Investing in Sustainability: Coca-Cola in China

Submitted by: Coca-Cola
Investing in Sustainability: Coca-Cola in China
可口可乐在中国的可持续投资

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Sustainability 可持续发展部
Coca-Cola Great China & Korea 可口可乐大中华及韩国区
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可口可乐在中国
Coca-Cola in China

1979年重返中国 Back to China in 1979

累计投资90亿美元，累计捐赠2.7亿元
A total investment of US $9 billion, and a total donation of 0.27 billion RMB.

拥有员工4.5万名，建有生产厂43家
45000 employees, 43 factories

创造就业机会约45万个
Create about 450000 jobs
向中国消费者提供15个品牌、50多种不同口味产品
Provide Chinese consumers with 15 brands, more than 50 different flavors of products
平均每日为消费者提供饮料1.5亿杯
Provide consumers with 150 million bottles of drinks
是可口可乐全球第3大消费市场
China is the world's third-largest consumer market for Coca-Cola
Sustainable investment

**Sustainability Framework**

**ME**
- High quality products
- A healthy lifestyle
- Responsible for marketing

**WE**
- Community safe drinking water
- Women's economic support
- Basic rural education

**WORLD**
- Water conservation
- Wastewater zero discharge
- Carbon footprint

**Improving business, social and environmental sustainability**

**Brand**
**Bottling system**
**value chain**
**Community partners**

**core resource**
ME

- 多元化的产品
  - Product variety
  - Providing low calorie or zero calorie drinks for consumers

- 标明营养成分
  - Transparent labelling
  - All products label nutritional and energy information on the package

- 推广膳食结构
  - Active healthy living
  - Encouraging a healthy diet and physical exercise

- 贯彻责任营销
  - Responsible marketing
  - Not directly sell any products to children under the age of 12
The project began in 2013. More than 43,700 women learned market management skills through training. Installing 174 water purification equipment for 165 rural schools. More than 65,000 teachers and students benefited from the project.
净水24小时
24 hours Clean Water

2014年参与救助44次各类灾害
向灾区紧急运送720万瓶饮用水
逾72万灾区民众受益

Involved in 44 disaster reliefs in 2014. Emergency delivery of 7.2 million bottles of water to the disaster area

希望工程
Project Hope

累计捐款超过1.67 亿元
援建希望小学121 所
受益学生超过16 万

A donation of more than 167 million Yuan. Building 121 hope primary schools. More than 160000 students benefited from the Hope Project
100% Water Replenishment

Production wastewater discharged back into nature through water treatment.
In Sichuan, Chongqing and other places, Coca Cola supports the construction of artificial wetlands to purify rural tourism wastewater.
Implementing a 100% sustainable procurement by 2020.

可持续农业 Sustainable Agriculture

甜味剂 Sweeteners

- Sugar (Cane)
- Sugar (Beet)
- Corn (HFCS)
- Stevia

水果 Fruits

- Lemon
- Mango
- Orange
- Apple
- Grape

其它 Others

- Tea
- Coffee
- Pulp & Paper (Forestry products)
- Soy
- Palm Oil

By 2015
30% of materials obtained from plant residue.
100% recycled.

自2016年起
新采购冰柜100%为CO₂无氟冷柜
节能40%以上

By 2020, per liter drinks decrease 25% Carbon Footprint

Since 2016, the new procurement freezers must be CO₂ non-fresno freezers. Energy saving over 40%