



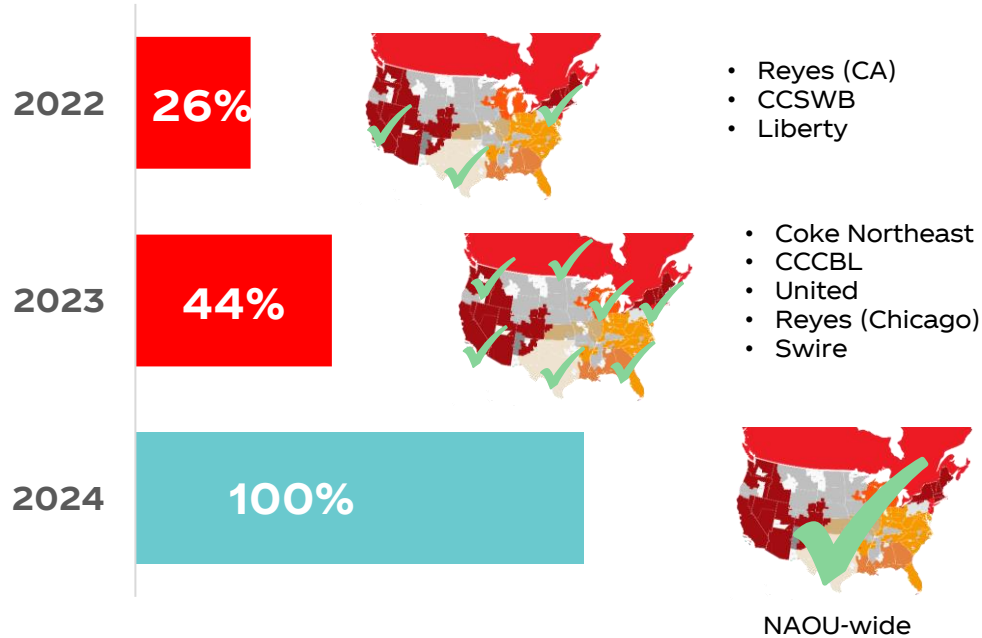
SUSTAINABILITY



100% rPET Coca-Cola 20oz Packaging is Coming!

Coca-Cola TM will expand 100% rPET 20oz nationally in 2024

Expected % of Coca-Cola TM IC in 100% rPET



+All creative is FPO and will be adapted from the global charter work for NAOU (headlines, copy, images, etc.)

We're supporting the expansion with on-pack graphics and marketing programs in 2023 & 2024

BOLD on-pack call out

- All Coca-Cola 20oz
- All Coca-Cola Zero Sugar 20oz
- All Diet Coke 20oz
- All Coca-Cola Flavors 20oz



Marketing assets and media available to drive awareness and education – National Campaign: August-November



In-Store POS



OOH & Digital OOH



Video



Digital

Circular Solutions Advisors have Completed a Recycling Value Assessment on Campus

Circular Solutions Advisors Ensure that 100% of our Bottles/Cans End Up Becoming Future Coca-Cola Bottles and Cans

They will lead the full back-end process and confirm the final destination for all material collected and provide audited results



Assessed Recycling Infrastructure

- ✓ Good Infrastructure
- ✓ Opportunity for Uniform Messaging



Work with Haulers Ensuring Recyclables go to the Right Location

- ✓ Best in Class On-site MRF + University Owned Hauler
- ✓ Additional messaging/training to limit contamination



Broker Deals with Recyclers to Purchase Recycled Material

- ✓ Trading to Indorama, DAK, Phoenix, Schupan



Work with Coca-Cola Supply Chain to Bring Material Back to Bottling System

- ✓ SEC/WCC Sourcing from these suppliers

1,799,127 bottles/cans sold in 2023

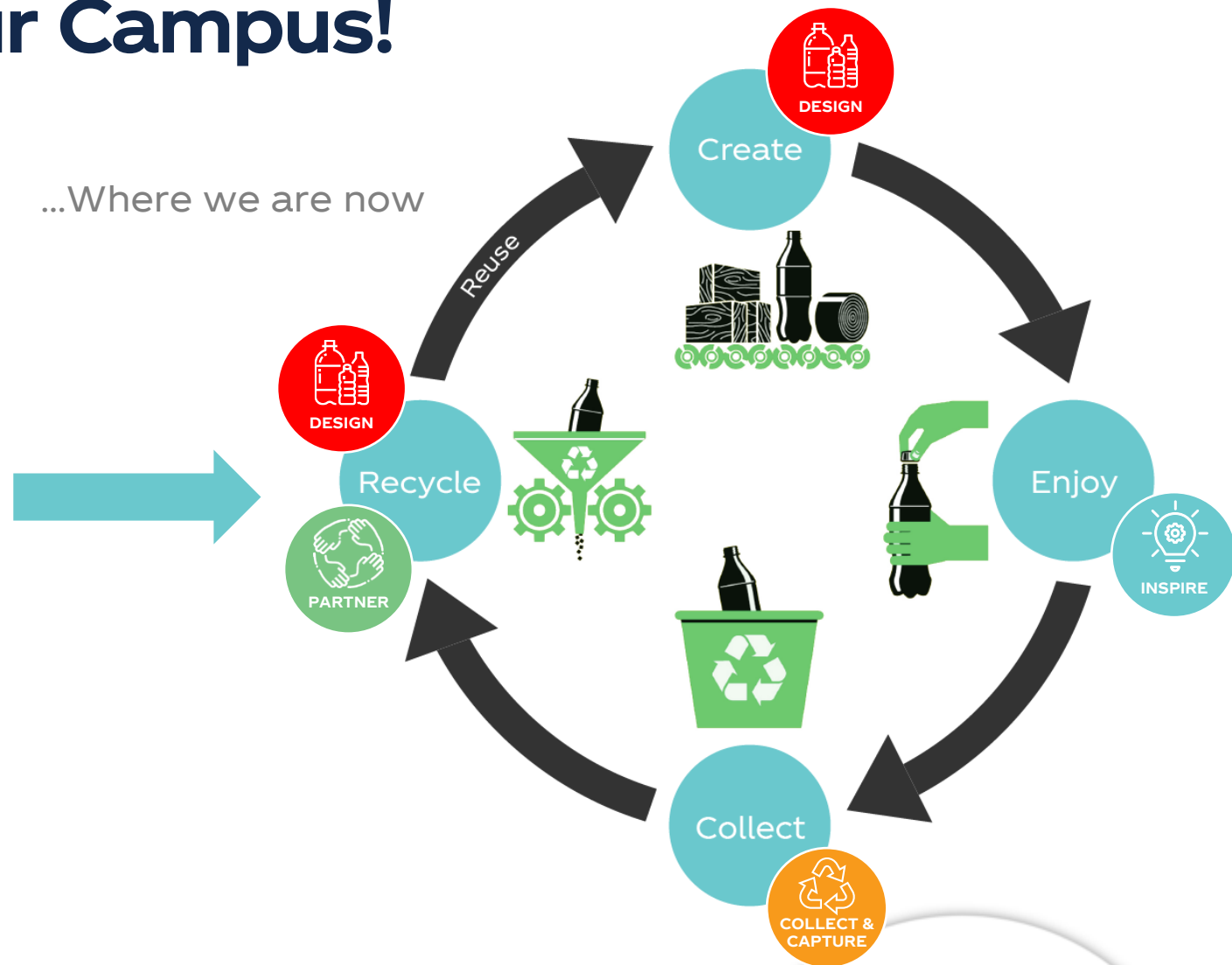
Reclaimed **xx bottles/cans** from University of Illinois

Represented **xx multiplier** of bottles recovered vs. sold

These Actions are Creating a Circular Economy on Your Campus!

Key Benefits

- 1 **Reduces** reliance on virgin materials
- 2 **Reduces** waste and helps promote **increased recycling for consumers**
- 3 **Helps** create **secondary life** for our packaging
- 4 **Reduces** your Scope 3 Carbon Footprint



Building a World Without Waste Together!



1. Scale Sustainable Packaging Innovations



2. Invest in 100% Recapture/Closed Loop in Outlets



3. Place Best in Class Recycling Infrastructure



Paired, co-branded trash & recycle bins



4. Expand Inspirational Recycling Messaging



5. Activate with Students to Boost Recycling



Packaging

Closing the Loop

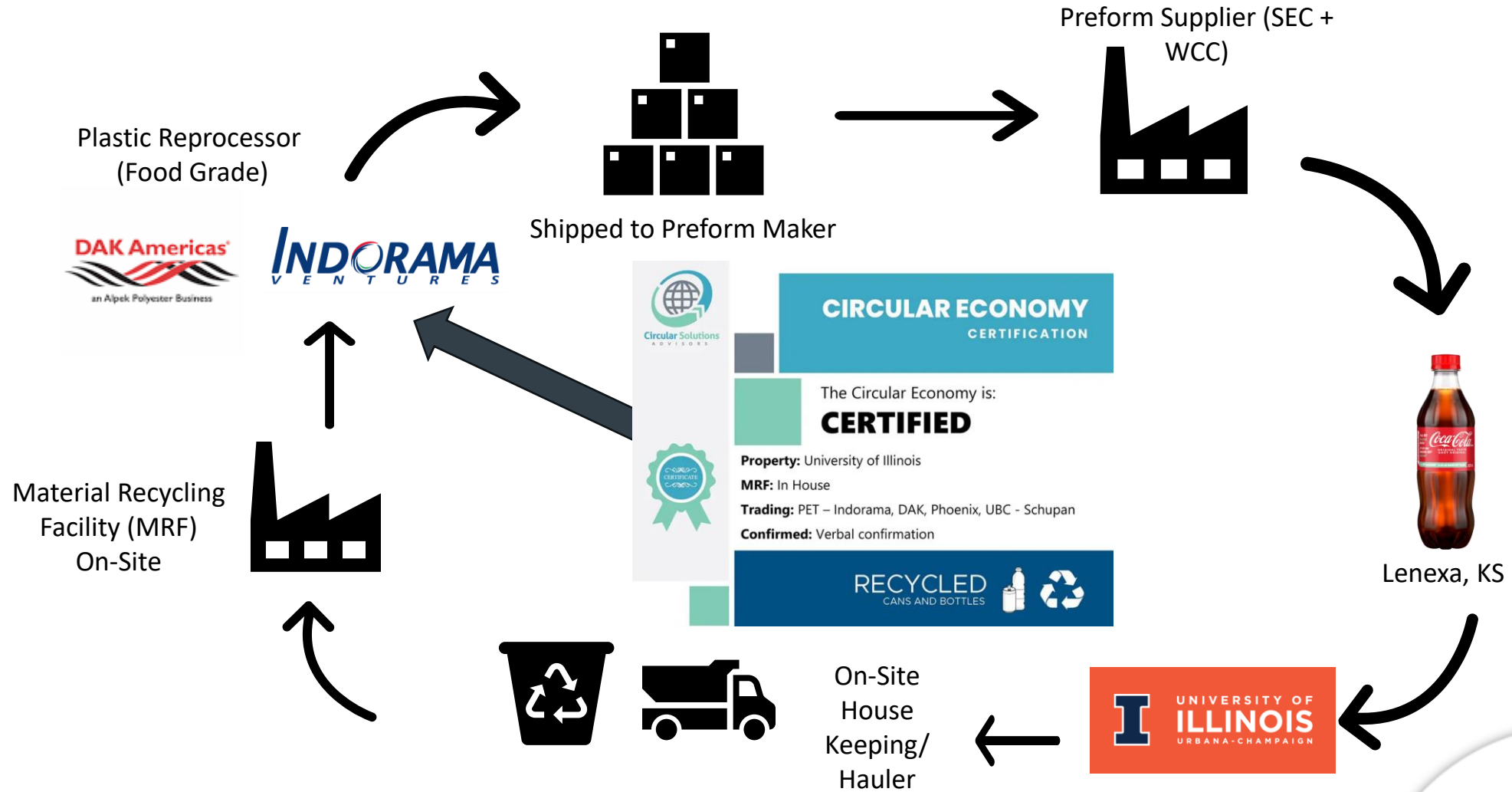
Bins

Communication

Activation



The Circular Economy for University of Illinois



Communication & Activation! (Best in Class)

Home » Initiatives » Don't Waste

Initiatives

Don't Waste

Started: 21/08/2023

Don't Waste is a campus initiative between Coca-Cola and the University of Illinois Urbana-Champaign to reach Zero Waste targets.



Coca-Cola is partnering with the University of Illinois Urbana-Champaign on a multi-year campaign to bring recycling awareness to the campus. The company is partnering with the Division of Intercollegiate Athletics, University Housing, the Illini Union, the Institute for Sustainability, Energy, and Environment, F&S, and others to keep bottles and cans out of the campus waste stream.

Among the many things Coca-Cola is providing are new portable side-by-side receptacles for recyclables and landfill waste. Look for these bins during the academic year at Illini games and major campus events! Help join this campaign and take simple, sustainable actions to help us reach zero waste goals on campus. Your individual, departmental, and unit efforts are making a difference!

"Don't Waste" images for social media, digital signs, and newsletters are also available for download and use across campus.



RELATED PAGES

Waste Management & Recycling
Zero Waste

Links

Waste Transfer Station Tour Form

Illinois Climate Action Plan (iCAP) Information

Documents

Campus Hydration Stations

Waste Management & Recycling Bin Labels

ILLINOIS

Facilities & Services
Sustainability

Fighting Illini, Fighting Waste Basketball Events

Two heavily-anticipated University of Illinois basketball games at the State Farm Center (SFC) will be host to enhanced recycling operations for [Fighting Illini, Fighting Waste](#). Volunteers are needed for both home finales: [Illinois women's basketball vs. Nebraska on Sunday, March 3](#); and [men's basketball vs. Purdue on Tuesday, March 5](#).

Volunteers will be asked to help educate and encourage fans to recycle their bottles and cans at SFC prior to and during those games, as well as hand-pick recyclables left on floors, seats, and in cupholders after the games. Sign up here: <https://forms.illinois.edu/sec/1852876547>. Nitrile gloves and a green volunteer t-shirt will be provided to volunteers.



The Fighting Illini, Fighting Waste initiative is a partnership between Coca-Cola; the Division of Intercollegiate Athletics; the Institute for Sustainability, Energy, and Environment; and Facilities & Services. Volunteers collected recyclables at previous basketball and football games in the past two years.

Establishing a university-wide zero waste culture is a top sustainability objective of the [Illinois Climate Action Plan \(iCAP\)](#). For more information about general campus waste management (how that works/what is recycled) and iCAP progress, contact Zero Waste Coordinator Daphne Hulse dhulse2@illinois.edu, 217-333-7550.



Sustainability

Facilities & Services | University of Illinois Urbana-Champaign
Physical Plant Service Building | 1501 South Oak Street | Champaign, IL 61820
Contact: fserviceoffice@illinois.edu



Recycling Results!

- 1.0: 281lbs
- 1.1: 1000lbs
- 2.0: 1280lbs
- 2.1: 1100lbs
- 3.0:
- 3.1:

Sustainability Next Steps Partnership

- Review Recycling Value Assessment Data with Circular Solutions Advisors to Identify Potential Action
- Joint Closed Loop Messaging to Highlight CSA Certification
- Develop Permanent/Event Based Activation Explaining Closed Loop for Cans/Bottles

