



GLEE's 2nd Annual Green Living Awards

Businesses Category

For Cumulative Efforts leading up to January 1, 2008

Name of business: Coca Cola Enterprises (CCE) Big Pine Key
 Name of Applicant: Nicole Medina Sales Center Admin City/Island
 Relation to Business:

Summary

Coca-Cola Enterprises Inc. (CCE) is the world's largest marketer; distributor and producer of bottled and can liquid non alcoholic refreshment. At the heart of CCE's operations lies its local and global commitment to Corporate Responsibility and Sustainability. The CCE Big Pine Key Sales Center has the task of bringing CRS to life in the Florida Keys. In the efforts to reduce its local carbon footprint, the Big Pine Key center welcomed a first-of-its kind, hybrid electric delivery truck in October 2008. The hybrid truck is 37% more fuel efficient than traditional fleet vehicles, reduces overall emissions by 32%, and also produces fewer emissions when idling or stopped in traffic. With the help of this hybrid technology and other local environmental initiatives planned for this year, the Big Pines Key Sale Center greatly looks forward to doing its part in making the Florida Keys a greener place to live, work and visit.

Accomplishments

<u>Renewable Energy</u>	Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.
<u>Clean Transportation</u>	Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!

In 2003, CCE began working with the Eaton Corporation to reduce the environmental impact of our fleet, resulting in the creation of a first of its kind, 33000 GVW hybrid-electric delivery truck. The Big Pine Key facility received it's first hybrid truck in October of 2008. This truck is 37% more fuel efficient than traditional fleet vehicles, reduces overall emissions by 32%, and also produces fewer emissions when idling or stopped in traffic. In 2008, CCE introduced 142 hybrid-electric delivery trucks throughout the U.S. and Canada, making our fleet the largest heavy-duty hybrid-electric delivery fleet in North America.

<u>Clean Boating</u>	Demonstrated adherence and/or promotion of eco-friendly actions whilst on the water, including cleaning products, propulsion, water conservation, fisheries conservation, catch and release techniques, and use of Florida Clean Marinas, Boatyards, and Retailers .
<u>Energy Conservation</u>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<p>The vending machines we use today consume only half as much energy as the equipment used five years ago. In 2005, CCE introduced proprietary technology that cuts energy use on new equipment by 35% and can be retrofitted on existing equipment to achieve a 20% energy use improvement. At the Big Pine Key sales center, plans are in the works to replace existing light bulbs with energy-saving lighting fixtures. Employees also do their part by shutting off lights and computers when not in use.</p>	
<u>Green Building</u>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<u>Green Financing</u>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<u>Healthy Living</u>	Demonstrated adherence and/or promotion of green procurement, green consumerism and healthy choices through buying organic foods and other non-toxic, healthy and sustainable products.
<p>By making information on products, nutrition, and hydration readily accessible, consumers can make educated decisions on their beverage needs. CCE's product portfolio has expanded significantly in the past 10 years and has enhanced its nutritious offerings by distributing the Glaceau brand portfolio, led by Vitamin Water and Smart Water, as well as single-serve V8 100% Vegetable Juices, V8 V-Fusion juices, V8 Splash juices, Campbell's Tomato Juice and FUZE products.</p>	

<u>Land Conservation</u>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of GreenThumb Certified Nurseries .
<u>R4 #1: Reduce</u>	Demonstrated reduction of waste through bulk buying, refillable products, double-sided printing, avoiding over-packaged products, closing the loop by purchasing products made of recycled, post consumer content; implementation of policies which encourage and/or mandate waste reduction.
<p>As part of the company's commitment to Corporate Responsibility and Sustainability, CCE will set out to recover and recycle more than 90% of materials used at our production facilities by 2010, which in turn will significantly reduce the amount of waste headed to local landfills. At the local level, all of our printers are programmed to print double-sided, and we reuse paper as much as possible. Paper that can not be re-used is sent to be recycled and most of the office supplies we purchase are made of recycled contents.</p>	
<u>R4 #2: Reuse</u>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
<p>At the Big Pine Key sales center, our old cell phones are sent to charities that will reuse them as emergency phones. We participate in a recycling program with our uniform supplier who reconditions the uniforms for re-use. Reusable materials (cardboard & cardboard tubes, adhesive vinyl, etc.) generated within the sales center are separated from materials that we are recycling and sent to the Boys & Girls Club for craft / art projects.</p>	
<u>R4 #3: Rot (Compost)</u>	Demonstrated waste diversion through composting of food scraps and yard trimmings
<u>R4 #4: Recycle</u>	Demonstrated recycling of items accepted by local waste hauler and/or other items which may be recycled elsewhere (e.g., electronics, CFL light bulbs, cell phones, printer cartridges); implementation of policies which encourage and/or mandate recycling practices
<p>At our Big Pine Key sales center, we send 100% of the bottles and cans consumed by staff to a centralized recycling facility, along with paper, cardboard and shrink wrap. We now also provide recycling bins with our special events trailers for local community events.</p>	

<u>Water Conservation</u>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
<p>CCE has a water stewardship plan with the ultimate goal of establishing a sustainable operation in which we will use one liter of water for every liter of product we produce - what we call water neutrality. Today our facilities average 1.77 liters of water for every liter of finished product. After implementing a water conservation toolkit, CCE saved approximately 1.85 ggaliters of water from 2006 - 2007. CCE is committed to reducing its water use ratio by an additional 10% by 2010. Some of this is achieved by using water saving technologies such as ionized air rinsers to clean packaging, saving 66 million liters a year.</p>	
Water Quality	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
<p></p>	
Youth Leadership	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
<p>CCE partnered with the Alliance for a Healthier Generation , the American Beverage Assoc. and the American Heart Assoc. to establish guidelines for beverages in U.S. schools. In Monroe County we have policies in place with the school district that elementary & middle schools have healthy beverages with a limited amount of calories & sugar. We also support and promote local athletic programs that encourage youth to develop healthy habits of physical activity with yearly sponsorships and donated product used for booster sales.</p>	
GLEE Participation	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's Mission and Goals .
<p>Coca Cola Enterprises is a proud member of GLEE and looks forward to playing an active role in local recycling initiatives. We also plan to encourage the community to participate in the Coca-Cola Foundation's grant program that enables organizations and municipalities to obtain recycling bins that can be placed in public places, schools & at local events.</p>	
Other Factors	Have you done something else not included in the scope of this application? Let us know!
<p>In 2007, Coca-Cola Recycling was launched in the United States, with an ambitious goal to recycle the equivalent of 100% of our packaging. The objective is to capture recycled material for reuse within the Coca-Cola system. In the next three years, CCR plans to recover enough material for reuse annually and support the efforts of the world's largest bottle-to-bottle recycling plant that Coca-Cola recently opened in Spartanburg, South Carolina. It is estimated that this new recycling plant will produce approximately 45,000 metric tons of food-grade recycled PET plastic each year, enough to make about two billion 20-ounce beverage bottles.</p>	

Other Business Factors

Team Commitment	List staff or other supportive people on your "Green Team"
We like to think of our entire staff as a "Green Team" since corporate responsibility is such an important part of what we do everyday. Our Green "Champion" is Nicole Medina, Sales Center Administrator. Other key members of the "Green Team" are Carl Skapetis, Sales Center Manager & Dawn Carr, Warehouse Manager. Our support system is very large and the resources and information available to us help in the ultimate goal of sustainability.	
Communications	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
Coca Cola Enterprises publishes a Corporate Responsibility and Sustainability Report yearly that is distributed to shareholders, staff, and the public. Within the sales center signs are hung to indicate what should be recycled. Receptacles are readily available and marked with "Trash Only", "Cardboard Only", "Shrink Wrap Only", "Bottles Only" or "Cans Only". Recycling containers sent out to special events are marked "When you're done the bottle's not, please recycle..."	
Certifications/Memberships	Do you currently hold any green certifications or memberships?

Green Pledge

I certify that the above information is correct to the best of my knowledge.

