



2012/2013 GRI Report

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intro

About This Report: Toward Better Transparency in Reporting

We continue our work toward increasing transparency in sustainability reporting. In this report, where we can, we report on the Coca-Cola system, not just The Coca-Cola Company. We believe this provides a broader view about the impacts of our business and value chain. Our desire to concentrate our efforts on our most significant value chain impacts is also reflected in our new 2020 goals for more sustainable management of water, energy, and packaging use, as well as sustainable sourcing of agricultural ingredients. These goals apply to the Coca-Cola system, rather than solely the Company. In this report, we continue to report progress against our 2015 goals in addition to our new 2020 commitments. Going forward, we will focus on our performance against our 2020 goals.

We are also working toward expanding our sustainability reporting on topics that are most important to our Company and our stakeholders. We include an extensive discussion of potential risks and challenges to our business beginning on page 11 of our 2012 Annual Report on Form 10-K and other filings with the U.S. Securities and Exchange Commission (SEC). In this report, we have increased our discussion of stakeholder engagement, to be more transparent on the

numerous stakeholder engagement sessions we hold across the globe every year regarding sustainability and other issues impacting our business. This engagement plays an important role in our efforts to further enhance our sustainability reporting.

We strive to focus our reporting and our efforts on our most material issues, as can be seen in our 2020 goals. However, we recognize that the next step in improving our reporting on material sustainability topics is to conduct and provide expanded disclosure on a more formal materiality assessment in conformance with Global Reporting Initiative (GRI) G4.

Additionally, we are working toward continuously improving our data and data collection processes for our non-financial performance indicators. For the first time this year, we engaged our independent accountants, Ernst & Young LLP, a registered public accounting firm, to provide external review-level assurance on the following sustainability indicators for the 2012 reporting year: water use ratio, PlantBottle™ packaging, lost time incident rate and front-of-pack labeling. We expect to expand assurance over time.

Our sustainability report is one way we communicate progress against our sustainability goals and key performance indicators. We also encourage you to read our Annual Report and visit Coca-Cola Journey to learn more about our sustainability efforts.

For information on the scope of this report, please see the Report Parameters section.

About The Coca-Cola Company

We are the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees.

The Coca-Cola System

To understand our sustainability strategies and programs, it helps to understand our system.

We are a global business that operates on a local scale in every community where we do business. We are able to create global reach with local focus because of the strength of the Coca-Cola system, which comprises our Company and our more than 250 bottling partners worldwide.

The Coca-Cola system is not a single entity from a legal or managerial perspective, and the Company does not own or control most of our bottling partners.

While many view our Company as simply "Coca-Cola," our system operates through multiple local channels. Our Company sources ingredients; manufactures and sells concentrates, beverage bases and syrups to bottling operations; owns the brands; and is responsible for consumer brand marketing initiatives. Our bottling partners manufacture, package, merchandise and distribute the final branded beverages to our customers and vending partners, who then sell our products to consumers.

All bottling partners work closely with customers—grocery stores, restaurants, street vendors, convenience stores, movie theaters and amusement parks, among many others—to execute localized strategies developed in partnership with our Company. Customers then sell our products to consumers at a rate of more than 1.8 billion servings a day. [Learn more about this unique relationship.](#)

COCA-COLA AT A GLANCE

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Our Company and bottling partners are dedicated to our 2020 Vision, a roadmap for doubling system revenues this decade, focused on five key areas—profit, people, portfolio, partners and planet.

global headquarters
Atlanta, Georgia



127 YEARS of
refreshing consumers



Coca-Cola
products sold in
200+ countries

PROFIT

\$48B
net operating revenues
(2012, as reported)

\$9B
net income
(2012, as reported)



\$9.1B
returned to shareholders in dividends and share repurchases in 2012



51 years
of consecutive annual dividend increases



\$162B
market capitalization
as of 12/31/2012



NORTH AMERICA 21%
LATIN AMERICA 29%

Worldwide Unit Case Volume Geographic Mix (2012)



PEOPLE

700K+
system associates worldwide

We're honored.

#4 Most Admired Company



FORTUNE
2013

We're innovative.

Top 20 Most Innovative Companies



FAST COMPANY
2013

We're diverse.

Top 50 Most Diverse Companies



DiversityInc
2013

We're creative.

Creative Marketer of the Year



CANNES LIONS
2013

PORTFOLIO

Coca-Cola

Our Company's flagship product has been proudly served since

MAY 8 1886

From 2000-2012, ranked by Interbrand as the **World's Most Valuable Brand**, with 2012 value of **\$77.8B**



#1 brand page on Facebook with **71M+ likes** as of August 2013



Grew 3% globally in 2012 – the equivalent of adding **another Germany or two Russias** of brand Coca-Cola volume to our business

3,500+
PRODUCTS
WORLDWIDE



sparkling beverages
ready-to-drink juice and juice drinks
ready-to-drink coffee

18 OF OUR TOP 20 BRANDS

have a low- or no-calorie alternative or are low- or no-calorie

Our portfolio includes **16 billion-dollar brands**:

Coca-Cola

POWERADE

AQUARIUS

いろはす I LOHAS

DASANI

Fanta

vitaminwater

Simply Beverages

Sprite

Valle

Coca-Cola zero

GEORGIA

Diet Coke

Minute Maid

Minute Maid Pulp

Ayataka

PARTNERS

~250 bottling partners **and** **900** plants **WORLDWIDE**



23MM+
retail customer outlets

investing \$30B+

with global bottling partners over the next five years

PLANET

prevented **5MM** metric tons of CO₂ emissions across global manufacturing operations since 2004

recovered **371MM** pounds of aluminum and PET plastic beverage containers
U.S. and Canada statistic, 2012



~52% (81.1B LITERS) of the water used in our finished beverages replenished in 2012

through **468** COMMUNITY WATER PARTNERSHIP PROJECTS
in 100+ COUNTRIES
benefiting **1.8MM+ PEOPLE**



15B+ PlantBottle™ packages distributed as of March 2013

support **280+** PHYSICAL ACTIVITY OR NUTRITION PROGRAMS IN **115+ COUNTRIES**

support **40+** SUSTAINABLE AGRICULTURE PROJECTS IN **25+ COUNTRIES**

2020 VISION



We see a world filled with opportunities that range from doubling our system revenues by 2020, to developing new beverage products that meet consumers' evolving preferences and needs, to creating social value and making a positive difference in the communities in which we operate. Our 2020 Vision is the roadmap for converting these long-term aspirations into reality. It provides business goals that outline what we need to accomplish together with our global bottling partners, customers and consumers in order to achieve sustainable, measurable growth.

Our 2020 Vision goals help guide us to achieve success throughout the Coca-Cola system:

PEOPLE

Be a great place to work.

PARTNERS

Be the most preferred and trusted beverage partner.

PROFIT

More than double system revenues while increasing system margins.

PORTFOLIO

More than double our servings to over 3 billion a day and be No. 1 in the nonalcoholic ready-to-drink beverage business in every market and every category that is of value to us.

PLANET

Be a global leader in working to achieve more sustainable water use, packaging, energy and climate protection.

PRODUCTIVITY

Manage people, time and money for greatest effectiveness.

Coca-Cola System & Value Chain

As a global system with operations in more than 200 countries and territories, we depend on demand from consumers and strong partnerships with suppliers, distributors, retailers and communities across our value chain to help us grow our business sustainably.



Letter from the Chairman and CEO

October 31 9:00am

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Dear friends,

Sustainability is at the heart of the Coca-Cola story. Together with our bottling partners, we've long worked to build stronger, healthier, more active communities and advance environmental conservation. Why? Because we know our business can only be as healthy, vibrant and resilient as the communities we proudly serve.

For decades, our Company—like many others—has worked to be part of society's solutions. Coca-Cola, for example, was promoting physical activity in the 1930s, varied size and packaging choices in the 1950s and anti-litter campaigns in the 1960s. And our first diet cola, TaB, debuted 50 years ago.

Today, we're advancing 21st century solutions by partnering across the golden triangle of business, government and civil society. We feel a special accountability—as a business that operates on a global scale—to help improve the well-being of our communities while doing what we can to responsibly steward the natural resources of the planet we all share.

For us, this is a journey. We're making progress as we create social value and strive to operate in ever more sustainable ways. After all, as we like to think about it, we're not building The Coca-Cola Company so much for the next quarter, but the next century.

Taking the long view has served us well. We are calling attention to and affecting positive change on global issues that have a significant

impact on building a more sustainable and resilient value chain – not only for our Company, but also the communities we proudly serve.

We at The Coca-Cola Company firmly believe there are no issues that will more shape or define the 21st century than the global empowerment of women; the management of the world's precious water resources; and the well-being of the world's growing population. Let me share with you our progress on each of these priorities:

Women: We continue advancing our 5by20 initiatives to enable the economic empowerment of 5 million women entrepreneurs across our global value chain by 2020. From fruit farmers and artisans to micro-distribution center owners, we are helping women entrepreneurs overcome the barriers they face to business success by providing them with professional training, support networks and access to finance. In just three years, our 5by20 programs enabled 300,000 women in more than 12 countries—more than double the number of participants in 2011.

Water: At Coca-Cola, we understand that water is absolutely vital to our business. As such, we've set a goal to replenish 100 percent of the water used to make our beverages by 2020. To date, about 52 percent of our global product volume is estimated to be replenished through 468 community water projects around the world.

These projects take many forms, from

rainwater harvesting and drip irrigation to safe water access and sanitation. Our safe water efforts also include our partnership with DEKA R&D to place between 1,500 and 2,000 EKOCENTERS (a kiosk designed to improve the well-being of communities) or Slingshot water purification systems in 20 countries by the end of 2015. In addition, we're working to improve our water efficiency, which we define as the amount of water we use per liter of product, by 25 percent through operational advancements across our system. This goal builds on the 21.4 percent improvement we've already made between 2004 and 2012.

Well-being: Our business continues to be built on a heritage of uncompromising quality—the promise that all our beverages are safe, refreshing and delicious. Today across 200-plus countries and territories, we offer the choice of more than 500 brands and 3,500 beverages, with the health and well-being of our consumers playing a large and growing role in the development of our brands.

While some of our beverages are designed for local tastes, our well-being commitments are universal. As we announced on May 8, 2013, our teams are working to provide low- and no-calorie beverage options in every market; provide transparent nutrition information featuring calories on the front of all our packages; market all our beverages responsibly; and help get people moving by supporting active, healthy living programs in every country where we do business.

As we work to double the overall size of our business over the course of this decade, we are further embedding sustainability with our 2020 Vision for growth. In this report—our

most comprehensive to date, demonstrating our commitment to increased transparency—we present our leadership priorities of women, water and well-being, which are rooted in an expanded set of sustainability goals announced earlier this year. These priorities are integral to our sustainability framework, which we call “Me, We, World”—our shared vision for how we can work together to create more value for our consumers and communities.

We are collaborating across the golden triangle with a variety of extraordinary organizations to advance our progress. The cumulative expertise of our partners both inspires and enables us to do far more than we could alone. As we strive to improve each and every community we proudly serve, we continue to support the United Nations Global Compact.

Thank you for your interest in the efforts of The Coca-Cola Company and our valued bottling partners. We appreciate you taking the time to review this report, and invite you to share your thoughts with us. **Together, I'm convinced that we will continue to refresh the world, inspire moments of optimism and happiness, create value and make a positive difference.**

Very best regards,



Muhtar Kent
Chairman of the Board and
Chief Executive Officer
The Coca-Cola Company

2020 Sustainability Commitments

Our Sustainability framework – what we call “Me, We, World” – is our shared vision for how we can work together to create social value and make a positive difference for the consumers and communities we serve.



me Enhancing personal well-being



Well-Being

Offer low- or no-calorie beverage options in every market

Help get people moving by supporting physical activity programs in every country where we do business

Provide transparent nutrition information, featuring calories on the front of all of our packages

Responsible Marketing

Market responsibly, including no advertising to children under 12 anywhere in the world

We Building stronger communities



Women

Enable the economic empowerment of 5 million women entrepreneurs across our value chain by 2020

Charitable Contributions

Give back at least 1% of our operating income annually

Human & Workplace Rights

Comply with Human and Workplace Rights standards

world Protecting the environment



Water

Replenish 100% of water used in our finished products

Improve water efficiency 25% (compared to a 2010 baseline)

Climate Protection

Reduce the carbon footprint of the drink in your hand 25% (through our full end-to-end value chain)

Sustainable Agriculture

Sustainably source key agriculture ingredients

Packaging

Reach a 75% recovery rate for the number of bottles and cans equivalent to what we introduce in developed markets

Use PlantBottle™ packaging for all PET plastic bottles (up to 30% plant material)

Me/We/World Performance Highlights by Year

me				
Well-Being	2012	2011	2010	2009
Number of new beverage products introduced	500+	500+	600+	600+
Number of low- and no-calorie beverage products launched	100+	100+	150+	180+
Number of low- and no-calorie beverage products in total global portfolio and percent of total global beverage product portfolio	800+; 23%	800+; 23%	800+; 23%	800+; 24%
Percent of global sparkling volume from low- and no-calorie beverages	14%	13%	14%	15%
Number of physical activity and nutrition education programs sponsored by the Coca-Cola system and number of countries where programs are present	290+ programs; 118 countries	280+; 115+	~150; ~100	~150; ~100
Company Global Product Quality Index rating (out of 100)*	95	95	95	94

we				
Women's Economic Empowerment	2012	2011	2010	2009
Women Enabled Cumulative (as per Coca-Cola's definition)	nearly 300,000	131,000	program launched	N/A
Charitable Contributions	2012	2011	2010	2009
Total Company economic impact, inclusive of global salaries and benefits, shareowner dividends, local capital expenditures, goods purchased and income taxes	\$38.0B	\$36.5B	\$26.6B	\$23.4B
Charitable contributions and equivalent percent of operating income	\$102MM; 0.9%	\$124MM; 1.2%	\$101MM; 1.2%	\$88MM; 1.1%
Contribution by Category				
Active Healthy Living	\$16MM	\$9MM	\$7MM	\$4MM
Environment - Water, Community, Recycling & Other	\$24MM	\$25MM	\$26MM	\$13MM
Education	\$24MM	\$23MM	\$24MM	\$23MM
Other Wellness Initiatives	\$8MM	\$8MM	\$5MM	\$4MM
Local Community Initiatives**	\$25MM	\$48MM	\$26MM	\$32MM
In-Kind	\$5MM	\$11MM	\$13MM	\$12MM
Human and Workplace Rights	2012	2011	2010	2009
System Workplace Rights Performance (global goal 80%)	81%	73%	63%	44%
Bottling partner and supplier compliance with Company Supplier Guiding Principles (90% target by 2015)	80%	N/A	N/A	N/A
Number of Workplace Rights Policy assessments	71	74	88	107
Workplace Rights Policy compliance of Company-owned and -managed facilities	98%	98%	91%	90%
Number of Company-owned facility, bottling partner and supplier audits performed	2,030	2,241	2,118	1,971
Total Company spend with minority- and women-owned business enterprises	\$829MM	\$766MM	\$622MM	\$459MM
Percent of employee base by gender - U.S. only (male; female)	82% male; 18% female ¹	82%; 18% ¹	71%; 29% ¹	50%; 50% ¹

Human and Workplace Rights	2012	2011	2010	2009
Percent of employee base by race/ethnicity - U.S. only				
African American	20%	20.0%	13.0%	23.0%
Asian	3%	1.0%	3.0%	5.0%
Caucasian	57%	58.0%	70.0%	64.0%
Hispanic	18%	18.0%	10.0%	7.0%
Other Ethnic/Multicultural	2%	3.0%	4.0%	1.0%
Percentage of total elected Company officers				
Men	61%	69%	64%	77%
Women	39%	31%	36%	23%
Minorities	26%	19%	24%	22%
Total employees	150,900 ¹	146,200 ¹	139,600 ¹	92,800 ¹
Females on Board of Directors ²	2 of 17	2 of 17	2 of 15	3 of 14
Ethnically diverse members of the Board of Directors ³	3 of 17	3 of 17	3 of 15	3 of 14
Board of Directors members over age 40	100%	100%	100%	100%
Females in Senior Roles	30%	28%	27%	26%
Females in Immediate Pipeline Level Roles	34%	34%	32%	31%
Females in Professional Pipeline Roles	40%	46%	45%	45%
Females Participating in Key Leadership Programs	44%	N/A	N/A	N/A
Company associate and casual contractor Lost-Time Incident Rate (LTIR) per 200,000 work hours***	2.3 LTIR	2.2 LTIR	4.1 LTIR	1.9 LTIR

world				
Water	2012	2011	2010	2009
Water use ratio (efficiency), defined as liters of water used per liter of product produced by the Coca-Cola system	2.12	2.16	2.26	2.36
Total liters of water used by the Coca-Cola system	303B	293B	294B	300B
Bottling plants completing source vulnerability assessments	788 of the 863 bottling plants in our system	612 of the 863 bottling plants in our system	370 of 859 bottling plants in our system	N/A
Source water protection (SWP)	587 of 863 bottling plants have begun implementation	582 of 863 bottling plants had completed SWP plans	269 of 859 bottling plants had completed SWP plans	N/A
Percent of Coca-Cola system plants in compliance with internal wastewater treatment standards (which meet and often exceed applicable laws)	98% (160B liters systemwide)	96%	93%	89%
Number of community water partnerships supported by the Coca-Cola system and number of countries where projects exist	468; 100+	382; 94	323; 86	250; 70
Estimated percent of water replenished by the Coca-Cola system based on the total water used in our finished beverages	52% (~81.1B liters of water replenished)	35%	33%	22%
Climate Protection	2012	2011	2010	2009
Direct greenhouse gas emissions for the Coca-Cola system	1.85 MMt CO ₂ e	1.84 MMt CO ₂ e	1.91 MMt CO ₂ e	1.91 MMt CO ₂ e
Indirect greenhouse gas emissions from electricity purchased and consumed (without energy trading) by the Coca-Cola system	3.63 MMt CO ₂ e	3.48 MMt CO ₂ e	3.28 MMt CO ₂ e	3.42 MMt CO ₂ e
Total greenhouse gas emissions for the Coca-Cola system (2004 baseline of 4.78MMt CO ₂ e)	5.48 MMt CO ₂ e	5.32 MMt CO ₂ e	5.19 MMt CO ₂ e	5.33 MMt CO ₂ e

Climate Protection	2012	2011	2010	2009
Emissions ratio (gram CO ₂ /L)	37.81 g CO ₂ /L	38.64 g CO ₂ /L	39.35 g CO ₂ /L	41.66 g CO ₂ /L
Emissions intensity - the ratio of emissions to sales volume	Improved nearly 2% of 2011, improved 19% since 2004	N/A	N/A	N/A
Fleet CO ₂ Emissions	4.60 MMt	4.03 MMt	4.47 MMt	7.18 MMt
Total megajoules of energy used by the Coca-Cola system (baseline 2004 - 54.4 billion megajoules)	62.4B	59.7B	58.9B	57.9B
Energy use ratio (efficiency), defined as megajoules of energy used per liter of product produced by the Coca-Cola system	0.43	0.44	0.45	0.46
Total electricity purchased by the Coca-Cola system, measured in megawatt hours (MWh)	7,218,470 MWh	6,760,037 MWh	6,596,462 MWh	6,425,507 MWh
Number of hydrofluorocarbon-free refrigerated coolers and vending machines placed in markets each year	243,688	296,556	145,671	73,110
Total waste ratio (grams manufacturing waste/liters product)	9.69	9.52	9.55	10.22
Total waste diversion (% manuf. waste diverted from landfill)	85%	86%	85%	82%
Sustainable Packaging	2012	2011	2010	2009
Estimated percentage of bottles and cans equivalent to what we introduce into the marketplace that was recovered by our system or through our support of third-party recovery programs	39%	37%	36%	36%
Number of bottles using PlantBottle™ (bPET) technology/packaging globally	Distributed more than 14B PlantBottle packages in 24 countries since the beginning of the program. Distributed approximately 7B PlantBottle packages in calendar year 2012.			

Footnotes:

*As measured through TCCC's global quality performance monitoring program.

** Community improvement, arts and culture, youth development, economic empowerment, etc.

*** TCCC and TCCC-owned or -controlled operations.

¹ Significant change in data from 2009 to 2012 is primarily due to the impact of our acquisition of Coca-Cola Enterprises Inc.'s North American business.

² As of mid-2013, there are 4 females out of 17 members on the Board of Directors.

³ As of mid-2013, there are 5 ethnically diverse members out of 17 on the Board of Directors.

me

Well-Being

Since the first Coca-Cola® was served in 1886, our consumers' well-being has been an integral part of our values and vision to provide safe, delicious and refreshing beverages to people from all walks of life.

Today, 127 years later, our consumers' well-being continues to drive our values and vision and it is a responsibility we take seriously. Because in communities large and small, we work to inspire positive opportunities for all of our consumers. From the beverages we offer to how we label and market them to local physical activity and nutrition programs we support, our consumers' well-being is interwoven into the fabric of our Company, both as a responsible corporate citizen and as a community partner.

Our beverages

Across more than 200 countries worldwide, we proudly serve more than 3,500 beverages that fit every lifestyle. As the world's largest provider of sparkling beverages, ready-to-drink (RTD) juices and juice drinks, and RTD coffee, we strive to meet the highest of standards in both product safety and product quality. From rigorous product safety and quality standards to ensuring ingredient safety and quality in each of our products to driving innovation that provides new beverage options to meet consumers' evolving needs and preferences, we work every day to share safe and refreshing beverages with the world.

Safety and quality in every serving

Our commitment to consumer well-being begins with our commitment to product safety and quality. Across the Coca-Cola bottling system, we take great care to develop systems to help ensure that every one of our beverages

meets the highest standards for safety and quality.

We work to ensure consistent safety and quality through strong governance and through compliance with applicable regulations and standards. We stay current with new regulations, industry best practices and marketplace conditions, and engage with standard-setting and industry organizations. Additionally, we manufacture and distribute our products according to strict policies, requirements and specifications set forth in an integrated quality management program that continually measures all operations systemwide against the same stringent standards. Our quality management system also identifies and mitigates risks and drives improvement.

At every step of production, we stringently test our beverages in modern laboratories, where we measure quality attributes of ingredients as well as samples collected from the marketplace. We consistently reassess the relevance of our requirements and standards and continually work to improve and refine them across our entire supply chain.

Measuring and meeting safety and quality standards

As of 2013, all audits measuring compliance with our product safety and quality standards are "unannounced," meaning personnel at our facilities are unaware when auditors will visit. This enhancement will help ensure that manufacturing facilities across our system are in compliance with our standards and "audit-ready" at all times. In 2012, our internal auditors conducted safety and quality audits at 541 of our system's more than 800 manufacturing facilities worldwide.

Helping suppliers meet safety and quality standards across our system

In 2012 and 2013 we worked more closely with certain suppliers to ensure that they meet our safety and quality standards. We focused our attention

on suppliers of certain agricultural products that we use as ingredients, including coffee, tea and dairy. By first evaluating all suppliers according to a 10-point risk model, we determined how frequently and to what extent to audit individual suppliers.

To further ensure quality among our suppliers, we require them to be certified as meeting Global Food Safety Initiative (GFSI) standards. In 2012, 81 percent of our ingredient suppliers were certified according to GFSI standards, and 71 percent of our packaging suppliers were certified. We are working to help the remainder of our suppliers achieve certification by the end of 2013.

Safety and quality by design

In 2012, dozens of product safety and quality experts from across our global system completed an 18-month process of further integrating safety and quality management across our supply chain. Now, by connecting the right experts within our system when a new ingredient or product is introduced, and by taking a broader, more holistic view of new products and ingredients from the outset, we're able to identify potential risks long before production begins. We expect this approach to further optimize safety and quality, minimize risk, increase efficiencies and lower production costs.

The safety and quality of every ingredient

Since 1886, we have held all of our products to the highest of standards. Wherever we operate, we abide by the laws and regulations of local communities, including regulations pertaining to health, safety and product labeling. Every ingredient we use in every product we make must meet or exceed these standards. If we had any concerns about the ingredients we use, we simply would not use them.

Aspartame

We use aspartame to sweeten many of the 800 low- and no-calorie beverages we offer around the world and we do so with an uncompromising commitment to product safety and quality. Aspartame is one of the most thoroughly researched food ingredients in use today, with more than 200 studies to support its safety. It is permitted for use in more than 100 countries, and authorities that have approved aspartame include the Joint Food and Agriculture Organization/World Health Organization Expert Committee on Food Additives; the European Food Safety Authority; and the U.S. Food and Drug Administration. For more than 25 years, aspartame has been used to sweeten more than 6,000 foods, ranging from sparkling beverages and chewing gum to gelatins, candies, desserts, yogurts and sugar-free cough drops.

**Click to see
Coca-Cola's
aspartame
infographic.**

Biotechnology

We use only those ingredients that have been evaluated for safety based on evidence-based science and that have been approved for use by local health and safety regulators.

Numerous health organizations, including the World Health Organization, the United Nations' Food and Agriculture Organization, the U.S. Food and Drug Administration and the U.S. National Academy of Sciences, have determined that the use of biotechnology is safe. While we acknowledge the benefits that biotechnology can provide to the environment and to address the growing pressure on the global food supply, we also respect local communities' preferences in the sourcing of food and beverage ingredients.

Our decision on the use of biotechnology-derived ingredients in any given market depends on safety, regulatory authorizations, types of ingredients locally available and local community preferences.

Caramel coloring

We use caramel coloring in several of our products. In fact, we have used it in Coca-Cola beverages since 1886. While our caramel coloring today comes from commercial manufacturers, it is and always has been safe.

Special interest groups have claimed that caramel coloring in our cola products poses a cancer threat to consumers because it contains 4-methylimidazole, also known as 4-MEI. 4-MEI is a byproduct that can form when many foods are heated or browned. Food safety regulators throughout the world, including the U.S. Food and Drug Administration, Health Canada and the European Food Safety Authority, have said that the caramel we use is safe, and that 4-MEI in caramel is not a health concern. Caramel color meeting global specifications is permitted for use in every country where we sell our products.

In early 2012, under the right-to-know law known as Proposition 65, the state of California began requiring warning labels for some products containing 4-MEI above an extremely low level. It is important to note that the state continues to allow all of these products to be sold, including the ones that require the Proposition 65 warning. In other words, they are safe to use and to consume. We disagree with the state's decision to require a warning label based on the presence of 4-MEI in certain products, as scientific evidence does not support the state's position. But we asked our caramel suppliers to make the necessary manufacturing-process modifications to ensure that our caramel would be below the level set by California, so that our products would not be required to carry a misleading warning label.

As manufacturing capacity for the modified caramel becomes available, we intend to expand its use globally.

A sweet innovation

To provide consumers with more low- and no-calorie options, we continue to pursue the development of safe, innovative sweeteners. Across more than 15 countries, we offer more than 45 products sweetened in whole or in part with stevia, a zero-calorie sweetener with origins in the chrysanthemum family. Our newest: [Coca-Cola Life™](#), which we introduced in Argentina in June 2013. A mid-calorie cola sweetened with sugar and stevia, Coca-Cola Life is the first stevia-sweetened product we have introduced under the Coca-Cola brand. Among our other stevia-sweetened products are varieties of Sprite® and three varieties of Nestea® sweetened with a combination of stevia and sugar, introduced in France in 2012; Fanta Select™ and Sprite Select™, both mid-calorie beverages sweetened with a blend of stevia and sugar that we began test-marketing in several U.S. cities in 2012; and Sprite sweetened with stevia, made available in the United Kingdom in the spring of 2013. We also use stevia alone or in combination with other sweeteners in vitaminwater zero™, Honest Fizz™ and Honest Zero™ beverages in the United States; Minute Maid® juices in Europe; and Del Valle® juices in Latin America.

In the second quarter of 2013, we joined our partner PureCircle in seeking both a patent and the U.S. Food and Drug Administration's Generally Recognized As Safe (GRAS) status for Rebaudioside M, or "Reb-M," a new stevia sweetener that we believe will allow us to continue to innovate and expand the variety of our beverages. Additionally, through our partnership with [Chromocell Corporation](#), we are working to develop flavors that could enhance the sweet taste of sugar, along with other natural sweeteners and other safe ingredients that will help us offer great-tasting beverages with fewer calories.



Driving sustainable innovation across our portfolio

Our system has a tradition of innovating in many ways to offer our consumers a variety of choices. From the soda fountain to the six pack, The Coca-Cola Company has been on the front lines of innovation. Today we use packaging innovation to provide more options to consumers, to enable them to choose the right beverage and package size to fit their lifestyle.

Today we offer three times the number of products we offered a decade ago and more than 10 times the number we offered 20 years ago. While we are best known for Coca-Cola, our products include full-, reduced-, low- and no-calorie sparkling beverages, still beverages, waters, juices, juice drinks, sports and energy drinks, teas, coffees, and milk- and soy-based beverages.

Packaging innovation

Innovation has been a driver of our Company since its very beginning. Today, one way we use innovation is to provide smaller package sizes, both in full- and low- and no-calorie beverage options. In over 125 countries, we offer glass-bottled sparkling beverages in serving sizes of 250 milliliters (a little

more than 8 fluid ounces) or less. In the United States, Australia, Canada, South Korea and Thailand, we offer 222 milliliter (7.5 fluid ounce) cans of Coke®, Diet Coke®, Coke Zero™, Sprite®, Fanta®, Barq's™ and Seagram's™ Ginger Ale, all containing zero to 100 calories. And our innovative Coca-Cola Freestyle™ fountain dispenser, which we are rolling out in the United States and other markets, offers more than 100 beverage choices, including more than 70 low- and no-calorie options, allowing consumers more choice.

Safety and quality in our packaging: our position on Bisphenol A

Our top priority is to ensure the safety and quality of our products and packaging through rigorous standards that meet or exceed government requirements. If we had any concerns about the safety of any product ingredient or packaging material, we would not use it.

Some consumers have expressed concern about Bisphenol A, or BPA, which is used in making the lining of our metal cans. BPA is a chemical used worldwide in making the packages of thousands of products, including the coating inside virtually all metal food and beverage cans. This coating guards

against contamination and extends the shelf life of foods and beverages. It also is used to manufacture shatter-resistant bottles, medical devices, sports safety equipment, compact disc covers and many other products. BPA has been used safely in the food packaging industry for more than 50 years

While we are aware of the concerns and viewpoints that have been expressed about BPA, our point of view is that the scientific consensus on this issue is most accurately reflected in the opinions expressed by those regulatory agencies whose missions and responsibilities are to protect the public's health. The consensus repeatedly stated among regulatory agencies in the United States, Australia, Canada, Japan, New Zealand and in Europe is that current levels of exposure to BPA through food and beverage packaging do not pose a health risk to the general population.

We will continue to take our guidance on this issue from national and international regulatory authorities, and we will take whatever steps are necessary, based on sound scientific principles, to ensure that any package technology is safe for our consumers.

Meanwhile, we continue to work closely with several suppliers who are seeking alternatives to can liners containing Bisphenol A. Any new material, assuming it has all necessary regulatory approvals, also would have to meet our safety, quality and functional requirements.

Inspiring the world to come together to help address obesity

Worldwide, people are facing a serious and complex health challenge: obesity. It affects individuals in every culture, community and country around the world and it requires action from every sector of society—including companies like ours.

Today, we are mobilizing assets across our global system, which spans more than 200 countries to help educate, empower and enable people from all

Click to see Coca-Cola's global well-being commitments infographic.

walks of life to pursue solutions that help address obesity and inspire active, healthy living.

Some have suggested that sugar-sweetened beverages like Coca-Cola are a primary cause of increased obesity rates. We disagree. There is scientific consensus that weight gain is primarily the result of an imbalance of calories—more calories consumed than expended. People consume many different foods and beverages, so no single food or beverage alone is responsible for obesity. When it comes to weight management, all calories count, including those from our caloric beverages.

We are working to provide more beverage options than ever to fit every lifestyle, including more low- and no-calorie beverages to complement our caloric options. In addition, we are working to provide consumers with the facts on the calorie content in our beverages with clear calorie counts on the front of all our packages that make it easier than ever for consumers to know the calorie content of their choices.

While we provide consumers options on how many calories they choose to take in, we are also working to inspire consumers to live active, healthy lives by providing opportunities to expend calories through our vast support of physical activity programs. Using a community-based model, we have partnered with governments, civil society and other businesses to help engage and inspire people all over the world to be healthy and happy through movement. Initiatives like [Beat the Street](#), [Copa Coca-Cola](#), [EPODE](#), [Exercise is Medicine](#), Mission Olympic and

scores of others are examples of how The Coca-Cola Company is supporting the effort to help strike an energy balance in young people worldwide.

The “Coming Together” campaign

With one of the world's best-known brands, marketing is one of our Company's most powerful platforms, giving us an extraordinary ability to connect with consumers and inspire millions of people around the globe. In 2012, we rolled out a global marketing campaign to offer consumers greater insights on our vast product portfolio and to promote active, healthy living. This was followed in early 2013 by the launch of a “Coming Together” website, where we invite users to share their ideas for fighting obesity and living an active, healthy lifestyle. The “Coming Together” campaign reflects our belief that addressing obesity requires new ideas and the collective effort of all segments of society. It also provides another opportunity for engaging directly with our consumers.

Our commitment to you

In May 2013, Muhtar Kent, our Chairman and Chief Executive Officer, announced four worldwide business commitments to guide our global system's efforts to help address obesity. They include:

- Offer low- or no-calorie beverage options in every market.
- Provide transparent nutrition information, featuring calories on the front of all of our packages.
- Help get more people moving by supporting physical activity programs in every country where we do business.
- Market responsibly, including no advertising to children under the age of 12 anywhere in the world. According to our Policy, we do not market any of our beverages in programming where the audience is more than 35% children under 12.



18 of our top 20 brands have a low- or no-calorie alternative or are low- or no-calorie

Nearly 25% of our portfolio of 3,500+ still and sparkling beverages is low- or no-calorie

125+ countries offer Coca-Cola's glass bottled sparkling beverages in serving sizes of 250mL (a little more than 8 fl. oz.) or less



45+ products in 15+ countries are sweetened in whole, or in part, with natural, zero-calorie stevia

Offer low- or no-calorie beverage options

Goal: Offer low- or no-calorie beverage options in every market.

Progress: In progress.

We believe choices come in many tastes, shapes and sizes. With more than 3,500 drink choices around the world, we currently offer more than 800 low- and no-calorie options worldwide—nearly 25 percent of our global portfolio. Eighteen of our top 20 brands have a low- or no-calorie alternative, or are themselves low or no calorie. In 2012 alone, we introduced more than 500 new products globally, including portion-controlled options



70+ low-/no-calorie options are offered by the innovative Coca-Cola Freestyle fountain dispenser



Became the first beverage company to commit to front-of-pack calorie labeling globally on nearly all of our packaging in 2009, and we've met that target



Committed, together with our beverage industry peers, to display calorie information on the front of Company-owned vending machines in the U.S.

for regular-calorie products, and more than 100 of them were low or no calorie. Since 2000, our average calories per serving have decreased by 9 percent globally.

Read more about our [sweet innovations](#) enabling us to achieve our progress to provide more low- and no-calorie options in every market.

Providing transparent nutrition information

Goal: Provide front-of-pack information on all of our products.

Progress: In progress.

In 2009 we were the first global beverage company to commit to provide calorie information on the front of nearly all of our packages worldwide. At the end of 2011, we met that goal. In addition, Ernst & Young reviewed that The Coca-Cola Company provided front-of-pack energy (calorie) information on nearly all beverage products in North America, Europe, and South Africa during the 2012 reporting year.¹ As part of our new global commitments to help address obesity, we are committed to providing front-of-pack calorie information on all of our packages. Printing such information remains a challenge on some types of glass bottles. Our policy exempts bottled water products that are not flavored or sweetened since water is inherently free of calories. In addition, we are working with our equipment suppliers to provide calorie information on Company-owned vending machines in the United States.

Inspiring active, healthy living

Goal: Sponsor at least one physical activity program in every country in which we operate.

Progress: In progress.

Exercise is essential for overall good health. As part of our global commitments to help address obesity, we sponsor more than 290 active, healthy living programs in 118 countries

around the world and are working to ensure there are robust active, healthy living programs in every country in which we operate. Here are descriptions of just some of the programs we support.

China: China School Active Lifestyle Campaign through the Balanced Diet

In partnership with 12 governmental ministries in China, we are encouraging students to have a more balanced lifestyle with good nutrition and increased physical activity. Through multiple year-long campus activities, this program will reach more than 120,000 students.

Colombia: Goals for a Better Life

We're helping to fund the expansion of this program from Columbianitos, Inc., which uses soccer and other sports as a tool to promote active, healthy lifestyles for 1,700 students in Bogotá and Cartagena.

Ecuador: Apúntate a Jugar™ Program

Coca-Cola Foundation of Ecuador's program reached 21,450 students, with the support of Junior Achievement Foundation, by providing physical education equipment kits to 30 public schools in Quito.

Germany: Risk Evaluation of Berlin Women

This study by Charite Universitätsmedizin Berlin will track more than 1,000 women participating in a study of cardiovascular disease and risk factors.

Hong Kong: My Wellness Tracker

In collaboration with the Centre for Nutritional Studies at The Chinese University of Hong Kong, we are providing an educational toolkit with an online personalized diet and activity tracker to promote energy balance, healthy nutrition and exercise to primary and secondary school students and the general public. The effort is expected to benefit more than 51,000 children and adults.

Hungary: Dietitian Support Program for Hungarian University Students

4,500 students at the three largest universities in Hungary will receive nutritional counseling and education through the Hungarian Dietetic Association.

Italy: A Scuola inForma Program

We're helping to continue the A Scuola inForma ("At School In Shape") nutrition education program, which benefits 15,000 students in 40 high schools throughout Italy by providing training and toolkits for teachers.

Latvia: National Active Lifestyle Campaign

This national public awareness campaign will promote healthier eating and physical activity and reach 460,000 children and adults.

Peru: EducAnimando con Salud Program

The EducAnimando con Salud ("Teaching and Encouraging with Health") program from Asociación Benéfica PRISMA will benefit 13,000 schoolchildren through curriculum-based nutrition education and physical activity programs.

Serbia: Find the Right Measure

We're helping the International Forum of Medical Students Association fund a national anti-obesity campaign for Serbian communities.

United States: Get the Ball Rolling

In May 2013, Coca-Cola North America Group launched a campaign to inspire three million people to be physically active over the summer. The effort included the distribution of thousands of Coca-Cola soccer balls, giveaways of Shine™ activity trackers by Misfit, Coca-Cola Happiness Trucks at events across the country and encouraging families to be active on behalf of their favorite national, state and local parks through the America Is Your Park campaign.



Many of our community projects promoting active, healthy living are funded through [The Coca-Cola Foundation](#) and our foundations worldwide. In 2012, The Coca-Cola Foundation awarded \$15 million to support 135 physical activity and nutrition programs worldwide. [Read more in the Charitable Giving section of this report.](#)

United States: Troops for Fitness

In 2012, The Coca-Cola Foundation made a \$3 million grant to Chicago's Garfield Park Conservatory Alliance. Among other programs, the grant will support the Chicago Park District in hiring U.S. veterans to teach military-style fitness classes. The "Troops for Fitness" program, in conjunction with the park district's "Fun with Food" nutrition education curriculum, will be available in more than 60 Chicago-based community facilities. These efforts will reach 125,000 residents annually by 2016, making the park district the leading provider of affordable health programs in the city.

United States: San Francisco Parks Alliance Mobile Recreation Program

Our support is enabling the Parks Alliance to expose 1,600 youths, ages 5 to 17, to outdoor recreation opportunities they may not otherwise experience, including biking, skateboarding, rock climbing, disc golf and water sports.

Signature programs

Signature programs are physical activity/lifestyle programs intended to be expanded globally. They are designed to operate through collaboration among business, government and civil society.

Two of our signature programs are [EPODE International Network](#) and [Beat the Street](#).

EPODE International Network

Large-scale, effective prevention of overweight and obesity remains a pressing public health priority given its adverse impact on health and quality of life, including associated risks with certain non-communicable diseases (e.g., diabetes, cardiovascular diseases and cancer).

In view of current estimates suggesting the majority of the world's adults will be overweight or obese by 2030, it is important that multi-sectorial efforts to reverse this trend be identified and applied. The Ensemble Prévenons l'Obésité Des Enfants (EPODE, "Together Let's Prevent Childhood Obesity") is a large-scale, coordinated, capacity-building network approach for communities to implement effective and sustainable strategies to address this challenge. EPODE comprises four critical components: political commitment, public and private partnerships, community-based actions and evaluation. The multi-stakeholder approach promoted through the EPODE methodology has already shown encouraging results in preventing childhood obesity in France and Belgium.

WE CURRENTLY SUPPORT
290+ IN **118+**
PHYSICAL ACTIVITY OR NUTRITION
EDUCATION PROGRAMS. COUNTRIES
AROUND
THE WORLD.



● **6MM**

connections with young people through the **Boys & Girls Clubs of America's Triple Play program** since its inception in 2005.

● **2MM+**

people have been reached through our support of **community walks across 30 cities in China.**

● **1.5MM+**

young players in **India and Pakistan** have participated in **Sprite Street Cricket Tournaments.**

● **1MM+**

young people in **Mexico** alone have participated in **Copa Coca-Cola™**, one of our largest and most successful physical activity programs reaching football players in over 50 countries, including an additional **1MM+** in **Eurasia and Africa.**

● **26MM**

people have been reached through our **physical activity programs in Latin America.**

● **150k+**

students were engaged in our **Mission Olympic** initiative in the **Netherlands** in 2011.

● **500k**

students have been reached since 2003 through the **Step With It, Singapore!** program.

● **200k**

children in **Turkey** have benefited from new elementary school playgrounds built in partnership with the National Ministry of Education.

This methodology has now been implemented in nearly 20 countries across three continents, involving more than 20 million people. As a founding partner of the EPODE International Network (EIN) since its creation in 2011, The Coca-Cola Company is proud to help support the spread of EIN's global mission to reduce the prevalence of childhood obesity and its associated health risks. Visit [EIN](#) for more information.

Beat The Street

It is well known that physical activity is important for overall health. A less well-known benefit of physical activity, documented by recent research, is that physical activity can also have a positive impact on academic performance. These findings provide a critical impetus for society to do more to help our kids increase their activity, especially in the school environment.

[Beat the Street](#) is a global walking

program for schools developed in 2011 by Intelligent Health that is designed to help communities get their children moving more. The program encourages children to walk to school and track their walks using RFIC cards and "Beat Box" readers located on lampposts around the school. By touching their card to the Beat Box, students get points for walking and assist their school and city in winning the global competition. Beat the Street has discovered that charitable contributions and prizes for the school are powerful incentives for the students and increase participation, so the students help improve their community as well as their health.

Coca-Cola provided seed funding in 2011 for the program's development and during 2012, The Coca-Cola Company and The Coca-Cola Foundation supported the initial global competition, in which some 4,000 children from 13 schools—including schools in Shanghai, Vancouver, and London

and Reading in the UK—participated. The program helped increase the percentage of children walking to school from 63 percent to 83 percent. Half of the students said that the program encouraged them to walk more. The program also improved socialization among the students, with over 90 percent of the children reporting that walking let them spend more time with their friends and one-third claiming to have made new friends by walking to or from school.

In 2013, schools from several cities, including Shanghai, Bangkok, London, New York, Vancouver, Liverpool, Southampton, Bracknell and Reading, will participate in the program. [Read more about Beat the Street.](#)

Partnering across industry

The [International Food & Beverage Alliance \(IFBA\)](#) is a forum of eleven leading national, regional and global food and nonalcoholic beverage companies committed to supporting

the implementation of the World Health Organization's 2004 Global Strategy on Diet, Physical Activity and Health (WHO's Global Strategy) and helping consumers around the world achieve balanced diets and healthy, active lifestyles.

IFBA was formed in 2008 when CEOs from major food and beverage manufacturers—including Muhtar Kent of The Coca-Cola Company—signed a letter to [World Health Organization \(WHO\)](#) Director-General Dr. Margaret Chan committing their companies to support the WHO's Global Strategy. In the letter, the chief executives recognized the agreement among experts that significant increases in non-communicable diseases, such as cardiovascular disease, hypertension and diabetes, are linked to an increasing prevalence of obesity, and that poor diet, physical inactivity and an increasingly sedentary lifestyle were among the causes of obesity worldwide. The CEOs acknowledged the private sector's role in fighting obesity and pledged to take action in five areas:

1. Continue to reformulate products and develop new products that support the goals of improving diets.
2. Provide clear and fact-based nutrition information to all consumers.
3. Extend our initiatives on responsible advertising and marketing to children globally.
4. Raise awareness on balanced diets and increased levels of physical activity.
5. Seek and promote public-private partnerships that support the WHO's Global Strategy.

Our global commitments to help address obesity are aligned with the five commitments of IFBA. In August 2013, IFBA published its fourth annual report outlining progress made against these five commitments. [Read the report here.](#)

Slimming down America's supermarket shelves

As a founding member of the [Healthy Weight Commitment Foundation \(HWCF\)](#), we worked with our fellow members

to reduce the number of calories in the marketplace in the United States by more than 1.5 trillion by 2013, a goal achieved three years sooner than expected. Dedicated to reducing obesity—and particularly childhood obesity—the HWCF is a first-of-its-kind coalition that brings together more than 230 retailers, food and beverage manufacturers, restaurants, sporting goods and insurance companies, trade associations and non-governmental organizations and professional sports organizations. Focusing on families and schools, the HWCF promotes ways to help people achieve a healthy weight through calorie balance: calories in versus calories out.

Supporting evidence-based research and reviews

Everything we do, from product development to our position on obesity, is based on the best-available evidence-based science. Because we want to base our business decisions on sound science, we are proud to support evidence-based research on the effects of diet and exercise on health.

In 2012, we continued our support of the work by Louisiana State University's Pennington Biomedical Research Center on the International Study on Childhood Obesity, Lifestyle and Environment, or ISCOLE. ISCOLE is a multinational study encompassing data from 12 countries in North America, Latin America, Europe, Africa and the Pacific. This major research initiative, conducted among 9- to 11-year-old children, analyzes the relationships between lifestyles and obesity as determined by behavior parameters and social, physical and political environments. Children's body weight, physical activity and dietary patterns were also measured.

Bringing together health experts worldwide: The Coca-Cola Company Beverage Institute for Health and Wellness

The Coca-Cola Company Beverage Institute for Health & Wellness™ (BIHW) is an online information and education resource for health professionals and other stakeholders worldwide on the science, safety and benefits of beverages

and their ingredients, and the importance of diet, nutrition and physical activity to health and well-being. Using evidence-based science and expert third-party research, positions and presentations, the BIHW supports the information needs of those wanting the latest on a variety of health and wellness topics.

In addition to robust, science-based content, the BIHW also provides health professionals and others access to highly rated, science-based continuing education webinars. These education programs are developed and presented by recognized experts from a variety of scientific disciplines including nutrition, medicine, weight management, behavior change, food science and physical activity. Working with such professional societies as the Preventive Cardiovascular Nurses Association, the American College of Cardiology, practice groups of the Academy of Nutrition and Dietetics and other education providers, the BIHW has supported educational webinars that have reached more than 80,000 health professionals and consistently earns quality ratings of 95 percent and higher.

To date, the BIHW website has attracted more than 1.4 million visitors and has been recognized for its evidence-based information. The BIHW also received a Silver Award in the Winter/Spring 2013 Web Health Awards™ competition honoring high-quality consumer health information.

As part of its continuing efforts to meet the needs of local geographies and to make its content relevant to audiences around the world, the BIHW has country-specific sites currently for Brazil, China, Mexico, India, Indonesia, Russia, Turkey and South Africa, with plans to expand to a total of 15 sites by 2017. As the BIHW continues to grow and expand in scope and scale, it will continue to innovate with new programs, opportunities and tools to develop, distribute and advance information and education of interest and importance to both health professionals and interested stakeholders across the spectrum and throughout the world. [Visit the BIHW website.](#)

¹ Please refer to EY's Review Report and the criteria on pages 83-84 for a complete list of exemptions for front-of-pack labeling.

Marketing Responsibly

We recognize the power of marketing and the importance of doing so responsibly.

As one of our [global commitments](#) to help address obesity, we have reaffirmed our long-held policy of not marketing to children. We are committed to not marketing to children younger than 12 anywhere in the world because we believe parents and caregivers are in the best position to make decisions about what children eat and drink. Read more about our [Responsible Marketing Policy](#).

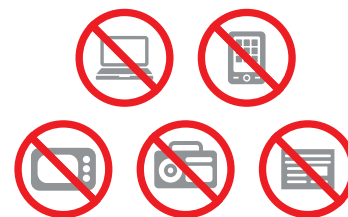
Under our policy, we do not directly target children younger than 12 in our marketing messages, and we do not advertise during programming specifically targeted to children. We do not buy advertising directly targeted at audiences whose makeup is more than 35 percent children younger than 12. And our advertising does not show images of children drinking our products unless the children are shown with a parent or caregiver. Our policy applies to all of our beverages and to all of the media outlets we use, including television, radio, print and, where data are available, Internet and mobile phones.

In 2010, we began implementing our [Global School Beverage Guidelines](#). We recognize and respect the unique learning environment in schools and believe in commercial-free classrooms for children. So we have committed not to commercially advertise or offer our beverages in primary schools unless

a school authority asks us to do so to meet hydration needs.

To help make sure we and other beverage companies are meeting standards for marketing to children, an independent third party conducts audits of our advertising to children annually. A [2012 analysis](#) by Accenture Media Management (Accenture), commissioned by the International Food & Beverage Alliance (IFBA), showed a high rate of compliance in our industry generally. The study, which looked at the practices of our Company and nine others in a total of seven markets around the world, showed that industry compliance in print and online advertising was 100 percent, maintaining levels measured in 2011—while industry compliance in television advertising improved to 98.9 percent from 97.6 percent in 2011. The audience threshold used in Accenture's study was more than 50 percent children younger than 12. Consistent with our Company policy, IFBA's global policy on advertising and marketing communications to children has been strengthened to cover more television programming: the policy now applies to audiences made up of 35 percent or more of children younger than 12. Third-party compliance monitoring like Accenture's will now measure against the 35 percent threshold.

A [similar study](#) for the [International Council of Beverage Associations](#), which focused on The Coca-Cola Company and PepsiCo Inc., showed 99.1 percent compliance in television advertising in 2012, compared to 95.5 percent in 2011 and 95.7 percent in 2010, and 100 percent compliance in print and online advertising, a consistent figure since 2010. Although we must improve compliance in television advertising, these studies affirm that our industry's self-regulation is effective.



Our responsible marketing guidelines include a global industry policy to not buy advertising directly targeted at audiences that are more than 35% children under 12. This applies to TV, radio and print, and, where data is available, to the Internet and mobile phones



Our Global School Beverage Guidelines, developed in 2010, guide our practices across the 200+ markets in which we operate

we

Women's Economic Empowerment

In many parts of the world, opening a bottle of Coca-Cola means opening the doors to economic empowerment for women. In the Philippines, women own or operate more than 86 percent of the small neighborhood stores that sell our products. In Africa, thousands of women own and operate our Micro Distribution Centers (MDCs). And in developing countries, half of all farmers are women. All in all, women make up a significantly high percentage of key segments of our value chain. As we move toward our vision of doubling our business by 2020, women will be essential contributors to our success.

Women are not only pillars of our business but also pillars of their communities. Women invest a sizable portion of the money they earn in the health and education of their children

and in their local economies, creating a tremendous economic ripple. Unleashing the entrepreneurial potential of women is one of the surest ways to make our business sustainable, and one of the most effective and lasting ways we can help families and communities prosper. When we invest in the success of women, we invest in our own success and in the success of communities around the world.

Empowering 5 million women entrepreneurs by 2020

Goal: Enable the economic empowerment of 5 million women entrepreneurs across our value chain by 2020.

Progress: In progress. As of December 31, 2012, 5by20 programs had enabled approximately 300,000 women.

Given the crucial role of women in our system—and the economic barriers too many women still face—we have made women's economic empowerment a priority. Our 5by20 women's initiative launched in 2010 and continues to grow and gain momentum. The 5by20 initiative aims to enable the economic empowerment of 5 million women entrepreneurs in our global value chain by 2020. In collaboration with nongovernmental organizations (NGOs), governments and businesses, we're helping female entrepreneurs

associated with our business gain access to three essential economic enablers: business skills training, loans and financial services and assets, and peer networks and mentoring. The 5by20 initiative focuses on women in six segments of our value chain: producers, suppliers, distributors, retailers, recyclers and artisans.

In 2012, we expanded and deepened the 5by20 initiative. By year's end, 5by20 programs were operating in Brazil, China, Costa Rica, Egypt, Haiti, India, Kenya, Mexico, Nigeria, the Philippines, South Africa and Thailand. New 5by20 programs were under development in 10 additional countries as well. Most of the women we have enabled thus far are retailers. Three quarters of the women enabled are new to our value chain. In all, the 5by20 initiative has enabled approximately 300,000 women since the launch of the program in 2010 through December 31, 2012.

Connecting in new markets

We extended 5by20 programs to a number of new markets in 2012 and 2013. Following is a brief look at three of these new markets:

China. In January 2013, we joined China Women's Development Foundation in announcing the launch of our first 5by20 program in the world's most populous nation. The 5by20 initiative will help provide business skills training



5by20 recently expanded to include programs in 12 countries



for women retailers and other women across our value chain. The program will initially launch in six provinces and will eventually expand throughout the country, helping an estimated 500,000 women start businesses by 2020. Women who complete the program will be eligible to apply for business start-up loans.

Nigeria. The 5by20 initiative has already provided small-scale women retailers in Nigeria with business skills training and retail assets. In partnership with the [International Finance Corporation \(IFC\)](#), our bottler in Nigeria is working with [Access Bank](#) to provide financing to women micro-distributors across the country.

Mexico. *Potencia Mexico*, one of our primary 5by20 programs in Mexico, builds on the successful [Coletivo](#) program in Brazil, in which local NGOs teach retailing skills to young adults in low-income areas and help them enter the job market. 5by20 programs have enabled nearly 800 women in Mexico as of December 31, 2012.

Collaborating for change

Partnerships are essential to our 5by20 initiative's success. We collaborate with governments, nonprofits, civil society

and other businesses to leverage our combined strengths, encourage innovation and scale up the most effective programs more quickly. Our recent key partnerships include:

IFC. In March 2013, we announced a \$100 million, three-year joint initiative with the IFC, to provide financing and business skills training to small and medium sized businesses that are owned or operated by women entrepreneurs across our value chain. Work under the initiative has already begun on a program in

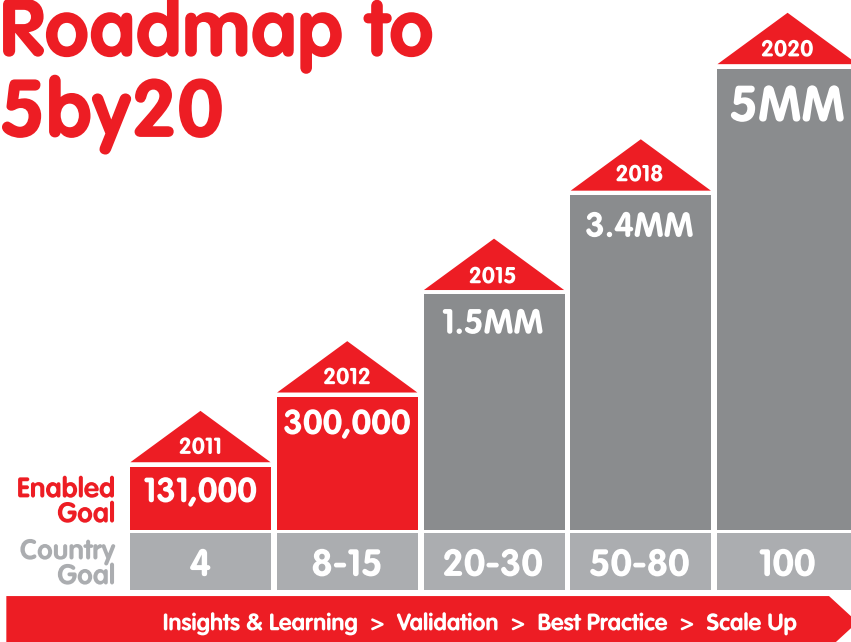
Nigeria intended to finance female micro-distributors.

UN Women. In September 2011, we embarked on a major global partnership with [UN Women](#) that will reach more than 40,000 women in South Africa, Egypt and Brazil by the end of 2015. We expect that the women we enable through the partnership will expand their ability to establish and grow their businesses, increase their earnings and create new jobs in their communities.



Dr. Jill Biden visits Coca-Cola 5by20 entrepreneurs in Rio de Janeiro.

Roadmap to 5by20



Lessons learned

In September 2013, The Corporate Social Responsibility Initiative at [Harvard University's John F. Kennedy School of Government](#), together with [Business Fights Poverty](#), released a study on the 5by20 initiative as part of its series of reports on the roles companies can play in expanding economic opportunity. In addition to providing a detailed analysis of several 5by20 programs and the initiative's successes and challenges to date, the study identified three lessons from the 5by20 initiative applicable to other companies seeking to make their value chains more inclusive:

- There must be a business case for the company, and the business case is often multidimensional.
- To have a sustainable model with the most potential for scale, initiatives should develop locally and, as noted in the report, be "in line with local business priorities, capabilities and resources."
- It is important to be nuanced about the idea of partnership. "There are many different kinds of partners and partnerships, and all can be fit-for-purpose," note the study's authors, "depending on how that purpose aligns with the incentives and institutional capacities of the partners involved."

Looking ahead: challenges and opportunities

We expect the 5by20 initiative to continue to grow in 2014 and beyond. As the initiative gains momentum, we're learning that it takes time to develop scalable, sustainable empowerment programs that are deeply relevant to local women and their communities. So we are taking great care in collaborating with our partners to develop programs. We continue to test programs and to explore how to best localize, optimize and scale the most successful of them. We believe this customized approach is the best way to ensure lasting empowerment among the women we are engaging.

Training and support for small-scale mango farmers

To help improve the livelihoods of small-scale fruit farmers—many of whom are women—we launched [Project Nurture](#) and [Haiti Hope](#), two projects that are already providing a measure of independence and economic empowerment for female farmers in Kenya, Uganda and Haiti. By the end of 2012, nearly 40,000 farmers—14,000 of whom were women—had received training in quality specifications, logistics and negotiation of prices. Project Nurture also provides assistance with agronomy and postharvest handling.

We are also helping to improve the livelihoods of mango farmers in the Indian state of Andhra Pradesh. To date, about 300 female farmers have received training through Project Unnati, an initiative that encourages farmers to adopt drip irrigation and a method of farming called ultra-high-density plantation practice, which allows mango orchards to reach their full fruit-bearing potential in three to four years rather than the seven to nine years needed by conventional farming. The practice also makes it possible for farmers to plant as many as 600 trees per acre, dramatically increasing yields. Conventional farming methods allow for about 40 trees per acre. Project Unnati has the potential to double mango yields and improve the livelihoods of more than 50,000 farmers.

Growing sales and small businesses with MDCs

Our MDC program has contributed to the growth of our business and the growth of local economies in Africa and Asia for more than a decade. It helped inspire and inform the 5by20 initiative and is one of the key ways we are economically empowering entrepreneurs worldwide. MDCs are product distribution centers managed by local people in developing countries. The centers help us do business in hard-to-reach communities; in exchange, our local bottlers offer ongoing coaching and mentoring to MDC owners.

MDCs contribute substantially to our efforts to economically empower women. In Africa, where 3,400 MDCs employ more than 19,000 people, more than 800 MDCs are owned and managed by women. Since 2009, more than half of new MDCs have been owned and operated by women; in Nigeria and Ghana, women own more than 70 percent of all MDCs.

Our bottlers' use of micro distribution continues to grow. In countries such as Kenya, Tanzania, Uganda, Ethiopia and Mozambique, MDCs account for the majority of sales. In China, our

Market Execution Partners model, which operates on principles similar to those of MDCs, has grown significantly over the last three years. We see opportunities to expand the MDC model to other developing countries in Asia and Africa.

A leading NGO recognizes our women's programs

In March 2013, we were honored to receive the [2013 Catalyst Award](#) in recognition of our work to advance and empower women, both in our workplace and across our value chain. Catalyst is the leading nonprofit organization with a mission to expand opportunities for women and business. Catalyst recognized both the 5by20 initiative and our Global Women's Initiative (GWI), a program led by our Chairman and CEO, Muhtar Kent. GWI was created in 2007 to advance

women to leadership positions within the Company and to empower women in business throughout our external value chain. [Read more about the Catalyst Award and learn more about how we are empowering women in our Company.](#)

Building a life and a business in Rio

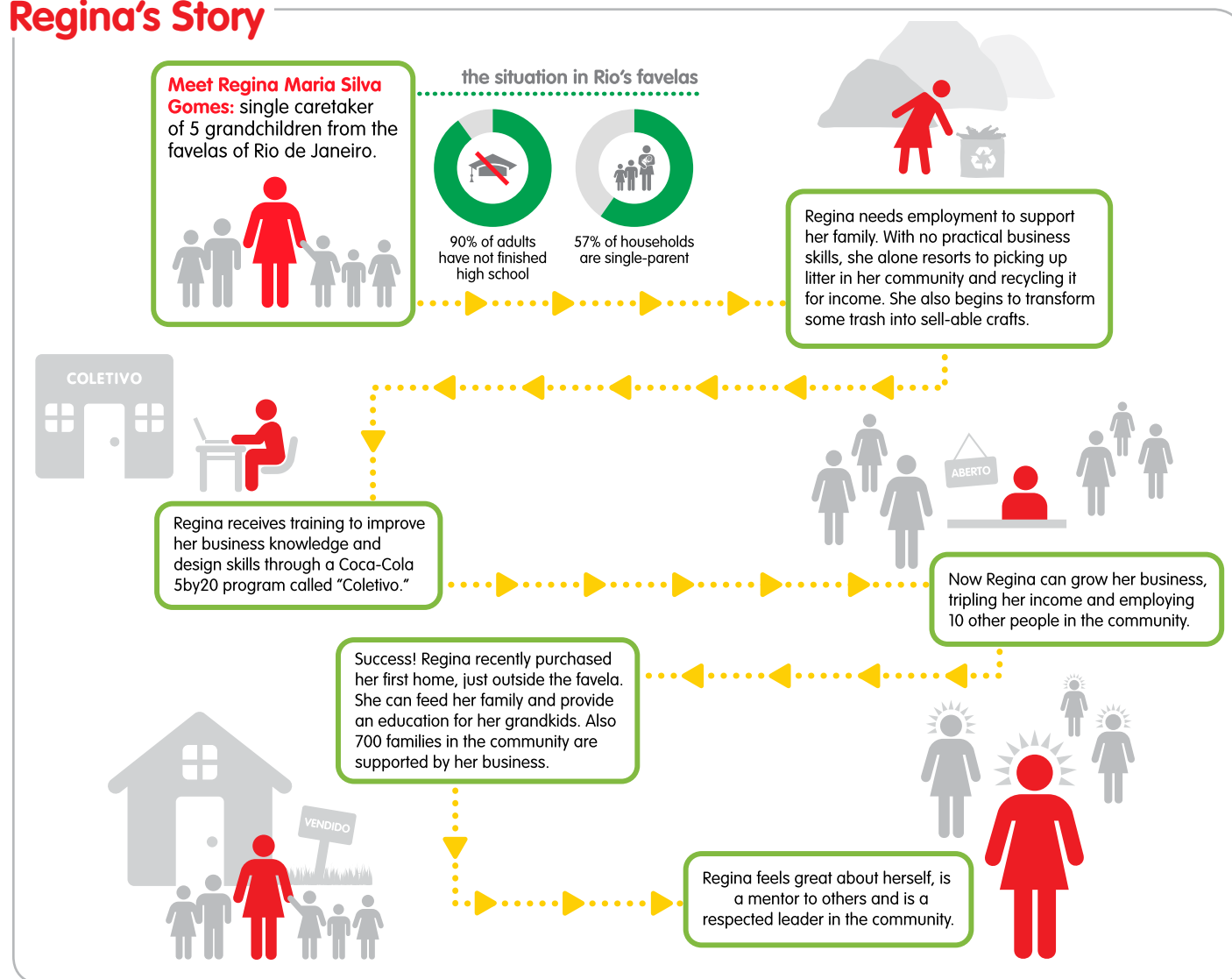
Regina Maria Silva Gomes lives near Morro dos Macacos, one of the sprawling hillside favelas, or shantytowns, in Rio de Janeiro, Brazil. In a densely populated community where 90 percent of adults have not completed high school and 57 percent of households are single-parent homes, Regina's life hasn't been easy. Several years ago, when the death of her husband was tragically followed by the deaths of her two sons, she was left to

raise her five young grandchildren on her own. It would have been easy to give up hope, but Regina's resilience and perseverance opened doors where circumstances had closed them.

Regina's dear friend and mentor, Donna Anna, a local community leader, recognized Regina's potential and asked her to lead a project to clean up their community. The streets were littered with trash and infested with rodents. It was a dirty job, but a job nonetheless. For Regina, it was an opportunity to support her grandchildren. It also provided a way for her to serve her community and, in her words, gave her "a reason to live."

That was four years ago. Today Regina's life has changed—and so has the community around her. Her job collecting recyclables led her to two programs that are part of

Regina's Story





Regina Maria Silva Gomes, a 5by20 entrepreneur from Rio de Janeiro, Brazil.

The Coca-Cola Company's 5by20 initiative: Coletivo Recycling, which helps formalize and streamline recycling cooperatives, and Coletivo Artisans, which offers design training and sales channels to artisan groups.

Through these programs, Regina received business skills training and coaching that allowed her to make her business more efficient. With the help of the 5by20 initiative, she developed

a computer program to track the credit at the local grocery store that residents earn from the bottles they bring to her recycling center. The program also makes it easier to stay organized and track the revenue she generates. Her business has united the community in a collectively beneficial cause: keeping their neighborhood clean and protecting the environment.

With her recycling business up and running, Regina started a second business by bringing together a team of local women artisans who turn the empty plastic bottles they collect into beautiful handcrafted works of art. She sells these in a small shop next to the recycling center and through a catalog. Today, with the skills she learned through the 5by20 initiative Coletivo, both her businesses are growing, and Regina is making her community stronger and healthier.

A few months ago, Regina proudly purchased her first home—located just outside the favela where she spent most of her life. "I leave [the favela] at night to go home," Regina says, "but I come back here every day to work because this is where my soul lives."

Charitable Giving

Goal: Give back at least 1 percent of our operating income annually.

Progress: Achieved. We have made a commitment to give back a portion of what we have earned. In 2012, we gave back \$101.6 million—1 percent of our operating income.

Inside every bottle of Coca-Cola® is the commitment of a company that cares about community. From preserving and protecting resources, to reducing consumption, to serving as a resource in times of need, our Company is committed to being more than a model corporate citizen—we are committed to building a better future for the communities around the world where we live and work.

For nearly three decades, The Coca-Cola Company has given back to communities mainly through The Coca-Cola Foundation, our global philanthropic arm. Through the Foundation, we partner with governments, non-governmental organizations (NGOs) and other charitable organizations to support community improvement in four main areas: water stewardship; active, healthy living; community recycling; and education. We also fund local priorities such as women's empowerment, youth development, HIV/AIDS education and prevention, economic development and community improvement. Foundation grants make up about 69 percent of our giving worldwide, with the remaining 31 percent coming directly from The Coca-Cola Company.

In 2012, 74 percent of the Foundation's funding and 60 percent of all charitable giving supported our four global priorities: active, healthy living; water stewardship; education; and community recycling programs. Following are descriptions of some of the programs we supported in 2012.

Active, healthy living

In 2012, our Foundation awarded \$15.6 million to support 135 physical activity and nutrition programs, including Troops for Fitness, which benefited from a \$3 million grant to the Garfield Park Conservatory Alliance to support the Park's Families Wellness Initiative. This program makes affordable nutrition and active-lifestyle programs available to Chicago residents who are most in need of wellness services. The grant also supports the Chicago Park District's plan to hire U.S. veterans to teach military-style fitness classes.

Healthy habits are best started at an early age. Many of the world's children are underexposed to the benefits of physical exercise. That's why, on virtually every continent, the Foundation supports programs that encourage young people to get up and move. For example, the Foundation supports the EPODE International Network (EIN), a public-private partnership committed to preventing childhood obesity and noncommunicable diseases by promoting physical activity and nutrition education. Two years ago,

The Coca-Cola Company became the founding global partner of EIN. EPODE's methodology is a globally recognized approach to the prevention of childhood obesity. It promotes active, healthy lifestyles through community-based programs and family education. EIN, the world's largest obesity prevention network, has 25 community-based programs in 15 countries reaching 150 million people. In 2012, the Foundation awarded \$1.07 million to EIN to support capacity building for 14 community-based active, healthy living programs targeting obesity reduction in at-risk neighborhoods.

In the United States, the San Francisco Recreation & Parks Department's Mobile Recreation Program will use a \$100,000 grant award to provide 1,600 youths, ages 5 to 17, with outdoor recreation opportunities they may not otherwise experience, including biking, skateboarding, rock climbing, disc golf and water sports.

Turkey's Active Parks Project brings mobile workout stations and trainers to parks in Istanbul, Ankara and Izmir to encourage citizens to equate leisure time with physical fitness. Studies show that one-third of Turkey's population is overweight and unaccustomed to recreational exercise. This program aims to change that statistic. In just two years, the Active Parks Project has reached close to 4,000 people, and the pilot has led to an extension of the program in local schools.

2012 Charitable Giving

Environment - Water, Community Recycling & Other	24%
Local Community Initiatives	24%
Education	23%
Active Healthy Living	16%
Other Wellness Initiatives	8%
In-Kind	5%



Another unique program funded by the Foundation is the National Organization on Disability, which will use a \$100,000 grant to support the Wounded Warrior Careers program, benefiting veterans in North Carolina, Colorado and Texas.

Water stewardship

The Coca-Cola Company participates in global efforts to help improve access to clean water through the installation of water systems and the conservation and protection of a more sustainable water supply. We are involved in hundreds of community water partnership projects worldwide that address locally relevant issues such as watershed protection, access to safe drinking water, sanitation, agricultural water efficiency, and education and awareness.

In 2012, the Foundation awarded \$18.4 million to support 58 water initiatives worldwide, including a \$7 million grant to support one of the largest philanthropic commitments of its kind, the Replenish Africa Initiative (RAIN). RAIN is making safe drinking water available in countries where lack of water adversely affects the health and economic prosperity of the population. A \$30 million pledge over six years will bring fresh water and sanitation to more than 2 million Africans by 2015. RAIN's objective is to deliver life-sustaining water in a more sustainable manner by establishing healthy watersheds, community water programs and sanitation. Grant funding in 2012 launched projects in Algeria, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mozambique, Senegal, Somaliland, Tanzania and Zambia. In addition, funding also supports multi-year projects in the Democratic Republic of the Congo, Liberia, Morocco, Nigeria, Rwanda, Sierra Leone, South Africa and Tunisia. These projects will focus on water supply and sanitation, hygiene promotion, productive water use and watershed protection.

In China, Every Drop Matters is the flagship water initiative in our ongoing

collaboration with the United Nations Development Programme. The Foundation's grant of \$800,000 supports a feasibility study to improve water quality and accessibility for 30 million people living in China's Dongjiang River Basin. A separate \$2 million grant supports the acceleration of water and sanitation efforts related to the United Nations Millennium Development Goals, including improving resilience and adaptation to climate change in 20 countries.

In addition to these programs, The Coca-Cola Foundation supports many other community water programs around the world. Here are a few of them:

In Latin America, The Coca-Cola Foundation contributed \$1.25 million to the Millennium Water Alliance to support phase one of a three-year project to provide more than 110,000 people clean water and hygiene education in Mexico, Guatemala, Honduras, Nicaragua and Colombia.

In India, nearly 30,000 children will benefit from \$1.25 million in funding to improve water and sanitation facilities for 50 local schools through World Vision India and Plan International's India Chapter. In addition, a \$145,000 grant to HARITIKA will support efforts to recharge groundwater in severely stressed water areas and expand areas for farming and cultivation in Patna, India. HARITIKA is an NGO working to improve the lives of people living in poverty in central India.

In the United States, a \$250,000 grant to the Chattahoochee River Restoration Project will benefit 194,000 residents of Columbus, Georgia, by helping to restore a 2.5-mile section of the Chattahoochee River. A \$250,000 grant to the Bonneville Environmental Foundation will support watershed conservation efforts along seven miles of the East Fork Bear River in Utah. The project will remove two dams, combine two irrigation diversions and install

screens on three irrigation diversions. The goals are to permanently restore 3 billion liters of water per year, and to provide species protection for the Bonneville cutthroat trout. The project will be conducted in partnership with Trout Unlimited and the National Fish and Wildlife Foundation.

Community recycling

Recycling is only effective when people have a convenient way to do it. In 2012, The Coca-Cola Foundation invested \$2.4 million in 15 recycling programs in communities across the United States and around the globe. These programs focus on litter abatement, recovery and reuse, increased community recycling awareness and support for research and innovation. In Australia, a \$200,000 grant to Keep Australia Beautiful National Association, Inc., will fund beverage container recycling grants to help collect 55 tons of debris while benefiting 300,000 people with recycling awareness and education.

The Foundation also supports efforts worldwide to minimize the impact of litter on our waterways and tropical regions. In Ecuador, the Foundation invested \$40,000 in the Fundacion Galapagos Ecuador program to minimize human impact on the Galapagos Islands, a UNESCO World Heritage Site. In the Ukraine, a \$50,000 grant to the Society for the Protection of Birds will support a coastal cleanup and awareness-raising campaign expected to benefit an estimated 500,000 people and collect or divert 15 tons of debris.

In some areas, the Foundation is supporting innovative recycling programs that involve students and local residents. In Malaysia, a \$250,000 grant will help establish a unique campus recycling program that will reward participating students with bicycles, supporting both green transportation and active, healthy living through the University Putra Malaysia. In the United States, through a \$1.3 million grant award, Keep America Beautiful's

Bin Grant program will increase the number of single-stream recycling carts in Chicago. Residents will use the carts to collect recyclable household waste. The Bin Grant Program issues grants to purchase community recycling bins to assist in reclaiming reusable materials in public settings like parks and schools and at public events.

Read more about our support of community recycling programs in the [Sustainable Packaging](#) section of this report.

Education

The Coca-Cola Foundation has a strong history of supporting education initiatives and cultivating bright young minds. In 2012, the Foundation awarded \$15 million to 76 education initiatives around the world to support scholarships, access to educational programming, mentoring and drop-out prevention.

The Coca-Cola First Generation College Scholarship Program, a signature program of the Foundation, has awarded more than 5,000 scholarships totaling \$31 million since 1993 to students who are the first in their immediate families to attend college. In 2012, close to 200 institutions benefited from first-generation scholarship funding, including Georgia Institute of Technology, which was awarded \$1.13 million to provide scholarships to enable nearly 500 first-generation college students to take courses in the Sam Nunn School of International Affairs at Ivan Allen College. Foundation funding also supports complementary study and work abroad programs in

Latin America, Asia and Europe, as well as two professorships.

In some areas of the world, what's needed most is a place to learn. Through The Coca-Cola Foundation's Little Red Schoolhouse™ program in the Philippines, some 550 students are benefiting from the construction of five three-room classroom schools with furnishings, toilets and a sanitary water system. The project is supported by a \$407,000 grant from the Foundation. In Africa, a \$100,000 grant through The Coca-Cola Africa Foundation will support the Discovery Channel's Global Education Partnership. This initiative will help expand learning centers, benefiting 200,000 students and 4,500 teachers across Egypt, Ghana, Kenya, Morocco, Namibia and South Africa.

Students at Ohio State University are also benefiting from continued funding from The Coca-Cola Foundation. A \$500,000 grant was awarded to support the Critical Difference for Women Program, a women's empowerment initiative providing re-entry scholarships and support services for academically deserving non-traditional female students. In Turkey, through INJAZ Palestine, the Foundation funded a \$100,000 grant to provide nine Palestinian college students with merit-based scholarships to study abroad for one year at Bilkent University in Ankara.

Human and Workplace Rights

An essential ingredient in every one of our products is our profound commitment to human rights and workplace rights. Respecting human and workplace rights is fundamental to our culture and imperative for a sustainable business. In our Company and across the Coca-Cola system, we are working to make sure all people are treated with dignity and respect. Our work in this area is overseen by the [Public Issues and Diversity Review Committee](#) of our Board of Directors.

We consider human and workplace rights—as articulated in the [United Nations Universal Declaration of Human Rights](#) and the [International Labour Organization's Declaration on Fundamental Principles and Rights at Work](#)—to be inviolable. We take a proactive approach to respecting these rights in every workplace of The Coca-Cola Company, in our bottling system, in our supply chain and in the communities in which we operate.

The foundation of our approach lies in four key documents: our [Human Rights Statement](#); our [Workplace Rights Policy](#); our [Supplier Guiding Principles](#); and our [Global Mutual Respect Policy](#), which we introduced in 2012.

All four documents are consistent with the United Nations (UN) and International Labour Organization (ILO) declarations. Together, they describe our high standards and expectations, addressing such subjects as freedom of association, forced labor, child labor,

discrimination, hours of work, safety, workplace security, and community and stakeholder engagement. Our Human Rights Statement, our Workplace Rights Policy and our Global Mutual Respect Policy apply to all entities in which The Coca-Cola Company owns a majority interest. Many of our larger [bottling partners](#) have their own human rights policies.

For several years, we have undertaken the complex work of ensuring that our entire business system and supply chain align with our policies. We expect our Company, our bottling partners and our suppliers to avoid causing or contributing to adverse human rights impacts as a result of business actions and to address such impacts when they occur. Furthermore, our Company, bottling partners and suppliers are also responsible for preventing or mitigating adverse human rights impacts directly linked to their operations, products or services by their business relationships.

To meet these expectations, our Company, bottling partners and suppliers are adopting processes for identifying, preventing and mitigating negative impacts on human rights. Additionally, all are required to implement a process for remediation of any adverse human rights impacts they cause or contribute to.

Our efforts to promote respect for human rights across the Coca-Cola system and throughout our supply chain are being recognized. In 2011, Calvert Investments, Inc., announced that we met its “environmental, social and governance criteria as a result of clear progress in labor and human rights.” For more information, read [Calvert's analysis of our progress](#).

Checklists and good practices: implementing the UN Guiding Principles on Business and Human Rights

In 2011, the UN Human Rights Council adopted the UN Guiding Principles on Business and Human Rights (UN Guiding Principles), which provide guidance for

addressing the risk of adverse impacts on human rights linked to business activity. We formally endorsed those principles after working for several years with Professor John Ruggie, the former UN Special Representative for Business and Human Rights. His “[Protect, Respect and Remedy](#)” framework for respecting human rights in a business context, along with the UN Guiding Principles, is now among our primary touchstones as we develop our own programs and practices.

According to the UN Guiding Principles, any company implementing respect for human rights in a corporate context must put three primary components into place:

- A policy commitment to meet the responsibility to respect human rights
- A due diligence process to identify, prevent, mitigate and be accountable for human rights abuses
- Processes to enable the remediation of any adverse human rights impacts the company causes or to which it contributes

We are implementing all three of these components in our Company and are working with our bottling partners and suppliers to help them implement the UN Guiding Principles as well.

We continually analyze potential and actual human rights impacts across our value chain, from raw materials to end use. We identify human rights risks, along with policies and actions for mitigating them. In addition, we have developed five human rights-related due diligence checklists for managers across our Company. These easy-to-use two-page checklists cover such topics as migrant labor, child labor, plant siting and more. They offer clear steps our managers can take immediately—not only to comply with our policies but also to integrate an ongoing and reflexive respect for human and workplace rights that is inseparable from our daily operations.

For our bottlers and suppliers, we have identified “26 Good Practices” that we encourage them to adopt. Like the checklists we use in our own Company, these practices enable bottlers and suppliers to move beyond legal compliance to the integrated, systematic and sustained respect for human rights and workplace rights envisioned in the UN Guiding Principles.

Our support of the UN Guiding Principles builds on our work as a participant in the [UN Global Compact](#) and member of the [Global Business Initiative on Human Rights](#) (and its predecessor, the Business Leaders Initiative on Human Rights). Our work in those partnerships continues. The Coca-Cola Company’s perspective on implementation of the UN Guiding Principles on Business and Human Rights has been featured by the Business and Human Rights Resource Centre, as well.

Investigating rights-related complaints

We require all associates of The Coca-Cola Company to know our human rights and workplace rights standards and to apply them in their work. Managers, in particular, receive intensive training. We also rely on our associates to speak up immediately if they believe our policies have been violated. Associates can report perceived violations confidentially and without fear of retaliation through numerous channels, including our [EthicsLine](#)—a global Internet and telephone information and reporting service for associates, customers, suppliers and consumers who perceive violations of our Code of Business Conduct, our Workplace Rights Policy, our Global Mutual Respect Policy, our Human Rights Statement or applicable laws and regulations. We treat all inquiries confidentially and investigate all concerns.

In 2012, we investigated 412 perceived human and workplace rights complaints

from employees in our Company, down from 426 in 2011. The largest numbers of complaints were related to discrimination (which includes retaliation and harassment) and work hours and wages. We found no instances where freedom of association had been denied. In cases where claims are substantiated, we take corrective action. Depending on the violation, corrective action may take the form of back pay, reassignment of duties and in severe cases, separation from the Company.

Aligning our system and suppliers

Goal: By 2015, achieve a 98 percent compliance level for Company-owned and -managed facilities upholding the standards set in our Workplace Rights Policy. Also, achieve 90 percent compliance with our Supplier Guiding Principles among independent franchise bottling partners and suppliers.

Progress: As of December 31, 2012:

- 98 percent of our Company-owned facilities had achieved compliance. We met our goal of 98 percent compliance in 2011.
- 77 percent of our bottling partners and 80 percent of our direct suppliers had achieved compliance.

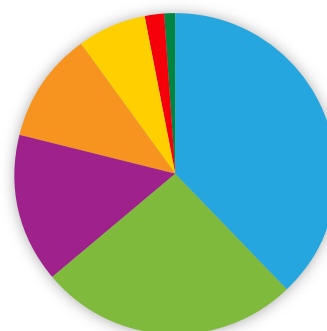
To help our Company, our bottling partners, and our direct suppliers achieve compliance with our policies and principles, third-party auditors trained in our standards conduct regular workplace assessments. We conduct annual assessments of new suppliers and suppliers with a history of noncompliance. For suppliers with a history of compliance, we conduct assessments every three years. More than 15,000 workplace assessments have been completed since 2003.

In 2009, we set a goal of ensuring that 98 percent of our Company-owned and -managed facilities meet our workplace rights standards by 2015. We met that goal in 2011 and maintained a 98 percent compliance rate once again in 2012.

As for our suppliers and bottling partners, we expect them to comply with the higher standards of international norms and applicable laws with respect to workplace and human rights principles. We encourage them to adopt our Human Rights Statement and Workplace Rights Policy or equivalents; to comply with our Supplier Guiding Principles; and to uphold the standards we have set for everyone doing business with us. We convey our expectations and offer compliance assistance through our Supplier Guiding Principles program.

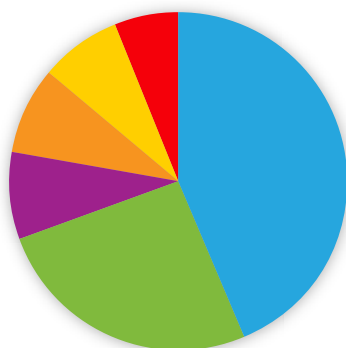
2012 Workplace Rights Policy Cases Reported by Category

Retaliation/Discrimination/Harassment	38%
Work Hours and Wages	26%
Safe and Healthy Workplace	15%
Ask a Workplace Rights Question	11%
Workplace Security	7%
Forced Labor	2%
Freedom of Association	1%



2012 Audits by Region

Pacific	886
Latin America	527
Eurasia	168
Europe	168
North America	158
Africa	123
Total	2,030



Our goal is to have 90 percent of our bottling partners and suppliers comply with our Supplier Guiding Principles by 2015. We are making steady progress. By the end of 2012, 77 percent of bottlers and 80 percent of direct suppliers had met the standards of our Supplier Guiding Principles. These represent a 9-point and 7-point increase, respectively, in compliance over 2011.

Reaching deeper into our supply chain

One of our ongoing challenges is ensuring respect for human rights and workplace rights far “upstream” in our supply chain, among our second- and third-tier suppliers and beyond. Such suppliers can number in the tens of thousands, and their operations are often not transparent to us. What’s more, some of our suppliers, lacking stakeholder engagement and oversight from government and advocacy groups, have had little incentive to formalize policies and practices related to human and workplace rights.

To begin to integrate respect for human rights and protection of workplace rights across our supply chain, we began piloting a program called Pass It Back in 2012. The aim of the program is to share our knowledge and best practices related to human and workplace rights with key suppliers and then work with them to “pass it back” across their supply chains, sharing what they’ve learned with their own suppliers. Our ultimate aim is to build respect for human rights and

protection of workplace rights so that they stretch unbroken from our system back to the farm, the forest or wherever the points of origin of our raw materials may be.

Working initially with a fruit supplier, a carbon dioxide supplier and a supplier of paper products—who collectively represent more than \$1 billion in procurement spending—we conducted an analysis of each business’s human rights impacts and policies. We found that all three companies generally lacked policies and awareness in regard to their potential impacts on human and workplace rights. We also found that all three were enthusiastic about making improvements and sharing them across the extent of their own supply chain. We are now working closely with the companies as they develop their policies and build their capabilities. The process can be slow, but we believe our approach will ultimately result in greater respect for and protection of human and workplace rights across our supply chain. Meanwhile, we are considering how to expand Pass It Back to include other suppliers. We recognize that some supply chains may be too complex for the program. In those cases, certification—as under the Bonsucro Standard for sugar—may be a more effective tool for ensuring that our suppliers align with our policies and values.

Addressing human and workplace rights in Myanmar

In 2012, we announced our plans to do business in Myanmar for the first time in more than 60 years. In 2013, we began production at two bottling plants in the country—the beginning of \$200 million in investments planned over the next five years that we estimate will create more than 22,000 job opportunities. Through our presence, we hope to contribute to Myanmar’s economic and social success in addition to growing our business.

Prior to re-entering Myanmar, we conducted the most comprehensive due diligence process in our recent history. It included, among many other aspects, extensive local stakeholder engagement and a thorough review of human rights issues in the bottling plants we acquired, in the local supply chain and throughout the country as a whole. Our human rights assessment, conducted in October 2012, drew upon reports from the U.S. State Department, work from the Institute for Human Rights and Business, and from contracted reports by UL (Underwriters Laboratories Inc.), a global safety science company. A team including Coca-Cola personnel and representatives from UL also conducted an in-person Supplier Guiding Principles assessment of our two bottling plants, spending nearly 450 hours over two weeks surveying the communities bordering the plants as well as two independent distributors.

The bottling plants we audited scored in the bottom quarter of audited bottlers and suppliers worldwide. Our assessments revealed issues common in developing economies, including gender- and age-based discrimination, hours of work and wage issues, and health and safety concerns. But rights violations we expected based on our initial research, such as child labor, were not found. Audits of a sample of local distribution centers revealed similar issues.

Following the audit, we worked with plant managers to implement a remediation plan. The plan includes detailed steps for corrective action to

be taken in the near, medium and long term, including continual development of the plants' and distributors' capacity for aligning with our policies and guidelines. We will conduct semiannual follow-up assessments until all areas of noncompliance are corrected and annually thereafter until compliance is sustained. At that point, the sites will be placed on our normal assessment schedule of every one to three years, depending on compliance performance.

In addition to remediation work at the site level, we are partnering with local organizations and collaborating with other companies to deliver training on our workplace standards. We will sponsor the training, which will be delivered by the British Council in conjunction with the ILO. The trainings will bring together a broad array of supply chain partners. By working with other companies, we hope to establish the implementation of human and workplace rights safeguards as standard industry practice in Myanmar.

In April 2013, we conducted follow-up audits of our two Myanmar plants, which showed that about 24 percent of the identified issues had been addressed. (Of 33 issues identified, eight had been fully addressed. Additional issues also had been addressed, but the plants have not yet achieved full compliance in those areas.) We recognize that changing some aspects of workplace culture in Myanmar will require a great deal of time, persistence and collaboration. We are optimistic and enthusiastic about the positive contribution we can make to the country's capacity for respecting and protecting human and workplace rights.

As part of the lifting of U.S. sanctions against Myanmar for human rights violations, and in conjunction with the authorization of new licenses permitting investment in the country, the U.S. State Department required investing companies in Myanmar to report annually, beginning in 2013, on their human rights due diligence. Our

report, which also includes results of our due diligence on environmental and technical issues, will be available later this year on the U.S. State Department website. The report will also include an overview of the significant steps we are taking to mitigate corruption risk in our Myanmar operations, including steps within the supply chain and distribution of Company products.

Confronting the "hard issues": our sixth annual human rights conference

In May 2013, we hosted our sixth human rights conference at our corporate headquarters in Atlanta, convening more than 150 leaders from businesses, government and nongovernmental organizations (NGOs) to discuss the role of businesses in respecting human rights. The conference was aimed at giving attendees a better understanding of how to help their companies implement the UN Guiding Principles and mitigate human rights impacts. The conference addressed a variety of difficult issues facing businesses as they implement the UN Guiding Principles in their businesses and their supply chains. Discussions focused on human trafficking, conflict minerals, doing business in Myanmar and more.

Helping to eradicate child labor in sugarcane fields

Our Human Rights Statement, Workplace Rights Policy and Supplier Guiding Principles prohibit the use of child labor. While there is no child labor in our Company-owned operations, we are aware that child labor persists on some of the farms that grow cane for our sugar suppliers, driven by poverty and local social norms. Our Company does not typically purchase ingredients directly from farms, nor are we owners of sugar farms or plantations, but as a major buyer of sugar, we are taking action and using our influence to help end child labor in sugarcane fields.

Our approach is both global and local. At the global level, we set corporate policy, convene experts, and engage

with governments, NGOs and other companies. At the same time, we collaborate with suppliers, industry groups and local stakeholders to address the issue with farmers. In recent years, we have joined collaborative efforts in El Salvador that have dramatically reduced child labor in cane fields. We are also taking action in Bolivia, the Dominican Republic, Honduras, Mexico, the Philippines and 14 other countries.

Most recently, we collaborated with ILO-IPEC (International Programme on the Elimination of Child Labour) to design and distribute a training guide discouraging the use of child labor among sugar farmers in Mexico while encouraging more efficient farming practices. We also facilitated ILO-IPEC's access to several farms supplying two of our authorized sugar refineries, enabling ILO-IPEC staff to conduct appropriate interventions to address child labor.

In addition, we collaborated with our bottler in Bolivia to encourage our major sugar supplier to address hazardous child labor issues and improve the overall labor conditions in its sugar supply chain. This work was done in collaboration with Hagamos Equipo.

In 2013, we completed our second round of funding to Save the Children Honduras to raise community awareness and support the Honduran sugar industry's continued efforts to reduce hazardous child labor.

Preventing human trafficking

Our Company proactively addresses human trafficking and forced labor in our Human Rights Statement, Workplace Rights Policy and Supplier Guiding Principles. These policies are supported by independent assessments of supplier, bottler and Company-owned facilities that are conducted by third parties to verify compliance with our standards that prohibit human trafficking and slavery in supply chains.

In February 2012, we hosted a conference on human trafficking in labor sourcing, which was attended by nearly 150 business leaders, human rights experts, investors, NGOs, legal experts and others. The conference focused on exploring solutions to eliminate human trafficking in labor sourcing. In January 2013 in Atlanta, we sponsored a panel discussion on human trafficking that was moderated by former Atlanta mayor Shirley Franklin. In May, in conjunction with our human rights conference, we hosted a one-day multi-stakeholder meeting on human trafficking sponsored by the Institute for Human Rights and Business and Humanity United to address two key contributors to human trafficking: holding of passports and payment of recruiting fees.

We also are a founding member of the [Global Business Coalition Against Human Trafficking](#), a group of global corporations that recognize the critical role business can play in ending human trafficking and all forms of modern-day slavery.

Collaborating with labor

We respect the rights of workers in the Coca-Cola system to join unions without fear of retaliation and to engage in collective bargaining without interference or fear of retaliation. More than 30 percent of workers in the Coca-Cola system are represented by trade unions. Of those, more than 70 percent are affiliated with the International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF), one of our business system's most important stakeholders.

Maintaining a productive relationship with trade unions enables us to collaborate with them on key issues affecting our Company's success. It also enables us to solve problems positively and constructively and manage risk.

Twice each year, we meet with IUF delegates from around the world at our Atlanta headquarters to discuss labor and workplace issues in our system.

These meetings enable us to have frank conversations and address and resolve difficult issues across the table through serious and practical engagement from both sides. We encourage our bottling partners to collaborate with labor organizations as well.

In addition to our work with IUF, we also have ongoing and regular engagement with a wide variety of human rights groups and socially responsible investors.

Ensuring ethical engagement of contract labor

Our Company and bottling partners, like many businesses, employ contract and agency labor. There are many legitimate uses of contract labor, and we expect contract workers, through third-party providers, to continue to play an important role in our business. Through enhancements to our [Supplier Guiding Principles](#) assessments, our Company is holding more contract and agency labor suppliers accountable for the ethical treatment of these workers. Our Supplier Guiding Principles also informed our new [Sustainable Agriculture Guiding Principles](#) to ensure fair labor practices and the respect of human and workplace rights on farms in our supply chain.

Our commitment to human and workplace rights, as well as our commitment to operating a sustainable business, compels us to respect the rights of all workers, including those not directly employed by our Company or bottling partners. So, we are working with our business units and our bottling partners to develop a proactive, holistic approach to managing contract labor that protects workers and our Company by addressing critical issues at each phase of a contract worker's engagement with us—from our initial decision to use contract labor through the end of the relationship with labor suppliers or specific workers. We expect our personnel and our bottling partners to understand the risks associated with contract labor and to carefully manage the labor agencies engaged.

We also expect them to provide training and a safe work environment and to avoid using termination practices that circumvent legal obligations.

We take a number of steps to ensure responsible engagement of the contract and agency workers we employ, including the following:

- We stand by our commitments and expectations for the treatment of all workers as described in our Human Rights Statement, Workplace Rights Policy and Supplier Guiding Principles. Any allegation of worker abuse—including abuse of contract laborers—is a very serious issue that we fully investigate.
- We conduct continuous assessments of our operations and of key authorized contract labor suppliers to ensure the responsible treatment of contract laborers.
- We engage with key stakeholders to understand their perspective regarding potential abuse of contract workers. The subject of contract and agency labor is a standing agenda item for our semiannual meetings with the IUF. Through these meetings, we have successfully addressed a number of concerns regarding contract workers in India, Pakistan and the Philippines.
- We provide our largest bottling partners with contract labor risk-mitigation checklists and other tools to help them manage contract labor appropriately.

In 2012, we developed a contract labor "gap analysis" tool and a contract labor human rights due diligence checklist for our Company and our bottlers. The checklist enables a quick self-assessment. The gap analysis tool enables bottling partners and business units to conduct a deeper assessment of their current contract labor practices compared to generally accepted good practices and to quickly see their potential risk. Both the tool and the checklist are part of

our proactive, holistic approach to addressing each phase of a contract worker's engagement with us, from our initial decision to use contract labor through the end of our relationship with a contract worker.

Collaborating to increase sustainable sourcing

We are a leading member of AIM-PROGRESS, a forum of 37 fast-moving consumer goods manufacturers and suppliers working together to promote responsible sourcing practices. AIM-PROGRESS conducts in-person and virtual supplier training sessions around the world as part of the organization's joint training initiative. Training covers the four major pillars of responsible sourcing: human rights

and labor standards, health and safety, environmental compliance and business integrity. Leaders from participating companies provide perspective on why responsible sourcing is important to customers, stakeholders and sustainable businesses. Over the last two years the sessions have reached approximately 2,000 suppliers and 4,000 people.

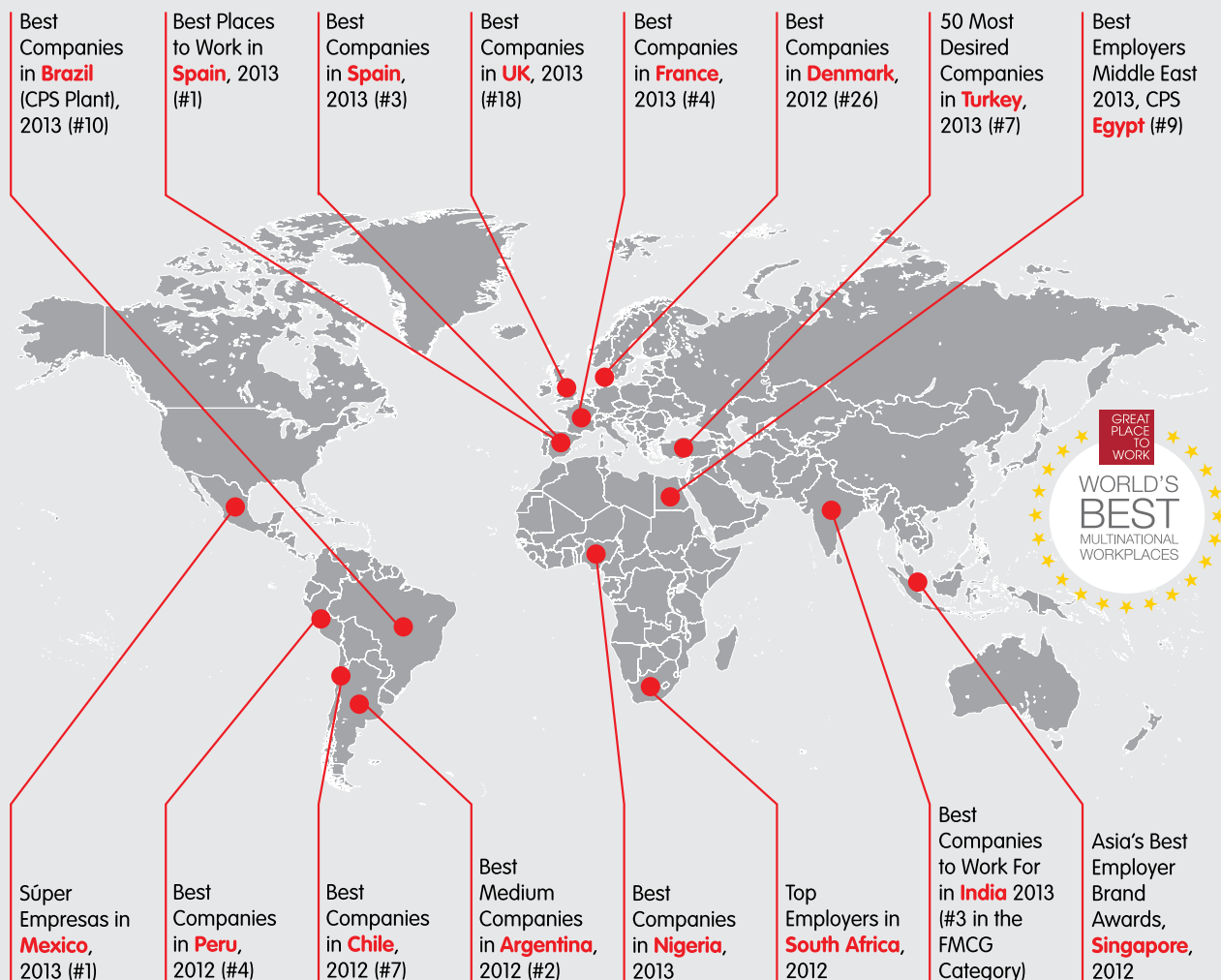
Member companies recognize supplier audits completed on behalf of another company through a framework called mutual recognition. Recognizing audits conducted on behalf of another company reduces audit fatigue, saves time and lowers costs on the part of suppliers and shifts the focus from auditing to performance. Our work

with AIM-PROGRESS has advanced our mutual audit recognition to 16 percent of the suppliers we audit.

Building capabilities for respecting human and workplace rights

To help increase human and workplace rights-related capabilities among our employees, our Company has organized a series of development sessions and training programs. More than 20 of these training resources are available online via Coca-Cola University. Training programs include Workplace Rights Policy and Human Rights Statement Manager Training; Corporate Responsibility to Respect Human Rights; Business Case for Human Rights; Workplace Rights Policy Employee Familiarization; and many others.

Our 'Employer of Choice' Recognition by Region (2012-2013)



2012 Global Turnover Rates by Group and Gender

	Female	Male	Overall
Bottling Investments Group	4.1%	14.7%	11.4%
Corporate Group	6.2%	5.5%	5.8%
Eurasia & Africa Group	8.8%	8.7%	8.7%
Europe Group	9.2%	8.1%	8.6%
Latin America Group	9.4%	8.6%	9.0%
North America Group	10.7%	8.3%	9.7%
Pacific Group	11.8%	10.7%	11.3%

Implementing our Global Mutual Respect Policy

In December 2012, on Human Rights Day (December 10), we introduced our Global Mutual Respect Policy. The policy focuses on how the Company expects employees to treat each other and everyone they interact with in their work on behalf of the Company. The policy specifically addresses:

- Valuing diversity and inclusion
- Creating an environment free from discrimination and harassment
- Reporting potential discrimination, harassment or any other type of disrespectful or excessive behavior
- Ensuring that there is no reprisal or retaliation of any kind as a result of reporting or participating in any investigation

Our Global Mutual Respect Policy augments our Workplace Rights Policy by making our already firm stance against discrimination, intimidation and harassment even more explicit. It also provides a single, consistent policy on these topics covering all Company employees worldwide. As with our Workplace Rights Policy, anyone perceiving a violation of our Global Mutual Respect Policy can report their concerns to their manager, to a Human Resources or Employee Relations representative, to Company legal counsel or to our EthicsLine.

Making the Coca-Cola system a great place to work

Inside every bottle of Coca-Cola is the passion, hard work and ingenuity of some 700,000 people around the world and across our system—the people who make, market and deliver our products. One of our 2020 Vision goals is to be a great place to work. And we believe that work should be a place of exploration, creativity and professional growth—a place where people are inspired and motivated to achieve extraordinary results. We want our people to take pride in their work as they refresh the world, inspire moments of optimism and happiness, create value and make a difference.

Around the world, a “best place to work”

For many years, our Company has been named to numerous “employer of choice” lists—a strong endorsement of our workplace culture and policies, and one component we use to track our progress toward our people goals. Such awards, which take employee opinion into account, are also a great asset in our recruiting. In 2012 and 2013, we earned placement on 20 employer of choice lists, including (see map on page 39):

- World’s 25 Best Multinational Workplaces 2013 from Great Place to Work® Institute
- Best Workplaces in Argentina, Brazil, Chile, Denmark, France, Nigeria, Peru, Spain and the United Kingdom from Great Place to Work® Institute
- Regional Best Workplaces in Europe and Latin America from Great Place to Work® Institute
- Best Employers Middle East (Middle East North Africa Business Unit and CPS Egypt) from Aon Hewitt
- Best Companies to Work For in India from *Business Today*
- Súper Empresas in Mexico from *Expansión* magazine
- Top Employers, South Africa from CRF Institute

- Best Places to Work in Spain from *Actualidad Económica*
- 50 Most Desired Companies in Turkey from *Bloomberg Businessweek*
- Asia’s Best Employer Brand Award from Employer Branding Institute

Continuing our commitment to workplace safety

Every worker has a fundamental right to a safe and healthy workplace. Our [Workplace Rights Policy](#) requires that we take responsibility for maintaining a productive workplace in every part of our Company by minimizing the risk of accidents, injury and exposure to health hazards for all of our associates and contractors. We’re working to help our bottling partners minimize such risks for their employees and contract workers as well.

The Coca-Cola Operating Requirements (KORE) define the policies, standards and requirements for managing safety, the environment and quality throughout our operations. KORE also requires that our manufacturing and distribution facilities implement BS OHSAS 18001 (British Standard Occupational Health and Safety Assessment Series 18001, a framework for an effective occupational health and safety management system) or an equivalent internationally recognized safety management system.

To guide us in achieving a safe work environment for our associates, KORE defines a rigorous set of operational controls to manage known risks. The controls generally align with top global requirements and consensus standards. In addition, we engage recognized external audit firms to assess the compliance of each of our manufacturing operations with applicable laws and regulations and our Company occupational safety and health requirements.

We provide substantial safety training to our associates using the training requirements defined in KORE as a global baseline. Training covers new-hire induction and periodic refresher training for all associates and other workers conducting work on our behalf.

Lost-Time Incident Rate/Lost Days,* 2008 to 2012

	2008	2009	2010**	2011	2012
Number of Employees	92,400	92,800	139,600	146,200	150,900
Lost-Time Incident Rate	2.2	1.9	4.1	2.2	2.3
Lost Days	24,621	19,213	185,608	26,251	26,027
Lost-Day Rate	31.8	24.7	133.3	27.8	31.1

The data above reflect the total collected data for employees. Employees include all hourly, salary and temporary employees who are on the payroll of TCCC and TCCC-owned or -controlled operations, as well as contractors and temporary employees who are not on a facility's payroll, but for whom facility management provides day-to-day supervision of their work and provides the details, means, methods and processes by which the work objective is accomplished.

*Our lost-time incident rate is based on lost-time injuries and illnesses per 200,000 hours worked. The lost-day rate is based on the number of lost days per 200,000 hours worked. To facilitate benchmarking, in 2013, we updated our definition of "lost day" to exclude days restricted or transferred. 2011 and 2012 data have been restated to match our current definition.

**The significant change in data from 2009 to 2010 is primarily due to our acquisition of Coca-Cola Enterprises Inc's North American business.

Our safety record in 2012

Despite improvements in 10 of the 17 countries where we have Company-owned bottling facilities, our overall lost-time incident rate increased 5 percent between 2011 and 2012—from 2.2 to 2.3. This increase was driven primarily by improved reporting of on-site contractors and ancillary operations in Europe.

In addition, we regret to report the deaths of five Company associates and 10 contractors in 2012. Vehicle-related incidents in India, China and the Philippines accounted for all but two of those deaths. The remaining two deaths were due to falls from height—one in the United States and one in India. We continue to educate workers on fleet safety, contractor safety and fall protection. We also have work under way to further enhance our response to serious safety incidents.

Working to improve safety systemwide

In 2012 and 2013, we took a number of steps to improve safety in our Company and across our system. The senior leaders of our three operating businesses—Coca-Cola Americas, Coca-Cola International and Bottling Investments Group—designated themselves as senior executive sponsors for safety and health and will engage our system leadership in efforts to raise standards and performance on safety systemwide. Also, we incorporated our Global Safety Council within our Global Supply

Chain Council, ensuring integration and alignment with operations at a higher level than ever before. The Global Safety Council includes senior safety leaders from within our Company and from our bottling partners and works to support our system vision of creating and maintaining a "zero-incident" culture. The Global Safety Council is working to develop the safety capabilities of our leadership, ensure robust safety-management processes, align and enhance our metrics systems and advance behavior-based safety programs.

We also improved results reviews at the Operating Committee level and above, ensuring the necessary leadership focus on safety improvement.



Coca-Cola İçecek's "12 Golden Health and Safety Rules" campaign.

In 2012 and 2013, we launched or enhanced several platforms to increase safety capabilities across our system, including:

- A "Safety and Environment Successful Solutions" portal, which provides a common online location where safety leaders can create and share successful safety practices from across the system.
- A monthly online training series geared especially toward safety and environmental professionals and available to all Coca-Cola system associates.
- Local initiatives led by our bottlers and business units.

Ongoing focus on route-to-market safety

Improving safety in our manufacturing facilities is just part of our work. A significant portion of the risks to our employees and contractors can be found outside the walls of our plants—in distribution centers, on the road and when delivering our products to our customers. Further improvement in these areas will take time, but we took some significant steps in 2012 and 2013, including:

- Designating a dedicated corporate "Route-to-Market Safety and Environment Principal" to engage our system in creating and implementing our improvement strategy.
- Increasing system resources, including the addition of a new fleet safety manager for our Company-owned bottler in India. Focus on India is a priority based both on the number of safety incidents in that country as well as the high reliance on contractors for distribution and route sales there.
- Beginning implementation of fleet safety workshops to engage bottling partners in assessing their operations and creating action plans to address any gaps.
- Maintaining our presence on the board of directors of the Network of Employers for Traffic Safety.

In addition, our bottlers and business units led local initiatives. One example of such an initiative is Coca-Cola Iberia's comprehensive safety program, which was launched in 2013 and intended to reduce accidents not only in its own fleet but also among distributors and third parties distributing Coca-Cola products in Spain and Portugal.

Greater adoption of behavior-based safety programs

Like many companies, we are expanding our focus on behavior-based safety in order to continually increase the level of employee engagement in the safety improvement process. Organizations throughout our system have the flexibility to evaluate and implement locally relevant programs, and early results are encouraging. As an example, since implementing its behavior-based program in 2010, our French concentrate production facility, Coca-Cola Midi S.A.S., has reduced its lost-time incident rate by 78 percent, its medical treatment cases rate by 83 percent and its lost-time incident severity rate by 93 percent.

Looking ahead: raising the bar

Our work to improve safety systemwide will accelerate in 2014. The improvements we are preparing to implement include:

- Improvement of safety audits. We will create an "always audit-ready" culture by conducting only unannounced safety audits. Frequency of audits will vary by facility based on risk. We will also shift from contracted auditors to an in-house auditing team.
- Enhanced capability and development systems for Quality, Safety and Environment personnel. We will implement more robust methods of ensuring our talent pipeline is in place and will improve our capability assessment tools.
- Continued focus on fleet safety and other priority areas. We will create focused networks to more effectively tap the expertise of existing safety resources throughout our Company and across our system.

As diverse and inclusive as our brands

Diversity is one of our [seven core values](#). It is also imperative if our business is to continue to thrive in a multicultural world.

We work hard to ensure an inclusive and fair work environment. Our workplace diversity strategy includes programs that attract, retain and develop diverse talent; provide support systems for groups with diverse backgrounds; and educate all associates through regular [diversity training](#). For more information, see our [Global Diversity Strategic Framework](#).

In 2012 and 2013, we continued to move toward our vision of a more diverse and inclusive Company and system. Following are some highlights of our progress.

Our Global Women's Initiative wins Catalyst Award

We were honored to receive the [2013 Catalyst Award](#) for the achievements related to our [Global Women's Initiative \(GWI\)](#), a program led by our Chairman and CEO, Muhtar Kent.

Catalyst is a leading nonprofit organization with a mission to expand opportunities to women and business. The Catalyst Award annually honors innovative organizational initiatives with proven, measurable results that address the recruitment, development and advancement of women.

Created in 2007, GWI is a broad program that develops female leaders inside the Coca-Cola system, economically empowers women entrepreneurs in the marketplace through our [5by20™](#) initiative and supports community organizations serving women through philanthropic outreach.

Through GWI, we have:

- Increased the percentage of women at leadership levels in our Company from 23 percent in 2008 to just over 30 percent at the end of 2012.
- Improved the number of women on our Company's immediate leadership pipeline from 28 percent in 2008 to just over 34 percent at the end of 2012.

- Increased external recruitment of women for leadership positions from 13 percent in 2007 to 40 percent in 2012.
- Advanced the percentage of women in key leadership programs from 21 percent in 2007 to 44 percent in 2012.
- Expanded Women's Linc, our Company's affinity group for women, to ten business units globally, with further expansion planned for 2013 and 2014. Prior to this expansion, Women's Linc was mainly active in the United States.
- Empowered approximately 300,000 female entrepreneurs across our value chain through the 5by20 initiative.
- Contributed more than \$7 million and immeasurable human hours to organizations around the world that serve women.

Additional diversity-related recognition

In addition to the Catalyst Award, we were honored to receive the following recognition during our 2012–2013 reporting period for our efforts to build a diverse and inclusive Company:

- On the DiversityInc Top 50 Companies for Diversity list for the 11th straight year.
- A perfect score on the Human Rights Campaign Corporate Equality Index for the seventh straight year.
- One of the *Black Enterprise* Magazine Best Companies for Diversity for the ninth straight year.
- A score of 90 on the Hispanic Association on Corporate Responsibility's Corporate Inclusion Index—an increase of five points from 2011. Only one company received a higher score.
- The Hispanic Federation's Corporate Leadership Award, given to companies showing outstanding commitment to the Hispanic community by supporting causes important to that community. This was the first time a major corporation in the nonalcoholic beverage industry received the top award.

Launching our Multicultural Leadership Council

In late 2012, we announced the establishment of our Multicultural Leadership Council, a panel of U.S.-based employees working together to accelerate leadership opportunities within our Company for multicultural associates. While we have long focused on the hiring, development and advancement of multicultural associates, our Multicultural Leadership Council will bring additional momentum and employee insight to those efforts.

“Gold” partnership with the Human Rights Campaign

In 2012, we also became a gold-level partner of the Human Rights Campaign (HRC), the largest advocacy organization for lesbian, gay, bisexual and transgender (LGBT) people in the United States. As an HRC partner, we sponsor the organization and collaborate with it on initiatives to establish equality for LGBT people in the Coca-Cola system and elsewhere.

Progress on diversity at Coca-Cola Refreshments

In 2010, our Company acquired the North American business of Coca-Cola Enterprises Inc. and formed Coca-Cola Refreshments USA, Inc. (CCR), as a wholly owned subsidiary. Since then, we have helped CCR implement programs for ensuring the same leadership in diversity, inclusion and fairness that have characterized our Company for more than a decade. Among other measures, we helped CCR establish eight new Diversity and Inclusion Councils, which help drive diversity policy. CCR continues to further embed diversity and inclusion in its human resources processes.

In 2012, CCR completed implementation of many of the same workplace fairness monitoring and reporting processes that our Company has used for more than a decade, including fairness studies of performance management, annual incentive awards and the granting of stock options and performance share units. In addition, CCR provided workplace fairness and inclusiveness training to all of its 8,000 people managers and established a three-year roadmap for diversity and inclusion.

Access to Critical Medicines

In too many places around the world, people lack access to lifesaving medicines. We're helping to change that. Through our efforts with partners representing both private and public sectors as well as civil society, we're applying our supply chain and logistics expertise to help deliver essential medicines to communities that need them.

Project Last Mile

One of our system's greatest assets is our extraordinary reach into more than 200 countries worldwide, made possible by our vast global supply and distribution network. In 2010, in partnership with The Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global Fund), we committed to provide our route-to-market expertise to help government and non-governmental organizations deliver critical medicines to rural Africa and other remote parts of the world—an effort called Project Last Mile.

Project Last Mile was originally developed in cooperation with the Global Fund, the [Bill & Melinda Gates Foundation](#), [Accenture Development Partnerships](#), [Yale University's Global Health Leadership Institute \(GHLI\)](#), Tanzania's [Medical Stores Department \(MSD\)](#) and others. Project Last Mile's first project was a public-private partnership designed to help Tanzania's medicine distribution organization, MSD, build a more efficient supply chain by using our system's proven logistics models for delivering beverages.



Since 2010, Project Last Mile in Tanzania has:

- Demonstrated that private sector business practices can be applied to solve challenges in the public supply chain.
- Reduced lead time for the procurement of medicines and reduced the risk of critical medicine shortages by implementing planning and procurement processes that mirror Coca-Cola bottler practices.
- Empowered MSD to reorganize and expand its distribution system from 500 warehouse drop-off points to direct delivery to more than 5,500 health facilities. In pilot areas, MSD reported improvements of 20 to 30 percent in medicine availability.
- Created a balanced scorecard to help track and measure supply chain performance effectively.

A [case study](#) released by Yale University's GHLI in September 2012 documented key lessons learned from the partnership. It notes "the collaboration in Tanzania demonstrated that private sector business practices were directly applicable to solving the challenges faced by a public organization." Through study of the supply chain in Tanzania, analysis of

more than 80 interviews with various stakeholders and numerous field observations, GHLI identified five factors that have led to Project Last Mile's success:

- Flexibility to adjust from a global idea to local implementation
- Visible champions within each partner organization
- Country ownership
- Alignment and coordination among partners
- Investment in implementation capacity

Building on the successes in Tanzania, Project Last Mile has expanded to Ghana. Working closely with the Bill & Melinda Gates Foundation and Ghana Health Services, this partnership is initially focusing on the supply chain and marketing of vaccines.

Addressing HIV/AIDS

We recognize that HIV/AIDS is a global health emergency. We have responded by establishing corporate policies and practices guided by international standards, including the International Labour Organization's [Code of Practice on HIV/AIDS and the World of Work](#) and the Joint United Nations Programme on HIV/AIDS (UNAIDS).



In Africa, our Company has worked with local health officials and experts in health management organizations to implement workplace and community programs and to provide healthcare benefits for the approximately 65,000 Company and bottler employees in Africa. Health benefits for both Company and bottler employees cover confidential voluntary testing and antiretroviral drugs for those who test HIV positive. Benefits cover both employees and dependents.

In 2012, The Coca-Cola Africa Foundation granted nearly \$1 million to partner organizations working to help those affected by HIV/AIDS. [Hope Worldwide](#), one of The Coca-Cola Africa Foundation's partner organizations,

addresses the plight of children orphaned or otherwise made vulnerable by HIV. That partnership has benefited an estimated 140,000 children. Our Company is also working with [Africare](#) to implement a comprehensive and integrated community HIV/AIDS support project in South Africa, where rates of HIV/AIDS are among the highest in the world.

Also in 2012, Muhtar Kent, our Chairman and CEO, lent his and the Company's name to a CEO statement released in advance of a UNAIDS conference in Washington, D.C., calling on 47 countries to lift travel and residency restrictions on people living with HIV/AIDS.

Our partnership with (RED)

On World AIDS Day in 2011 (December 1), our Company announced a multi-year partnership with [\(RED\)](#) to help raise awareness and money for the [Global Fund](#) with the aim of virtually eliminating mother-to-child HIV transmission by 2015. Our partnership with (RED) will complement our collaboration with the Global Fund on Project Last Mile.

Through the partnership, we will contribute more than \$5 million over four years. Part of that donation is being used to fund awareness campaigns, including one in late 2012 that featured a one-hour TV special documenting the development of (THRED), a mobile game app that raises awareness about our partnership with (RED) and helps raise money for that organization. Another \$3 million will be donated directly to the Global Fund to purchase antiretroviral medicines and to distribute educational literature; the donation represents the equivalent of more than 7.5 million doses of antiretroviral medicines to prevent the progression and transmission of HIV.

Disaster Relief & Strengthening Communities with the Red Cross Red Crescent

Inside our global Coca-Cola system are hundreds of local businesses with deep roots in their communities. Our local presence gives us a unique capacity to lend a hand when disaster strikes by delivering hydration and supplies in the first hours and days. In times of crisis, we provide financial support, beverages, logistical support and the time and effort of our employees. We are also often involved in long-term reconstruction projects, helping to rebuild communities and markets through our business presence, as well as through philanthropic giving.

The Coca-Cola Company and its bottling partners have worked regularly with Red Cross and Red Crescent Societies around the world since 1917 and have collaborated on projects in more than 70 countries in just the last decade. In January 2011, we announced a global partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC) to expand our collaboration. The aim of our partnership is to employ the capabilities and expertise of our Coca-Cola system to maximize the speed and effectiveness of the societies' disaster response, while working together to build public



engagement through the humanitarian values and activities of the IFRC.

In addition to responding to disasters together, we have worked with the Red Cross Red Crescent to strengthen communities in the following ways:

- In 2012, we conducted joint campaigns with the Red Cross in Denmark, Finland and Norway that involved consumers in providing clean drinking water to communities in Africa. For every bottle of Company water brands sold, almost 1 gallon (3 liters) of clean drinking water was provided through Red Cross water access and sanitation projects. To date, these campaigns have made an additional estimated 117 million gallons (450

million liters) of clean water available to communities in Burundi, Kenya, Lesotho, Mozambique, South Sudan and Uganda.

- The Coca-Cola Foundation provided a grant in November 2012 to support a partnership between Coca-Cola France and the French Red Cross to promote humanitarian commitment among young people. The partnership includes two main programs: the "Red Touch" program, which uses a web platform to encourage young people to share social innovation ideas, and "Valeurs Humanitaires," which aims to raise awareness of humanitarian and citizenship values among secondary school students.

Lending a hand around the world

From Superstorm Sandy in the United States and the Caribbean to flooding in Pakistan to dangerously cold weather in the Ukraine, we were part of relief efforts in many countries in 2012 and 2013. Here are some of the ways we helped:

- In February 2012, our system committed financial support to relief efforts in the Ukraine related to severe cold weather. Emergency measures were introduced as temperatures plunged to minus 22°F (minus 30°C), power supplies failed, and schools and businesses closed. Additionally, Coca-Cola Beverages Ukraine arranged deliveries of more than 1,040 gallons (4,000 liters) of drinking water and juices to rescue sites and medical and social services centers.
- Following a wave of earthquakes that killed 25 people and injured 400 more in Italy's Emilia region in June 2012, our system supported recovery efforts by delivering beverages to emergency officials caring for more than 14,000 people who were forced into temporary shelters. To date, our Coca-Cola system has donated more than 13,000 gallons (50,000 liters) of water, in addition to supplying ongoing requests for Coca-Cola®, Fanta® and Nestea® beverages.
- In July 2012, we committed financial support for relief efforts during the most devastating wildfires in Colorado history. The fires burned more than 340 homes, forced evacuation of 35,000 people and consumed 16,750 acres (6,781 hectares). The Coca-Cola system provided more than 1,500 cases of beverages for relief efforts.
- In September 2012, Coca-Cola Pakistan collaborated with Provincial Disaster Management Authority to provide immediate flood-relief goods to the flood-affected people of Punjab. Our Coca-Cola system provided ration packages for approximately 2,500 people, mineral water for an estimated 15,000 people and Minute-Maid® high nutrition juices for approximately 12,000 people. The ration packages consisted of cooked and dry food items, rice, lentils and oil.
- In October 2012, Superstorm Sandy affected most of the East Coast of the United States and was responsible for nearly 200 deaths in the United States and the Caribbean. We responded by pledging financial support from The Coca-Cola Foundation to benefit multiple organizations. The Coca-Cola system also donated more than 26,000 cases of beverages and employees worked hundreds of volunteer hours. Additionally, our employees organized drives to collect and donate food, clothing and other necessary items for communities in need.

world

Water Stewardship

Inside every bottle of Coca-Cola is the story of a company that understands the priceless value of water, respects it as the most precious of shared global resources and works vigorously to conserve water worldwide. We can't imagine treating water any other way.

Clean, accessible water is essential to the health of communities. It is critical to ecosystems and indispensable for economic prosperity. And it is essential for our business. Water is the main ingredient in our beverages, central to our manufacturing process and necessary for growing the agricultural products we use as ingredients.

We have a particular interest in protecting the water sources that sustain communities because the communities that host our bottling plants are also our consumer base; we sell our products where we make them. If those communities stay strong, our business will stay strong; if the watersheds we share with them are conserved, those communities, and our business, can thrive. So, in addition to the ethical and ecological imperatives that drive our water stewardship, we also have a vested business interest in conserving and improving local water sources.

Our global system is working to replenish, or balance, the water used in our finished beverages—an estimated 52 percent so far, with an ultimate goal of being water-neutral by 2020.* Our system is becoming more efficient in its water use by reducing the amount used per liter of product, even as production volumes increase. And Coca-Cola bottling plants around the world are recycling wastewater, treating it to stringent standards and returning it to nature at a level that supports aquatic

life—sometimes returning it cleaner than we found it.

Though we share concern about water sources and increasing water stress in many parts of the world, we believe the world contains enough water to meet everyone's needs—but only if everyone works together to better manage water resources. As a consumer of water and as a company with a presence that is both global and local, we have a particular obligation—and a unique opportunity—to be a responsible steward of water.

Collaborating to replenish the water we use

Goal: By 2020, safely return to communities and nature an amount of water equal to what we use in our finished beverages and their production.

Progress: In progress. We estimate we have balanced 52 percent* (81.1 billion liters) of the water used in our finished beverages (based on 2012 production volume) and returned approximately 160 billion liters through treated wastewater.

Between 2005 and the end of 2012, we balanced an estimated 52 percent of the water used in our finished beverages based on 2012 production volume, for an estimated total of 81.1 billion liters of water replenished to communities and nature.*

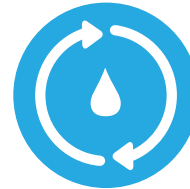
We are working toward water balance through diverse, locally-focused community water projects that often grow out of the source water vulnerability assessments (SVAs) conducted by our bottling plants.

The projects we engage in typically have at least one of four objectives:

- To improve access to water and sanitation
- To protect watersheds
- To provide water for productive use
- To educate and raise awareness about water issues, including engagement on water policy.



\$260MM invested in community water projects to date with our partners



~52% (81.1B liters)* of the water used in our finished beverages has been replenished to date

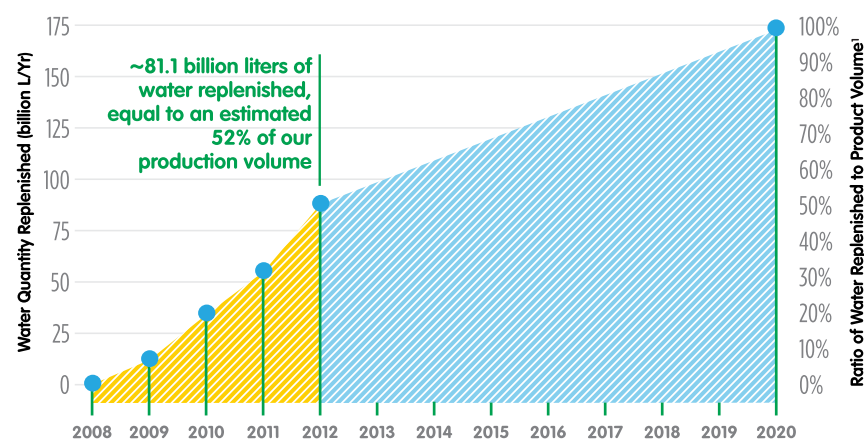


468 community water projects under way or completed in 100+ countries



1.82MM people have benefited from our water access and sanitation projects globally

The Quantity of Water Replenished from CWP Projects



¹ Actual production volumes used for 2008, 2009, 2010, 2011 and 2012. Future production volume projections are just estimates and are made here only for purposes of facilitating the discussion in this report. Those projections should not be relied on for any purposes beyond those discussed in this report. Actual production volumes may vary (up or down) from the estimates contained in this report. For more information on the quantification of project activities, please refer to Quantifying Replenish Benefits in Community Water Partnership Projects (January 2012) at thecoca-colacompany.com/citizenship/water_main.html.

In many cases, projects also help improve local livelihoods, help communities adapt to climate change, improve water quality and enhance biodiversity.

Since 2005, we have engaged in 468 projects with partners such as [World Wildlife Fund \(WWF\)](#), [United States Agency for International Development \(USAID\)](#), [The Nature Conservancy](#), [Water for People](#), [United Nations Human Settlements Programme \(UN-Habitat\)](#), and the [United Nations Development Programme \(UNDP\)](#). To date, our initiatives for improving water access and sanitation alone are estimated to have benefited more than 1.82 million people.

Our bottling partners' SVAs and source water protection plans (SWPPs) provide opportunities to link our replenish actions to watersheds and communities where we operate. For example, the SVA for one bottling plant identified rising nutrient concentrations in the local watershed, which provided both source water for our manufacturing plant and an important eco-tourism attraction and recreational amenity for the local community. Through the SVA and SWPP processes, we were able to raise concern over water quality, rally the local government and community, and encourage area farmers to implement farming practices that reduced the

nutrient load on the watershed. We are increasingly pursuing synergies between our source-water protection and replenish programs so that we can identify and implement locally relevant projects that support the increased sustainability of local watersheds and communities while reducing risks to our business.

How we quantify replenishment: an evolving methodology

The Nature Conservancy, with support from LimnoTech and the Global Environment & Technology Foundation, helps us calculate the volume of water we have replenished using an approach based on widely accepted tools and methodologies. While we believe these methods are sound, we acknowledge that the science and methodology shaping quantification of water replenishment are new and developing. It may be premature to rely on our water benefit calculations as hard fact. For more about how we quantify replenishment, [read our report, Quantifying Replenish Benefits in Community Water Partnership Projects](#).

Approaching 100 projects with UNDP

As part of our work to replenish water sources, we support [Every Drop Matters](#), the longstanding partnership between the Coca-Cola Eurasia and Africa group and UNDP. Every Drop Matters aims

to help nations in Eurasia and Africa achieve [Millennium Development Goals](#) by meeting challenges related to water supply, sanitation, water resources management and climate change.

Through Every Drop Matters, our system has joined UNDP in undertaking nearly 100 projects in more than 20 countries including Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Georgia, Kazakhstan, Kyrgyzstan, Macedonia, Moldova, Montenegro, Romania, Russia, Serbia, Tajikistan, Turkey, Turkmenistan, Ukraine, and Uzbekistan. Projects include watershed restoration, sustainable agriculture initiatives, capacity-building among government water managers, and more. Our commitment was to invest \$14 million to support Every Drop Matters and other UNDP programs by the end of 2012, with an ongoing expectation of a \$3 million annual contribution for at least three more years. To date, Every Drop Matters has directly benefited almost 900,000 people in Eastern Europe by improving access to safe drinking water or improved water governance.



90+ projects with UNDP, benefiting almost 900,000 people in Eastern Europe and Asia by improved access to safe drinking water or improved water resources

Our recent work through Every Drop Matters includes these projects:

- Developing water governance in Romania. Romania has ample water sources but lacks effective water governance. We implemented a pilot study enabling Romanian authorities to secure a grant of \$2.5 million to develop a rural water governance strategy.

- Building infrastructure in Kazakhstan. In the town of Kok-Ozek, as in many communities in the former Soviet Union, the water system brought water as far as a central depot, but did not include infrastructure for delivering water to households. In partnership with UNDP and local authorities, we built a piping network designed to deliver water to every household and to schools and community health centers in the town center. More significantly, we helped the community establish a cooperative that will oversee water distribution, maintenance and sanitation, helping to support the sustainability of the new system. Our model was identified as a best practice by the UNDP board of directors and by the Kazakh government, and may be replicated throughout the country.

Learn more about our [Every Drop Matters](#) work with UNDP.

Our valued partnership with WWF

Since 2007, The Coca-Cola Company and WWF have worked together to conserve and protect freshwater resources around the world while helping to improve the efficiency of Coca-Cola's global operations. To date the partnership has led to major conservation gains, including helping to improve the ecological health of seven of the world's most important freshwater basins across five continents, helping improve the Coca-Cola system's water efficiency by 20 percent, working to prevent an estimated 5 million metric tons of CO₂ emissions across Coca-Cola's global manufacturing operations, and promoting more sustainable agricultural practices in the Company's supply chain.

This year, building on the initial successes of our nearly decade-long partnership, WWF and The Coca-Cola Company announced new, bold global environmental goals and an expanded global partnership. Under the renewed and expanded partnership, the Company and WWF jointly developed new [2020 environmental sustainability goals](#) for the Coca-Cola system—the Company

and its nearly 250 bottling partners in more than 200 countries. These goals include:

1. Improve water efficiency by 25 percent
2. Help ensure healthy, resilient freshwater systems
3. Reduce CO₂ emissions embedded in "the drink in your hand" by 25 percent
4. Responsibly source material for PlantBottle™ packaging
5. Sustainably source key agricultural ingredients

To read the great results accomplished by our partnership with WWF, [see our Partnership 2012 Annual Review](#).

And for even more information, visit our [partnership page](#) on our Company's website and view the [video we developed with WWF](#).

Bringing RAIN to Africa

In 2009, [The Coca-Cola Africa Foundation](#) launched the Replenish Africa Initiative (RAIN), a \$30 million program that is on track to provide at least 2 million people across Africa with safe water by 2015 and to fund water projects in every African country. RAIN-funded projects improve sanitation and hygiene, increase productive use of water and protect watersheds. To date, RAIN has provided access to safe water for approximately 800,000 people in 33 of Africa's 58 nations. It has helped replenish more than 1.3 billion liters of water and improve 1,600 communities.

Because the lack of water and sanitation facilities in African nations is particularly hard on the continent's girls and women, we have focused much of the investment in RAIN to date on water and sanitation partnerships aimed at improving the lives of an estimated 400,000 girls and women across Africa.

One recent success: A water purification system that delivers safe, fresh water to the people of rural Elliotdale, a poor community in South Africa's Eastern Cape province. The new system spares Elliotdale's girls and women the chore of spending hours fetching water at



~800,000 people in 33 of Africa's 58 nations to date have been provided access to safe water



2MM Africans will be provided safe water access by 2015

rivers far away. It allows girls to spend more time in school. And it provides safer, better-tasting water to the whole community. [Watch a video about the project here](#).

In 2012, as part of RAIN, we joined The Coca-Cola Africa Foundation in committing \$3.5 million to the [U.S. Water Partnership \(USWP\)](#) to help advance sustainable water access in



five African countries where less than half of the population has access to safe water: Democratic Republic of the Congo, Ethiopia, Madagascar, Mozambique and Somaliland. Funds will support a variety of sustainable water access activities ranging from expanding water access in urban settlements to providing water access in hospitals and promoting multiple uses of water that empower women. Some of the funding will also be dedicated to operational support enabling USWP to bring additional resources to African countries characterized as high-need for safe water and sanitation.

Supporting development of Africa's water expertise

Also in 2012, in addition to our work through RAIN, we joined [Oxford University's School of Geography and the Environment](#) in launching [The Africa Water Stewardship Scholarship](#). The scholarship is intended to help build the capacity of outstanding African students to pursue master's-level study of water science, policy and management and become the next generation of Africa's water leaders. We are exploring additional work with Oxford University in parallel with this scholarship.

View a recent [blog post on a student's experience](#).

Partnering with Dean Kamen to deliver safe drinking water

In 2012, we announced our partnership with Dean Kamen and [DEKA Research and Development](#) to bring Kamen's [Slingshot™ technology](#)—a low-energy machine designed to purify water in any form—to communities around the world where access to safe drinking water is extremely limited. DEKA R&D will install and commission the Slingshot systems and remotely monitor performance while Coca-Cola will provide on-the-ground support of persons trained to operate and maintain the systems. We piloted the Slingshot technology in five schools in Ghana in 2011, providing safe drinking water to nearly 1,500 children. In 2013, the partnership aims to deliver safe drinking water to schools, health clinics and community centers in rural regions of countries within Africa and Latin America.

Longer term, Coca-Cola and DEKA R&D will form additional partnerships to expand the project to communities in India, the Middle East and Asia, in addition to Africa and Latin America. When fully scaled, the partnership aims

to add more than half a billion liters of safe drinking water per year to the global water supply.

[Learn more about this partnership and the Slingshot technology.](#)

Alignment with our business

Many of our community water projects, while strategically aligned with our business system's water stewardship strategy, are funded through our Coca-Cola Foundation and our foundations worldwide. [Read about some of them in the Charitable Giving section of our Sustainability Report.](#) Additionally, information about specific water stewardship work at bottling plants and communities across our system can be found in reports issued by our [bottling partners](#).

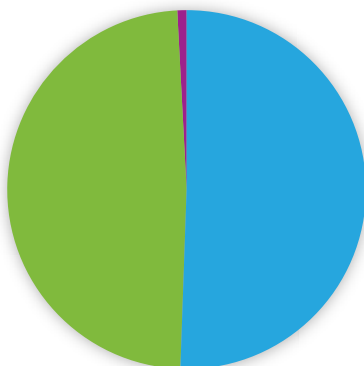
The challenge of sustaining water balance

While we are energized by our success to date, we recognize that we have much more to do if we are to meet our goal of replenishing the water we use by 2020. And meeting that goal is only a first step. We also intend to continue to balance the water we use over time—a complex and never-ending challenge. Sustaining water balance will require us to continue to treat all process wastewater, even as our business grows and as government regulation of treatment becomes stricter in some parts of the world. In order to sustain this commitment, we will need to replenish more water to balance our water use as our business grows. And it will require us to sustain the outcomes of our community water projects through monitoring and evaluation, to ensure that those projects continue to deliver the intended benefits to people and nature.

2012 The Coca-Cola System Water Use by Source

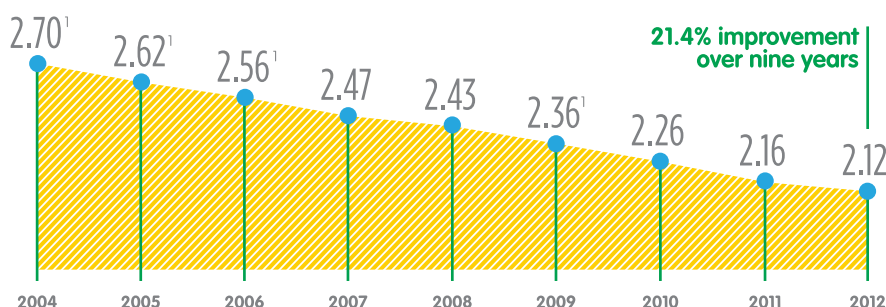
(Billion Liters)

Ground/Surface Water	154.1
Municipal Water	146.7
Other	2.4
Total	303.2



The Coca-Cola System Water Use Ratio from 2004 to 2012

Average manufacturing plant ratios based on collected data (liters/liter of product produced)



¹ Our water use and water use ratio (efficiency) figures have been recalculated for the Europe Group for 2004, 2005, 2006, and 2009, based on changes to the organization. These changes affected our system water use ratio for these four years.

Setting a new goal for water efficiency

Goal: By 2020, improve water efficiency in manufacturing operations by 25 percent compared with a 2010 baseline.

Progress: We have improved our water efficiency 5.9 percent since 2010 and 21.4 percent since 2004.

We have made steady progress in improving our water efficiency, which we define as the amount of water we use per liter of product. Between 2004 and 2011, we met our initial goal of improving water efficiency system-wide by 20 percent compared to a 2004 baseline. Our new goal is to improve efficiency by 25 percent over our 2010 water use ratio of 2.26 liters of water used per liter of product produced.

Understanding our water footprint

Water footprinting—an approach to assess the total volume of water used to produce a product—is helping us extend our view of how we use water across our supply chain. Our studies have shown that around 80 percent of the total water footprint of our products comes from our agricultural supply chain. As a founding partner of the [Water Footprint Network](#), we have worked with WWF, Conservation International and others to assess the water embedded in our product ingredients so we can better understand the implications for our business, and work to reduce impacts.

In collaboration with The Nature Conservancy, in 2010, we issued a report, [Product Water Footprint Assessments: Practical Application in](#)

[Corporate Water Stewardship](#), exploring the utility and practical application of the water footprint methodology for understanding our water use throughout the value chain, and for identifying the impacts of that use and associated response actions.

Water footprint studies were conducted related to the following Company products and ingredients:

- Coca-Cola® in a 0.5 liter PET bottle produced in the Netherlands;
- Beet sugar supplied to Coca-Cola Europe's bottling plants; and
- Orange juice produced for the North American market.

The largest portion of the product water footprints assessed as part of these studies came from the field, not the factory, which demonstrated significant opportunity to engage more directly with our agricultural suppliers in advancing more sustainable water use. Guided in part by these assessments, to date, we have focused studies on the “blue,” “green” and “grey” water footprints of sugar beets, orange juice and Coca-Cola® to help us pinpoint potential sustainability impacts in specific watersheds.

We expect to increasingly assess not just the quantity of the water used to grow our product ingredients, but the impact of that use as well. Understanding impact is important, because large water footprints can be sustainable in water-rich areas, while very small water footprints might compromise sustainability in places where water is scarce. Gaining a clear understanding of impacts makes good environmental sense and provides us with better guidance for prioritizing areas of concern. Coca-Cola Europe has proposed a methodology for [water footprint sustainability assessments](#) that considers impacts as well as water quantity. Also, please refer to the [Sustainable Agriculture](#) section of our Sustainability Report for more details on our efforts with suppliers.

Goal: Assess the vulnerabilities of the quality and quantity of water sources for each of our system's bottling plants and begin implementing a locally relevant source water protection program by the end of 2012.

Progress: In progress. By the end of 2012, 788 of the 863 bottling plants in our system (91%) had completed source vulnerability assessments and 587 plants had begun implementation of source water protection plans. Work on this goal began in 2008. Due to challenges in obtaining data, ongoing discussions with stakeholders and the sheer volume of work required, some plants have not yet met our goal. We aim for all plants to have source water protection programs in place by the end of 2013.

To mitigate water-related risks to our system and to the communities we serve, we have required every one of our system's 863 bottling plants to conduct a local source vulnerability assessment, or SVA. We also require a water source sustainability assessment as part of the due diligence process when we acquire land for a new plant or purchase a business with existing manufacturing plants. These assessments inventory the social, environmental and political risks to the water sources supplying our facilities and the surrounding communities. SVAs include the following elements, among others:

- A description of the physical water resource system from the water source(s) to the facility's water treatment system, including groundwater, surface water and ocean water.
- An inventory of water resource management agencies and their policies, regulations, planning priorities, and enforcement activities.

- An inventory of relevant stakeholders, including communities, water providers, regulatory agencies, NGOs, labor and trade organizations, learning institutions, political entities and others.
- Maps showing the areal extent of the local watershed and surface water system.
- Basic descriptions of the local hydrogeology and groundwater resources, and a map of the local groundwater resources and groundwater basin.
- A review of available water quality data and known current and historical water quality issues.
- A "conceptual hydrologic model" for the watershed and groundwater basin. Models include a water balance calculation and account for inputs such as rain and outputs such as withdrawals and evaporation.
- A water scarcity evaluation that identifies current water stress and drought conditions.
- An evaluation of the potential for natural disasters and security issues to threaten the facility's source water.
- An evaluation of how the facility's water use could limit the availability and quality of water for people in the local community.

- An assessment of the facility's wastewater treatment system and its effectiveness in removing known and suspected contaminants, along with an assessment of the potential impact our wastewater discharge could have on the surrounding ecosystem and community.

The SVAs performed to date show that water quality is a ubiquitous concern in communities where we do business. Water scarcity, increasing competition for water and infrastructure reliability have also been commonly cited. In some locations, policy, economic and social risks can be more challenging to assess. And lack of watershed data is a common barrier to completing robust technical assessments.

SVAs sometimes deliver good news: We've seen that in some communities, public sector water managers are investing in risk-mitigation planning and water sustainability resiliency, indicating risks that are lower than we estimated prior to assessment.

From assessment to action

Once bottling plants have completed their SVAs, we require them to develop and implement a comprehensive SWPP detailing specific risk-mitigation actions and deadlines for completing them. Plans address challenges at



the watershed level, from hydrological vulnerabilities to local water management, and often are the basis for community water projects aimed at protecting and improving water sources. Because many issues identified in an SVA are concerns shared among many if not all water users in a given watershed, we use our findings to engage governments, local communities, businesses and civil society, and plan for collaborative action.

We required that our Company-owned bottling facilities and independent bottling partners conduct SVAs for each bottling plant location, and develop SWPPs by the end of 2012. We confirm compliance with this requirement through a formal governance process. As of the end of 2012, approximately 91 percent—788 plants of 863—had completed SVAs and developed SWPPs. Nearly 70 percent of our global manufacturing system — 587 of 863 plants — have begun implementation of SWPPs with the balance to begin implementation in 2013.

Though work on this goal began in 2008 and good progress has been made to date, challenges in obtaining data, ongoing discussions with stakeholders and the sheer volume of work required have impeded the progress of some plants in our system. Of the plants that did not meet our deadline, many are in the final stages of completion. Through our governance processes, our system’s senior leaders are working with plants to implement corrective action plans and bring them into alignment with our goal. Governance ensures not only that assessments and planning are conducted, but also that SWPPs are implemented.

As more plants in our system move from assessment and planning to implementation of their plans, we will detail their progress in future reports.

Treating and recycling wastewater

Goal: By the end of 2010, return to the environment—at a level that supports aquatic life—the water we use in our system operations through comprehensive wastewater treatment.

Progress: In progress. We aspire to treat all wastewater from our manufacturing processes. As of the end of 2012, we had achieved 98 percent alignment with our wastewater treatment standards.

We reduce our impact on water systems and contribute to improved water quality by treating wastewater before returning it to the environment. Our stringent treatment process ensures that the wastewater we discharge meets, and in many cases exceeds, standards set by local regulations. (In some countries, we have introduced the very first wastewater treatment facility.) In 2012, our system released approximately 160 billion liters of treated wastewater.

In 2006, we set the goal that, by the end of 2010, all water used in our system operations would be discharged at a level that supports aquatic life. We identified that level through a three-part process:

- We identified what was in our wastewater by analyzing several samples of untreated wastewater from different operations across our system.
- Working with experts from outside our system, we evaluated aquatic toxicology science to determine how varying concentrations of certain water quality parameters (acidity, alkalinity, biological oxygen demand, etc.) affect aquatic life.
- We reviewed wastewater regulations from around the world to see how governments were addressing those same parameters.

We then combined all of our information to arrive at the maximum allowable concentrations for each parameter.



Our system has invested \$1B+ over the last decade in our wastewater treatment initiatives



Returned ~160B liters through treated wastewater



98% facility alignment with our wastewater standards

The Coca-Cola Company Requirements for Treated Wastewater Quality*
(liters/liter of product produced)

5-Day Biological Oxygen Demand	<50 MG/L
pH Level	6.5-8**
Total Suspended Solids	<50 MG/L
Total Dissolved Solids	<2,000 MG/L
Total Nitrogen	<5 MG/L
Total Phosphorus	<2 MG/L**

* These are six of the 20 water quality parameters established for the Coca-Cola system.

** Depends on receiving stream water conditions.

Maximum Value (unless applicable legal requirements are more stringent)

Click to see Coca-Cola’s full water infographic.

Our internal wastewater treatment standards call for all water we discharge to be treated to those levels.

To date, 99 percent of our Company-owned plants are compliant with our wastewater treatment standards and either fully treat wastewater on site or use a municipal or government-approved wastewater treatment plant with secondary treatment. Our plant in Lachine, Quebec, Canada, is working to upgrade their wastewater management system by early 2014. As we expected, though, aligning an entire system spanning more than 200 countries and territories has proved to be challenging. Delays in financing, government permitting and construction have slowed this process, as have war and civil unrest in countries such as Yemen and Syria. As a result, we have not yet met our goal of 100 percent alignment.

At the end of 2012, 98 percent, or all but 17 of the 863 Coca-Cola related bottling plants, had achieved alignment. Though much depends on variables beyond our control, we are working closely with our bottling partners and are hopeful that 16 of the 17 noncompliant plants will achieve compliance with our standards by early 2014. The 17th noncompliant plant is in Syria. Compliance efforts there will resume when that country's security issues have stabilized.

Our position: the human right to water and sanitation

In 2010, the United Nations (U.N.) General Assembly passed a non-binding resolution by majority vote to officially recognize the human right to water and sanitation and declared that clean drinking water and sanitation are "essential to the realization of all human rights." The U.N. called upon nations and international organizations to provide financial resources, capacity building and technology to help all countries provide safe, clean, accessible and affordable drinking water and sanitation for all residents.

As a beverage company, we recognize the indispensable nature of water



in advancing healthy ecosystems, communities, business, agriculture and commerce. Water is fundamental to life, yet in many areas around the world, it also is under stress. At Coca-Cola, we respect the human and ecological needs for water. We also are engaged in internal and external discussions about what it means in practice to respect the human right to water and sanitation. Through our Water Resource Sustainability program, we have implemented a rights-based approach to water in requiring our operations to assess vulnerabilities to community sources of water, determine potential impacts from our use of water and discharge of wastewater, and then address issues in a SWPP.

As a participant in the United Nations Global Compact (UNGC), we are one of a number of businesses committed to aligning our operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. One of the UNGC's initiatives is the CEO Water Mandate, a unique public-private initiative designed to assist companies in the development, implementation and disclosure of water sustainability policies and practices. We were one of the first six companies to commit to the Mandate when the UN launched it in

2007. You can see our progress against the Mandate's principles here.

As part of our participation in the CEO Water Mandate, we helped fund and develop Water Action Hub, a website that helps NGOs, governments and communities connect and collaborate on water issues of mutual interest. The Hub connects stakeholders working on such wide-ranging issues as water efficiency, storm water management, sustainable agriculture, source-water protection, effluent management and more. The site also provides profiles of specific water-stressed regions and descriptions of water-related projects in progress. We are also working with the CEO Water Mandate on a guide for business respecting the human right to water and sanitation.

Standing with others for access to safe water, sanitation and hygiene

In 2012, we were also proud to be the 100th signatory of the WASH Sustainability Charter. The charter is based on sustainability principles developed by more than 50 organizations and overseen by SustainableWASH.org, which promotes best practices for sustainable water, sanitation and hygiene. The charter seeks to "align WASH stakeholders around collaboratively developed



sustainability principles and catalyze adoption of these principles around the world.” Signatories agree to incorporate these principles and catalyze their adoption worldwide, and to encourage and assist each other by doing so.

Looking ahead: the water-energy-food nexus

We are increasingly addressing water stewardship in the context of the “water-energy-food nexus”—the inextricable connections among resources that demand a 360-degree perspective and an integrated approach. Through our work with the [World Resources Institute’s Aqueduct project](#), the [2030 Water Resources Group \(2030 WRG\)](#), and other efforts, we support initiatives that take a balanced approach and build synergies as they seek to equally ensure water, energy and food security for everyone.

Already, many of our water projects are helping communities mitigate and adapt to the impacts associated with the intersections of water, energy and food. For example, some projects increase the ability of watersheds to absorb threats associated with increasingly severe weather events and help build resilience in response to the higher demands for water, energy and food. Others focus on increasing crop yields to meet the needs of a growing population while reducing the impacts on water sources through water body alterations, aquifer

recharge, rainwater harvesting and more. And we are assisting in efforts to reduce energy demands by promoting local water sources that eliminate the need to treat and transport water, which is energy intensive.



~60MM gallons of water are collected for use each year by 1,000 syrup drums, donated in 2012 for reuse as rain barrels in communities across the U.S.

Also, we have extended our water stewardship efforts beyond our bottling plants and local water sources to our agricultural supply chain, one of the largest in the world. Because embedded water associated with our products is much greater at the farm than in our own operations, we are helping our suppliers improve efficiency and reduce their water use. Some examples of our work to date:

- As a member of [Bonsucro](#), we have worked with peer companies, sugarcane producers and NGOs to implement the first global metric standard for more sustainable sugarcane production.
- Through our Coca-Cola Foundation, we provide financial support to Project Catalyst, which promotes farmer-driven innovations that reduce pesticide and fertilizer runoff into the Great Barrier Reef lagoon and the freshwater catchments that drain into it.
- We are partnering with [EARTH University](#) and our supplier, TicoFruit, to promote sustainable citrus production in Costa Rica.
- In the United States, we are collaborating with multiple partners to help farmers and ranchers use water more efficiently, with the aim of improving flow and water quality in rivers in Arizona, Georgia, Michigan, Mississippi and Utah.
- We are working in partnership with Cargill Incorporated and WWF on a sustainable corn project intended to improve the livelihoods of farmers and protect biodiversity by improving yields, reducing waste, conserving water, protecting wetlands and reducing the environmental impact of agriculture in Jilin Province, China.

In all, we have contributed to sustainable agriculture initiatives in 25 countries, helping farmers protect water, increase crop yields and reduce environmental impacts. And we plan to do more.

An important priority for the Company going forward is to work with major suppliers, retail customers and commercial partners to help advance their water management and optimize their water efficiency in the context of the water-food-energy nexus.

You can read more about our sustainable agriculture initiatives and our efforts to conserve energy and reduce carbon emissions, all of which we are increasingly undertaking with

water stewardship in mind, by visiting the links below.

[World Resources Institute's Aqueduct](#)

[2030 Water Resources Group](#)

[Bonsucro](#)

[Sustainable Agriculture Initiatives](#)

[Energy Efficiency & Climate Protection](#)

Promoting policy reform through the 2030 Water Resources Group

"The 2030 Water Resources Group connects actors across the golden triangle of government, civil society and business, creating a robust understanding of the challenge and a newfound respect for water. Through WRG's work, we are advancing the necessary solutions which will close communities' water supply gaps."

—Muhtar Kent

Chairman of the Board and
Chief Executive Officer

The Coca-Cola Company

While improving and protecting water sources is critical, we believe the most effective way to achieve long-term water security for communities and our business is by setting sound water policy at the national level for each country. We're working to improve water policy in several countries around the world as a founding member of the [2030 WRG](#).

Created in 2007 by businesses and governmental organizations, 2030 WRG is a neutral, public-private platform housed within the [International Finance Corporation \(IFC\)](#). At the invitation of governments, 2030 WRG helps water officials accelerate reforms aimed at promoting more sustainable water resource management for the long-term development and economic growth of their countries. 2030 WRG helps countries first diagnose gaps in their water supplies, and then develop and test solutions. We are supporting 2030 WRG with an investment of \$2 million

for 2012 and 2013. We also engage directly with 2030 WRG and with the governments of countries where 2030 WRG is working.

2030 WRG's recent work in Jordan, one of the most parched nations on earth, reflects the organization's approach and capacity for influence. Working with the ministers of water, planning and agriculture, 2030 WRG provided an analysis of Jordan's water supply and demand and proposed three solutions for accelerating Jordan's progress toward water security: saving water by increasing the efficiency and productivity of water use; growing crops that are less water-intensive; and optimizing use of existing resources through such cost-effective supply-side measures as wastewater recycling. 2030 WRG's work is now being integrated into Jordan's national water strategy.

2030 WRG has also engaged with regional and national governments in Mexico, India, South Africa, Mongolia and China. Read more about 2030 Water Resources Group's work in [the organization's most recent annual report](#).

Stakeholder engagement and the social license for water use

Our stake in local water sources is just one of many. For us to do business—and to be part of the solutions addressing water stress—it is essential for us to secure the trust and goodwill of the people in the communities where we operate. Such trust can only come from candid, continual dialogue—an ongoing conversation in which we show residents how much water we are using, how we are using it, and what we are doing to improve water sources, while carefully listening and seeking to understand residents' specific concerns about water.

If they are to be effective, our efforts to protect local water sources must involve collaboration with local stakeholders, including governments, community members, water agencies, NGOs

and others. As our bottling partners implement their SWPPs, they engage local stakeholders and collaborate on solutions that serve local communities and ecosystems as well as our business.

In 2012, we used the [Ceres Aqua Gauge™](#), a methodology and tool that assesses corporate water management. Based on both internal and external information, a full assessment of our water strategy was conducted against leading practices to identify strengths and areas for improvement and formulate recommendations. An increased focus on our engagement with customers on water stewardship and water stewardship within our supply chain were key areas for improvement. As we work to reset our sustainability goals in 2013, the Aqua Gauge assessment is helping inform new commitments.

In 2009, we worked with [The Environmental Law Institute](#) to produce [A Guide to Stakeholder Engagement for Improved Water Stewardship](#). The guide is intended to help our bottling partners identify stakeholders, facilitate the engagement process, prioritize issues, understand regulatory requirements, and forge productive partnerships, among other objectives. The guide also provides a suite of tools for stakeholder engagement and promotes stakeholder engagement according to five core principles: transparency, inclusiveness, representivity, accountability and respect.

* See the section of this report entitled '[How We Quantify Replenishment: An Evolving Methodology](#)' for important qualifying information and perspective on our work to estimate water replenishment and other water-related benefits. We define "water neutral" as the point where we are returning the water we use back to communities by treating all wastewater and returning it to the environment at a level of purity that supports aquatic life and replenishing an amount of water equivalent to our product volume through locally-relevant water projects.

Sustainable Packaging

Packaging plays an essential role for our business in meeting consumer needs and preventing waste by protecting our products during delivery. In fact, inside every one of our bottles—and in our cans and other packages, too—is the story of a company trying to make its packaging more environmentally and economically sustainable. We work to deliver the quality beverages our consumers expect in the most efficient way possible, with a key focus on recyclability, minimizing resources and increasing the use of recycled and renewable materials. Additionally, we support programs that encourage consumers to recycle used beverage packaging.

Approximately 85 percent of our unit case volume is delivered in recyclable bottles and cans, and because the majority of our packaging is fully recyclable, we are working to maintain and grow this percentage. As we do so, we consider environmental concerns along with our need to protect the safety and quality of our products and to transport them efficiently. We also take into account the different preferences of consumers around the world.

Working to make our packaging more sustainable is more than just the right thing to do, it is smart business. We work to employ sustainable packaging innovations that not only delight

consumers but also are efficiently produced and readily recovered or recycled.

By taking into account all aspects of packaging development, from raw materials and development to transport and recovery, we are able to mitigate risks in production that could both erode our profitability and negatively impact our brand equity. Such risks include cost fluctuations or supply chain disruption of packaging materials such as petroleum or aluminum and also potentially being viewed as a contributor to global pollution—even though a significant percentage of our packages are recovered and recycled. All in all, our strategic approach to developing more-sustainable packaging enables us to meet the needs of our consumers and reduce our business risk along with our impact on the environment.

Beyond our own cans and bottles: an ambitious new recovery goal

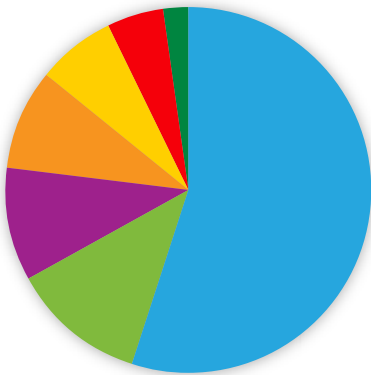
Our beverage containers are recovered through industry-financed collection organizations, through community-based and government programs and through our system directly. They are also recovered by informal collectors. We are working to increase recovery rates across all of these channels. In 2012, we helped to recover 371 million pounds of aluminum and PET plastic containers in the United States and Canada alone.

In 2009, we set the goal of recovering bottles and cans equivalent to 50 percent of those that we send to market annually. While we have made solid progress toward that goal through our longtime support of community recycling programs, precise measurement of recovery rates has been hampered by a lack of available data. Many communities, especially in developing and emerging markets, do not collect recovery data. Also, there is no practical mechanism for tracking the collection of packaging by the millions of informal collectors that operate in every market in which we distribute our products. Based on available data we estimate that, to date, we are recovering 39 percent of the equivalent bottles and cans that we send to market.

In July 2013, to improve recovery tracking, and to raise the bar for our system and for communities worldwide, we announced our new goal of achieving a 75 percent recovery rate for the number of bottles and cans equivalent to what we introduce in developed markets by 2020. Currently, the recovery rate in developed markets is estimated at 50 percent. While that rate is moving in the right direction, it is not enough, we believe, to achieve our goal of improved environmental and economic sustainability.

2012 The Coca-Cola System Global Packaging Mix

PET	55%
Aluminum	12%
Refillable Glass	10%
Fountain	9%
Refillable PET	7%
Other	5%
Glass	2%



We're working toward recovery of 75 percent of all bottles and cans in these markets:

Australia	Japan
Austria	Latvia
Belgium	Lithuania
Bulgaria	Luxembourg
Canada	Malta
Cyprus	Netherlands
Czech Republic	New Zealand
Denmark	Northern Ireland
Estonia	Norway
Finland	Portugal
France	Slovakia
Germany	Slovenia
Great Britain	South Korea
Greece	Spain
Hungary	Sweden
Iceland	Switzerland
Ireland	Taiwan
Italy	United States

We will work with multiple recovery channels, including municipal recycling programs, industry recovery efforts and our own direct recovery initiatives. To meet our new goal, we will work in 36 developed markets to increase recovery and recycling rates. We are also working with other companies and with local organizations worldwide to identify and compile independently verified recovery and recycling data so that we can establish authoritative baseline information on current recovery rates.

We intend to help improve recovery rates in developing markets as well. We are working to first establish solid baseline information, a more challenging task in developing markets, before setting a global goal. We will set that goal by 2015.

In select markets in Latin America, the Asia Pacific region, Eurasia and Africa, we are piloting our new Recovery Tracking Methodology, or RTM. Our RTM involves locating credible sources of recovery data in each market and then assigning one of three quality levels to each data set. We expect our new methodology to substantially improve data validation, increase our baseline understanding of recycling in each

market and enable us to better set targets for improved recovery rates. We are working to have the RTM rolled out in all markets by the end of 2013.

Moving all of our developed markets toward a 75 percent recovery rate will require an enormous effort from everyone: businesses, governments, nongovernmental organizations (NGOs) and, of course, consumers. We intend to provide leadership that helps bring all sectors of society together to advance progress. We know a 75 percent recovery rate is attainable in developed markets, based on markets like Japan and Belgium that have already achieved or exceeded it.

As we progress toward our new 2020 goal, we are as committed as ever to achieving our original goal of recovering bottles and cans equivalent to 50 percent of those that we introduce into the marketplace annually by 2015.

Supporting community-based programs worldwide

Goal: By 2015, recover 50 percent of the equivalent bottles and cans used annually.

Progress: In progress. We estimate that 39 percent of the equivalent bottles and cans we send to market are recovered.

To promote recycling and increase recovery rates, the Coca-Cola system also supports numerous litter prevention programs and community organizations, including through [The Coca-Cola Foundation](#). Following are some of the programs and organizations we support:

Happy Recycling Machine.

Coca-Cola Singapore brought together government, civil society and a very special vending machine to help increase recycling rates across the country. When consumers placed their empty plastic beverage bottles in the machine, they received an award for being environmentally responsible. The campaign collected 51,827

recycled bottles while educating the public on the importance of supporting environmental sustainability.

Keep America Beautiful. We helped found the nonprofit organization [Keep America Beautiful](#) 60 years ago, and our support continues. A grant from [The Coca-Cola Foundation](#) to Keep America Beautiful allowed 25,000 single-stream curbside recycling carts to be donated to the city of Chicago. The grant was matched by a commitment from The Coca-Cola Company to provide an additional 25,000 carts over the next five years. The carts will be part of the city's overall deployment to 600,000 households, which is expected to significantly raise recycling rates in the Windy City.

Project Recover. Project Recover, an initiative supported by The Coca-Cola Company that involves local government and nonprofit organizations in Thailand, helps create cooperative communities centered on the recovery and recycling of beverage packages. The project provides job opportunities for members of the local community, as they are able to collect recyclable materials and turn them in to the cooperative for payment.

Reimagine Beverage Containers. [Coca-Cola Recycling](#), a part of our Company's North America Group, is working with [Envipco](#) to pilot [Reimagine Beverage Containers](#) recycling centers, which provide interactive collection kiosks to encourage recycling. More than 13 million containers have been recycled since the Reimagine pilot program launched in the Dallas-Fort Worth area in late 2010. On average, each week more than 1,500 consumers bring their cans and PET plastic bottles to the recycling center, and more than 1 million cans and bottles are recycled each month. Read more about our support of community recycling programs around the world in the [Charitable Giving](#) section of this report.

Inspiring more consumers to recycle

Millions of consumers worldwide have adopted the recycling habit. Still, many of our plastic bottles and one-third of our cans are not recycled. To help increase recycling rates, we are working to invent creative ways to engage with consumers. Following are just some of our efforts from 2012 and 2013.

EKOCYCLE. In July 2012, we launched the [EKOCYCLE™ program](#), a collaboration with musical artist and producer will.i.am and other consumer brands. EKOCYCLE is a stand-alone brand initiative dedicated to helping encourage recycling and sustainability among consumers through the marketing of lifestyle products made in part from recycled material.

The EKOCYCLE initiative aims to educate consumers about everyday recycling choices and empower their decisions to purchase products made in part from recycled products. EKOCYCLE educates consumers about waste that can be repurposed into recycled content for fashionable and valuable lifestyle products. It also encourages demand for recycled materials and reinforces the importance of recycling. [Watch a video about EKOCYCLE.](#)

Happiness Recycled. Collaborating with [Zero Waste Scotland](#), we connected with more than 18,000 people and got our message out to 160,000 more through promotions at four events in France and Great Britain during the summer of 2013. Using fun, interactive recycling bins designed by animators—and cheering on recyclers with a pompon squad—we encouraged showgoers to recycle their bottles and cans. Then we gave them souvenir photos and temporary tattoos to remind them to recycle after the event. Using social media during and after, we spread the word well beyond the show's grounds, inspiring consumers through Twitter, Facebook and more. The promotion was more than just a good time: In a post-event survey, 22 percent of those we connected with said they were recycling

more. [Watch a video about Happiness Recycled.](#)

London 2012 Olympic Games. As a Worldwide Partner of the Olympic Movement and the longest continuous sponsor of the Games, we wanted to help make the London 2012 Olympic Games the most sustainable Games of modern times. As part of that effort, we helped implement a “zero waste infrastructure,” including waste and recycling bins designed and positioned to maximize recovery rates. We also reached beyond the Olympic venues to place 260 new recycling bins around London. The bins on Oxford Street alone now collect over 1 metric ton of recyclable waste each day.

In addition, our bottler [Coca-Cola Enterprises](#) collaborated with waste reprocessor [eCO Plastics](#) to fast-track plans for a major new bottle-to-bottle recycling facility in Lincolnshire, England. This £15 million investment more than doubled the amount of bottle-grade recycled plastic (rPET) available in Great Britain and enabled us to commit to recycling all clear PET bottles from Games venues and turn them back into new bottles within six weeks.

We also sought to inspire more people to recycle during the 70-day Olympic Torch Relay around the UK with a distinctive “Recycle to the Beat” hybrid vehicle to make recycling more fun. All of the approximately 15 million PET plastic bottles we collected throughout the Games were reprocessed and back on the shelves of British retailers within six weeks. [Watch a video about our recycling program at the London 2012 Olympic Games.](#)

Continued collaboration in reducing marine debris

When used packaging is not disposed of properly, it too often ends up littering the world's waterways. Our packaging is among the marine debris that can be found on shorelines around the world, so we are addressing the matter of marine debris in earnest.

We work with a number of organizations, including [Ocean Conservancy](#), to better understand the causes of marine debris. Together, we are gathering science-based information and engaging other companies in developing sustainable solutions.

In 2011, working with Ocean Conservancy, we helped launch the [Trash Free Seas Alliance](#), a group of diverse businesses, NGOs, scientific institutions and community groups that share the common goal of eliminating ocean trash. By bringing these groups together, we hope to speed restoration of the world's seas. In 2013, we worked with the Trash Free Seas Alliance to host knowledge-sharing sessions that highlighted the threat of marine debris, including a presentation from Conservation International on the Ocean Health Index.

We have also partnered with Ocean Conservancy for the past 18 years as a sponsor of the International Coastal Cleanup, the world's largest volunteer effort for ocean health. Each year, Coca-Cola system associates are among the more than 500,000 volunteers who help clean up the world's waterways during the event.

Using more recycled and renewable materials

Goal: Source 25 percent of our PET plastic from recycled or renewable material by 2015.

Progress: In progress. Five percent of our packaging materials currently comes from recycled or renewable materials.

Approximately 60 percent of our total beverage volume is sold in plastic bottles made from polyethylene terephthalate, better known as PET plastic. Driving demand for PET plastic is a consumer preference for packaging that is lighter in weight, shatter-resistant, resealable and easily recyclable. In addition, PET plastic enables us to

improve resource efficiency while maintaining our commitment to exceptional beverage quality.

In 2009, we set a goal of sourcing 25 percent of our PET plastic for bottles from recycled and renewable materials by 2015. In 2009, to help meet that goal, we introduced our breakthrough [PlantBottle™ packaging program](#). PlantBottle packaging is helping to make PET packaging more sustainable by making the bottle with up to 30 percent of plant-based material.

Continuing with our commitment to rPET

In the early 1990s, we became the first company to use food-grade recycled PET plastic—known as rPET—in packaging. Our enabling of rPET-related research began decades before that. We recognized early that creating end markets for recycled PET plastic would be critical to our bottle recovery efforts and to the success of PET plastic as packaging material.

Today, we are still working to increase the amount of rPET in our packaging. But we have encountered challenges. Over the last decade, demand for rPET has increased significantly; demand for rPET fiber, used to make clothing and other non-food products, is particularly high. And while increased demand is a positive development for the rPET market, greater demand has also driven up prices and reduced supply. In addition, food-grade rPET requires more processing and commands a premium over non-food-grade rPET, making it even more of a challenge for us to cost-effectively incorporate more rPET in our packages.

Our strategy? To help increase recycling and recovery of PET bottles (and thus increase the supply of rPET) while developing innovations like PlantBottle, which requires fewer nonrenewable ingredients than conventional PET plastic. Meanwhile, we remain committed to using rPET in our packaging, as it makes sense economically. Our system has invested

in six bottle-to-bottle facilities that improve our capacity for using rPET. In the United States, we recently worked with rPET suppliers to reach agreement on more favorable terms for rPET stock. Additionally, we continue to invest in the exploration of technologies and recovery systems that could enable more efficient and cost-effective production of food-grade rPET. And because the use of rPET is approved in just a limited number of countries, we are working with governments of the nations where we do business to remove legal barriers to the use of recycled materials in beverage packaging.

Bringing PlantBottle to scale

Because innovative technology is most meaningful when it is widely adopted, we have worked steadily toward our goal of using PlantBottle for all of our PET packaging by 2020.

At the end of 2012, we had distributed more than 14 billion PlantBottle packages in 24 countries. In 2012, we expanded PlantBottle packaging into such countries as Serbia, South Korea and India. In existing PlantBottle markets like the United States, Canada, Mexico and Brazil, we expanded the number of brands using PlantBottle packaging. We distributed approximately 7 billion PlantBottle packages during the calendar year ending December 31, 2012. Approximately 6 percent of the total new PET plastic used by The Coca-Cola Company contains our first-generation PlantBottle packaging material. We remain focused on building out our supply chain to meet our goal of PlantBottle packaging comprising 100 percent of the new PET plastic we use by 2020.

We expect our use of PlantBottle packaging to be a key contributor to achievement of our goal to reduce carbon dioxide (CO₂) emissions embedded in the “drink in your hand” by 25 percent by 2020. Already, our use of PlantBottle packaging has eliminated the need for the equivalent of more than 300,000 barrels of oil

and helped to save the equivalent emissions of approximately 130,000 metric tons of CO₂—the amount of CO₂ emitted annually from more than 27,000 passenger vehicles.

Advancing innovation through increased adoption of PlantBottle packaging

To accelerate supplier interest and investment in PlantBottle packaging, we are enabling other companies to have access to the technology. In 2011, we entered into a partnership with [H.J. Heinz Company](#) to put its ketchup in PlantBottle packaging. So far, more than 164 million bottles of Heinz ketchup in PlantBottle packages have been distributed throughout North America. We will continue to explore the potential for similar partnerships.

Building a foundation of trust

Transparent environmental and social performance measures, developed in collaboration with credible partners, are at the foundation of our PlantBottle packaging program. Because PlantBottle packaging is made from sugarcane waste, sustainable cultivation and harvesting of sugarcane are among our chief concerns. Issues such as water consumption, land use, impacts on biodiversity and child labor are all pertinent. Because such concerns are rarely addressed by typical packaging lifecycle assessment tools, we have built on our Company's existing [sustainable agriculture program](#) and engaged with partners such as [World Wildlife Fund](#) to help advance our understanding of how to identify and select sustainably sourced feedstocks. We have also worked to ensure that the program does not adversely affect local food security. And we are investing in research to advance technologies that use agricultural residues or wastes to help us continue to grow PlantBottle packaging more sustainably.

Toward the bottle of the future

Currently, up to 30 percent of the material used in PlantBottle packaging comes from plants (in some markets,

the plant-based content may be less where we also include recycled content in the bottle). We are limited to 30 percent because, currently, commercial technologies only exist for making one of the two ingredients in PET plastic. Our ultimate goal is to develop PET plastic that is 100 percent plant based. In 2011, we announced multimillion dollar investments in three innovation companies that have technology solutions for replacing the other ingredient in PET plastic and can help turn our 100 percent vision into reality in the coming years.

To further drive progress, we created a [plant-PET technology collaborative](#) in 2012. Our fellow members of the collaborative are [Ford Motor Company](#), [H.J. Heinz Company](#), [Nike, Inc.](#), and [The Procter & Gamble Company](#). By leveraging the combined efforts of these companies in ways that are consistent with applicable antitrust/competition law rules, the collaborative is hoping to speed development of a completely plant-based PET material.

Read more, or [watch a video](#), about PlantBottle packaging, what it is made of and much more.

Achieving greater efficiency through lightweighting

Goal: By 2015, improve packaging material efficiency per liter of product sold by 7 percent compared with a 2008 baseline.

Progress: On track. Between 2008 and 2012, we improved packaging material efficiency per liter of product sold by 7 percent for at least 85 percent of our packaging volume. We intend to maintain or improve upon that level between now and our target year of 2015.

In the design of our packages, we strive for “lightweighting”—using the least amount of natural resources required

to protect our products and ensure their safe transport to consumers. In 2008, we set the goal of improving the packaging material efficiency per liter of our product sold by 7 percent by 2015. We are proud to have achieved that goal for at least 85 percent of our packaging volume, including packages made from glass, refillable PET plastic, “one-way” glass, PET, aluminum and steel. We intend to maintain or increase our 7 percent improvement in efficiency between now and our goal year of 2015.

To date we have:

- Trimmed the weight of our 20-ounce PET plastic bottle by more than 25 percent
- Shaved 30 percent from the weight of our 12-ounce aluminum can
- Lightened our 8-ounce glass bottle by more than 50 percent

Lightweighting is often a market-by-market effort. For example, our bottling partner in Puerto Rico has developed a 500-milliliter bottle for [DASANI®](#) water that weighs 9.8 grams—the lightest bottle in our system. We are working to top that by developing an 8-gram bottle that we hope to introduce globally in 2014.

Smarter packaging for a smaller carbon footprint

In July 2013, we announced our 2020 goal of reducing the [carbon footprint](#) of the “drink in your hand” by 25 percent. Packaging is the largest contributor to our carbon emissions, making up 38 percent of our CO₂ as of 2010, our baseline year for our new goal. Our system’s efforts to design more efficient packaging, employ more renewable material and increase the amount of recycled content in our packaging is expected to make a significant contribution toward reducing our carbon footprint.

Coca-Cola Lightweighting Progress 2008-2012

Year	Grams/Liter	Reduction
2008	41.11	n/a
2009	41.83	-2%
2010	39.72	3%
2011	38.96	5%
2012	38.12	7%

Looking ahead: joining the Circular Economy 100

In early 2013, we joined the [Ellen MacArthur Foundation](#) in launching the [Circular Economy 100](#), a three-year program aimed at bringing together leading global companies to facilitate projects promoting a global “circular economy”—an industrial economy that is, by design or intention, restorative. The Circular Economy 100 will provide executive education and insight on key themes and emerging trends, allow opportunities to share knowledge, and identify and develop solutions to common challenges. By 2015, participating companies are expected to identify and be committed to initiating new circular initiatives. [Read two reports on the circular economy](#) developed by the foundation with [McKinsey & Company](#).

[Read more about our efforts to make our packaging more sustainable.](#)

Climate Protection

Inside every bottle of Coca-Cola is the commitment of a company that is deeply concerned about climate change. Our concern is based on the scientific consensus that global climate change is occurring and that human-caused greenhouse gas emissions are a contributing factor.

The implications of climate change on our planet are profound and wide-ranging. Public health, agriculture, biodiversity and water sources may all be negatively affected. The potential effects on people, communities and ecosystems are sobering to consider and demand immediate action.

Of course, climate change also poses risks to our business as well. More frequent and intense droughts and floods can harm global agriculture, limiting the supply or increasing the cost of ingredients we use in our products. Extreme weather could impair our bottling plants, disrupt our supply chain and affect consumer demand. Perhaps most seriously, climate change could significantly limit water resources for our operations, for our supply chain and for the communities we serve.

Our system generates greenhouse gas emissions by consuming energy through manufacturing, by consuming fuel in our global delivery fleet and by chilling our products for optimum refreshment. Our broader supply chain, which includes the manufacturing of our packaging and the farming that grows our ingredients, generates millions of additional tons of greenhouse gases.

Growing our business without increasing greenhouse gas emissions

is a tall order, but it is a process we are committed to. We have made progress. But, like much of the world, we need to do more—and soon. Following is an overview of our progress from 2012, and a look at where we're heading in 2013 and beyond.

An ambitious new goal for reducing carbon in our value chain

Goal: Reduce the carbon footprint of “the drink in your hand” by 25 percent by 2020.

Progress: New. We are working to reduce the greenhouse gas emissions across the entire value chain of our products by making comprehensive reductions across our manufacturing processes, packaging formats, delivery fleet, refrigeration equipment and ingredient sourcing.

In July 2013, we joined our longtime partner [World Wildlife Fund \(WWF\)](#) in announcing a number of [new environmental goals](#). Among them: a commitment to reduce the carbon footprint of our beverages by 25 percent by 2020. This new goal complements our existing goals for 2015.

Our new goal stems from the recognition that to make a meaningful difference, we must reduce emissions generated by not only our bottling plants and distribution fleet but also our entire value chain, including [agriculture](#), [packaging](#), and refrigeration. An initial analysis showed that, in our baseline year of 2010, our value chain emitted approximately 59 million metric tons of greenhouse gases, and only about 5.2 million metric tons came from manufacturing. We estimate that achieving our new goal will enable us to prevent more than 20 million metric tons of CO₂ emissions by 2020. That's four times our system's annual carbon emissions from manufacturing, and the equivalent of taking 3.8 million cars off the road for a year.



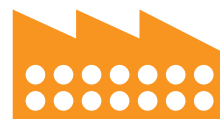
15B+ PlantBottle™ packages distributed in the market to date



40% improvement in cooling equipment energy efficiency since 2000



750+ alternative-fuel delivery vehicles operate in the U.S.



18% improvement in energy efficiency in our global manufacturing operations since 2004



Hindustan Coca-Cola in India committed to 40% renewable energy by 2020

This new goal is ambitious and is among the most progressive climate-related commitments from any company. To ensure that we succeed, we will collaborate with our partners and suppliers and continue to move forward with energy-efficiency and climate-protection initiatives already under way across our system. This work includes:

- Continuing to improve the sustainability of our packaging through design optimization and the increased use of recycled and renewable materials such as PlantBottle™ packaging
- Improving the energy efficiency of our cooling equipment
- Committing to more sustainable sourcing of key ingredients
- Incorporating more fuel-efficient modes of product delivery
- Improving energy efficiency within our manufacturing operations
- Phasing out the use of hydrofluorocarbons (HFCs) in all new cold-drink equipment
- Increasing our use of clean energy

To help us reach our new goal, we are developing annual reduction targets for the next seven years and working with our supplier partners to find ways of meeting them. We are also developing processes for measuring progress. And we are equipping “climate ambassadors” who will champion our goal systemwide and provide training

and other assistance to help our Company, bottlers and suppliers strive to reduce emissions.

A 3 percent increase in manufacturing emissions in 2012

Goal: Grow our business but not our systemwide carbon emissions from manufacturing operations through 2015 compared with a 2004 baseline.

Progress: Off Track. Our global manufacturing emissions in 2012 were 1.2 million metric tons lower than the business-as-usual forecast for 2012. However, total (absolute) emissions were 3 percent higher than emissions from 2011, and now stand 15 percent higher than our 2004 baseline.

In 2008, we set the goal of growing our business but not our systemwide carbon emissions from manufacturing operations through 2015. Our manufacturing sites emitted 5.48 million metric tons of greenhouse gases in 2012, a 3 percent increase over 2011. That number puts us 15 percent higher than our 2004 baseline and off track for reaching our goal of bringing emissions levels back down to that baseline by 2015. We consider this upward trend to be both disappointing and unacceptable. We are working diligently to reduce emissions through a variety of measures, including expanded use of clean energy.

Though our manufacturing-related emissions increased in 2012, our emissions intensity—the ratio of emissions to production volume—improved by nearly 2 percent over 2011. In all, our emissions intensity has improved 19 percent since 2004. Even with our year-over-year increase in emissions in 2012, our emissions are still 1.2 million metric tons lower than “business as usual” forecasts for the year. We have successfully slowed growth in emissions relative to volume; now we are aiming to stop and, ultimately, reverse it.

Emissions in developed countries down 8 percent since 2004

Goal: By 2015, reduce emissions from our manufacturing operations in developed countries by 5 percent compared to our 2004 baseline.

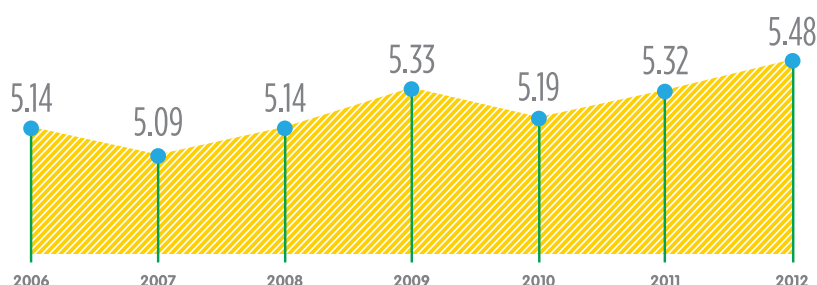
Progress: On track. In 2012, emissions from our manufacturing operations in developed countries were 8 percent below our 2004 baseline.

In 2012, our emissions from manufacturing operations in developed countries increased slightly—about 2 percent—compared to 2011. Even so, manufacturing-related emissions in developed countries are approximately 8 percent lower than our 2004 baseline, keeping us well on track toward our goal of a 5 percent reduction by 2015.

We’re bringing emissions down in part through our continuing work with bottlers on the “Top 10 Energy-Saving Challenge.” The program, developed with WWF and launched in 2011, equips bottlers and plant managers with 10 high-return, low-risk energy-saving practices they can readily implement. Each practice delivers high financial return and contributes significantly toward achieving our climate targets. To date, 526 of our system’s nearly 900 manufacturing facilities are implementing the practices. A total of 127 facilities have completed the entire Top 10 challenge, and more than 270

The Coca-Cola System Greenhouse Gas Emissions from 2006 to 2012 (from manufacturing sites)

CO₂ emissions in millions of metric tons



2012 The Coca-Cola System Greenhouse Gas Emissions by Region (from manufacturing sites)

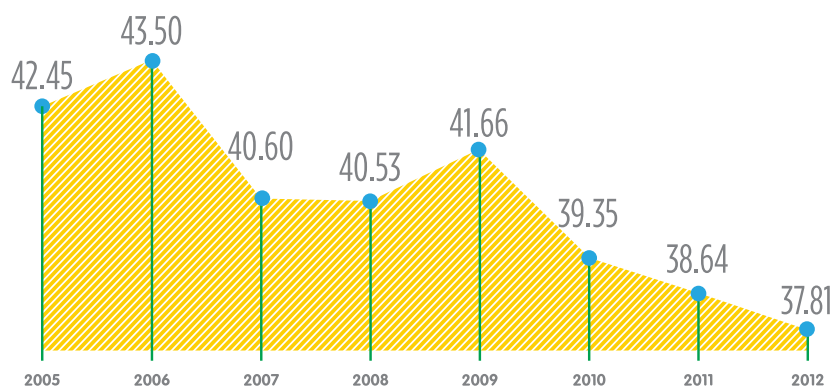
CO₂ emissions in millions of metric tons

Pacific	2.10
Eurasia & Africa	1.13
Latin America	0.85
North America	0.78
Europe	0.62
Total	5.48



The Coca-Cola System Carbon Intensity Ratios from 2005-2012

Average manufacturing plant ratios based on collected data (grams/liter)



have made at least 80 percent progress.

In September 2012, the United States Environmental Protection Agency recognized Coca-Cola Refreshments USA, Inc., the Company's bottling and customer service organization for North America, with a Green Power Leadership Award for its agreement to generate energy from a 6.5-megawatt combined heat-and-power system at an Atlanta facility. This cogeneration plant captures methane gas from a nearby landfill and converts it to clean-burning fuel. The plant generates at least 48 million kilowatt-hours of electricity annually, resulting in an emissions reduction of approximately 20,000 metric tons of CO₂ per year, equivalent to the CO₂ emissions from the electricity use of more than 4,000 average-sized homes per year.

At our Company headquarters in Atlanta, Georgia, our information-

technology staff are working to limit CO₂ emissions from powering our corporate data centers even as the load on our computer servers increases. In 2013, we completed an upgrade of 30 air handlers in one of our data centers. We expect this improvement to reduce our CO₂ emissions by an estimated 650 metric tons annually—the equivalent of taking 90 cars off the road.

As we make steady progress toward our goal for developed countries, we are also working hard to reduce emissions in developing countries. One example: Hindustan Coca-Cola Beverages Private Limited (HCCBPL), our largest bottling partner in India, has committed to expand the amount of energy it draws from renewable sources to 40 percent by 2020. HCCBPL will attempt to achieve that goal by exploring the use of a solar rooftop as well as wind- and biomass-generated power at several of their bottling plants.

Improved energy efficiency for eight consecutive years

Using energy more efficiently enables us to reduce our carbon footprint, conserve natural resources and contain costs. The total amount of energy consumed by manufacturing sites across our system has grown as our business has grown—from 54.4 billion megajoules in 2004 to 62.4 billion megajoules in 2012. But our energy efficiency ratio—the amount of megajoules used per liter of product—has continuously improved.

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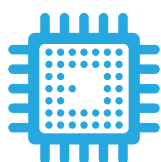
Commissioned one of the largest landfill gas cogeneration facilities in the United States



leading to the prevention of 20,000 metric tons of CO₂ per year

In 2012, our ratio was 0.43 megajoules per liter—a 2 percent improvement over 2011 and an 18 percent improvement overall since 2004. By improving our energy efficiency ratio, we avoided approximately \$200 million in energy costs in 2012 and over \$1 billion cumulatively since 2004.

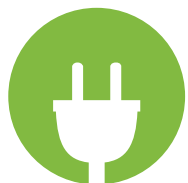
Complementing efficiency efforts in manufacturing, we have also improved the energy efficiency of our cold-drink equipment worldwide by more than 40 percent compared to year 2000 levels. We have deployed nearly 5.5 million energy management devices (EMDs) for cold-drink equipment, reducing average energy consumption by an estimated 5 billion kilowatt-hours per year and delivering corresponding annual emissions reductions of approximately 3.1 million metric tons—equivalent to the electricity used by over 464,000 homes. Energy-efficient cold-drink equipment saves our customers money, too—an estimated \$440 million per year.



~5.5MM intelligent energy management devices
used in our refrigeration equipment



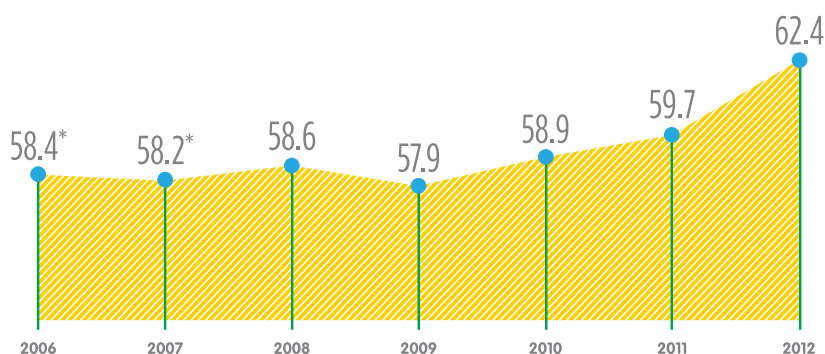
**Emissions reduced by
~3.1MM metric tons**
per year



~\$440MM saved annually
in electricity consumption by
our customers

The Coca-Cola System Energy Use from 2006 to 2012

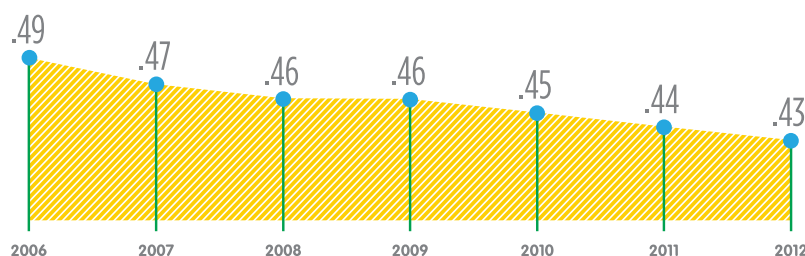
Systemwide total based on estimated total use (billion megajoules)



*Our energy use figures have been recalculated for 2006 and 2007 based on changes to the organization.

The Coca-Cola System Energy Use Ratio from 2006 to 2012

Average plant ratios based on collected data (megajoules/liter of product)



In 2012, to help our manufacturing facilities continue to improve energy efficiency, we developed 20 step-by-step guidelines to implementing energy-saving actions and shared them with our bottlers. We also upgraded our internal website dedicated to strategies for saving energy, and our system held more than 20 workshops on increasing energy efficiency.

Improving packaging to reduce our carbon footprint

Packaging is the largest contributor to our potential carbon emissions, making up 38 percent of our CO₂ emissions as of 2010. Our system's efforts to design more efficient packaging, use more renewable packaging material and increase the amount of recycled content will make a significant contribution toward reducing our carbon footprint.

A 14 percent decrease in our fleet emissions

More than 200,000 of our signature red delivery trucks say "Coca-Cola" around the world. We aspire for them to say "sustainable" as well. So in addition to conventional fuels, we are powering our fleet with a mix of efficient alternative fuels, including electricity, natural gas, diesel-electric and biodiesel. In North America, we operate a hybrid electric fleet of more than 750 trucks that use about 30 percent less fuel than conventional diesels—the largest such fleet on the continent. For our presence at the London 2012 Olympic Games, we deployed 14 delivery vehicles powered by landfill gas.

Our system's trucking fleet, which includes trucks operated by our Company and our bottling partners, accounted for about 8 percent of our emissions in 2012. Our fleet emitted 4.6 million metric tons of greenhouse gases in 2012—a 14 percent increase from our 4.03 million metric tons of fleet emissions in 2011.

Pushing forward with HFC-free cooling equipment

Goal: As of 2015, all new cold-drink equipment will be HFC-free.

Progress: Off track. In 2012, our system purchased approximately 245,000 units of HFC-free equipment (approximately 21 percent of new equipment purchases), bringing our global total to over 800,000 units.

Because of the high global warming potential of hydrofluorocarbons (HFCs), we are phasing out the use of HFC refrigerants in our cold-drink equipment. With more than 14 million dispensers, vending machines and coolers in the marketplace, we have an enormous opportunity to make a difference. We believe we can avoid the emission of more than 52.5 million metric tons of CO₂ equivalent over the next several years—equivalent to the annual greenhouse gas emissions of over 10.9 million passenger vehicles.

In 2011, we reaffirmed CO₂ as our system's HFC-free refrigerant of choice for new equipment purchases; at the end of 2012, HFC-free deployments across our system exceeded 800,000. Still, our efforts to deploy more HFC-free cooling systems in 2012 fell short of our ambition. Our goal was for 50 percent of all new cold-drink equipment to be HFC-free by the end of 2012. But only about 21 percent (approximately 245,000 units) of our 2012 cold-drink equipment purchases were HFC-free. Difficulties in procuring HFC-free equipment in Brazil, India and other countries contributed to the slowdown in our progress. We are developing strategies to address these challenges and get back on track for our 2015 goal.

Carbon-neutral at the London 2012 Olympic Games

As the longest continuous sponsor of the Olympic Movement, we have a significant presence at all Olympic Games. We provide hydration and

refreshment through our products, sponsor Games-related events and activities and much more. In London in 2012, our presence at the Summer Olympic Games was, for the first time, carbon neutral. (We achieved our first carbon-neutral presence at a Winter Olympics during the Vancouver 2010 Olympic Winter Games.) We achieved carbon neutrality in London through a combination of reduction activities and carbon offsets. Reduction activities included investment in a state-of-the-art, low-carbon warehouse and storage facility, the purchase of 14 delivery vehicles powered by landfill gas and the use of beverage coolers that were entirely HFC-free. We compensated for the emissions we could not prevent through the purchase of Gold Standard® certified carbon offsets.

CDP recognizes our reporting

We strive to be transparent in our carbon reporting. In 2012, we were featured in CDP's (formerly the Carbon Disclosure Project) Carbon Disclosure Leadership Index (CDLI). The index, an evaluation tool for investors and other stakeholders, highlights companies in the Global 500 that have displayed a strong approach to climate change information disclosure. Companies are scored on their climate change disclosure. High scores, according to CDP, "indicate good internal data management and understanding of climate change related issues affecting the company." In 2012, the CDLI comprised 51 companies from the Global 500 based on analysis of responses to CDP's annual climate change questionnaire, which focuses on greenhouse gas emissions, emissions reduction targets and the risks and opportunities associated with climate change.

Climate Counts says we're "soaring"

In December 2012, we scored ten points higher than in 2011 in the annual rankings by the nonprofit organization Climate Counts. Climate Counts scores the world's largest companies on their



800,000+ HFC-free units
in the marketplace



21% of new equipment
purchases were HFC-free
in 2012



\$100MM+ invested
over the past decade in R&D
and commercialization of
HFC-free cooling
technologies



14 landfill gas-powered
delivery trucks launched in
London

climate impact to "spur corporate climate responsibility and conscious consumption." Climate Counts awarded us a score of 85 in 2012, putting us in the "Soaring" category—Climate Counts' highest—for "companies demonstrating exceptional leadership on climate change." Only 15 companies of 145 were recognized in that category.

Expanding Arctic Home™ to Europe

In early 2013, we extended our successful Arctic Home campaign to 17 countries in Europe, with a multimedia advertising campaign,

special packaging and a launch event at London's Science Museum. Arctic Home aims to raise awareness and funds to preserve the habitat of polar bears, which is being seriously threatened by climate change. Beginning its third year in November 2013, Arctic Home is a five-year, \$2 million commitment initiated with our longtime conservation partner, WWF. [Read more about Arctic Home.](#)

Collaborating to curb emissions

We continue to partner with peer companies, NGOs, governments and others in addressing our greenhouse gas emissions and to encourage progress in response to climate change. We are proud to have recently supported The 3% Solution, a study by WWF and CDP that demonstrates how U.S. business can address climate change while driving significant economic value. Released in June 2013, the report identifies emission-reduction investments with positive net present value that can save the U.S. private sector \$780 billion while cutting carbon emissions by 1.2 gigatonnes over 10 years. A 3 percent annual reduction would not only curb greenhouse gas emissions, but it would also address the U.S. corporate "share" of global emissions. Built upon rigorous analysis by leading consulting firms, including McKinsey & Company and POINT 380, The 3% Solution includes case studies from various sectors and offers the most compelling business case made to date for setting ambitious carbon reduction targets.

Moving forward as the evidence mounts

Communities around the world are already confronting the effects of climate change, including drought, flooding, storms, wildfires and record high temperatures. In 2012, Arctic sea ice diminished to its lowest level ever recorded. And in May 2013, atmospheric CO₂ concentrations exceeded 400 parts-per-million for the first time in human history. Though we believe it is still possible to mitigate the worst effects of climate change, we believe the global community—civil society, governments and businesses, including us—must act quickly and do more to address greenhouse gas emissions.

Our Company aspires to do much. We will continue to expand our sources of clean energy. We are developing the means by which we will achieve our new goal of reducing the carbon footprint of "the drink in your hand" by 25 percent. And we will continue to lend our voice in support of relevant public policy and cross-sector initiatives that seek to reduce greenhouse gas emissions and protect the climate and communities worldwide.

Sustainable Agriculture

Inside every bottle of Coca-Cola®—indeed, in most of our products—are ingredients that get their start on a farm. We buy many tons of sugar, fruit, corn, tea, coffee and other ingredients every year. Our business depends on the long-term availability of these products.

At the same time, the future of the planet may depend on crops being grown more sustainably. As our longtime partner [World Wildlife Fund \(WWF\)](#) and others note, unsustainable agricultural practices have serious impacts on people and the environment. According to WWF, agriculture uses about 69 percent of the world's fresh water. It is the leading source of pollution in many countries, a primary driver of deforestation and one of the largest producers of greenhouse gas emissions contributing to climate change. Half the planet's topsoil has vanished over the last 150 years due in part to poor farming practices. In our value chain, agriculture accounts for the largest share of water use and the third-largest share of carbon emissions, after packaging and refrigeration. If growers are to provide the food necessary to support the over 9 billion people expected to inhabit the planet by 2050, they must find ways to make agriculture more efficient and aligned with ecological limits—and change must happen soon.

Promoting agricultural sustainability is also a socioeconomic imperative. Agriculture is the world's largest industry, producing \$1.3 trillion in food annually and employing over 1 billion people. For three-quarters of the world's extremely poor people, farming is the only viable way to make a living. Farming in the 21st century must protect the rights and



livelihoods of agricultural workers and support strong, healthy communities.

For all of these reasons, we have worked with our suppliers for several years to make our supply chain more sustainable. In 2012 and 2013, our work took a major stride forward. Following is a look at our progress.

An ambitious new goal for sustainable sourcing

Throughout 2012, our system collaborated with WWF and other partners to develop a goal that we believe is both bold and achievable: to sustainably source key agricultural ingredients by 2020. These ingredients include cane sugar, beet sugar, high-fructose starch-based syrup (primarily corn), tea, coffee, palm oil, soy, pulp and paper fiber, oranges, lemons, grapes, apples and mangoes.

We set this new goal for a few reasons. First, sustainable sourcing can ensure continuity in our supply of safe, high-quality raw materials, reducing business risk and delivering sustainable business value for us and for our supply chain partners. Just as important, sustainable sourcing is essential if we are serious about improving our environmental, economic and social impacts, as the footprint of agriculture in our supply chain exceeds that of our system's operations. And, increasingly, customers, consumers, environmental partners and other stakeholders expect us to demonstrate end-to-end

accountability for our impact all the way to the farm level.

To guide progress toward our new goal, we have established [Sustainable Agriculture Guiding Principles](#) for our suppliers. These principles define what we mean when we refer to “more sustainable sourcing,” articulate our expectations, and set criteria for human and workplace rights, environmental stewardship and farm management. We are working with suppliers and with WWF to implement the guidelines throughout our system. In April 2013, we asked suppliers to provide action plans for meeting our sustainability criteria along with baselines for where they currently stand in relation to our goal. We will evaluate their plans and work collaboratively to set a path toward achieving our goal of sustainably sourcing key agricultural ingredients by 2020.

Our new goal is a significant step in the shift toward more sustainable sourcing that we and our suppliers have been making for several years. Some of our suppliers already comply with many, if not all, of our guiding principles. In the coming months, we will identify the best existing sustainability practices among our suppliers and encourage their application across our supply chain. We plan to begin validating suppliers for compliance in 2015 and are working with internal stakeholders, suppliers and partner organizations to establish details on the assurance process.

We expect our guiding principles to ultimately have the greatest impact at the farm level, where we believe some of the greatest strides toward sustainability can be made. But working to change the practices of hundreds of small-scale farmers—such as those in the coffee and sugarcane industries—presents challenges, and the process will take time. We are working with nongovernmental organizations (NGOs) and other partners around the world to develop the best ways of connecting and collaborating with farmers.

As more of our suppliers adopt sustainable practices, we will work with them to find a fair balance in the prices we pay for ingredients. We expect to take a “preference, not premium” approach, rewarding suppliers who comply with our guiding principles sooner by strengthening our business with them. We also want to encourage suppliers to adopt sustainable practices by recognizing their progress whenever we can. For example, in 2013, we presented sugar supplier Raízen with our Company’s Supplier Sustainability Award for its work leading the sugar industry toward more [Bonsucro Standard](#)–certified sugar.

Listening to the experts

In February 2013, we convened a small number of globally renowned agriculture and environment experts to discuss the global movement toward sustainable agriculture and our role within it. The group shared positive feedback on our sustainable agriculture strategy to date and also challenged us to do more, both within our supply chain and beyond it, as a leader in our industry. Our new 2020 commitment is, in part, a response to that challenge.

Slow but steady growth in Bonsucro-certified sugar

One of our first major steps toward sustainable sourcing was our work with Bonsucro, a collaboration among peer companies, sugarcane producers, WWF and other NGOs, to implement the first global metric standard for more

sustainable sugarcane production. The Bonsucro Standard requires evaluation against 20 criteria and 69 indicators on the environmental, social and economic impacts of sugarcane production and is divided into five principles:

- Obey the law.
- Respect human rights and labor standards.
- Manage input, production and processing efficiencies to enhance sustainability.
- Actively manage biodiversity and ecosystem services.
- Continuously improve key areas of the business.

Bonsucro launched its Production Standard and certification program in 2010. In 2011, a sugar mill in São Paulo, Brazil, became the first to achieve Bonsucro Certification, and our system was the first buyer of the mill’s certified sugar. As of September 2013, 31 sugarcane mills in Brazil and Australia, representing more than 695,000 hectares (approximately 1.7 million acres), or 2.92 percent of the world’s surface under sugarcane, have been Bonsucro Certified. The amount of sugar certified under the standard has increased steadily since the first mill was certified in 2011.

As part of our new 2020 commitment, we have drafted plans to achieve Bonsucro standards, or the equivalent, in our sugar supply.

Promoting sustainable farming worldwide

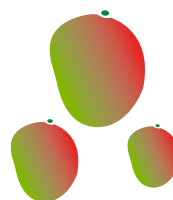
With partners such as WWF and the [United Nations Development Programme \(UNDP\)](#), our system has contributed to more than 40 agriculture sustainability initiatives in 25 countries. Projects are aimed at improving crop yields and livelihoods for farming families while reducing costs and environmental impacts. Most of these projects begin as pilot programs, enabling farmers and suppliers to first determine what works before programs are expanded. Following are summaries of several of these programs.



40+ sustainable agriculture projects are supported in 25 countries



31 sugarcane mills have been Bonsucro Certified in Brazil and Australia



51,000 small farmers in Kenya and Uganda are benefitting from Project Nurture, a project we’ve invested in with the Bill & Melinda Gates Foundation to increase local mango and passion fruit sourcing



\$2B has been contributed to the planting of 25,000 acres of orange groves in Florida in 2013

Largest citrus planting devoted to orange groves in Florida in the past 25 years

~4,100 new jobs to be added to the economy

Improving mango yields in Andhra Pradesh

In 2011, Coca-Cola India and Jain Irrigation announced the launch of Project Unnati, which is encouraging mango farmers in the state of Andhra Pradesh to adopt drip irrigation and a method of farming called ultra-high-density plantation practice. Ultra-high-density plantation practice enables mango orchards to reach their full fruit-bearing potential in three to four years rather than the seven to nine years enabled by conventional farming, meaning farmers earn money from the fruit sooner. The practice also makes it possible for farmers to plant as many as 600 trees per acre, dramatically increasing yields. Conventional farming methods allow for about 40 trees per acre.

During the first phase of the project, 200 demonstration farms between one and three acres in size will employ the ultra-high-density plantation technique along with drip irrigation, which uses less water per kilogram of mangoes produced. Later, the demonstration farms will be used to train other farmers. In all, Project Unnati has the potential to double mango yields and improve the livelihoods of more than 50,000 farmers over a five-year period.

Farming for a healthier Great Barrier Reef

Through The Coca-Cola Foundation, our Company's primary international philanthropic arm, we provide financial support to [Project Catalyst](#), an award-winning, five-year, \$26 million partnership among our Company, WWF, [Reef Catchments](#) (Mackay Whitsunday Isaac Natural Resource Management), the Australian government, farmers, and other partners, including sugarcane processors, financial institutions, agrochemical companies, trading houses, machinery manufacturers and research and development firms. Project Catalyst promotes farmer-driven innovations that reduce sediment, pesticide and fertilizer runoff into the

Great Barrier Reef lagoon and the freshwater catchments that drain into it. The project provides funding and technical expertise to farmers who have developed new practices to promote sustainability but need resources to implement them. Communication is also a key part of Project Catalyst, as newsletters and a website promote innovations, enabling growers to share best practices and lessons learned.

Since its launch in 2009, Project Catalyst has increased from 19 participating sugarcane growers and 4,800 hectares (approximately 11,860 acres) of farmland to 140 growers and more than 198,000 hectares (approximately 490,000 acres). The project has improved the quality of more than 205,500 megaliters (more than 54 billion gallons) of runoff by reducing the amount of nitrogen, phosphorus, herbicide and other pollutants in the runoff, thereby reducing impact on the Great Barrier Reef. Through The Coca-Cola Foundation, we have contributed more than \$2.78 million to the project.

With the aspiration of scaling Project Catalyst globally, we and our partners have begun conversations with Brazilian and Colombian sugarcane farmers' associations on soil management and other best practices.

Drought relief in Guangxi

The Guangxi Sustainable Sugarcane Initiative is part of our partnership with UNDP, the Chinese government and the government of the Guangxi Zhuang Autonomous Region in southern China. Launched in 2010 in the counties of Shangsi and Longzhou and expanded to Jiangzhou and Fusui in 2011, the initiative seeks to provide sugarcane farming communities in drought-stricken Guangxi with improved access to drinking water and more efficient irrigation, along with enhanced land use efficiency through land consolidations. In addition to deployment of drip irrigation, new infrastructure will direct treated wastewater from a sugar mill to the sugarcane field, providing efficient and

timely irrigation and better yields.

To date, the initiative has directly benefited about 6,933 sugarcane farmers and indirectly benefited more than 143,000 sugarcane farmers. Other new projects in Guangxi are to be undertaken in late 2013 or early 2014 and are expected to be completed in 2015.

Protecting freshwater and small farms in South Africa

Through Project Khula, [The Coca-Cola Foundation](#) is working with WWF and a number of local partners, including [Illovo Sugar](#) and others, to help small-scale sugarcane farmers in the KwaZulu-Natal region of South Africa improve their yields and livelihoods while reducing environmental impacts. The Coca-Cola Foundation provided a \$150,000 grant to help support the project.

Launched in September 2010 and named for the Zulu word for "growth," Project Khula leverages the mentorship program of a local growers association to train small-scale farmers in better land and catchment management practices. It aims to support development of more than 3,000 small-scale growers on over 8,400 hectares (approximately 20,756 acres), and to help the local sugar mill, the local government and other local stakeholders organize smaller farms into cooperatives. The cooperatives are expected to help improve productivity and provide opportunities for funding expansion of the program.

Mentors will work with farmers to help maintain and restore riparian areas and increase pesticide use-efficiency. The project also seeks to remove invasive plant species threatening freshwater ecosystems and to develop improved sustainability practices that can be adopted by other South African sugarcane growers.

To date, the project team has assisted in the formation of two planned cooperatives, engaging 97 farmers who

farm about 100 hectares (250 acres). Sugarcane plantings on the farms could eventually produce as much as 8,000 metric tons of sugar every two years, providing farmers and their families with a potential collective income of 3 million rand.

Improving livelihoods for fruit farmers in Kenya and Uganda

Our goal is to triple our juice business by 2020. To make sure we can source enough juice to meet that target—and to help improve the livelihoods of small-scale fruit farmers, many of whom are women—we formed Project Nurture, an innovative four-year, \$11.5 million partnership launched in 2010 with the Bill & Melinda Gates Foundation and the nonprofit organization [TechnoServe](#). By increasing production of mango and passion fruit suitable for both the fresh fruit and juice markets, Project Nurture is intended to double the incomes of more than 51,000 small-scale mango and passion fruit farmers in Kenya and Uganda by 2014. Our East Africa business unit will invest a total of \$4 million in the project, along with \$1.5 million in in-kind contributions, including infrastructure investment, technical expertise and fruit purchases.

Through [Project Nurture](#), local farmers will find a market for their fruit. Consumers will be able to support their local farmers through the purchase of beverages. And our business will benefit from procuring locally produced fruit, lowering our costs and increasing supply chain flexibility. The program has established a goal that by 2014 at least 30 percent of participating farmers will be women.

By the end of 2012, nearly 40,000 farmers—14,000 of whom were

women—had received training through Project Nurture. More than 36,000 metric tons of fresh fruit from Project Nurture farms were sold. Participating farmers' annual fruit incomes have, on average, already more than doubled through a combination of increased volume sales and improved quality. Project farmers are selling into three market channels: fruit processing, fresh domestic and fresh export. Minute Maid Mango Nectar™, launched in Kenya in 2010, is the first product to use juice sourced from Project Nurture and provides consumers with the opportunity to support local mango farmers.

As part of the project, TechnoServe has worked with select farmers and exporters to ship fresh mangoes and passion fruit to the Middle East. Farmers have been trained in quality specifications, logistics and price negotiation. Project Nurture provides assistance with agronomy and postharvest handling as well. Through the project, two more Kenyan mango varieties, Apple and Tommy, have been developed for use in the manufacture of Minute Maid® juice and juice drinks. Juice made with the Apple variety is now in production.

Building hope for mango growers in Haiti

Based on our Project Nurture model, the Haiti Hope Project is a five-year, \$9.5 million partnership intended to double the incomes of 25,000 Haitian mango farmers. Our partners in the project include the Inter-American Development Bank, through the Multilateral Investment Fund, the U.S. Agency for International Development and [TechnoServe](#). The Clinton Bush Haiti

Fund, the [Soros Economic Development Fund](#) and others are among the supporters of the project. The project has partnered with a local financial institution, Sogesol, to launch a farmer credit program. Our project team also works closely with Haitian government authorities to align the project's goals with those of the local government.

We began implementing Haiti Hope in September 2010, nine months after Haiti's catastrophic earthquake. Since then, the project team has established relationships with farmer groups representing thousands of mango farmers. More than 16,000 farmers had joined the program by the end of 2012, and nearly half were women. In addition, more than 1,400 farmers have received credit through the project. A detailed training program continues to be implemented covering gender, organizational, technical and commercial issues. More than 2,300 training sessions have been conducted.

The Coca-Cola Company has pledged to invest \$3.5 million to the project over its five-year span as part of the overall \$9.5 million partnership. As part of our Company's overall contribution, in January 2011, our [Odwalla](#) brand launched Haiti Hope Mango Tango™ smoothies and pledged to donate 10 cents for every bottle sold, up to a projected half a million U.S. dollars a year for the duration of the project.

**Click to see
Coca-Cola's full
climate protection
infographic.**

in our reporting

Global Business Principles

Global change requires global effort. That's why, in addition to our own goals, we also measure our progress toward sustainability in part against the principles outlined in the United Nations (UN) Millennium Development Goals, the UN Global Compact and the CEO Water Mandate.

Millennium Development Goals

The eight Millennium Development Goals (MDGs) were born from the actions and targets contained in the Millennium Declaration adopted by 189 nations and signed by 147 heads of state and governments during the UN Millennium Summit in September 2000. The MDGs set a target date of 2015, by which all countries and leading development institutions agree to fight a range of the world's main development challenges, such as poverty, hunger and HIV/AIDS. These goals serve as a blueprint for making the world a better place. Working toward them offers faith and hope, and even more reasons to believe in a better world. We are proud to contribute to the realization of the MDGs through our efforts.

- Goal 1:** Eradicate extreme poverty and hunger
- Goal 2:** Achieve universal primary education
- Goal 3:** Promote gender equality and empower women
- Goal 4:** Reduce child mortality
- Goal 5:** Improve maternal health
- Goal 6:** Combat HIV/AIDS, malaria and other diseases
- Goal 7:** Ensure environmental sustainability
- Goal 8:** Develop a global partnership for development

UN Global Compact

The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, environment and anti-corruption. The Coca-Cola Company committed to the principles of the UN Global Compact in March 2006.

As set forth by the UN, the 10 UN Global Compact principles are as follows:

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

The Coca-Cola Company plays an active role in a number of UN Global Compact Local Networks around the world by serving on Steering Committees, conducting business community outreach and supporting network events. In 2012, we participated in the Rio+20 United Nations Conference on Sustainable Development in Rio de Janeiro, Brazil, including a working group on anti-corruption, giving us an opportunity to share experiences with Coca-Cola colleagues who are championing sustainability at the local level.

CEO Water Mandate

Launched in July 2007, the CEO Water Mandate is a unique public-private initiative designed to assist companies in the development, implementation and disclosure of water sustainability policies and practices. Companies that endorse the mandate are required to report progress annually against a set of standard principles, including:

- Direct operations
- Supply chain and watershed management
- Collective action
- Public policy
- Community engagement
- Transparency

Our Governance and Ethics

A business focused on sustainability demands integrity in every respect. From our Board of Directors to our Code of Business Conduct, we have made transparency and accountability two of our most closely held values.

Our Board of Directors

Our Board is elected by shareowners to oversee their interest in the long-term health and the overall success of the Company's business and its financial strength. The Board serves as the ultimate decision-making body of the Company, except for those matters reserved to, or shared with, the shareowners. The Board selects and oversees members of senior management, who are charged by the Board with conducting the business of the Company. Our Board currently has 17 members, 16 of whom are not employees of The Coca-Cola Company. [Learn more about our Directors.](#)

In order to fulfill its responsibilities, the Board oversees the proper safeguarding of the assets of the Company, the maintenance of appropriate financial and other internal controls and the Company's compliance with applicable laws and regulations and proper governance. Inherent in these responsibilities is the Board's understanding and oversight of the various risks facing the Company. The Board does not view risk in isolation. Risks are considered in virtually every business decision and as part of the Company's business strategy. The Board recognizes that it is neither possible nor prudent to eliminate all risk. Indeed, purposeful and appropriate risk taking is essential for the Company to be competitive on a global basis and to achieve the objectives set forth in the Company's [2020 Vision](#).

The Board implements its risk oversight

function both as a whole and through delegation to Board committees, which meet regularly and report back to the full Board. All committees play significant roles in carrying out the risk oversight function. While the Board oversees risk management, Company management is charged with managing risk. The Company has robust internal processes and a strong internal control environment which facilitate the identification and management of risks and regular communication with the Board. To learn more about the Board's oversight of risk, you can review the discussion beginning on page 37 of the Company's [2013 Proxy Statement](#). The Board has the following seven standing committees:

1. Audit
2. Compensation
3. Directors and Corporate Governance
4. Executive
5. Finance
6. Management Development
7. Public Issues and Diversity Review

Each Board committee serves an important role in helping the Board fulfill its responsibilities. For example, the Public Issues and Diversity Review Committee helps the Board fulfill its responsibilities relating to diversity, corporate social responsibility and public issues of significance, which may affect the shareowners, the Company, the business community and the general public.

Another example is the Compensation Committee, which has overall responsibility for evaluating and approving compensation plans, policies and programs applicable primarily to the Company's senior executive group, which includes all officers of the Company subject to Section 16 of the Securities Exchange Act of 1934, as amended. Our strong pay for performance philosophy awards executives in a way that motivates them to operate the Company's business in a profitable and sustainable manner. Additionally, our executives are measured across the six areas highlighted in our 2020 Vision: people, portfolio, partners, planet, profit and productivity. Further efforts are under way to strengthen how we

recognize sustainability results across the Coca-Cola system.

You can learn more about our Board committees, and view each committee's charter, by visiting the [Board Committees & Charters](#) page.

Our corporate governance

The Coca-Cola Company is committed to good corporate governance, which promotes the long-term interests of shareowners, strengthens Board and management accountability and helps build public trust in the Company. Our [Certificate of Incorporation](#) and [By-Laws](#), the Board's [Corporate Governance Guidelines](#) and other key practices, and the charters of our Board committees provide the foundation for corporate governance at The Coca-Cola Company. The Corporate Governance Guidelines address such areas as the Board's mission and responsibilities, Director qualifications, determination of Director independence, Chief Executive Officer compensation and performance evaluation, and management succession planning.

Our Code of Business Conduct

Our Company's [Code of Business Conduct](#)—available in 31 languages—guides our business conduct. The Code articulates our expectation of accountability, honesty and integrity in all matters. All associates of our Company and its majority-owned subsidiaries are required to read and understand the Code and follow its precepts, both in the workplace and in the larger community.

The Code is administered by the Ethics and Compliance Committee—composed of members of the Company's senior leadership—with oversight by the Company's Chief Financial Officer, General Counsel and the Audit Committee of the Board, which is composed solely of independent Directors. The Ethics and Compliance Committee includes seven members representing corporate governance functions and operations, which helps ensure consistency in the administration of our Code across our enterprise.

Non-employee Directors of our Company and its subsidiaries are bound by our Code of Business Conduct for

Non-Employee Directors, which reflects the same principles and values as our Code of Business Conduct. The Non-Employee Director Code is administered by the Board's Committee on Directors and Corporate Governance, which is composed solely of independent Directors.

To ensure an ongoing commitment to and understanding of our Code of Business Conduct, we offer online training to all associates with Company-provided computers covering topics related to ethics and compliance, including our Anti-Bribery Policy. All newly hired associates receive the training upon hire and all others receive the training at least once every three years. In 2012, approximately 20,000 management and non-management employees were asked to certify their compliance with the Code of Business Conduct, Human Rights Statement, Workplace Rights Policy and the Company's anti-bribery requirements. In addition to a number of optional training courses on various topics, associates are requested to participate in ethics training on an annual basis, resulting in an average of 60 minutes of ethics training per associate per year.

Reporting ethics violations

We urge anyone who has a question or concern about our business conduct to contact our [EthicsLine](#), a global Internet and telephone information and reporting service for associates, customers, suppliers and consumers who perceive violations of our Code of Business Conduct, Workplace Rights Policy or applicable laws and regulations. We treat all inquiries confidentially and investigate all concerns.

Remaining vigilant against corruption

Doing business with integrity means avoiding bribery or corruption in any form. It also means complying with the anti-corruption laws of the countries where we operate. Our Anti-Bribery Policy provides guidance on how to conduct business in a fair, ethical and legal manner.

We conduct periodic anti-bribery assessments and audits of our business to raise overall awareness, detect potential misconduct and monitor

compliance with anti-corruption laws and policy. We have reviewed practices at all our business units for risks related to corruption, and we concentrate our assessments and audits on the highest-risk locations. We periodically engage independent third parties to perform assurance procedures to ensure our program elements are functioning properly and to identify best practices that we can implement broadly. The Company launched an update to our Anti-Bribery Policy and refreshed our training in 2012. We continue to leverage opportunities to share learnings and successful practices across our system.

In Myanmar, it is not uncommon for the traffic police and other government employees to request facilitating payments (small payments to low-level officials to speed routine interactions or approvals) from commercial drivers. The company whose operation we acquired was not immune to this practice. We determined that on a certain date following the acquisition, with training preceding, we would end this practice of facilitating payments altogether. We reviewed local processes and implemented necessary mitigation practices, including training programs, the development of local-language cards that drivers can provide to authorities that state our policy prohibiting such payments, and reviews to ensure that our vehicles are appropriately roadworthy and licensed.

We participate in several global forums on anti-corruption, including the World Economic Forum's Partnering Against Corruption Initiative and the UN Global Compact's Anti-Corruption Working Group. Through these engagements, we have been able to continuously identify and share anti-corruption best practices. In 2012, Transparency International - USA, an international anti-corruption advocacy organization, recognized the Company for our efforts to promote transparency and integrity around the world.

Additionally, we have a global program to screen vendors and potential vendors deemed to be high risk and obtain their agreement to abide by the Company's Anti-Bribery Policy.

Our public policy engagement

Public policy affects our business, our people and the communities where we do business. Through engagement, we seek to responsibly use our resources to advance public policy that is consistent with the sustainability of our business and our Company values.

Pursuant to the Company's political contributions policy, we base our political contributions on several criteria, including legal compliance, Board and management oversight, public policy support and public transparency. While we do use our resources to advance public policy in a number of countries, our main focus is in the United States.

We provide a report of U.S. political contributions from our Company and from associate-funded programs, which include The Coca-Cola Company Nonpartisan Committee for Good Government (Coca-Cola PAC) and various other state political action committees, on our Company website. [Read the report, along with our political contributions policy.](#)

Additionally, The Coca-Cola Company is active in a number of associations and organizations. To share just a few, we have board membership in the American Beverage Association, the Grocery Manufacturers Association, the Food Marketing Institute and the National Restaurant Association. We also have active partnerships with World Wildlife Fund, the U.S. Agency for International Development and Partners for a New Beginning. We support the UN Global Compact, including the Caring for Climate and LEAD initiatives; the Global Reporting Initiative; the CEO Water Mandate; and the Millennium Development Goals. We participate with the Global Business Initiative on Human Rights, the Global Business Coalition Against Human Trafficking, AIM-PROGRESS, the Global Networks of the International Organization of Employers, as well as the U.S. Council for International Business, the U.S. Chamber of Commerce, the HR Policy Association, the Labor and Employee Relations Network and the Brussels European Employee Relations Network.

Stakeholder Engagement

An ongoing conversation, continuous improvement

Effective and ongoing stakeholder engagement is the foundation of our business and sustainability reporting initiatives.

We recognize the value of maintaining an active dialogue with a diverse group of global partners, including employees, consumers, customers, bottlers, distributors, shareowners, investors, nongovernmental organizations (NGOs) and nonprofit partners. Maintaining open and constructive conversations strengthens our relationships, helps us to understand other views and guides our decisions to deliver on our commitments.

As our sustainability reporting evolves, we continue to engage internal and external stakeholders to determine what areas in our reporting require further explanation and clarification. We highlight a few examples of our global engagement practices and outcomes below.

Engagement on active, healthy living in Europe

In 2013, our European business unit joined hundreds of stakeholders in a dialogue on the topics of nutrition and physical activity. Our engagements in Europe include the following:

EU Platform for Action on Diet, Physical Activity and Health

The EU Platform is a forum for European-level organizations willing to commit to tackling trends in diet and physical activity. Its membership ranges from food companies to consumer-protection NGOs. Coca-Cola Europe engaged with the EU Platform through the Union of European Soft Drinks Associations.

International Sport and Culture Association (ISCA)

ISCA is a global platform open to organizations working within the field of sport. Its membership includes 130 organizations, including NGOs and stakeholders from the public and private sectors, as well as 40 million individual members from 65 countries. Given The Coca-Cola Company's support of sport and physical activity programs worldwide, we believed we shared many common objectives with ISCA and sought a collaborative relationship. Through The Coca-Cola Foundation, we now support ISCA's ambition to promote physical activity across Europe, to elevate it on political agendas in the region, and to inspire 100 million Europeans to move more often by 2020.

EPODE

The Ensemble Prévenons l'Obésité Des Enfants (EPODE) is a large-scale, coordinated, capacity-building network approach enabling communities to implement effective and sustainable strategies to address this challenge. EPODE comprises four critical components: political commitment, public and private partnerships, community-based actions, and evaluation. The multi-stakeholder approach promoted through EPODE has already shown encouraging results in preventing childhood obesity in France and Belgium. EPODE methodology has been implemented in nearly 20 countries across three continents, involving more than 20 million people. As a founding partner of the EPODE International Network (EIN) since its creation in 2011, The Coca-Cola Company is proud to help support the spread of EIN's global mission to reduce the prevalence of childhood obesity and its associated health risks. In 2012, The Coca-Cola Foundation awarded \$1.07 million to support EPODE's OPEN project, which will expand and improve the performance of 11 obesity-prevention programs, with the goal of increasing the number of children and adolescents reached by the programs from 1 million to 2.7 million by 2016.

Engaging health and nutrition stakeholders with the IFBA

In Brussels, Belgium, and New York City, we joined our fellow members of the International Food & Beverage Alliance (IFBA) in meeting with a variety of stakeholders to discuss our progress against the five commitments IFBA members made in 2008 to the World Health Organization.

Ceres

Ceres is a national coalition of investors, environmental organizations and other public interest groups working with companies to address sustainability challenges. For more than a decade, The Coca-Cola Company has engaged with Ceres on a wide range of sustainability issues ranging from our sustainability reporting and goals to our water policies and approach to other material environmental, social and governance issues.

In our 2011/2012 report, we noted highlights and outcomes from a stakeholder convening arranged by Ceres. That conversation resulted in a report distilling shareholders' perceptions of what we are doing well in our sustainability initiatives and reporting—and where they thought we could improve. We disclosed the feedback from the call and actions taken against those suggestions.

As we embark on communicating and delivering against a set of ambitious 2020 sustainability goals, external stakeholders will be looking to us to transparently identify key metrics and milestones as well as demonstrate tangible progress. To that end, we recently continued our conversation with a group of discerning stakeholders in a conference call arranged with Ceres. We are in the process of reviewing the transcript and notes from this call and will update our Stakeholder Engagement section online as our review and assessments are completed.

Water Stewardship & Replenish Report engagement

In addition to our ongoing work with Ceres, we maintain stakeholder engagement at different levels across the Company and benchmark progress through our interim reports. As part of that effort, we seek stakeholder feedback on our water programs, goals and work throughout each year. We demonstrated our responses to a recent stakeholder engagement session in our 2013 Water Stewardship & Replenish Report. Excerpts are included in the table to the right.

Sustainable agriculture convening

In February 2013, globally renowned agriculture experts joined senior leaders from The Coca-Cola Company's Public Affairs, Sustainability, Technical and Global Juice Center teams to review the Company's sustainable agriculture policies and practices. Feedback and guidance from this convening directly informed the Company's recently released [Sustainable Agriculture Guiding Principles](#) and broader sustainable agriculture approach.

Human rights conference

In May 2013, the Company hosted our sixth human rights conference at our corporate headquarters in Atlanta, convening more than 150 leaders from businesses, government and NGOs.

Sponsored by the U.S. Council for International Business, the U.S. Chamber of Commerce and the International Organization of Employers, the event brought together leading experts to discuss the role of businesses in respecting human rights and implementing the UN Guiding Principles on Business and Human Rights.

Participants explored some of the complex issues and risk areas, such as human trafficking and conflict minerals, as well as important considerations for people establishing enterprises in Myanmar.

We believe it is important to bring in a variety of voices to the dialogue and prioritize inclusion of diverse stakeholders at each convening.

We want to hear from you

We are striving daily to live up to our stakeholders' expectations for transparency and exemplary corporate

citizenship. To send comments, suggestions and critiques on our sustainability practices and reporting, please visit the [Contact Us](#) page.

[Click here](#) to read more about our corporate stakeholder engagement initiatives on issues related to human rights, the International Labour Organization and brand collaboration.

STAKEHOLDER FEEDBACK	OUR RESPONSE (as reported in our 2013 Water Stewardship & Replenish Report)
Provide more clarity on water as a human right.	We expanded the section on the human right to water and sanitation, our position, and efforts to help define operational practices for business respecting these rights.
Provide more detail on water efforts with suppliers.	In the Nexus section, we profile our efforts and highlight sustainable agriculture projects with a water focus/component. We also disclose our work with Ceres on the Aqua Gauge and what that analysis showed us about our water programs. For example, one outcome was to apply more focus on our supply chain.
Increase details and outcomes from stakeholder engagement.	We added details of what our Environmental Law Institute/ The Coca-Cola Company Stakeholder Engagement on Water Guidance document informs us in terms of stakeholder identification, follow-up and transparency.
Discuss challenges in meeting goals.	We included honest reflections on the challenge in meeting our 100 percent replenish goal by 2020 and maintaining it thereafter.
What does our source vulnerability assessment (SVA) program actually require each plant to do/ assess?	We added a detailed list of what each site must address as a result of their SVA, advancing the process from assessment to action.
What have our SVAs found?	We added more comprehensive descriptions and an overall summary.
How do we plan to meet our water efficiency goal?	We engaged with several of our partners and critics on our replenishment target goal to gain feedback on our progress to date and what more they believed we could be doing. Additionally, when we were looking to set a new water efficiency goal, we reached out to key partners and critics to get their opinions and feedback on the goal, what we thought was attainable and what would be considered a stretch. Their input helped guide our 25 percent metric and our valuation of how we would attain it.

Materiality assessment

The Coca-Cola Company addresses risk factors and accompanying material issues in our [Annual Report on Form 10-K](#) (Item 1A). In accordance with the standards set forth in the Global Reporting Initiative G4 guidelines, the Company is in the process of assessing materiality and moving toward our next generation of sustainability reporting and progress alignment. A formal materiality analysis and charting will help us take a close and considered look at the sustainability issues that are of the highest concern to our stakeholders and that could significantly affect our Company's ability to execute its business strategy.

Meet our partners

The Coca-Cola Company works globally with partners to address our collective environmental and social challenges and responsibly manage the planet's resources.

As we recognize in our [Global Challenges](#) section, the problems we face and are addressing across our value chain require collaborative action among many institutions at both the global and community levels. Working with a variety of extraordinary organizations helps us make progress toward achieving our sustainability goals. The cumulative expertise of our partners both inspires and enables us to do far more than we could do alone.

Read more about some of the [organizations](#) whose accomplishments and commitments are representative of all the organizations we are fortunate to call our partners.

External recognition

Recognition for The Coca-Cola Company's comprehensive strategy and results.

Our global teams work diligently to advance our mission and vision in the communities we serve. The following list includes a sampling of the recognition we have received from external organizations on our social, economic and environmental performance in the past year.

Barron's: #8 on the list of World's Most Respected Companies

Black Enterprise: recognized as one of the "40 Best Companies for Diversity"

Bloomberg *Businessweek*: #41 on the list of "Top Performing Companies"

Corporate Responsibility Magazine: #15 on the "100 Best Corporate Citizens List"

DiversityBusiness.com: #9 of the "Top 50 Organizations for Diversity"

DiversityInc: #38 of the "Top 50 Companies for Diversity"

Fast Company: #14 on the list of "The World's Most Innovative Companies"

FORBES and Reputation Institute: #7 on the list of "America's Most Reputable Companies"

Forbes: #10 among "America's 25 Most Inspiring Companies"

Fortune: #4 on the list of the "World's 50 Most Admired Companies"

FTSE4GOOD Index: included on the annual listing in 2012

Harris Interactive: #3 on the 2012 "Corporate Reputation Poll"

HispanicBusiness.com: #17 in 2013 of the "Best Companies for Diversity Practices"

Human Rights Campaign (HRC): earned 100 percent score for the seventh consecutive year on the "Corporate Equality Index (CEI)"

Interbrand: #3 in 2013 of the "Best Global Brands"

Interbrand: #23 in 2012 for the "Best Global Green Brands"

McDonald's: recognized for 2012 Best of Sustainable Supply (PlantBottle™ Packaging)

Newsweek Green Rankings: ranked #155 in 2012, up from #289 in 2011

Southeastern Corporate Sustainability Rankings: ranked #2 among regional companies

Report Parameters

Scope of report

This Sustainability Report covers the performance of The Coca-Cola Company and the Coca-Cola system (our Company and our bottling partners) for the 2012 calendar year, from January 1, 2012 through December 31, 2012. In the narrative portion of the report, we also discuss events and performance through July 2013. As such, references to “currently,” “to date” or similar expressions reflect information as of July 31, 2013.

Data and information in this year’s report reflect the performance and goals of the Coca-Cola system, unless otherwise indicated. We believe this increases the transparency of our reporting and provides a broader view of the impacts of our business and value chain. Our new 2020 goals for sustainable management of water, energy and packaging use, as well as sustainable sourcing of agricultural ingredients, also apply to the Coca-Cola system rather than solely to the Company. In this report, we continue to report progress against our 2015 goals in addition to our new 2020 commitments. Going forward, we will focus our performance against our 2020 goals.

We strive to collect and report accurate data, supported by a sound underlying methodology. Unless otherwise indicated, the data in the report reflects all Coca-Cola system locations (manufacturing, distribution, offices, laboratories and all other locations), organizations and fleets worldwide. The data generally does not include joint ventures, leased operations or outsourced operations.

We included sustainability-related risk factors starting on page 11 of our [2012](#)

[Annual Report on Form 10-K](#) and other filings with the U.S. Securities and Exchange Commission (SEC). We discuss some of these issues and include others of interest to our stakeholders in this report, such as obesity and other health concerns; water scarcity and quality; and climate change. We feel that providing more information on our material risks will help investors and the public better understand our business environment.

We report in conformance with the Global Reporting Initiative (GRI) framework. This GRI Report is our third report launched to specifically address GRI requirements. For more information on the GRI, please visit www.globalreporting.org. This year, our Company has self-declared an application level of B+ per the GRI G3.1 guidelines. The “+” sign indicates that we received external assurance on our GRI Report. This year’s Sustainability Report received external review-level assurance by our independent accountants, Ernst & Young, on four sustainability indicators for the calendar year ended December 31, 2012: water use ratio, PlantBottle™ packaging, lost-time incident rate and front-of-pack labeling. Ernst & Young’s Review Report can be found in the [Independent Assurance](#) section of this report.

We issue our Sustainability Report annually; our previous report, the 2011/2012 Sustainability Report, was released in November 2012.

We also structure our reporting on the principles outlined in the UN Millennium Development Goals, the UN Global Compact and the CEO Water Mandate. You can find these principles in the [Global Business Principles](#) section of this report.

Throughout our report, we include links to third-party websites to make it easier for you to learn more about our partners, projects and goals. These links are included for reference only, and we do not endorse or incorporate by reference into our report any of

the information contained on those websites.

Other reports

A detailed description of our business operations and financial performance is provided in our [2012 Form 10-K](#) and our [2012 Annual Review](#). Those reports, [along with several other reports filed with the SEC](#), are available on our Company website. [Reports from regional and bottling partners](#) are also available on our website and provide further information on the financial and sustainability performance of the Coca-Cola system. Please see our [Company website](#) for the latest sustainability news and information.

Recognizing and addressing global challenges

As a global company, we recognize there are global challenges affecting our operations at every level—from our employees and our customers to our consumers and the communities in which we operate. At Coca-Cola, we view challenges such as water scarcity, climate change, economic disparity and obesity as interdependent—an improvement in one may positively affect outcomes in another. Similarly, a decline in one area may hamper progress in another.

To that end, we continually assess and reevaluate the evolving world in which we operate and work in earnest to find solutions to the global challenges facing humanity. As a multinational company with strong local connections, we tackle these global challenges with local action. Our partnerships with NGOs, government agencies, academic institutions, community organizations, non-profits and other thought leaders afford us insight into these evolving challenges.

Here is a snapshot of how we’re engaging with the Global Shapers Community and our International Advisory Committee, which highlights our approach to recognizing and addressing global challenges.

Global Shapers partnership

At Coca-Cola, we believe that solving current and future challenges is dependent upon involving the ideas and engaging the energy of the Millennial generation. To that end, we partner with the [Global Shapers Community](#), an initiative of the World Economic Forum, to amplify the voices of young leaders worldwide.

Coca-Cola is a founding partner of the Global Shapers Community, which is one of several multi-stakeholder communities at the World Economic Forum. Global Shapers are selected on the basis of achievements, leadership potential and commitment to make a difference. The community is a vast network of over 260 city-based hubs developed and led by highly motivated, young leaders between 20 and 30 years old who want to develop their leadership potential and serve society. To that end, hubs undertake local projects to improve their communities.

Coca-Cola engages with Global Shapers through [mentoring programs and collaborative projects](#) to enable their impact and to bring the voice of youth into our business. [See a video about Global Shapers here.](#)

International Advisory Committee

The Coca-Cola Company's International Advisory Committee (the Committee) is a third-party group, which is composed of well-known, outside experts in the fields of health policy, environmental policy and public policy generally. The Committee was formed in 2012 to provide strategic guidance in support of the Company's business priorities and to strengthen a network of global opinion leaders. The Committee assists us in understanding related developments and trends in the world at large, and also in devising appropriate, responsive Company policy and action. Several members of the Committee [provided insights on global issues and challenges](#) facing our Company and communities today.

Report of Independent Accountants

To the Board of Directors and Management of The Coca-Cola Company

We have reviewed selected quantitative performance indicators (the "subject matter") included in the accompanying Schedule of Reviewed Performance Indicators (the "schedule") and as presented in The Coca-Cola Company's 2012/2013 GRI Report (the "Report") for the year ended December 31, 2012. We did not review all information included in the Report. We did not review the narrative sections of the Report, except where they incorporated the subject matter. The Coca-Cola Company's management is responsible for the subject matter included in the accompanying table and as also presented in the Report, and for selection of the criteria against which the subject matter is measured and presented.

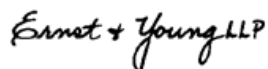
Our review was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants, and, accordingly, included:

- inquiries of persons responsible for the subject matter;
- obtaining an understanding of the data management systems and processes used to generate, aggregate and report the subject matter;
- analytical procedures over the conformity of the subject matter with the criteria; and,
- performing such other procedures as we considered necessary in the circumstances.

A review is substantially less in scope than an examination, the objective of which is an expression of opinion on the subject matter. Accordingly, we do not express such an opinion.

Non-financial information contained within sustainability reports are subject to measurement uncertainties resulting from limitations inherent in the nature and the methods used for determining such data. The selection of different but acceptable measurement techniques can result in materially different measurements. The precision of different measurement techniques may also vary.

Based on our review, nothing came to our attention that caused us to believe that the subject matter described above is not presented, in all material respects, in conformity with the attached criteria.



November 1, 2013
Boston, Massachusetts

The Coca-Cola Company (TCCC) Schedule of Reviewed Performance Indicators For the year ended December 31, 2012			
Indicator Name	Scope	Unit	Assertion ¹
Water use ratio	Global production facilities within the Coca-Cola system	Liters of water used per liter of product produced	2.12
Lost time incident rate (LTIR)	TCCC and TCCC-owned or -controlled operations	LTI X 200,000 / number of hours worked during the reporting period	2.3
PlantBottles™ distributed	Global	Number of PlantBottles™ distributed	Approximately 7 billion ²
Front-of-pack labeling compliance	North America, Europe, and South Africa	Not applicable - qualitative assertion	In 2012, The Coca-Cola Company provided front-of-pack energy (calorie) information on nearly all beverage products in North America, Europe, and South Africa.

¹ See "Key Criteria for Measurement" attached for clarification on the criteria assessed for each performance indicator.

² For calendar year 2012 only

Key Criteria for Measurement

Unless otherwise specified, the data below encompasses operations in the Coca-Cola system. The reporting period for all data collected is January 1, 2012 – December 31, 2012.

Indicator Name	Key Criteria for Measurement
Water use ratio	Water use ratio (efficiency) is defined as liters of water used per liter of product produced. Total water used is the total of all water used by the Coca-Cola system in all global production facilities, from all sources, including municipal, well, surface water and collected rain water. This includes water used for: production; water treatment; boiler makeup; cooling (contact and non-contact); cleaning and sanitation; backwashing filters; irrigation; washing trucks and other vehicles; kitchen or canteen; toilets and sinks; and fire control. This does not include return water or non-branded bulk water donated to the community. Liters of product produced include all production, not just saleable products.
PlantBottles™ distributed	PlantBottle™ packaging is a PET plastic bottle made partly with renewable, plant-based materials. Coca-Cola's first-generation PlantBottle™ package replaces conventional fossil-based monoethylene glycol (MEG) – one of the two primary ingredients in PET plastic – with plant-based MEG. Approximately 30% by weight of the entire PET polymer is derived from MEG. The term distributed refers to the number of bottles sold by the Coca-Cola system to retailers. For select groups that do not provide a calculated distributed bottle count of PlantBottle™, the metric tons of bPET used in the reporting cycles is used to calculate the number of bottles produced using the bottle sizes and weights. A 5% reduction factor is then applied to the number of bottles produced to arrive at a more conservative estimate of number of bottles distributed.
Lost time incident rate (LTIR)	<p>A Lost Time Incident is a work-related injury or illness, including fatality that results in one or more Lost Days. A Lost Day occurs when, in the opinion of the medical professional of record, the employee's work-related injury or illness prevents the person from being able to work. Lost Days are counted as calendar days where counting begins the first day following the injury and ends when the person is able, in the opinion of the medical professional of record, to return to work, leaves employment or reaches 180 Lost Days. The first Lost Day is the first day following the injury, regardless of whether it was a scheduled workday, if the criteria for Lost Day are met.</p> <p>The Lost Time Incident rate (LTIR) is calculated by multiplying the number of Lost Time Incidents by 200,000 then dividing by the number of hours worked during the reporting period. The LTIR is out of 100 employees and is based on Lost Time Incidents per 200,000 hours worked (100 full time equivalent employees working 40 hours per week for 50 weeks). Due to the possibility of first aids becoming a Lost Time Incident over time, TCCC's Lost Time Incident rate was determined as of July 15, 2013 for the year ended December 31, 2012.</p> <p>The scope of reporting is limited to data collected for TCCC and TCCC-owned or -controlled operations. Employees include all hourly, salary and temporary employees who are on the payroll of TCCC and TCCC-owned or -controlled operations, as well as contractors and temporary employees who are not on a facility's payroll, but for whom facility management provides day-to-day supervision of their work and provides the details, means, methods and processes by which the work objective is accomplished. The number of Lost Time Incidents refers to the total number of Lost Time Incidents during the reporting period. The hours worked include total hours worked during the reporting period by all employees. This excludes hours not worked, such as vacations, holidays, or absences.</p>
Front of pack labeling	Front-of-pack ("FOP") calorie information must be prominently displayed in the visible area of the front of pack defined as within an area equal to 43% of the area of the 360 degree label with the product logo as its center. The number of calories (or equivalent term, such as kilocalories or kilojoules, depending on national regulatory approach) per specified serving, or per container, must be provided. TCCC defines the term "nearly all" to include the following stipulations: All Company-owned brands, except those that are exempt, are required to be in compliance with the front-of-pack labeling commitment. Company-owned brands do not include brands to which TCCC has the licensing or distribution rights. The exemptions include certain glass bottles due to print limitations and re-use of the same bottles for brand variants. The exemption also includes fountain beverages, plain, unsweetened, and unflavored water, and small and very small packages (as determined by country-specific regulations) that are exempt from applying basic nutrition information under local regulations.

GRI content index

G3.1 Indicator	Description	Location	Reported
	Strategy and Analysis		
1.1	Statement from the most senior decision-maker of the organization.	From the Chairman and CEO, p. 9	Full
1.2	Description of key impacts, risks, and opportunities.	About This Report, p. 4; From the Chairman and CEO, p. 9; Report Parameters, p. 81	Full
	Organizational Profile		
2.1	Name of the organization.	The Coca-Cola Company	Full
2.2	Primary brands, products, and/or services.	Coca-Cola at a Glance, p. 6	Full
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	The Coca-Cola System, p. 5	Full
2.4	Location of organization's headquarters.	Atlanta, Georgia	Full
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	About The Coca-Cola Company, p. 5	Full
2.6	Nature of ownership and legal form.	Annual Report on Form 10-K	Full
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	Annual Report on Form 10-K	Full
2.8	Scale of the reporting organization.	2012 Annual Review	Full
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	Annual Report on Form 10-K	Full
2.10	Awards received in the reporting period.	External recognition, p. 80	Full
	Report Parameters		
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	Scope of report, p. 81	Full
3.2	Date of most recent previous report (if any).	Scope of report, p. 81	Full
3.3	Reporting cycle (annual, biennial, etc.)	Scope of report, p. 81	Full
3.4	Contact point for questions.	We want to hear from you, p. 79	Full
3.5	Process for defining report content.	About This Report, p. 4; Report Parameters, p. 81	Full
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.	Scope of report, p. 81	Full
3.7	State any specific limitations on the scope or boundary of the report (see completeness Principle for explanation of scope).	Scope of report, p. 81	Full
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	Scope of report, p. 81	Full

	Report Parameters		
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report.	Key Criteria for Measurement, p. 84	Full
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	Lost-Time Incident Rate/Lost Days, 2008 to 2012, p. 41	Full
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	Lost-Time Incident Rate/Lost Days, 2008 to 2012, p. 41	Full
3.12	Table identifying the location of the Standard Disclosures in the report.	GRI Content Index, p. 85	Full
3.13	Policy and current practice with regard to seeking external assurance for the report.	Report of Independent Accountants, p. 83	Full
Governance, Commitments, and Engagement			
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	Me/We/World Performance Highlights by Year, p. 13; Our Governance and Ethics, p. 76	Full
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	Coca-Cola Leaders	Full
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.	Shareowner Information	Full
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Shareowner Information	Full
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives.	2013 Proxy Statement	Full
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	Code of Business Conduct	Full
	Process for determining the composition, qualifications and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity.	Corporate Governance Guidelines	Full
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	2020 Vision, p. 7; Responsible Marketing Policy, p. 24; Human and Workplace Rights, p. 34; Our Code of Business Conduct, p. 76	Full

	Governance, Commitments, and Engagement		
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	Public Issues and Diversity Review Committee Charter	Full
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	Corporate Governance Guidelines	Full
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	Global Business Principles, p. 75	Full
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	Global Business Principles, p. 75	Full
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organizations.	Our public policy engagement, p. 77	Full
4.14	List of stakeholder groups engaged by the organization.	Stakeholder Engagement, p. 78	Full
4.15	Basis for identification and selection of stakeholders with whom to engage.	Stakeholder Engagement, p. 78	Full
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	Stakeholder Engagement, p. 78	Full
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	Stakeholder Engagement, p. 79	Full
	Economic		
	Management approach	Governance and Ethics, p. 76	
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	Annual Report on Form 10-K	Full
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	Annual Report on Form 10-K	Full
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	About Water Stewardship, p. 49; Sustainable Packaging, p. 59	Full
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	Women's Economic Empowerment, p. 26	Full

	Environmental		
	Management approach	About Water Stewardship, p. 49; Sustainable Packaging, p. 59; Climate Protection, p. 64; Sustainable Agriculture, p. 70	
EN3	Direct energy consumption by primary energy source.	Me/We/World Performance Highlights by Year, p. 14	Partial
EN4	Indirect energy consumption by primary source.	Me/We/World Performance Highlights by Year, p. 14	Partial
EN5	Energy saved due to conservation and efficiency improvements.	Climate Protection, p. 64	Partial
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	Climate Protection, p. 64	Partial
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	Climate Protection, p. 64	Partial
EN8	Total water withdrawal by source.	2012 The Coca-Cola System Water Use by Source, p. 53	Full
EN10	Percentage and total volume of water recycled and reused.	Treating and recycling wastewater, p. 55	Full
EN16	Total direct and indirect greenhouse gas emissions by weight.	Me/We/World Performance Highlights by Year, p. 13	Partial
EN17	Other relevant indirect greenhouse gas emissions by weight.	Me/We/World Performance Highlights by Year, p. 13	Full
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	Climate Protection, p. 64	Partial
EN21	Total water discharge by quality and destination.	Treating and recycling wastewater, p. 55	Partial
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	About Water Stewardship, p. 49; Sustainable Packaging, p. 59; Climate Protection, p. 64	Partial
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	Sustainable Packaging, p. 59	Full
Social: Labor Practices and Decent Work			
	Management approach	Human and Workplace Rights, p. 34	
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	2012 Global Turnover Rates by Group and Gender, p. 40	Partial
LA4	Percentage of employees covered by collective bargaining agreements.	Collaborating with labor, p. 38	Full
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region and gender.	Our safety record in 2012, p. 41; Key Criteria for Measurement, p. 84	Partial

	Social: Labor Practices and Decent Work		
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	HIV/ AIDS	Full
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	Me/We/World Performance Highlights by Year, p. 12	Partial
	Social: Human Rights		
	Management approach	Human and Workplace Rights, p. 34	
HR2	Percentage of significant suppliers, contractors, and other business partners that have undergone human rights screening and actions taken.	Aligning our system and suppliers, p. 35	Full
HR4	Total number of incidents of discrimination and corrective actions taken.	Investigating rights-related complaints, p. 35	Full
HR5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	Collaborating with labor, p.38	Full
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	Helping to eradicate child labor in sugarcane fields, p. 37	Full
HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	Preventing human trafficking, p. 37	Partial
	Social: Society		
	Management approach	Our Governance and Ethics, p. 76	
FP4	"Nature, scope and effectiveness of any programs and practices (in-kind contributions, volunteer initiatives, knowledge transfer, partnerships and product development) that promote healthy lifestyles; the prevention of chronic disease; access to healthy, nutritious and affordable food; and improved welfare for communities in need)	Well-Being, p. 16; Access to Critical Medicines, p. 44; Disaster Relief & Strengthening Communities with the Red Cross Red Crescent, p. 46	
SO2	Percentage and total number of business units analyzed for risks related to corruption.	Remaining vigilant against corruption, p. 77	Full
SO3	Percentage of employees trained in organization's anti-corruption policies and procedures.	Remaining vigilant against corruption, p. 77	Full
SO5	Public policy positions and participation in public policy development and lobbying.	Public Policy Engagement	Full
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	Public Policy Engagement	Full

	Social: Product responsibility		
	Management approach	Well-Being, p. 16; Marketing Responsibly, p. 24	
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	Providing transparent nutrition information, p. 20; Report of Independent Accountants, p. 83	Partial
FP6	Percentage of total sales volume of consumer products, by product category, that are lowered in saturated fat, trans fats, sodium and sugars.	Me/We/World Performance Highlights by Year, p. 12; The Coca-Cola Company Policy on Nutrition Labeling and Nutrition Information	Full
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	Marketing Responsibly, p. 24	Full