



THE COCA-COLA COMPANY

LONDON 2012 SUSTAINABILITY POLICY

“Sustainability is at the heart of the way Coca-Cola operates – without sustainable healthy communities we won’t have a sustainable business. As a Worldwide Partner of the London 2012 Olympic and Paralympic Games, we are committed to using the appeal of our brands and our scale and reach to make a tangible positive difference here in Great Britain”

Sanjay Guha, Marketing & Olympic Games Director, Northwest EU & Nordics

As producer of one of the world’s biggest brands, The Coca-Cola Company has an obligation to behave responsibly. This is why we have designed the way we work to ensure that sustainability is part of everything we do, whether that is minimising our environmental impact or maximising the positive role we can play for society and the economy.

As a Worldwide Partner of the Olympic Movement, an important part of this activity is ensuring that our sponsorship of the London 2012 Olympic and Paralympic Games is delivered sustainably. In addition, we will use the focus and profile of the London 2012 Games to catalyse our efforts to become a more sustainable business here in Great Britain.

We are working in partnership with the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to deliver our shared ambition of making London 2012 truly sustainable. We will meet or exceed all LOCOG’s sustainability standards, in addition to any legal obligations.

All activities related to London 2012 are being managed according to a new British Standard for a sustainable event management – the BS-8901. We are committed to achieving ISO-2012-1, the International Standard for Sustainable Event Management, when this standard is published in 2012. As part of this process, we have created this policy document to set out our commitment to being a responsible sponsor of London 2012.

Since our involvement in the London 2012 Olympic Games is multi-faceted, the scope of this policy is considerable. As well as our operations within the Olympic venues (delivering drinks to visitors, athletes and officials) we are a Presenting Partner of the Olympic Torch Relay and will be hosting a Coca-Cola Showcasing Centre in the Olympic Park. In addition, we intend to license the creation of Coca-Cola Olympic Games Merchandise, and will run a hospitality programme for corporate guests. In each area we are committed to embracing sustainability and to leaving a lasting, positive difference in the world.

We have worked closely with the international non-governmental organisation WWF at every stage of this journey, and have incorporated their environmental recommendations into our sustainability strategy.

We have identified three key areas of focus:

1. Supporting LOCOG to deliver a zero waste Games
2. Carbon reduction and compensation
3. Promoting health and wellness



I. ZERO WASTE GAMES

Coca-Cola is one of Great Britain's leading producers of packaged goods. Packaging is a crucial element of our business, as it helps keep our drinks fresh, hygienic and portable, but we are constantly seeking improvements in this area to lower our impact on the environment.

LOCOG is committed to sending zero waste to landfill during the Games, with as much as 70% of all waste being reused, recycled or composted, and the remainder incinerated for energy generation. We are playing our part to support them:

- All Coca-Cola packaged products sold at the Olympic Games will be in 100% recyclable PET packaging which will contain 25% recycled plastic.
- We are working with LOCOG to help enable visitors to the Games to recycle their empty packaging. Our vision is to 'close the loop' by ensuring all empty bottles can be recycled back into new bottles.
- In order to minimise the environmental impact of our supply chain, we are supporting our suppliers to create processes for minimising waste and maximising recycled content and reuse of materials. Moreover, we will use recycled materials wherever possible, from staff uniforms to building materials



2. CARBON REDUCTION AND COMPENSATION

We are committed to growing our business without increasing our carbon footprint.

At Games Time, we will map, measure and minimise the energy use and carbon emissions across every part of our Olympic Games programme and are taking substantial measures to reduce greenhouse gas emissions from our activities.

For example for use at London 2012, we have already invested in a state-of-the-art low carbon warehousing and storage facility, have purchased a fleet of biogas vehicles to help deliver our drinks to the venues, and will ensure that all the coolers installed in Olympic venues are HFC free.

We will compensate for any unavoidable emissions, thus ensuring a carbon neutral presence at the London Games.

3. PROMOTING HEALTH AND WELLNESS

The Coca-Cola Company (TCCC) are strong supporters of London 2012's pledge to use the inspirational power of sport to get young people active, regardless of their physical ability, and to promote health and wellness across all aspects of life.

At the London 2012 Olympic Games, we will offer a broad portfolio of drinks. Based on previous Games, we expect that three-quarters of the drinks consumed will be juice, water or low and no sugar variants of our much-loved brands. We are proud to include British water Schweppes Abbey Well as part of our offering.

As well as being a headline sponsor of the Olympic Movement and sponsor of many other global and local sporting events, we also support grassroots physical activity. We have teamed up with the national charity StreetGames to provide sporting opportunities to teens in disadvantaged communities across the country. In addition, we continue to support the Nova 'Take to the Streets' events series.

As the longest standing Presenting Partner of the Olympic Torch Relay, Coca-Cola will be using its heritage and experience to spread excitement across the UK ahead of London 2012. Coca-Cola's nomination campaign – Future Flames – focuses on finding inspirational young people from across the country to have the once in a lifetime opportunity to carry the Olympic Flame. Coke is calling on everyone across the UK to nominate and celebrate the Future Flames they know: young people who use their passions in areas like sport and physical activity, music and dance, and community and the environment; to spread happiness in their local communities.

We are currently exploring how to support engage athletes on sustainability issues. As icons for young people across the country, we believe they have a powerful role to play in promoting active lifestyles.

OUR LEGACY

We anticipate learning a great deal from our work to deliver our sponsorship of London 2012 sustainably and are committed to leaving a tangible legacy for the UK and the global event management industry. As well as sharing our findings with our colleagues, we are committed to making what we learn widely available to the general public so that everyone can benefit from what we learn.

