

**Coca-Cola Bottlers Japan Inc. installs “Protect the Oceans!” wrapped vending machine designed by Nagoya City University students**

**A wrapped vending machine appealing for a recycling-based society**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) installed a “Protect the Oceans!” wrapped vending machine designed by students at Nagoya City University on May 14 at Takiko Campus (Nagoya City, Aichi Prefecture) of the university.

The “Protect the Oceans!” vending machine was installed as the first activity of Nagoya City University SDGs Center (NCU SDGs Center) which opened on May 1 this year. With the “Protect the Oceans!” message, the vending machine was wrapped with the motif of sea turtles and fish swimming in the sea designed by NCU Global Justice Project, a group of students from the Faculty of Humanities and Sociology who won the first prize at the SDGs IDEA FORUM 2020 hosted by Nagoya City and Nagoya City University. The plan to design and install this vending machine was implemented since the content of the said project which aims to make Nagoya City a recycling-based society matched our vision of the realization of a plastic recycling society.

On May 14, the unveiling ceremony of the “Protect the Oceans!” vending machine was held at Nagoya City University Takiko Campus (Nagoya City, Aichi Prefecture).



※The unveiling ceremony at Nagoya City University Takiko Campus on May 14

■ Message from Keisuke Seki, VM Central Japan District, Vending Area Sales, CCBJI

CCBJI has committed to tackle waste problems including marine waste and has paid special attention to the environmental problems of plastic bottles. The Coca-Cola System has been implementing various activities to realize the global goal of "World Without Waste." We would be glad if this vending machine could provide an opportunity for many people to understand about recycling-based society.

Under the corporate philosophy of delivering happy moments to everyone while creating value, CCBJI works on creation of shared value (CSV) through its core business in efforts to tackle communities' challenges and further partner with various entities.

【Reference】

- "THE ROUTE to Shared Value," CSV Goals that Coca-Cola Bottlers Japan Holdings Formulates  
<https://en.ccbj-holdings.com/pdf/news/604.pdf>
- Introduction of initiatives for World Without Waste  
<https://www.cocacola.co.jp/sustainability/world-without-waste> (Japanese)

\*Please note that the information contained in news releases is current as of the date of release. Certain information may have changed since the date of release.