

# Business Development Program

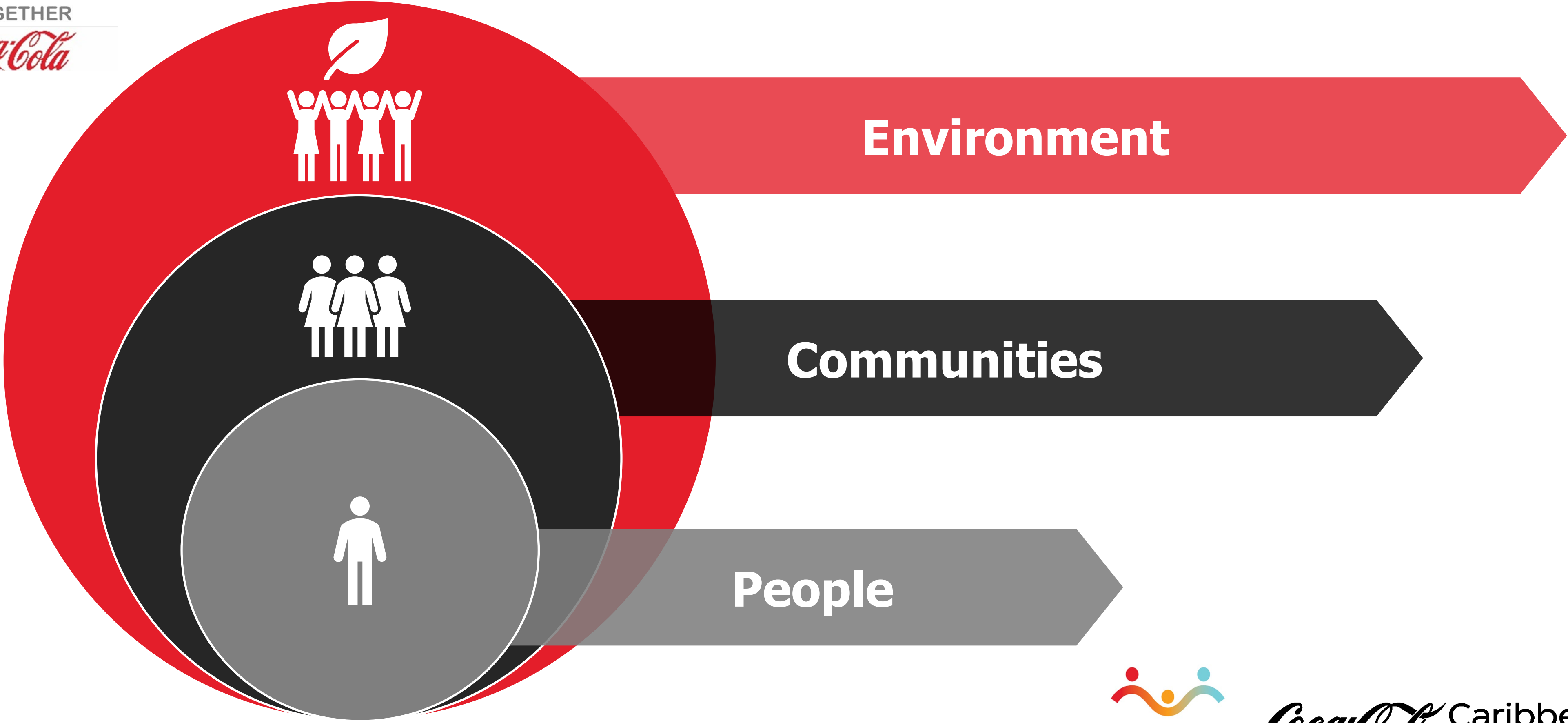


Refreshing The World & Making  
A Difference Together





# Where do we make the difference?



Environment

Communities

People



**At Coca-Cola, our purpose is to make a difference in people's lives and create a better future. We leave a positive footprint wherever we go and we want you to be part of that.**

## People

We are all part of the change: to change the world, we must start with ourselves.

## Communities

There is strength in unity. Invite your family, friends, and neighbors to protect the environment.

## Environment

The Coca-Cola System supports different initiatives for the environment and the community.





# Do you want to be a part of this effort?

☀️ Do you want to make the difference? ☀️

🍃 This is what you can do



# Have you ever wondered where our garbage ends up?

Well, we have!



## Forgotten bottles

PET Bottles, cardboard and glass are recyclable, and you can help them have a second life by separating them from organic waste.



## Zero waste

Coca-Cola wants to stop PET Bottles and other materials like cardboard and cans from going to landfills. We promote collection programs in the communities where we serve.



## Your help

You can inspire others by separating your waste and handing it to collectors or taking it to collection points.



# At Coca-Cola, we believe in a **WORLD WITHOUT WASTE**

Our goal: Help collect and recycle **one bottle for every bottle we sell** by 2030.

How are we going to do it?

1

## DESIGN



**Make all of our primary consumer packaging recyclable by 2025 and use 50% recycled material in our packaging by 2030**

2

## COLLECTION



**100% collection and recycling by 2030**

3

## PARTNERSHIP



Bring people together to support a healthy, debris free environment

# We Support the BARBADOS REFUND AND BOTTLE COLLECTION SYSTEM IN BARBADOS

 Reduce waste generated by plastic containers

 Develop a business community that is responsible

 Create an ecosystem that is self sustainable

 Educate the public about the environment



The screenshot shows the B's Recycling website. At the top left is the logo featuring a character with a recycling symbol on its head and the text 'B's Recycling'. To the right of the logo is the slogan 'Be gentle with the earth it is our future. Pass on a clean Barbados to our future generations.' Further right, it says 'We Buy, to Recycle' followed by two phone numbers: '246-438-9285 or 246-228-0992'. Below the phone numbers are two addresses: 'Reece Road, Cane Garden, St. Thomas, Barbados' and 'Bosvigo Road, Eagle Hall, St. Michael, Barbados'. A navigation bar contains links for 'HOME', 'ABOUT US', 'MATERIALS WE RECYCLE', 'RECYCLING PROJECTS', 'PHOTO GALLERY', and 'LOCATIONS / CONTACT US'. Below the navigation bar is a large image of a yellow excavator with a hydraulic grapple working in a landfill. To the right of this image is a green box with the heading 'We Buy, to Recycle' and a list of items: 'All types of Glass & Plastic Bottles, Containers & Jars', 'Vehicle Batteries', 'Food Cans', 'Cardboard Boxes', 'Metals', 'Unwanted Vehicles', 'Household Appliances', and '...and much more'.



Consumers separate their waste

In the Store you can also have bins to separate waste



Independent recycling company (B's Bottle Depot) collects packaging from consumers, customers and large retailers UPON REQUEST



Consumers also go directly to the two (2) depots from B's Bottles for drop-off and payment based on stage of processing

## B's BOTTLES DEPOTS LOCATIONS



**Location 1:** Reece Road, Cane Garden St. Thomas , Barbados

**Location 2:** Boviglio Road, Eagle Hall, St. Michael, Barbados

# Have you found trash on beaches and rivers?

Well, we have!



## Water care

Water is an important resource that is being polluted.



## Collection

Coca-Cola carries out cleanup activities to avoid bottles from ending up in beaches and rivers.



## Your help

You and your family can volunteer at the activities we execute for collection and cleanups. You can also help by picking up your waste every time you enjoy the beach.





SABOR ORIGINAL  
*Coca-Cola*  
MULTIUS  
ADICIONADO

NUOVO  
nuovo  
sabor

Sprite  
Sabor Original

Sprite

DE  
L'OR

# Are you interested in your children learning about this?

Well, we are!



## Early education

Environmental awareness starts from childhood at home and at school.



## Learning

Check with your child's school if it has an environmental education program.



## Lead with example

Teach your children how to protect the environment.



# Do you know the importance of water?

Well, we do!



## Access to water

Water safety and quality are fundamental to human development and well-being. That is why we promote safe water programs for communities that don't have water access.



## Better conditions

The Coca-Cola system also works in reforestation, conservation and other programs that help us offset our water footprint.



## Your help

And you can also contribute with nature. Don't leave your faucets open, rationalize water use, repair any leaks you may have around the house or your business!  
!Use water consciously!



*Coca-Cola* Caribbean System

# You make the difference by...

- ✓ Inviting your customers to return bottles for reuse.
- ✓ Separating waste: plastic, glass, paper, and cardboard and handing it over to collectors.
- ✓ Washing your store refrigerators.
- ✓ Not leaving faucets or hoses running unnecessarily.
- ✓ Keeping your refrigerators and freezers open for as little time as possible.
- ✓ Reminding your employees and customers not to litter on the streets, beaches and rivers.



# Three things to keep in mind

- We are all responsible for taking action to create a more sustainable and **environmentally friendly** world.
- It is possible to reduce **water** consumption and reuse it.
- When you reduce **electricity** consumption, you make a difference.



# Business Development Program



Go ahead and put everything  
you've learned into practice!

