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Sustainability Update: Energy Efficiency and Climate Protection

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At The Coca-Cola Company, we are committed to growing our business but not our carbon emissions. In our energy efficiency and climate protection efforts, we are focused on the areas of our business where we can make the most positive change. We incorporate more fuel-efficient modes of product delivery and reduce fleet and transportation emissions. We strive to improve the environmental performance of our refrigeration equipment. We also are working to increase the energy efficiency in our manufacturing facilities and further alternative energy solutions.

Performance Highlights

Total Greenhouse Gas Emissions Reduction

(CO₂ emissions in millions of metric tons)



2006 2007 2008 2009 2010

The above represents manufacturing facilities' actual carbon footprint reduction over time.

Energy Efficiency and Climate Protection in the North America System

	2010	2009	2008	2007	2006
Net energy use (MJ)*	8.5	8.3	8.1	8.4	9.5
Total greenhouse gas emissions from all energy sources at our production plants (MT)**	777	771	767	795	863
Energy use ratio (efficiency)	0.41	0.38	0.36	0.38	0.42

*billions

**millions

Feature Stories

Coca-Cola Fleet Drives Home Sustainability

We currently have the largest heavy-duty hybrid commercial fleet in North America, with more than 650 hybrid delivery trucks. These trucks reduce emissions by approximately 30 percent and use roughly 30 percent less fuel than standard delivery trucks.

We also have added six all-electric, zero-emission trucks to our growing fleet of alternative fuel vehicles (AFVs) in North America—an AFV fleet that now surpasses 750 vehicles. We also are evaluating light-duty propane and natural gas options. We are training our more than 11,000 drivers in eco-driving techniques, such as minimal braking and early gear changes, through the Company's custom-designed Smartdriver program. Additionally, through proactively adjusting asset computer settings and use of Telematics, we have successfully reduced fuel gallons and idling, reducing our carbon footprint.

In 2011, the U.S. Department of Energy recognized The Coca-Cola Company as a partner of the National Clean Fleets Partnership Program, which aims to accelerate the widespread adoption of energy-efficient and alternative fuel vehicles nationwide. We also received the CALSTART Blue Sky Award, recognizing leadership and innovation in technology for clean, sustainable transportation, for our efforts in promoting and using hybrid and electric vehicles.

Power Sourcing

We are actively seeking new ways to provide cleaner and more efficient power to our operations and reduce carbon emissions. In 2010, we began testing fuel cells that, without combustion, turn natural gas and other hydrocarbons into usable forms of energy like heat and electricity. In addition, we are testing fuel cells that will run on redirected biogas, which are

expected to provide 30 percent of a plant's power needs while reducing the plant's carbon footprint by an estimated 35 percent.

To help launch the installation of fuel cells at our facility in East Hartford, Connecticut, we engaged the community in a LIVE POSITIVELY® Art Contest. Local students submitted entries to design the wrap for the exterior of the fuel cell. Not only did the selected artists receive savings bonds, all the participants learned more about alternative energy solutions.

WWF Energy Top 10

In 2008, working with World Wildlife Fund (WWF), the Coca-Cola system set global targets for energy management and climate protection within our manufacturing operations: achieve a 5 percent absolute emissions reduction in developed countries, and grow our business without growing our carbon emissions by 2015. Both of these targets are compared to a 2004 baseline. Since 2004, our emissions have improved 6 percent. Additionally, we are implementing the Top 10 Energy-Saving Challenge, a program developed with WWF, in all of our North American facilities. By participating in the challenge, we are identifying ways to save energy and reduce emissions.

Saving Energy is Cool

One of our top priorities is improving the environmental performance of our coolers and vending machines across North

America. We developed energy management devices that reduce electricity use by up to 35 percent by monitoring usage patterns and then adjusting lights and temperature to maximize efficiency. In 2010, we retrofitted more than 10,000 pieces of equipment to ENERGY STAR standards.

We also aim to eliminate hydrofluorocarbons (HFCs) from our cooling equipment by 2015. By eliminating the use of HFCs in our refrigeration units, we can reduce our carbon-equivalent emissions by more than 52.2 million metric tons over the life of the equipment.

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Ostii Ananda

802 days ago

This would have to be one of the most ridiculous things I have ever read. Trying to make the manufacturing and delivery of a sugary, unnecessary drink more sustainable. Why not just stop manufacturing the drink? That would be the most sustainable thing to do for planetary and dietary health.

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Anonymous

1837 days ago

In Ontario, Coke destroyed a province wide network of bottling plants and replaced them with a single plant, disposable containers and a huge fleet of trucks. Re-usable bottles were eliminated, local businesses and employment disposed of and a thriving deposit and re-use container system ended. Coke is run by second-rate managers and served by cowardly politicians. The result is pollution beyond anything that the public would have accepted as recently as the 1970's. How soon we forget.

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