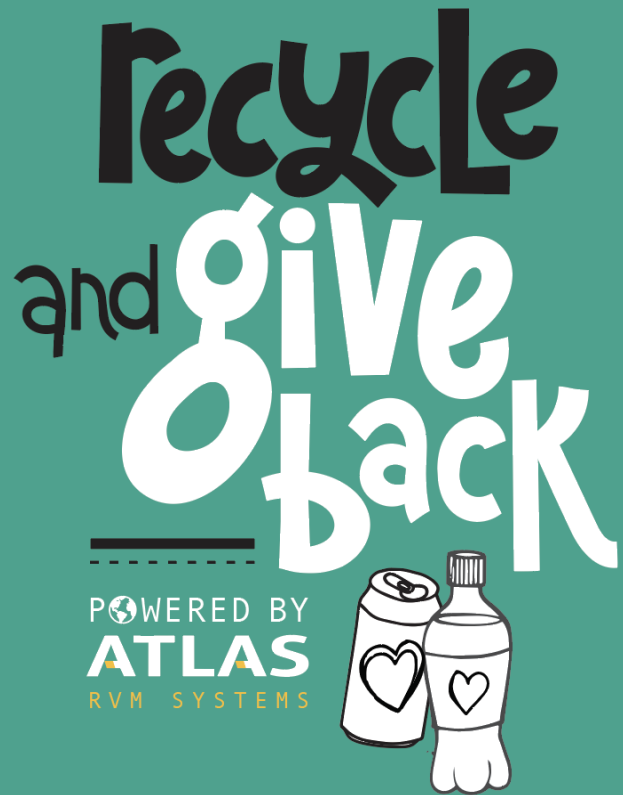


recycle and give back



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toolkit



contents

The World has Changed

Current Challenges

How Companies – Including The Coca-Cola Company – are Responding

- Working Toward a World Without Waste

About the Recycle & Give Back Program

- About Atlas
- How Recycling & Giving Back Works
- The Journey: Closing the Loop
- Added Benefits
- Program Results
- Success Stories
- Progress to Date
- How Can You Get Started/Learn More



The world has changed.

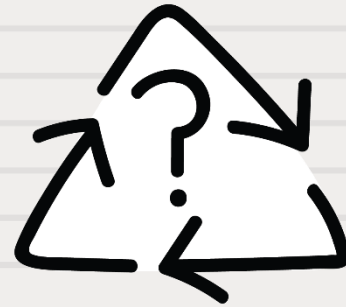
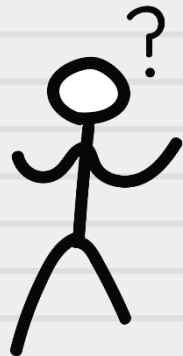
People today want new and different things – not just from us – but from all companies.

challenges



Increases in bottled water bans contribute to a negative brand image associated with PET

Recycling is confusing because recyclable items vary from city to city



Existing single stream recycling is often highly contaminated leading to high level of distrust that items disposed as recyclable are actually recycled

rPET supplies are stagnating due to China cutting back on the amount of material it accepts and leading to decreased prices for recycled material





**WE CREATE SHARED
OPPORTUNITY
THROUGH GROWTH**



**WHILE DOING BUSINESS
THE RIGHT WAY**



THE COCA-COLA COMPANY



STEP 1:
WE'RE WORKING
TO MAKE
100% RECYCLABLE
PACKAGING

HOW DO WE MAKE A
WORLD WITHOUT WASTE
POSSIBLE?



STEP 2: HELP COLLECT AND RECYCLE A BOTTLE
OR CAN FOR EVERY ONE WE SELL



THE COCA-COLA COMPANY
#WorldWithoutWaste

AND PARTNER TO HELP CLEAN UP OUR PLANET...



TOGETHER.

Recycle and give back

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Who is ATLAS?

RVM SYSTEMS

develop

manufacture

maintain

Recycle and give back Machines



Atlas RVM Systems is a key partner and contributor to Coca-Cola's vision of a World Without Waste



How Recycling & Giving Back Works

Make Recycling Count!

Gift a charitable donation for each beverage container returned via the Recycle & Give Back kiosk to incentivize consumers to recycle

OR

Surprise & Delight random recyclers for their donations with coupons and/or giveaways



Dimensions: 29"w x 35"d x 70.4"h

Installation Requirements:

- Dedicated 110v standard outlet, 20 amp grounded duplex outlets located less than 5ft. from desired install location
- Floor must be able to support 550 lbs.
- Area for Storage locker (externally accessible) to store bags of recyclables (3'w x 3'd x 6'h footprint)

benefits

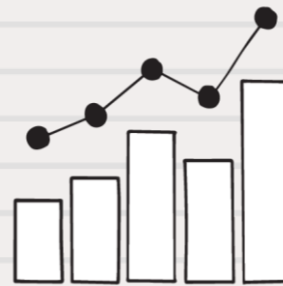


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Delivers reassurance that recyclables are NOT going to a landfill by providing a transparent, traceable journey and sustainability story customers and consumers can believe in



Provides unprecedented Industry insights from SKU level data capture enabling you to meet sustainability goals with trackable metrics

Examples include:

- Capture UPC level data (brand/size) recycling data & associate with consumer profile
- Use a QR code reader or app to have machine recognize the consumer



Build sustainability ritual & reward cycle



Own & direct highest quality rPET PLUS protect existing PET sales channels & possibly regain customers and consumers who have banned single use bottles

results



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*Special
Olympics*



success stories

“Personally, I believe the Reverse Vending Machines (RVMs) are extremely user-friendly for both the public and for me when it comes to maintenance and servicing of the machine. Maintenance and servicing is not hard at all and can be done within seconds. So far I have not run into any issues which makes things go a lot faster.”

Alexa Shah,
Kennesaw State University Student

“With so many guests and athletes on site during the recent 2019 FIS World Championships, the Coca-Cola RVM made it simple to reach our sustainability goals and kept our facilities clean and efficient.”

Kate Macconi,
Solitude Mountain Resort



“Many students LOVED seeing and interacting with the Reverse Vending Machine (RVM). They thought it was exciting and brought awareness to an important cause. Many used the machine and would often send me pictures of them there.”

Brennen Feder,
University of Arizona Student

Coca-Cola Ambassadors Video ▶



“We wouldn’t be able to create a World Without Waste without great partners such as Atlas and (Lynn) University on behalf of everyone here at Coke Florida we thank you for having us part of the 5th annual sustainability day.”

Jennifer Baugher,
Coca-Cola Florida

Sustainability Day Video ▶

