

## Earth Health Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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**Topic:** Environmental impacts of Coca-Cola's plastic bottles

**Audience:** Executive Board of Coca-Cola

### Sustainable Development Goal

SDG #12: Ensure sustainable consumption and production patterns.

SDG #13: Take urgent action to combat climate change and its impacts.

SDG #14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

SDG #15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

### Executive Summary

Coca-Cola's use of plastic bottles in the beverage industry is contributing to the acceleration of the degradation of the environment. The Coca-Cola company is one of the worst offenders for plastic pollution, producing approximately 3 million metric tons of plastic packaging annually around the world. We are proposing an alternative bottled packaging using aluminum. Aluminum can also be recycled endlessly and to add to that, 75% of all products made from aluminum are recycled in the US. There are no legal boundaries preventing Coca-Cola switching entirely to an aluminum can-based beverage distribution.

In 2021, Coca-Cola had a 64.58% gross profit margin based off a gross profit of \$23.7 billion and a revenue of \$36.7 billion. Their cost of goods sold is \$13.36 billion, which accounts for roughly 108 billion Coca-Cola beverages produced that year. Aluminum bottles and cans are more expensive than plastics, however, this increase in costs is not substantial enough to harm Coca-Cola's performance. This represents a production cost increase of \$0.03 per beverage when using aluminum compared to plastics, and when replacing plastics entirely, would lead to an increase in cost of goods sold by roughly \$1.46 billion.

Coca-Cola must make bottles made from sustainable materials because of the obligation to the common good, and to ensure their actions are aligned with their stated values. Therefore, we propose the use of aluminum bottles as human beings have the right to a healthy, clean, and safe environment.