



2010 - 2011 Award Winners

The Business Recycler of the Year *Cleveland Coca-Cola - Cleveland, Tennessee*

The Cleveland Coca-Cola Refreshments facility has initiated recycling efforts in the Community, a number of ways. Our first step was to educate our employees on the 5 main goals of Coca-Cola's Corporate Responsibility and Sustainability (CRS) program, which are, Water Stewardship, Sustainable Packaging/Recycling, Energy Conservation/Climate Change, Product Portfolio/Well-Being, and Diverse and Inclusive Culture. From there we expanded our current recycling efforts within our facility by assessing our waste and finding ways to capture more recycling, reusing, and reducing opportunities. In mid 2008 Coca-Cola Enterprise, now Coca-Cola Refreshments, introduced to all of the production facilities, a new program called Target 100. Our goal is to recycle 100% of our wastes. Our facility incorporated the program in late 2008. From sporadic records, we determined we were recycling about 25% of our wastes in 2007. By the end of 2008 we were recycling about 50% of our wastes. Starting in May 2009, all of the facilities designated CRS Champions and began participating in monthly conference calls, by region. The purpose of these calls is to share best practices between facilities on how to recycle, communicate, and train on local levels. They are also beneficial to solicit help when faced with recycling obstacles. Ultimately, these calls hold each facility's CRS Champion accountable for their landfill and recycling waste totals. This method is very effective in motivating facilities to improve on their previous efforts. At the end of 2009 we had increased our recycling efforts to 77%. Coca-Cola Recycling challenged us to step it up in 2010 and set a goal for all facilities to recycle at a rate of 95%. As of October, we have increased our recycling to 93% YTD!

We have been invited to participate in various community functions that offer opportunities to display Coca-Cola and Johnston Coca-Cola's CRS goals and initiatives. In talking to members of the community, we found opportunities to partner with the local Community College and all 3 High Schools to organize and maintain a School Recycling Program. This has been an exciting and educational endeavor. We offer educational recycling presentations that focus on the Hows, Whats, and Whys of becoming "Green". We provide the schools with some containers to collect their recyclables. We manage the logistics of picking up the recyclables from the schools and bringing it to our facility to weigh, track, and transfer to the local recycling distributor. We offer a "Give it Back" program that exchanges the school's recyclable materials for copy paper or credits for the purchase trees and shrubs for environmental projects associated with their Service/Environmental Clubs. This program has diverted 35,527 lbs. from the landfill! It has generated a great amount of interest in the community, resulting in our facility being featured in newspaper articles and being presented the "White Glove Award" by the Cleveland/Bradley KAB Business and Industry Committee. Our goal is to incorporate all of the city and county schools in our "Give it Back" program.

Along with recycling, we also have partnered with Conasauga River Alliance by donating barrels for their rain barrel workshops. We also helped with their annual river clean up.

We communicate to our employees, community, and students that recycling diverts recyclables from the landfill. This lengthens the life span of the community's already strained landfill and reduces the amount of valuable, non-renewable resources used in the making of consumer goods.