USF Stavros Center
Sponsored by The Coca Cola Foundation

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Erin Black – “Me in a Minute”





FULLY-INTEGRATED OPERATION

About Coke Florida at a glance

May 30, 2015
Became an Independent Coca-Cola Bottler

1st Start-up US Bottler in nearly 60 years*

#1 Minority-owned company in Tampa Bay.

Locally Owned
Locally Managed
Locally Focused

Regional Producing Bottler with **4** Production Facilities located in Tampa, Hollywood, Orlando and Jacksonville

Over **100** million cases of beverages sold and distributed each year

1 pursuing the single best service model for each customer

Coca-Cola Beverages Florida
HEADQUARTERS
TAMPA

PASSION • PARTNERSHIP • PERFORMANCE®

CREATING SHARED VALUE

EDUCATION

SUSTAINABILITY

ECONOMIC EMPOWERMENT

Over **600** unique products sold across our territory

SPARKLING | HYDRATION | ENERGY | TEA & COFFEE | JUICE, DAIRY & PLANT

Over **4,600** associates

*Source: Coca-Cola Bottlers' Association



Community Pillars: E3



Education

Endowments & Scholarships

Youth Development

Mentoring

Access to Technology



Economic Empowerment

Job Readiness

Professional & Scholastic Partnerships

Stability & Self-Reliance

Workforce Development



Environment & Sustainability

Recycling and Recovery

Resiliency

Water Stewardship

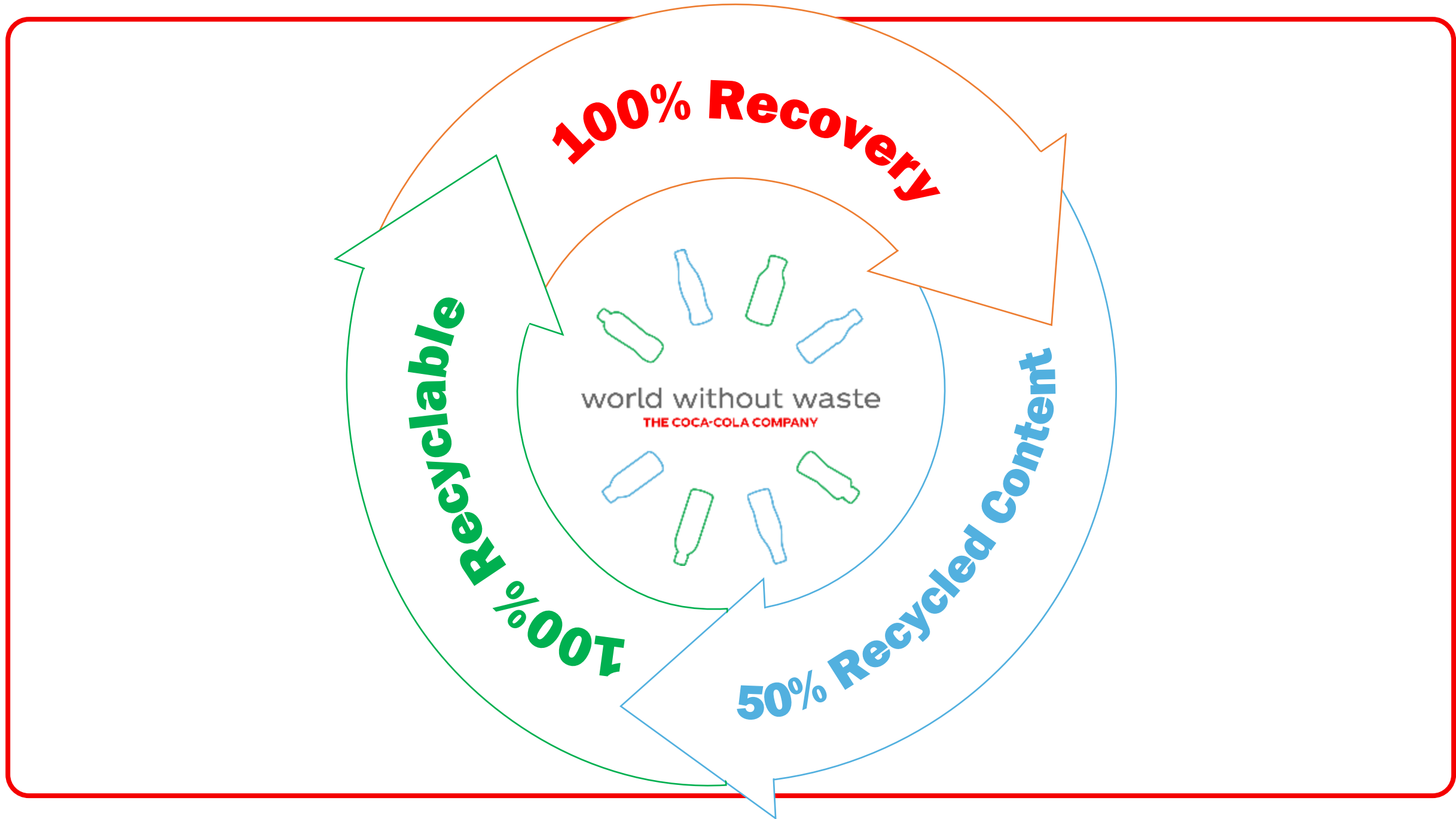
Litter and Waste Reduction

SUSTAINING OUR COMMUNITIES

LOCAL IMPACT, GLOBAL REACH

As the local Coca-Cola bottler, we *live* in the communities we serve. That's why we're committed to sustainability & making a positive difference in our Florida communities through four areas:

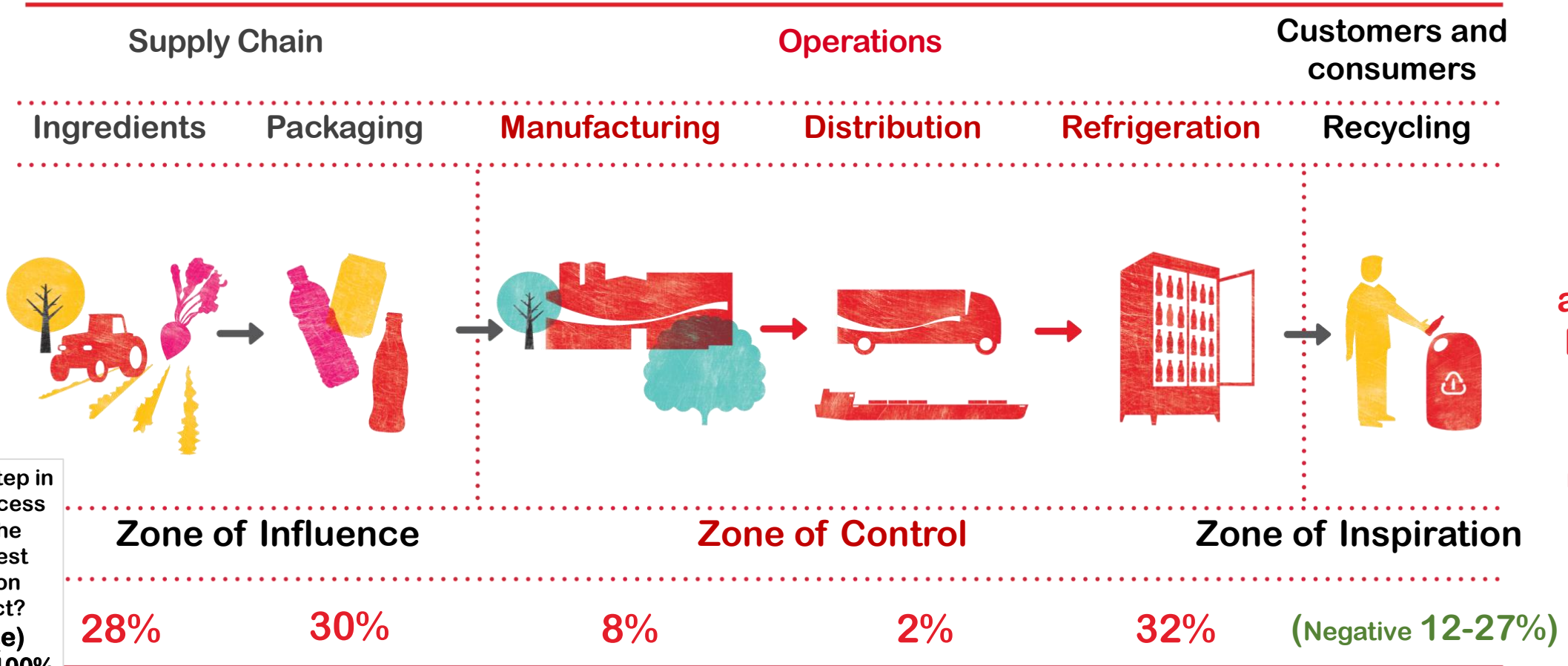
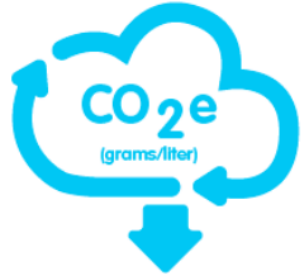




“DRINK IN YOUR HAND” CARBON FOOTPRINT

GOAL:

- Reduce carbon impact 25% by 2020 (The US is at a 19% reduction from the 2010 baseline)
- Conserve resources through recycling & using recycled content



Beverage packaging emissions are reduced by 40 - 90% when recycled.

For all types: PET, aluminum, glass

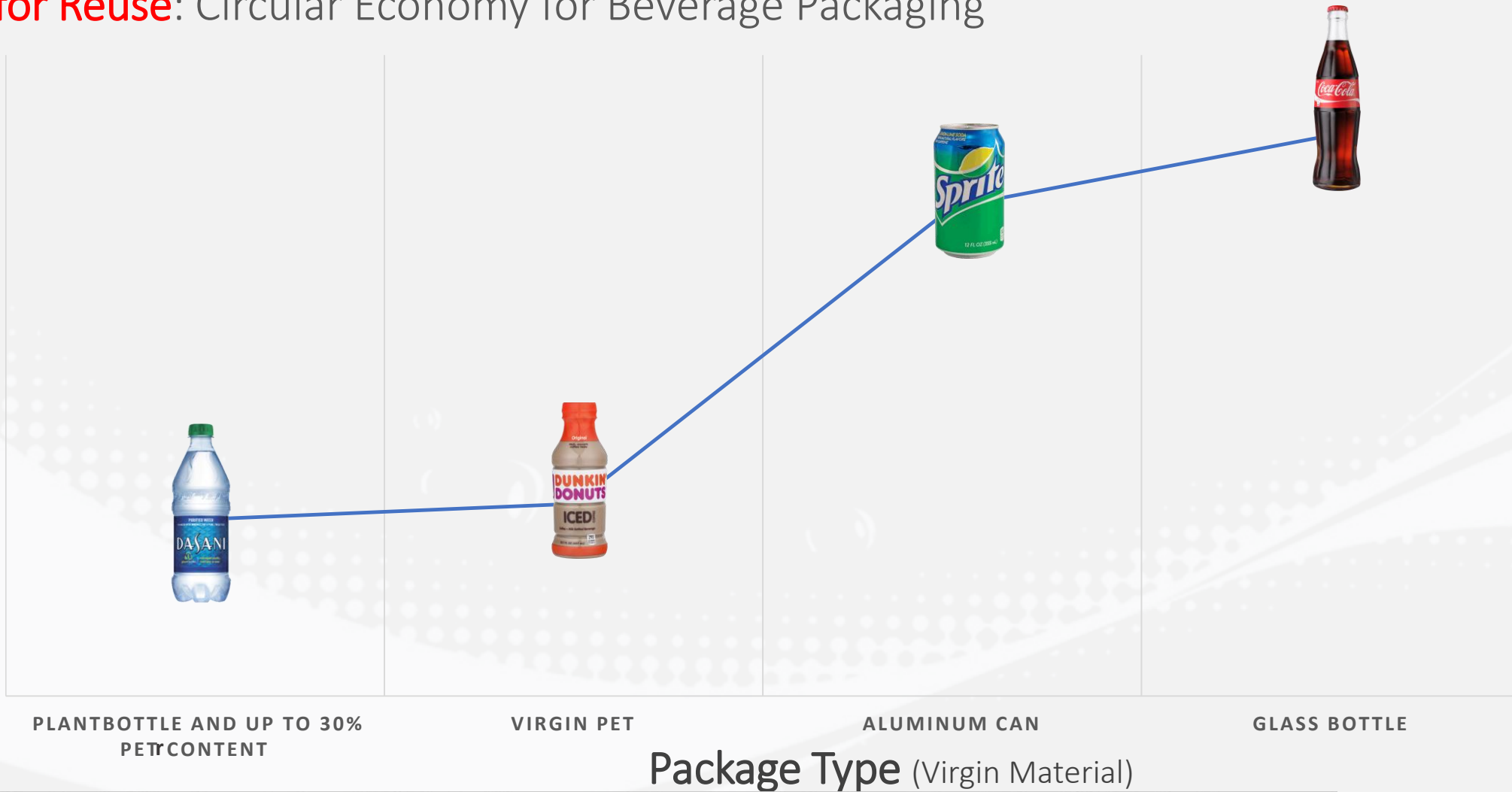
Which step in the process has the greatest carbon impact? (CO₂e) Out of 100%

PACKAGING CARBON FOOTPRINT

Design for Reuse: Circular Economy for Beverage Packaging

Package Carbon Footprint

GWP (Kg/CO₂ eq./L)





PETE

PET

Polyethylene
terephthalate

HDPE

HDPE

High-density
polyethylene

V

PVC

Polyvinyl
chloride

LDPE

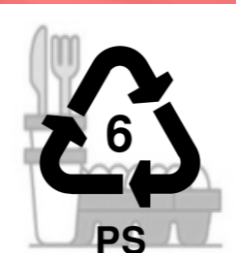
LDPE

Low-density
polyethylene

PP

PP

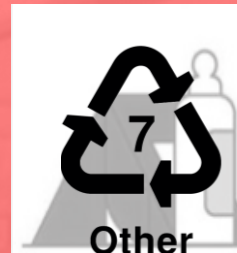
Polypropylene



PS

PS

Polystyrene



Other

OTHER

PET & HDPE Recycling

- Recycling symbols #1 & #2
- Highest recyclability potential of all plastics¹
- Most widely recycled plastics in the world¹
- PET is easily recycled into new bottles or other products such as clothing, insulation (fiberfill), furniture, carpet, and more

Mixed Plastics

- Much more difficult to recover
- Often unwanted in single-stream recycling
- Includes single-use plastics such as thin-film plastic packaging, plastic utensils, trash bags, cotton swabs, coffee cups, polystyrene, straws, and more

Recycling Plastics? Look for the Resin Identification Code (#1-#7)

Piloting Local PET Capture & Reuse

Along with the few recyclables we captured at our International Coastal Cleanup; we also purchased bales of recycled PET from our Tampa Material Recovery Facility (MRF). This locally-recycled content was ground into flake, washed, and made into new rPET resin that was used to make new bottles and re-sold in the Tampa market



“The bottles and cans that we’re collecting are valuable recyclables and we want them back – all of them.”

“While our plastic bottles already contain some recycled material, we want to do more to reinforce the importance of recycling. So we’re taking an extra step at this year’s cleanup.”

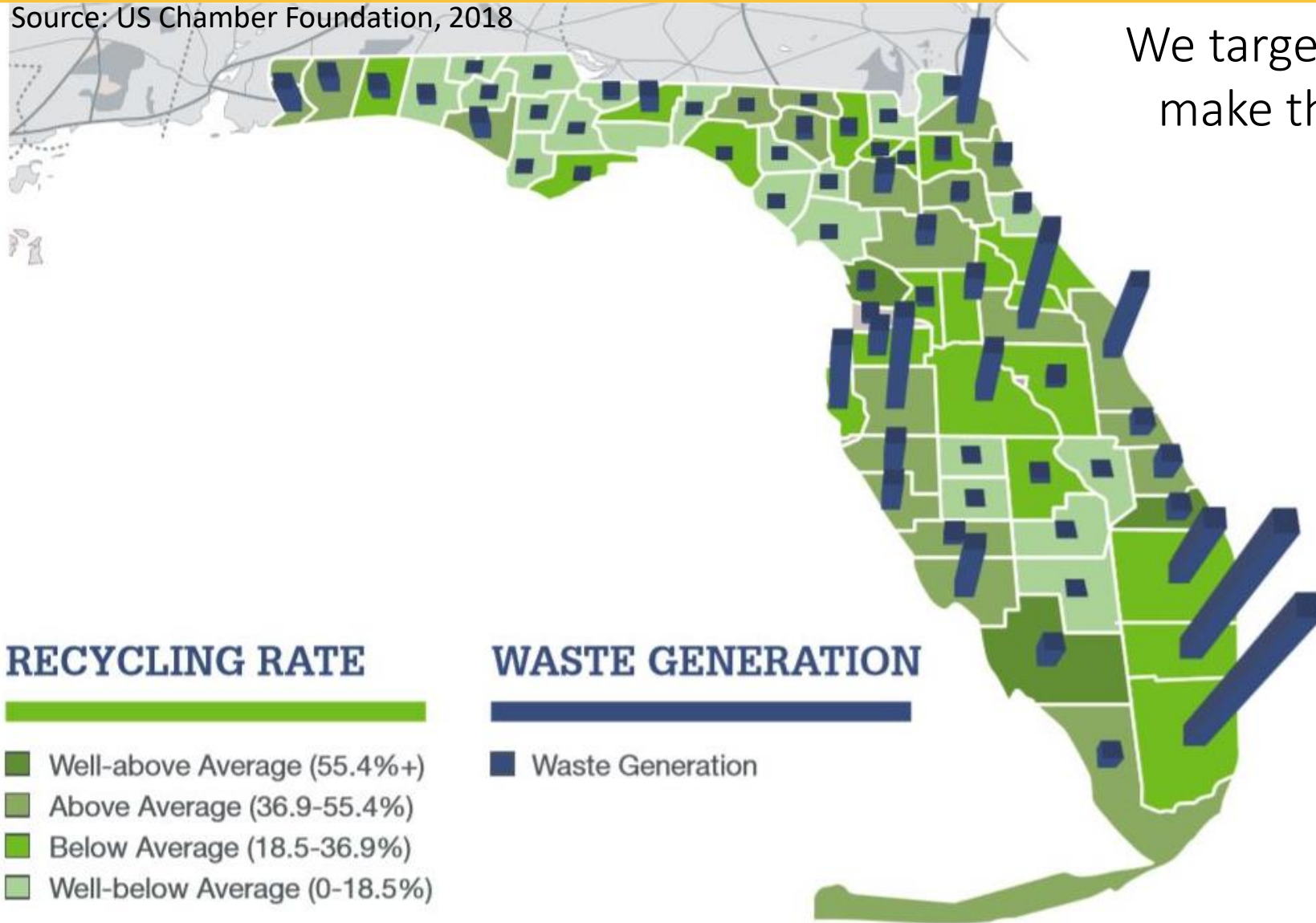
-Erin Black

VP of Sustainability & Risk Management
Coca-Cola Beverages Florida



ADDRESSING WASTE & RECYCLING IN FLORIDA COUNTIES

Source: US Chamber Foundation, 2018



We target areas in Florida where we will make the most impact & take ACTION!



WORLD WITHOUT WASTE | MODEL MARKETS | *Roadmap*

We aim to recover the equivalent of the bottles and cans we sell in the market. We will begin by convening a local stakeholder group to design and execute the most impactful program. Program elements may include the following:

Advance Recycling Infrastructure

- Improve home recycling
- Expand multifamily access
- Offer citywide recycling bin grant
- Increase recycling on college campuses
- Optimize recycling processing facility

Inspire a Recycling Culture

- Lead with 100% diversion at facilities
- Launch a citywide recycling campaign
- Promote recycling at attractions & venues
- Encourage policy to drive recycling

Support Trash-Free Waterways

- Engage associates & others in cleanups
- Support infrastructure & education to prevent litter
- Fund waterway litter catchment systems
- Connect with replenish projects

Pilot Recycling & Packaging Innovation

- Pilot recycling kiosks
- Explore virtual incentives
- Secure recycled material for packaging & other products
- Trial increased recycled PET bottle
- Expand packageless delivery (e.g. DASANI PureFill & ValidFill)

ADDRESSING WASTE WITH MODEL MARKETS

PSA: The Coca-Cola Foundation announced that it is giving \$5.4 million in grants to a number of environmental organizations throughout the country, including The Recycling Partnership & GreenBlue, for recycling efforts in “Model Market” areas, including Orange County, FL.



Orange County Solid Waste team, The Recycling Partnership & Coke Florida teams share a High-5 for Orange County's "Think 5" Recycling Initiative

"If you take recycling and waste and say, 'well it's a national issue,' you're never going to solve it. It's a local issue."

-Bruce Karas VP of Environment & Sustainability for Coca-Cola North America



LEADING BY EXAMPLE

“Zero Waste to Landfill” Certification by third-party, GreenCircle Certified, LLC.

Coke Florida leads the way in Waste Diversion from Landfill.



Total Waste Diverted from Landfill

6,786,781 lbs



60% of Total Waste Recycled

4,077,424 lbs



Regional Producing Bottler with **4** Production Facilities located in Tampa, Orlando, Broward and Jacksonville

Figures are from the verified Zero Waste Certification for Tampa. The Orlando, Jacksonville, & Hollywood certifications will be finalized in 2020.



PARTNERSHIP

RECYCLING PARTNER

Creating a Circular Economy for Bottles

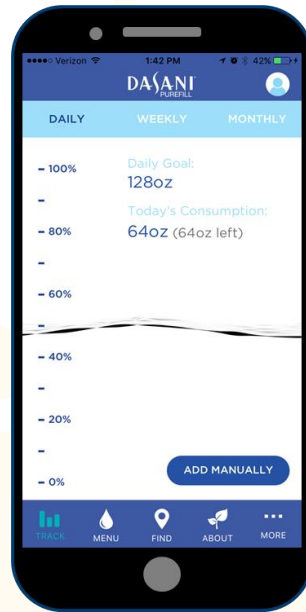
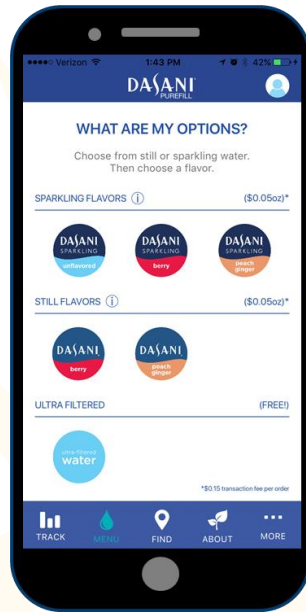
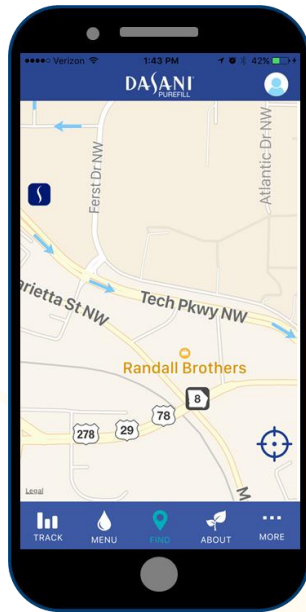
With our Reverse Vending Machine,
Recycled Bottles = Giving Back



OUR PILOT PARTNERS INCLUDE:

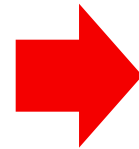
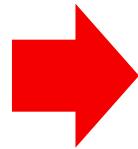


DASANI. PUREFILL



RECYCLING PROGRAM

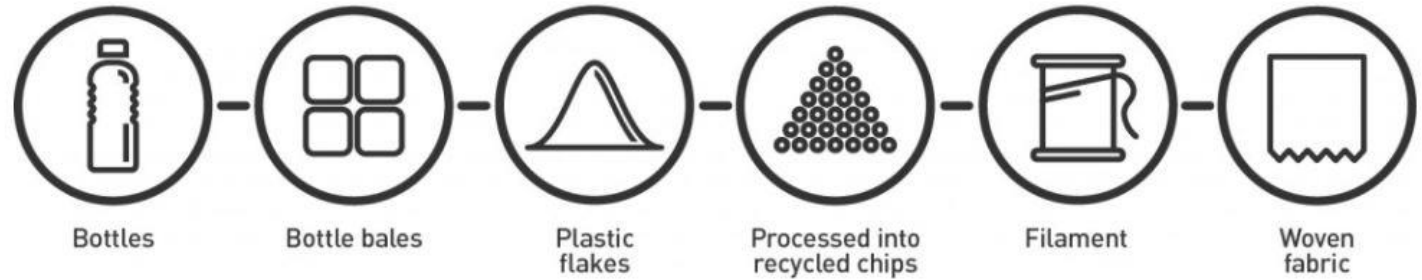
Circular Economy: Turning Recyclables into Products/Uniforms



RECYCLING PARTNER

Creating Value from Bottles

Recycled Bottles = rPET Polyester



The majority of virgin PET production is created for polyester. Polyester & PET are the same man-made polymer, allowing PET bottles to easily be made into sustainable textiles & attire

RECYCLING IN FLORIDA IS FAR FROM PERFECT.

BEVERAGES FLORIDA

That's why we are working with the wider industry to create long, lasting change.





Water Replenishment



RAIN BARREL WORKSHOPS

We partner with local schools and community groups to convert upcycled syrup drums into functioning rain barrels

Recycled Rain Barrels
conserve water, save money and help protect the environment

A rain barrel can save most homeowners **1 300 GALLONS** of water each year.

Coca-Cola BEVERAGES FLORIDA
RAIN BARREL PROGRAM
COKEFLORIDA.COM

Facebook: @CocaColaBeveragesFlorida
Twitter: @CokeFlorida
Instagram: @CokeFlorida



Interactive Rain barrel workshops help educate young people on the importance of reducing stormwater runoff in Florida, while encouraging responsible water use



BARRELS BY THE BAY



Hillsborough County PUBLIC SCHOOLS
Preparing Students for Life



GROUNDWORK Jacksonville
CHANGING PLACES CHANGING LIVES

Walt Disney World®

GREEN WORKS ORLANDO





INTERNATIONAL COASTAL CLEANUP

GANDY BEACH
SEPTEMBER 15 2018



Keep
Tampa Bay
Beautiful



PICK IT UP, CLEAN IT UP, SEA CHANGE



River & Beach Clean-ups



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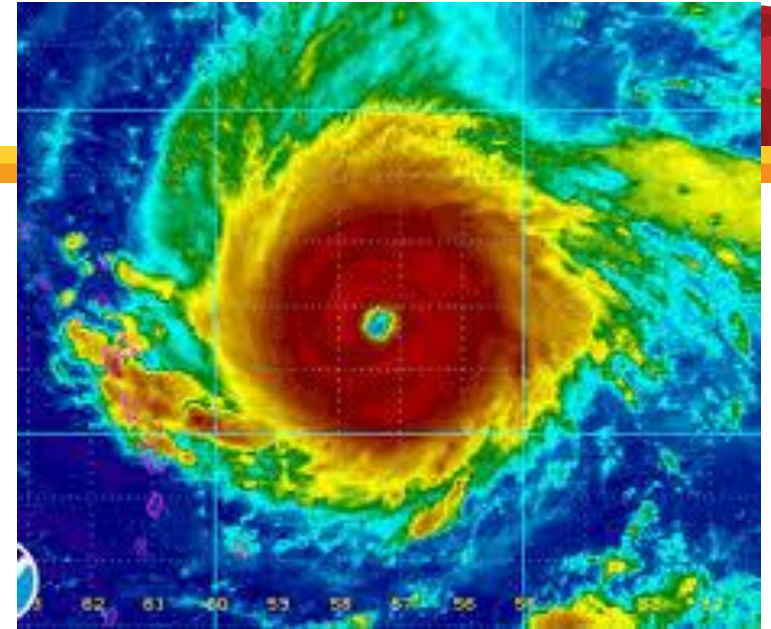
@CokeFlorida

Reasonable Arrival Time of Tropical-Storm



State Location &
Wind Speed (knots)
17:5 am AST
0-24 0-34-40 1-24

**KEEP
CALM
AND
TAKE THE
NEXT STEP.**



Hurricane Prep-Building
Resilient Communities



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Miami Urban Tree Week



- Trees not only provide green infrastructure to help cool cities, lower energy costs and prevent flooding by absorbing rainwater, but research shows that adding trees to neighborhoods improves physical and mental health for its residents, reduces crime rates and improves school performance, as well as contributing to happier and more beautiful cities.



EKOCENTER

