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Coca-Cola Recycling

Outside the Venue
November 17, 2011
Agenda

Game Plan
- Move the Middle
- Identify Key Locations for Material Recovery
- Three Keys to a Successful Program
  - Recycling Bins
  - Consumer Messaging Materials
  - Material Recovery & Metrics
- Corporate Engagement
- Examples

KEY TAKEAWAYS
- Convenient Access to Recycling bins
- Messaging with a Call to Action
- Reputable Material Recovery
Move the Middle
Make Recycling Normal

Recycling bins must be **Available** and **Convenient** to reach middle 60% of Consumers

**Move Opportunistic Recyclers to Action**

- **True Browns** 19%
  - No feeling of obligation to recycle

- **Potential Greens** 39%
  - Indifferent attitude

- **Think Greens** 19%
  - Think it is important, but won't go out of their way to act

- **Behavioral Greens** 23%
  - Think, act and live green

Source: Coca-Cola Survey Spring 2007 Adult Full Year (May 2006-June 2007) Survey
“CONSUMER” Recycling Opportunities
Where are Bottles and Cans *Consumed or Discarded*?

Inside the Venue
Stadium / Venue / Event

- **CONCOURSE**
  - Key Recovery Opportunity

- **SUITES HOSPITALITY STAGE AREAS KIDS AREAS**
  - Key Recovery Opportunity

- **MEDIA & LOCKER ROOMS**

- **ENTRANCE / EXIT GATES**

- **PARKING LOT & GARAGE BACK OF HOUSE**

- Convenient Consumer and Back of House Access
- Always place a recycling bin NEXT to a trash can
- Using a different colored bag for recycled material can help keep material separated
“Outside the Venue” Recycling

Where are Bottles and Cans Consumed or Discarded?

Outside the Venue
Stadium / Venue / Event

Pedestrian Corridors
Tailgating Areas
Parking Lots Entry / Exit
Vendor Staging Areas - Set up

- Host Hotel
- Volunteer Areas
- Transportation
  - Pick up
  - Shuttles

ALWAYS place recycling bin NEXT to trash can to reduce contamination

- Place bins where bottles and cans are consumed or discarded
- Add recycling bins to increase the capacity of total waste
- Eliminate or convert some trash containers to recycling bins
- Revise schedule for emptying trash & recycling bins
- Placing recycling bins doesn’t increase total waste it just separates the bottles and cans from trash
- Place recycling bins to help sort waste into a “commodity”
Keys to a Successful Program
All Three Components are Critical for a Successful Recycling Program

- Recycling Bins with a Consumer “Call to Action”
- Consumer Messaging ...Call to action & recycling education
- Material recovery ...Close the loop

You need all 3 parts to be successful!
Where do you Start Building a Plan?

With recycling bins . . .

Do you have bins?

Yes

• Are there enough bins?
• Are they in the right places?
• Is there a clear Call to Action?

No

• Determine quantity needed and location
• Determine budget
• Determine type of bin needed
• Go to www.cokebins.com for bin selection and cost

Coca-Cola’s ‘give it back’ trademark on recycle bins is a Call to Action that delivers the recycle message immediately and impactfully to consumers.
Consumer Messaging & Education
Consumer Messaging & Education

Select Appropriate Messaging to reach Consumer Inside and Outside the Venue

- Public Service Announcement
- Program Ad
- Press Releases, completed in conjunction with Public Affairs
- Static Cling
- Recycling Education Videos
- Poster
- Vend Machine Messaging

Consistent Messaging
Supports the recycling bin message
Material Recovery & Metrics
How is recycled material collected?

Who does it?
The same person who empties the waste receptacles.

Where does it go?
It should be stored in a separate dumpster in a secure location. Make sure it is identified, with distinctive signs or labels, as recycling, not trash.

Tips for material collection
• Always place a recycling bin *NEXT* to a trash can.
• Never put a recycling bin by itself.
• Place bins where product is consumed or discarded.
• Use different colored bags for recycling bins can help keep the material separated.
  • Clear for recycling bins
  • Black for trash

Using a separate colored bag can help keep the material separated throughout the recovery process.
Who Takes the Material?

A reputable recycling service provider

<table>
<thead>
<tr>
<th>Hauler</th>
<th>Sorting Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provides waste dumpster</td>
<td>• Receives material from hauler</td>
</tr>
<tr>
<td>• Provides recycling dumpster</td>
<td>• Separates material into commodities</td>
</tr>
<tr>
<td>• Hauls material away</td>
<td>• Bundles / bales material for resale</td>
</tr>
<tr>
<td>• Trash to landfill</td>
<td>• Utilizes established relationships to market and sell material for reuse</td>
</tr>
<tr>
<td>• Recyclable material to sorting facility</td>
<td></td>
</tr>
</tbody>
</table>

Tips for Recovery

• **WHO TO CONTACT:** Contact your waste hauler first. In most instances they handle recycling or have a relationship with local recyclers.

• **SAVINGS:** Review cost to ‘landfill’ vs. remove/sort ‘recyclables’
  • Make sure trash is calculated in **tons** and not how often the roll off is ‘**tipped**’
  • There is normally a cost to haul away your recyclables, but since you are separating your trash, you should have less trash to haul away, and a potential savings in trash pickup
  • Always use a reputable company, but don’t assume that local companies won’t provide good service.

• **MEASURE YOUR SUCCESS:** Create metrics to determine how much material you recovered.
  • May be challenging to calculate metrics when most product is not consumed on premise
How much of your total beverage footprint are you recovering?

- Identify **ALL** containers sold
  - Coca-Cola Bottles and Cans
  - All Other Beverage Containers
    - Beer, Wine, Other
- Calculate potential recovery
  - Convert all containers sold to pounds of empty containers
- Determine the weight of recovery
  - Note – you may need to factor in a contamination/liquids subtraction of 10% weight
- Calculate Recovery Rate

### Example

<table>
<thead>
<tr>
<th>Beverages Sold</th>
<th>Cases</th>
<th>Case Pack</th>
<th>Total Containers</th>
<th>Containers LB</th>
<th>Total Lbs Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coke Bottles</td>
<td>25,000</td>
<td>24</td>
<td>600,000</td>
<td>19</td>
<td>31,579</td>
</tr>
<tr>
<td>Coke Cans</td>
<td>1,000</td>
<td>24</td>
<td>24,000</td>
<td>34</td>
<td>706</td>
</tr>
<tr>
<td>Other Bottles</td>
<td>5,000</td>
<td>24</td>
<td>120,000</td>
<td>34</td>
<td>3,529</td>
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<tr>
<td>Other Cans</td>
<td>2,500</td>
<td>24</td>
<td>60,000</td>
<td>34</td>
<td>1,765</td>
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</tbody>
</table>

**Potential For Recovery**

37,579

<table>
<thead>
<tr>
<th>Materials Recovered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Pounds Recovered</td>
</tr>
</tbody>
</table>

**Recovery Rate**

67%

<table>
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<tr>
<th>Beverages Sold</th>
<th>Cases</th>
<th>Case Pack</th>
<th>Total Containers</th>
<th>Containers LB</th>
<th>Total Lbs Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coke Bottles</td>
<td>1,000</td>
<td>24</td>
<td>24,000</td>
<td>19</td>
<td>1,263</td>
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<tr>
<td>Coke Cans</td>
<td>250</td>
<td>24</td>
<td>6,000</td>
<td>34</td>
<td>176</td>
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<tr>
<td>Other Bottles</td>
<td>500</td>
<td>24</td>
<td>12,000</td>
<td>34</td>
<td>353</td>
</tr>
<tr>
<td>Other Cans</td>
<td>1,000</td>
<td>24</td>
<td>24,000</td>
<td>34</td>
<td>706</td>
</tr>
</tbody>
</table>

**Potential For Recovery**

2,498

<table>
<thead>
<tr>
<th>Materials Recovered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Pounds Recovered</td>
</tr>
</tbody>
</table>

**Recovery Rate**

60%

Input Actual Information to Calculate Potential and Recovery Rate

After determining your Current Recovery Rate…

…Set Your Future Goals
Corporate Engagement

A Corporation’s actions reflect on your event … *Your actions reflect on the Corporation*

- Align with Corporate goals
  - Do they have a stated Corporate Responsibility and Sustainability position?
  - Do they actively demonstrate that position?
- Engage your day to day contact …they must be engaged and can guide corporate engagement
  - Engage early
- Avoid Greenwash
- Identify and tap into additional resources?
  - Recycling Bins
  - Messaging
    - On-site
    - Media
    - Company web sites
    - Social Media
  - Volunteers

*It is not about Sponsorship*
- Should not conflict or compete with events sponsors

Information on the Coca-Cola Live Positively platform is available at [www.LivePositively.com](http://www.LivePositively.com)
• 2010 NCAA Men’s Final Four
• Georgia Dome
• Prioritize and Share Infrastructure
  – Atlanta Motor Speedway
  – Music Midtown
  – The Great Georgia Air Airshow
2010 NCAA Men’s Final Four
Outside the Venue

- Identified key locations
- Mapped pedestrian traffic flow
- Placed bins next to trash cans
- Coordinated with service providers

Key Learnings
- Identify Key Stakeholders
- Communication and Approval processes are critical
  - Who can say YES/NO?
  - Timing
- Security concerns are heightened - check with the security team
- Understand street closings and restrictions
- Weather will happen!
Georgia Dome Parking Lots and Decks

• Inside
  - Over 300 bins inside the facility

• Outside
  - Parking Lots are controlled by the facility
  - Operational Staff services the bins
  - Over 200 bins in the parking lots / tailgating areas
    • Including Georgia World Congress Plaza
    • Surface Lots
    • Parking Deck
  - Entry / Exits
Prioritize and Share Your Resources
Build Your Infrastructure

Atlanta Motor Speedway
- NASCAR Race - Labor Day Weekend
- Attendance planned for nearly 100k
- Approximately 400 bins in place
  - Concourses
  - Parking
  - Campgrounds

Music Midtown
- LiveNation as the Promoter
- Attendance in excess of 50k
- Approximately 200 bins in place

Great Georgia Airshow
- Keep Peachtree City Beautiful
  - Volunteer Recycling efforts
- Attendance estimated at 100k
Thank You for Recycling

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