

# The Coca-Cola System celebrates 80 years on Curaçao contributing to environmental initiatives

In the presence of the Prime Minister, Minister of Economic Development and other invitees, the Coca-Cola System, including The Coca-Cola Company and Curacao Beverage Bottling Company (CBBC), celebrates 80 years on Curaçao donating a total of \$200.000 to the GreenKidz Foundation and GreenForce Foundation. This is part of the global plan to help create a World Without Waste, announced by Coca-Cola early this year.



When China changed their policy of accepting plastic from abroad, GreenForce did not have an export location anymore. With the network of CBBC, they managed to find a buyer. However, this recycling company requests a different way of processing the bottles. Hence the need for a different and more sophisticated plant. Coca-Cola is donating funds for the purchase of various equipment to make this foundation ready for the increasing amount of recycled material. Also, in the near future the amount collection points will increase on the island.

During the press conference, our Prime Minister, Eugene Rhuggenaath also shared his view on this donation and stated:

**A total sum of \$200.000,00 donation to GreenKidz and Green Force to educate 3.000 teens and to invest in the recycling plant, marks an important milestone to celebrate the 80<sup>th</sup> year existence of Curaçao Beverage Bottling Company. Further cooperation between CBBC and the two foundations will support the goals to contribute to a World Without Waste.**



During the press conference, the Sales & Marketing Manager of CBBC, Mrs. Myrthe George-Verhulst of CBBC also informed the invitees regarding the upcoming changes in their local production process. By the end of the year, all the PET bottles CBBC produces will be made of 25% Recycled material. By that time, all the 20oz straight wall products (Fria, Coco-Rico and Criollita) will

be light weight bottles. So less plastic is used as part of the redesign goal of a World Without Waste. In 2019 CBBC will change to a "short cap", this also means less plastic for the bottle as well as the closures. "Our Dasani water is already light weighted and made up to 30% of plants based resin" the spokesperson added.



GreenTeens Curaçao



Prime Minister of Curaçao 'Eugene Ruggenaath' and Minister of Economic Development 'Steven Martina' proudly receive GreenKidz Environmental Teaching Materials that are made freely available to all schools in Curaçao.

sell globally. To achieve this, they'll continue working to make 100% of their packaging recyclable everywhere in the world. Because they can't do this alone, they are partnering with local communities, industry and consumers everywhere to help make sure packaging doesn't end up where it doesn't belong.



"The world has a packaging problem – and, like all companies, we have a responsibility to help solve it," said James Quincey, President and CEO of The Coca-Cola Company. "Through our World Without Waste vision, we are investing in our planet and our packaging to help make this problem a thing of the past."

While food and beverage containers are an important part of modern life, the world has a packaging problem – and The Coca-Cola Company, like all companies, has a responsibility to help solve it. Through the Company's new World Without Waste vision, they're investing in the planet and their packaging to help make this problem a thing of the past. By 2030, their goal is to help collect and recycle a bottle or can for every one they

In order to reach 2030 goals, CBBC joined forces with GreenKidz to educate 3.000 teens and GreenForce to build a plant that is able to export all the recycled waste. The GreenKidz Foundation received \$50.000,00. Mrs. Maya Matthias chairman of the GreenKidz foundation received the donation with great enthusiasm and commitment to educate the teens to a 'green mindset'. Also, she emphasized the importance of collaboration with all the schools, with the government and all other stakeholders. Also, she noticed that from the start of GreenKidz, CBBC has always been very supportive. The GreenForce Foundation received a donation of \$150.000,00 to contribute to the goal of getting every PET bottle or can off the island.

