



# SUSTAINABILITY CASE COMPETITION

**Your Team  
Could Win  
\$15,000!**

## Help us achieve a World Without Waste

This is a unique opportunity for college students to examine our Business Case focused on Coca-Cola's recycling goals and present solutions for practical implementation, to create a more sustainable and better shared future

**3  
Finalist Teams  
will present to  
Coca-Cola  
leadership in  
Atlanta**

Registration opens  
October 1, 2021!



## THE BUSINESS CASE

We have a responsibility to help solve the global packaging waste crisis. That's why, in 2018, we launched an ambitious sustainable packaging initiative called World Without Waste. Now, three years into this journey, the global conversation about plastic pollution, and calls for urgent, collaborative action, are intensifying.

Despite the challenges our business faced in 2020 from the pandemic, we continued to make progress, and now, we're looking for you to collaborate with us to achieve even more! The Business Case will focus on making a greater impact in the area of recycling.

Once you register for the Challenge, you will receive further details.

## HOW IT WORKS

### PHASE 1

#### Register and Submit (Oct. 1 - Dec. 17)

Help us get to know your team and submit your Business Case response

### PHASE 2

#### Judging to Determine the Finalists (Jan/Feb)

All entries will be judged and phone interviews will be conducted, as needed

### PHASE 3

#### Finals - top 3 Finalist teams present live in Atlanta

We'll fly your team to Atlanta where you will work with a mentor to refine your pitch

### PHASE 4

#### Grand Prize winning team announcement

Coca-Cola Sustainability Team will apply learnings to help achieve World Without Waste goals

## HOW TO ENTER



### Register

Designate a Team Captain and register to receive the Business Case



### Strategize

Gather your team (up to 5 members), collaborate as a Team and put together your Business Case response



### Submit

Video presenting your Team's response to the Business Case (PowerPoint presentation recommended)

## PRIZES

### Grand Prize (1):

The winning team will receive **\$15,000** to divide amongst team members

### Runner-Up Prizes (2):

The runner-up teams will each receive **\$5,000** to divide amongst team members

### Finalist Prizes (3):

All team members will have an opportunity to visit **Coca-Cola headquarters** in Atlanta to participate in the finals event