

College of the Holy Cross

Member Information

<u>Name</u>	<u>Year</u>	<u>Major</u>
Billy Daly	2027	Religious Studies
Andrew Trachimowicz	2027	Economics
Will Sawyer	2027	Economics
Coltrane Howell	2027	Undeclared

Advisor(s): Professor Karen Teitel

Topic: Top Plastic Polluter: Coca-Cola's Path to a More Sustainable Future

Audience: Coca-Cola's Board of Directors

Executive Summary

Presentation Outline:

1. Overview of Coca-Cola and Plastic Pollution
2. Coca-Cola's Contribution to the Issue
3. Our Solution (Loop Industries)
4. Legal, Ethical, and Financial Implications

Summary:

Coca-Cola is proactively striving to diminish its contribution to plastic pollution and we're committed to strengthening its efforts toward a greener footprint. Since 2018, Coca-Cola has been annually identified as the world's foremost plastic polluter. Despite their ongoing public commitments to curtail plastic waste, the challenge persists. Our strategy focuses on addressing the issue at its core, Coca-Cola's plastic bottle production.

Our solution expedites Coca-Cola's combatants towards plastic pollution through entering a new joint venture corporate agreement. We consider Loop Industries, a business with new cutting-edge recycling technology, to be the ideal partner for Coca-Cola. Loop Industries is leading its field in its ability to recycle plastic of all qualities up to food and beverage service grade in a highly eco-friendly way. By using Loop™ PETs Coca-Cola can manufacture bottles entirely from 100% recycled plastic, regardless of its quality, helping Coca-Cola advance towards carbon neutrality. Additionally, under conditions of the joint venture, new Loop Industries production facilities in North America will be able to provide Loop™ PET to additional companies that use plastic packing, aiding in the total reduction of plastic pollution.