COVER | Parana River. One of the tributaries of the Amazon River that permeates communities of Guarani producers supported by the Eyes of the Forest Program.
Seu Chico da Mata
(Francisco Origi)
has been
restoring forest areas
around water sources
for more than 30 years.
He is one of the rural
producers that is part
of the Green-Blue
Water coalition.
MESSAGE FROM THE CEO

During this year in which Coca-Cola is celebrating 75 years in Brazil, I return with great enthusiasm after leading the China and South Korea business units. When I see the diversity of our country, in all aspects - whether cultural or regional -, I have no doubts about our enormous potential for growth. I am proud to be part of this moment and share our economic, social, and environmental results in this fifth sustainability report.

Since I assumed leadership of the company, I have participated in important meetings with specialists and society along a continuous journey marked by transparent dialogue - essential for the business strategy.

As a leader in the beverage industry, we chose to do more - and not just say more. We are constantly evolving to offer our consumers the best products, while also bringing sustainability to the center of our business and brands. We know that consumers have a growing interest in knowing what is behind the products they consume and the impacts these have on society and the environment. Our 2025 Vision reinforces this focus: We want to be the system that cares for people, communities, and the environment. We are certain that by creating a positive social impact in the communities and environment, we are also promoting the company’s progress and growth. Our advances over recent years are proof of this evolution.

In terms of the management of water – the main raw material of our business –, we created the Água+ (Water+) platform to consolidate our efforts both within and beyond our walls. Today, we replenish into nature double the amount of water used in our production process. We achieved this success thanks to the reforestation and watershed conservation programs we developed, together with the efficiency and reuse actions at the bottling plants. Of all our commitments to improve the management of this resource, we want to strengthen our actions focusing on access to safe drinking water, a problem affecting 35 million people in the country. For this purpose, we will use the expertise and well-established presence of the Coca-Cola Brasil system to join other partners and help increase access to water in vulnerable communities, primarily in the North and Northeastern regions.

When it comes to our portfolio, we are always innovating to offer people the beverages that they want and love. However, when the company’s name is recognized worldwide, it is crucial to listen to what consumers want and need from you. Times change and people expect us to grow and change with them. Therefore, we are embracing the future and accelerating our efforts to rethink our beverages around the world, including new categories, new recipes, and whenever possible, adding more benefits like nutrition and hydration. Over the past three years alone, we have reduced the added sugar in 42 products, while also making them more nutritious by adding vitamins and minerals.

With its 42 bottling plants – present in all regions of Brazil and with a work force consisting of 62,600 people – the Coca-Cola Brasil system is Brazil’s largest producer of non-alcoholic beverages. This scope and relevance increase our responsibility to create and generate value beyond the walls of our operations.

I would like to close this message by thanking everyone who has either directly or indirectly contributed along this journey, especially employees who are part of our system and work daily to help us reach our business and sustainable development goals. Enjoy!

Henrique Braun
CEO of Coca-Cola Brasil
**PEOPLE**

We joined the Business Initiative for Racial Equality.

51% of Coca-Cola Brasil employees are women.

62% of new hires in 2016 were women.

The Leadership for the Future Committee promotes conditions favorable to diversity.

---

**COMMUNITIES**

186,000 people impacted by the Coca-Cola Brasil System social programs.

36,200 youth trained by the Colêtivo Youth. A record in the program’s history.

+ than 300 youth trained in the Colêtivo worked during the Rio 2016 Olympic Games.

---

**WATER**

We return to nature 2X the amount of water used in our production process.

-30% was the reduction in the percentage of water necessary to produce 1 liter of beverage since the year 2001.

+ than US$ 6 Million will be invested until 2020 in innovations for access to safe drinking water in Brazil.

---

**HEALTH AND PORTFOLIO**

60 products have had their recipes improved over the past six years.

Over the past three years, we reduced the added sugar of 42 beverages, while also making them more nutritious.

78% of our brands have low calorie versions.

53% of the beverages are offered in packaging of 8.5 oz or less.

---

**DIALOGUE AND ENGAGEMENT**

+ than 100 representatives from civil society, companies, NGOs, and sector-specific entities take part in our dialogues.

Together with the beverage industry, we changed the portfolio of products sold directly to the cafeterias of schools with children age 12 and under.

Together with 11 multinational companies, we signed the Commitment for Responsible Advertising to Children.

---

**SUSTAINABLE AGRICULTURE**

32.2% of the volume of sugar we purchase has an international sustainability certification.

Approximately 80% of our fruits involve the work of family-based farmers.

100% of the guaraná used in our products is produced in the Amazon region.

---

**PACKAGING**

-17% was the percentage of reduction in the weight of PET packaging from 2008 to 2016.

We are expanding the use of returnable packaging in our portfolio.

+ than 60% of the composition of new aluminum cans and glass bottles is made from recycled material.

We support 30% of the country’s recycling cooperatives through the Colêtivo Recycling.
ABOUT THIS REPORT

This is the summarized version of the fifth Coca-Cola Brasil Sustainability Report, elaborated based on the Global Reporting Initiative (GRI) guidelines, version G4, Essential option. The reported information refers to the 2016 period (from January 1 to December 31) and includes the nine franchised groups and the joint venture Leão Alimentos e Bebidas, all part of the Coca-Cola Brasil system.

Our sustainability management is presented through the Shared Value strategy, as well as through the company’s goals, challenges, and results.

MATERIAL TOPICS

In 2015, we completed a strategic materiality process to define the priority topics for the company from our stakeholders’ perspective, and increase the transparency of our actions, impacts, and commitments.

We consider all 16 issues raised to be relevant for Coca-Cola Brasil. For reporting purposes, we prioritized a more in-depth examination of the first eight material topics, which are divided into five chapters:

- Water, Transparency and Labeling, Product Portfolio, and Marketing 2.0 are covered in the chapter entitled Health and Portfolio. Because they are considered important for the company, Energy and Climate, People and Community are also presented in the report.

IN OUR BUSINESS

Operating in Brazil for the past 75 years, we are the country’s largest producer of non-alcoholic beverages and one of the four largest operations of The Coca-Cola Company, which is present in more than 200 countries. Our portfolio includes water, teas, soft drinks, nectars, juices, sports drinks, and coffee – 152 products in all, including both regular flavors and low-calorie versions.

In line with the new global business strategy, we want to become a complete beverage company. Our goal is to offer people more of the beverages they want – including options with little or no sugar as part of an extensive array of categories – in different packaging and available in more places. Building a portfolio of brands focused on the consumer requires changing the focus from what the company wants to sell to what consumers want to buy.

YOU CAN READ THE PORTUGUESE VERSION OF THE 2016 COCA-COLA BRASIL SUSTAINABILITY REPORT AT: www.cocacolaBrasil.com.br
OUR PEOPLE

It takes much more than a complex production process to bottle each beverage. We also rely on the talent of 62,600 employees throughout the entire Coca-Cola Brasil System. We have made progress advancing in the four pillars of our global Human Resources strategy, focused on having the right people, led by well-prepared professionals with the skills required by the business, and part of an environment and organizational culture that inspires them to invest their talent and energy toward meeting their career and personal purpose.

LEADERSHIP FOR THE FUTURE COMMITTEE (GROUPS)

→ Women
→ Brazilians of African descent
→ Individuals with Special Needs
→ Sexual Orientation
→ Millennials Generation

DIVERSITY

To promote diversity in the workplace, the Leadership for the Future Committee, which involves the voluntary participation of employees from different areas, holds meetings to debate, elaborate diagnostics, and propose affirmative actions within the company.

2020 VISION: 50% OF WOMEN IN LEADERSHIP POSITIONS

62% OF THE NEW HIRES IN 2016 WERE WOMEN.
51% OF COCA-COLA BRASIL EMPLOYEES ARE WOMEN.
PAID MATERNITY LEAVE OF 6 MONTHS AND EXTENSION OF PATERNAL LEAVE TO 20 DAYS.

JUST AS SOCIETIES CHANGE, COMPANIES ALSO NEED TO REINVENT THEMSELVES AND KEEP UP WITH THESE CHANGES.
### Shared Value

Growing the business while at the same time consolidating our presence as a system that cares for people, communities, and the environment. This is the 2025 Vision of Coca-Cola Brasil, which once again is putting sustainability at the core of the company strategy.

With each new challenge we face related to this work, we become more certain that we can use our well-established presence, expertise, and vocation to contribute, beyond our activities, to the main issues affecting Brazil and the planet.

<table>
<thead>
<tr>
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<th>Health and Portfolio</th>
<th>Dialogue and Engagement</th>
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<tbody>
<tr>
<td><strong>ME</strong></td>
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<tr>
<th>Priorities</th>
<th>Commitments</th>
<th>Progress</th>
<th>What We Need to Improve</th>
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</thead>
<tbody>
<tr>
<td>Increasingly offer convenient and smaller servings.</td>
<td>• 53% of the brands are offered in packaging of 8.5 oz or less.</td>
<td>Increase the presence of smaller packaging (up to 8.5 oz) for more than 70% of the sales outlets by 2018.</td>
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<tr>
<td>Offer beverages that consumers want, including new categories, new recipes, and alternatives to sugar.</td>
<td>• 60 products had their recipes improved over the past six years.</td>
<td>Implement the reformulation plan in the portfolio by 2025.</td>
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<tr>
<td>Provide information for consumers to make better decisions to suit their taste and lifestyle.</td>
<td>• 100% of the portfolio displays nutrition information on the front side.</td>
<td>• Support public policies about more educational labeling.</td>
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<tr>
<td>Not direct advertising at children younger than age 12.</td>
<td>Signing of the Commitment to Responsible Advertising to Children together with 11 other multinational companies.</td>
<td>• Support educational and nutritional information campaigns for consumers.</td>
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<td>Organization of seven dialogue sessions, including the participation of over 100 representatives from civil society, companies, NGOs, and sector-specific entities.</td>
<td>Continuously update the responsible marketing policy.</td>
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<td>Joint action of the beverage industry to only sell mineral water, 100% juice, coconut water and dairy beverages that meet specific nutritional criteria at schools to children age 12 and under.</td>
<td>Move forward with the platform of dialogue to create a structured and systematic process of engagement and concrete actions.</td>
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<td>WOMEN’S EMPOWERMENT</td>
<td>Accelerate women’s empowerment throughout the entire value chain.</td>
<td>More than 21,300 women graduated through the Coletivo Youth in 2016.</td>
<td>• Empower 250,000 women by 2020.</td>
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<td></td>
<td>• Work with partners and suppliers to accelerate women’s empowerment throughout the value chain.</td>
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<tr>
<td>COMMUNITIES</td>
<td>Strengthen Brazilian communities by generating jobs and income and promoting self-esteem.</td>
<td>• 36,200 participants in the Coletivo Youth in 2016. Eight percent growth compared to 2015.</td>
<td>Expand the work of the Coletivo Youth, scaling the methodology through connections with public policies and partnerships.</td>
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<td>• More than 300 Coletivo Youth participants worked at different service fronts during the Rio 2016 Olympic Games.</td>
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<td></td>
<td>186,000 people benefitted by the social projects promoted by the Coca-Cola Brasil System at 100% of the sites in which we operate.</td>
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<tr>
<td>HUMAN AND LABOR RIGHTS</td>
<td>Guarantee that the entire value chain adjusts to our human and labor rights policies.</td>
<td>• 100% of bottlers and 93% of suppliers currently adjusting their practices.</td>
<td>Engage our suppliers to go beyond compliance, encouraging good practices and improvements.</td>
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<td></td>
<td>• All non-compliances currently being resolved.</td>
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<tr>
<td>WORK ENVIRONMENT</td>
<td>Invest in the development of employees and promote an innovative work environment – one in which diversity is an essential element.</td>
<td>• Signing of the Business Initiative for Racial Equality.</td>
<td>Minimize barriers to the growth of minorities.</td>
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<td></td>
<td></td>
<td>• 51% of Coca-Cola Brasil employees are women.</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td>• 62% of new hires were women.</td>
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### WATER

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<td>Return to the communities and nature the same volume of water used in the production process.</td>
<td>200% replenishment, returning double of all the water used through restoration and watershed conservation projects.</td>
<td>Expand watershed recovery and conservation projects into other regions of Brazil.</td>
<td></td>
</tr>
</tbody>
</table>
| Reduce water consumption in our operations, boosting water efficiency. | 30% reduction in the amount of water required to produce 1 liter of beverage over the past 16 years. | • Achieve a rate of 1.68 liters of water for each 1 liter of beverage produced by 2020.  
• Promote efficient resource management throughout the value chain. |
| Assist on the increase of access to safe drinking water for communities all over Brazil. | • Creation and launch of the Water+Access Alliance, a network made up of 10 organizations that works to increase water access all over Brazil.  
• Investments of over US$ 6 million made by Coca-Cola Brasil and partners until 2020, focused in innovations that can improve access to water. | • Expand the network of organizations that are part of the alliance and their impact on the water access scenario.  
• Disseminate and expand the best models that facilitate the economic feasibility and expansion of water access programs. |

### PACKAGING

<table>
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| Rethink packaging from a circular economy perspective. | • 17% reduction in the weight of PET packaging from 2008 to 2015.  
• Over 60% of the composition of aluminum cans and glass bottles is made from recycled material. | • Expand the use of returnable packaging in the portfolio (RetPET and glass) by 2020.  
• Increase the use of recycled resin in PET bottles. |
<p>| Promote the social development of waste collectors’ cooperatives. | 300 recycling cooperatives supported by the Coletivo Recycling program, involving more than 5,300 waste collectors in 13 Brazilian states. | Increase the level of cooperation between the packaging sector, focused on the development of this stage in the recycling chain. |</p>
<table>
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<td>SUSTAINABLE</td>
<td>Promote a sustainable chain of the main agricultural raw materials, aligning</td>
<td>Have 80% of the volume of sugar purchased certified by 2020.</td>
<td>32.2% of the volume of sugar purchased by the Coca-Cola Brasil System has the Bonsucro</td>
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<tr>
<td>AGRICULTURE</td>
<td>social development with natural resource conservation.</td>
<td></td>
<td>international certification, for sustainable sugar.</td>
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<td>We are continuing to plan actions that involve guidelines for good agricultural practices and sustainable land management.</td>
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<td>• 1,500 workers benefitted along the acai berry chain in the Amazon region through the Coletivo Forest project.</td>
<td>Strengthen the development of family-based producers, encouraging sustainable practices</td>
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<td>• The guarana used in our products is 100% produced in the Amazon region.</td>
<td>along the fruit and tea chain.</td>
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<td>Continue investing in the development of agricultural chains in the Amazon region.</td>
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<tr>
<td>ENERGY AND CLIMATE</td>
<td>Reduce the potential climate impact of the products, working to boost energy</td>
<td>18% reduction in our carbon footprint between 2010 and 2016.</td>
<td>22.1% reduction in energy consumption from 2012 to 2016.</td>
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<td>efficiency of the production processes and guaranteeing the use of the best</td>
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<td>25% reduction in the carbon footprint by 2020.</td>
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<td>possible combination of energy sources.</td>
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Yerba mate plantation in Paraná, south of Brazil.
COMMUNITIES

The scale of our business is matched by our responsibility to create value and make a difference in each one of the communities in those sites in which we operate.

The Coca-Cola Brasil Institute reaches 18 years old with new challenges, and the restructuring of its activities.

NEW PILLARS OF ACTION

➤ Empowerment of youth
➤ Access to drinking water

COLETIVO YOUTH

36,200 YOUTH GRADUATED.

8% GROWTH COMPARED TO 2015.

105 UNITS ALL OVER BRAZIL.

186,000 PEOPLE WERE BENEFITTED THROUGH THE SOCIAL ACTIONS PROMOTED BY THE COCA-COLA BRASIL SYSTEM.

18 YEARS OF COCA-COLA BRASIL INSTITUTE ACTIONS.

BOATFUL OF IDEAS

In its 2nd edition, the Coca-Cola Open Up – The Boat Challenge gathered together 15 startups during a three-day voyage onboard a boat that travelled along the Amazon River.

The participants were assisted by mentors - specialists in a range of different topics – and encouraged to re-think their own business models. Three projects were elected by the entrepreneurs: Forest Product Processing Unit (UBPF), Minitrat and 100% Amazonia. The winners had the chance to participate in an acceleration program.

GENERATION MOVEMENT

The Coca-Cola Brasil Institute and the Roberto Marinho Foundation started a partnership in 2015 that resulted in Generation Movement – an educator training program to promote a more active lifestyle. The program impacted some 20,000 students and trained over 400 primary physical education teachers. In 2016, the project was one of three winners of the More Movement Award, offered by the United Nations Development Program (UNDP) in Brazil.
There is no more precious resource for human life and the health of ecosystems and global economies than water. Aware of the global and regional challenges that society and industry have been facing, we assumed the commitment to promote an efficient water management in our production processes and along the value chain, while also contributing to increase the offer of water for society.

**WATER + AVAILABILITY**

The Coca-Cola Brasil System returns to nature 2 times the amount of water used in its production process. This is only possible due to a specific combination: + efficiency in the water use at the bottling plants and the development of programs to generate and retail water in watersheds.

**WATER + ACCESS**

According to data from the Trata Brasil Institute, there are 35 million people without access to treated water services in Brazil. To help change this scenario, we have worked through the Coca-Cola Brasil Institute to promote a strategic alliance of different actors to expand access to water in communities in vulnerable situations.

**WATER + EFFICIENCY**

Goal: By 2020, we aim to reach the volume of 1.68 liters of water used per liter of beverage produced. We achieved the rate of 1.78 liters, a figure 2.5% lower compared to 2015. Since 2001, we have reduced the volume of water required to produce 1 liter of beverage by 30%.

Last year, we made progress with our commitments, reformulating our strategy in a new platform called: WATER+.
HEALTH AND PORTFOLIO

The world is changing and companies need to keep up with this movement. We want to continue giving people the beverages they want, and to achieve this, we understand the need to constantly evolve with our portfolio. This demands a multi-faceted response, including the approach to sugar, and the inclusion, whenever possible, of benefits like nutrition and hydration, without compromising the flavor. We are embracing the future and accelerating our efforts to review our beverages in Brazil and worldwide.

→ STRATEGY

INSIDE THE BOTTLE

FOCUS ON THE BEVERAGES WE MAKE, INCLUDING THE WAY WE SWEETEN THEM, CONSTANTLY SEARCHING FOR BETTER INGREDIENTS, NEW RECIPES AND ALTERNATIVES TO SUGAR – EVERYTHING THAT IS INSIDE THE BOTTLE.

OUTSIDE THE BOTTLE

IS EVERYTHING THAT IS NOT IN THE BEVERAGE ITSELF. FROM THE PACKAGING WE DEVELOP TO THE POLICIES WE IMPLEMENT TO ASSIST CONSUMERS ON MAKING THE RIGHT CHOICES FOR THEIR TASTE AND LIFESTYLE.

→ SUGAR REDUCTION IN OUR PRODUCTS

The new small cans, which contain 7.5 oz, are yet another option for those who want to enjoy a small amount of soft drink, with less than 100 kcal.

Hélio Mattar
CEO of the Akatu Institute for Conscious Consumption

Being transparent is an action that protects the company itself, which should be concerned with saying what it does well, what it does not do well, and what it needs to improve.

OVER THE PAST SIX YEARS, WE HAVE REFORMULATED THE RECIPES OF 60 PRODUCTS, BASED ON INVESTMENTS IN RESEARCH AND DEVELOPMENT.

WE REDUCED THE ADDED SUGAR IN 42 BEVERAGES, WHILE ALSO MAKING THEM MORE NUTRITIOUS WITH ADDED VITAMINS AND MINERALS.

19 BRANDS, 78% WITH LOW CALORIE VERSIONS AND 53% OFFERED IN PACKAGING OF 8.5 OZ OR LESS.

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The new small cans, which contain 7.5 oz, are yet another option for those who want to enjoy a small amount of soft drink, with less than 100 kcal.

Hélio Mattar
CEO of the Akatu Institute for Conscious Consumption

Being transparent is an action that protects the company itself, which should be concerned with saying what it does well, what it does not do well, and what it needs to improve.

OVER THE PAST SIX YEARS, WE HAVE REFORMULATED THE RECIPES OF 60 PRODUCTS, BASED ON INVESTMENTS IN RESEARCH AND DEVELOPMENT.

WE REDUCED THE ADDED SUGAR IN 42 BEVERAGES, WHILE ALSO MAKING THEM MORE NUTRITIOUS WITH ADDED VITAMINS AND MINERALS.

19 BRANDS, 78% WITH LOW CALORIE VERSIONS AND 53% OFFERED IN PACKAGING OF 8.5 OZ OR LESS.

HEALTH AND PORTFOLIO

The world is changing and companies need to keep up with this movement. We want to continue giving people the beverages they want, and to achieve this, we understand the need to constantly evolve with our portfolio. This demands a multi-faceted response, including the approach to sugar, and the inclusion, whenever possible, of benefits like nutrition and hydration, without compromising the flavor. We are embracing the future and accelerating our efforts to review our beverages in Brazil and worldwide.

→ STRATEGY

INSIDE THE BOTTLE

FOCUS ON THE BEVERAGES WE MAKE, INCLUDING THE WAY WE SWEETEN THEM, CONSTANTLY SEARCHING FOR BETTER INGREDIENTS, NEW RECIPES AND ALTERNATIVES TO SUGAR – EVERYTHING THAT IS INSIDE THE BOTTLE.

OUTSIDE THE BOTTLE

IS EVERYTHING THAT IS NOT IN THE BEVERAGE ITSELF. FROM THE PACKAGING WE DEVELOP TO THE POLICIES WE IMPLEMENT TO ASSIST CONSUMERS ON MAKING THE RIGHT CHOICES FOR THEIR TASTE AND LIFESTYLE.
We believe in dialogue as a tool for transformation. We want to bring the culture of engagement to all areas of the company and use our communication potential to engage society on critical social issues.

**STRATEGY**

- **TO CREATE VALUE AND MAKE A DIFFERENCE IN THOSE COMMUNITIES IN WHICH WE ARE PRESENT, WE NEED TO PROMOTE ACTIVE LISTENING AND DIALOGUE WITH ALL SECTORS OF SOCIETY.**

- **WHEN WE ARE GUIDED BY TRANSPARENCY AND COHERENCE IN OUR ACTIONS AND RELATIONS, WE ASSUME THE COMMITMENT TO ADOPT A PRO-ACTIVE ATTITUDE WHEN ADDRESSING SOCIETY’S DEMANDS FOR CLEAR, ENCOMPASSING, AND RELIABLE INFORMATION RELATED TO OUR PRODUCTS, IMPACTS RELATED TO CONSUMPTION AND PROCESSES.**

- **WE KNOW THAT BUILDING CONTINUOUS AND TRANSPARENT DIALOGUE WITH STAKEHOLDERS IS ESSENTIAL FOR THE BUSINESS STRATEGY.**

**FOR AN EFFECTIVE DIALOGUE THAT PRODUCES RESULTS, IT IS NECESSARY TO CREATE A JOURNEY THAT EXTENDS BEYOND ONE-TIME MEETINGS AND WHICH IS BASED ON PRACTICAL AGENDAS.**

Denise Chaer
General Director of Novos Urbanos (“New Urbanos”)

In 2016, we continued with the process of listening to and maintaining a dialogue with society. The meetings held resulted in some important initiatives, such as the Commitment for Responsible Advertising to Children. Assumed by 11 multinational companies, the agreement confirms the sector’s efforts to promote responsible marketing.

We are working to maintain a pro-active approach with stakeholders and build a closer relationship with those who challenge our perspective.

**CASE**

**CHANGING THE PORTFOLIO AT SCHOOLS**

In August 2016, Coca-Cola Brasil, AMBEV, and PepsiCo Brasil decided together to adjust the portfolio of beverages sold directly to school cafeterias across Brazil. The main change is that only mineral water, 100% juice, coconut water, and dairy beverages that meet specific nutritional criteria will be sold at schools to children age 12 and under (or which have a majority of children up to this age).
SUSTAINABLE AGRICULTURE

Agriculture is essential for the population’s food security and for our business. Production chains that work to strengthen family farming and encourage effective environmental practices respond to the sustainability challenges associated with our supplier chain, and create conditions for the country’s development.

Laura Prada
Executive Secretary of Imaflora

Certain companies have already understood the importance of looking beyond and are even focusing directly on the origin of their raw materials. It is crucial that more companies gain an awareness of this responsibility and the power of transformation along their productive chains.

Over 1,500 people benefitted through the Coletivo Forest project, which encourages families to explore resources sustainably, guaranteeing income and environmental conservation with the “standing forest.”

32.2% of the volume of sugar purchased by the Coca-Cola Brasilsystem has the Bonsucro Sustainable Sugar Certification.

Approximately 80% of the fruit plantations, such as guava, mango, passion fruit and others, involves family-based farmers.

Fruits, yerba mate, teas, and sugar are the main agricultural raw materials of our beverages. We cannot dissociate our production from the work in the countryside. That is why we want to build an increasingly stronger relationship with suppliers and guarantee that they adopt the best management and quality standards, ensuring sustainable cultivation practices.

Where our fruits and teas come from

Eyes of the Forest

The guarana used in our products is 100% produced in the Amazon region. Half of this production comes from family farming. We launched the Eyes of the Forest Program in partnership with the NGO Imaflora to offer family farmers an alternative production model, one that combines agricultural crops and forest species within a single space. This helps transform degraded areas into fertile ones. By 2020, 350 families will be benefitted through this initiative.

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Approximately 80% of the fruit plantations, such as guava, mango, passion fruit and others, involves family-based farmers.
PACKAGING

Based on the circular economy logic, no component of a product should be viewed as waste. An essential part of our business, the packaging is developed considering its entire lifecycle and is 100% reusable, or in other words, it can and should return to the industrial cycle.

STRATEGY

- INCREASE THE USE OF RETURNABLE PACKAGING IN THE PORTFOLIO.
- CONTINUOUSLY REDUCE THE AMOUNT OF RAW MATERIAL NECESSARY FOR PRODUCING OUR PACKAGING THROUGH RESEARCH AND NEW TECHNOLOGIES.
- INCREASE THE USE OF RECYCLED MATERIAL IN THE PACKAGING PRODUCED.
- HELP PROMOTE THE PROGRESS OF THE REVERSE LOGISTICS SYSTEMS FOR PACKAGING THROUGH THE SOCIAL AND STRUCTURAL DEVELOPMENT OF RECYCLING COOPERATIVES IN BRAZIL.

From 2008 to 2016, we reduced the weight of PET packaging by 17%.

COLETIVO RECYCLING

We know that in Brazil, the recycling scenario is quite challenging. The recycling cooperatives constitute an essential link for reverse logistics. Through the Coletivo Recycling, a program managed by the Coca-Cola Brasil Institute, we support approximately 30% of the country’s cooperatives, involving over 5,300 recyclable material collectors in 13 Brazilian states.

SUSTAINABILITY INDEX

Based on a holistic vision, we are responsible for seeking out other initiatives that contribute toward sustainable advances along the entire value chain. One step we took along this path was the development of the Lifecycle Analysis (LCA) and recyclability studies for our products, both started in 2016.

INCREASING the use of returnable packaging in the portfolio (returnpet and glass) is one of the main pillars of our strategy.

OVER 60% OF THE COMPOSITION OF THE NEW ALUMINUM CANS AND GLASS BOTTLES ORIGINATE FROM RECYCLED MATERIAL.

HISTORY OF THE REDUCTION IN PET PACKAGING WEIGHT

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MISSION

To refresh the world...

To inspire moments of optimism and happiness...

To create value and make a difference.