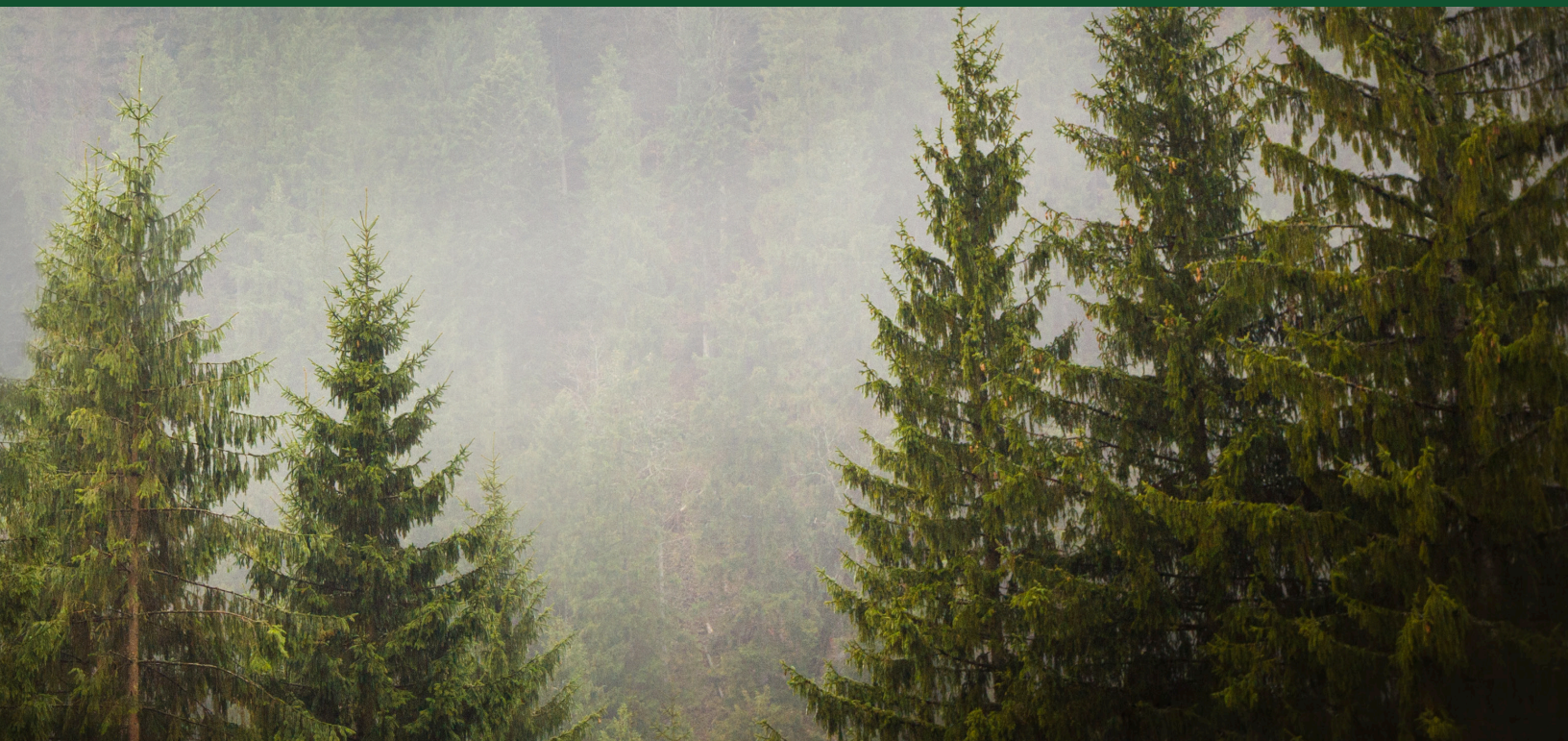


# The RightCycle™ Program helps The Coca-Cola Company **work toward a world without waste**



## The situation

The Coca-Cola Company, the world's largest beverage company, has a longstanding commitment to environmental responsibility. Recycling is an essential part of this mission. In 2018, the company launched **World Without Waste**, an ambitious environmental program aimed at eliminating packaging waste and building a circular economy through partnerships with community groups and other organizations.

### Its goals:

- Make packaging 100% recyclable by 2025
- Use at least 50% recycled material in its bottles and cans by 2030
- Collect and recycle a bottle or can, regardless of origin, for each one sold by 2030
- Work to support a healthy, debris-free environment.



## The solution

The Coca-Cola Company is constantly working to deliver on its World Without Waste Goals. One new program that has been successful for several of the company's laboratories is RightCycle by Kimberly-Clark Professional®.

This groundbreaking service enables customers to collect previously hard-to-recycle items, such as nitrile gloves, safety glasses and single-use apparel items, and have them turned into new plastic products and consumer goods.

The RightCycle™ Program was first implemented in several flavor testing labs in Atlanta and has since been expanded to other labs within the organization.

Used Kimberly-Clark Professional gloves are recycled and transformed into flowerpots, shelving, lawn and garden furniture and other goods by domestic manufacturers.

Since 2011, the program has helped large global customers, universities, research facilities, nonprofits and a range of businesses divert more than 1,400 metric tons of waste from landfills.



## The results

“The RightCycle™ program has been a successful pilot for the The Coca-Cola Company and we look forward to working with Kimberly-Clark Professional to scale the solution to additional labs,” — Dru Bennett



*Dru Bennett at the Coca-Cola launch event for The RightCycle™ Program.*