



**Submitted by:** Lucia Ouellette, [louellette@ccnne.com](mailto:louellette@ccnne.com)  
**Company/Organization:** Coca-Cola of Northern New England  
**Type of organization:** Business  
**Number of Employees:** 3,700  
**Category:** environment

**Challenge or Opportunity:**

At our local production centers, we receive Coca-Cola syrup drums that range in size from 35-55 gallons. After we use the syrup in production, we are left with a lot of empty barrels, so finding them a useful and repurposed home is important to us.

**Approach or Solution:**

We found a solution by collaborating with our customers and community partners. Through donations and watershed workshops, we've been able to help recycle the drums into a variety of things. With a little DIY, these syrup drums have been transformed into recycle bins, compost bins, and rain barrels, sometimes even decorated with artwork.

**Impact:**

Just this year alone, we have given out hundreds of drums. The impact that we've seen from this activity has been great & highlights Coca-Cola's commitment to returning to nature every drop of water we use to make our products. We are proud to see that these donations have contributed to knowledge and action around recycling & water conservation.