

The RightCycle™ Program helps The Coca-Cola Company on its work toward a world without waste

CASE STUDY

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 The RightCycle™ Program.

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.



The Results

"The RightCycle™ program has been a successful pilot for the The Coca-Cola Company and we look forward to scaling the solution to additional labs."



— Dru Bennett