



Coca Cola Bottling Northern New England, submitted by Mike Elmer

Challenge or Opportunity:

Because our company (Coca-Cola Bottling Company of Northern New England) is so heavily identified with our flagship brand, we believe that there is a perception among our local consumers that we are not necessarily a local company.

The ubiquity, scale and scope of the Coca-Cola system invites speculation about our products' & business' impact on the environment ... that speculation is often negative in its assumptions about our water, fuel and packaging use.

Your Approach or Solution:

We sought to clarify our role in the local communities in which we do business, and to show evidence of our sustainability, recycling and energy efficiency practices. In 2010, we developed a sustainability presentation that we take to NH conferences, schools, special events etc. The presentation not only highlights our continuing advancements in sustainability, but offers a perspective from which other organizations may learn.

Impact:

Our sustainability manager, Ray Dube, is in increasingly high demand at recycling conferences, schools etc. to share our local approach. To further share this message, we developed a video that supports this message, and highlights our collaboration with other NH based businesses:

<http://ccne.com/Corporate.aspx>