



November 19, 2019  
Coca-Cola (Japan) Co., Ltd.  
Coca-Cola Bottlers Japan Inc.

**Promoting activities rooted in local communities to create a**  
**“World Without Waste”**

**Participation by approximately 750 Employees of Coca-Cola Japan**  
**and Coca-Cola Bottlers Japan**  
**Cleanup Activity in 9 locations including Tsurigasaki Beach,**  
**Ichinomiya, Chosei-gun, Chiba Prefecture**

Coca-Cola (Japan) Co., Ltd. (Head Office: Shibuya-ku, Tokyo; Representative Director and President: Jorge Garduño) and Coca-Cola Bottlers Japan, Inc., (Head Office: Minato-ku, Tokyo; Representative Director and President: Calin Dragan) conducted cleanup activities in total of 9 locations across the country, including Tsurigasaki Beach, Ichinomiya, Chosei-gun, Chiba Prefecture, on November 18, 2019 with participation from employee volunteers.

At Tsurigasaki Beach, approximately 250 employees (150 from Coca-Cola Japan; 100 from Coca-Cola Bottlers Japan), including Coca-Cola Japan President Jorge Garduño, and Coca-Cola Bottlers Japan president Calin Dragan) collected and sorted the equivalent of one 2 ton truck of garbage while cleaning up roughly 1 km of the coast as part of the Coca-Cola system's effort to create a World without Waste.





## Activity Overview

- Name: Coastal Cleanup Activity at Tsurigasaki Beach
- Time & date: November 18, 2019, 3:00–4:00 p.m.
- Location: Tsurigasaki Beach, Ichinomiya, Chosei-gun, Chiba Prefecture
- Participants:

Coca-Cola Japan President Jorge Garduño

Coca-Cola Bottlers Japan President Calin Dragan

Approx. 250 employees of the Coca-Cola system and affiliated companies.

\*Coca-Cola Bottlers Japan conducted clean-up activities in total of 9 locations including Tsurigasaki Beach.

- Description: Beach cleanup & garbage sorting

### ■ Comment from Coca-Cola Japan President Jorge Garduño

“First of all, I would like to express my condolences to the people affected by the typhoon. The Coca-Cola system is working on various activities toward creating a “World Without Waste.” One of the crucial pillars of “World Without Waste” is efforts with partners. I am very excited to participate in this big group of people today to carry out a cleanup activity. I am proud that we have made the biggest number ever in terms of participants for such a great opportunity to contribute to the community that we belong to as one Coca-Cola. I am glad to know that Coca-Cola Bottlers Japan is conducting the same type of clean-up activity in other 8 locations. I am sure that they are also in the same “high spirit” as we are now. As we strive to achieve 2030 goal, action starts with us in every aspect of our value chain. I hope today’s activity would become inspirational and an opportunity for you to sink in the spirit of WWW.”

### ■ Comment from Coca-Cola Bottlers Japan President Calin Dragan

“Let me say we are thinking of everyone who has been impacted by the recent typhoons and our hearts go out to all who have suffered losses. I am honored that we are joined today by Mayor Masaya Mabuchi of Ichinomiya-Cho. Also, thanks to Keisuke Fukuda of NPO greenbird for his participation today and long-term support. During times like these, we can demonstrate our collective power by standing together and reaching out to the communities we serve. I am delighted to take part in today’s coastal clean-up with business partner at Coca-Cola Japan, and our respective company management teams, plus lots of employees from both CCBJI and CCJC. Today we are engaging in clean-up and recovery efforts in seven different locations across Japan, including each of our CCBJI sales regions, and I am told we have approximately 750 employees participating across the country in total of 9 locations. This is a great demonstration of our commitment to giving back to the communities in which we live and operate. And it gives me great joy to be able to do this together with all of you today.”





#### ■ Comments from the participants

“Tsurigasaki Beach was a great location as an area to welcome visitors from all over the world in 2020. In fact, there was less dumped garbage than I imagined, and I could feel that how much people love and care about this place. We are working to create a “World Without Waste” every day, aiming to achieve that none of the bottles will flow into the sea. By participating in the cleanup activity with my co-workers, I realized that each one of us can take part to achieve the feature (a World Without Waste) even sooner with our daily action and better awareness.”





## ■ Initiatives of the Coca-Cola system in achieving the 2030 Packaging Vision



In January 2018, the Coca-Cola system in Japan announced its 2030 Packaging Vision, in line with the global plan of The Coca-Cola Company of the United States to build a World without Waste. In July 2019, new environmental goals were established to foster recycled use of packaging, with "Design," "Collect," and "Partner" as the three pillars of the drive.

In May 2019, Coca-Cola Japan announced it would be conducting a survey of waste flows from land into rivers jointly with the Nippon Foundation as a way of contributing to the promotion of proper collection and cyclical reuse of plastic resources in Japan.

In June 2019, Coca-Cola Japan announced a revamp of Hajime Ryokucha Ichinichi Ippon, a product jointly developed with Seven & i Holdings Co., Ltd. The product is sold in 100% recycled PET bottles made from raw materials generated through the recycling of post-consumer PET bottles collected from Seven & i Group stores. This initiative to use recycled PET bottles made 100% from PET bottles collected from stores of a specific retail group for products to be later sold via the same retail group is a world-first initiative.