

Coca-Cola Enterprises

As part of its global commitment to corporate responsibility and sustainability, Coca-Cola Enterprises is reducing base and peak load demand on the electrical grid by more than 10,890 kilowatts as a result of an energy-efficient lighting initiative throughout 338 of its North American facilities.

The 10,890 displaced kilowatts are equivalent to the electricity produced by two coal-burning power plants or one nuclear power plant.

Lighting in CCE facilities accounts for 10 percent of electrical use in production facilities and almost 50 percent in sales and distribution facilities.

Coca-Cola Enterprises expects to indirectly displace a total of 137,000 metric tons of carbon dioxide annually when the project is completed this year.

Coca-Cola Enterprises is going beyond its lighting to make a positive impact on the environment by saving energy. Examples of other environmentally conscious efforts by CCE include installing solar power-generating panels on the roof of its Los Angeles facility, and having 142 hybrid electric delivery trucks, giving it the largest fleet of heavy-duty hybrid delivery trucks in North America. The trucks are 37 percent more fuel-efficient than traditional delivery fleet trucks, reduce overall emissions by 32 percent, and produce less emissions when idling or stopped in traffic.

The company also has committed to making all sales and marketing equipment on average 20 percent more energy-efficient by 2010. In 2007, CCE added more than 20,000 energy-saving devices in sales and marketing equipment, reducing carbon dioxide by 28,000 metric tons.

Coca-Cola Enterprises has established five strategic focus areas, three of which are related to the environment, including energy conservation and climate change, water stewardship, and sustainable packaging and recycling.

Coca-Cola Enterprises is committed to calculating its carbon footprint “in every country where we operate in 2008 and set emission reduction targets,” according to its 2007 Corporate Responsibility and Sustainability Report. The 2007 report is the latest available.

In addition, the company seeks to reduce its carbon dioxide manufacturing emissions by 5 percent compared to the 2004 level by 2015.

“We are working hard to better understand and measure the climate impact of our business and our value chain,” the 2007 report says. “In the meantime, we are taking immediate steps to improve our energy efficiency and reduce our carbon emissions.”

CCE’s effort to curb energy consumption is working. In 2007, the company used 6,560 tarajoules of energy and natural gas, which is an 18 percent reduction from 2006. To help its facilities become more energy-efficient, CCE developed a toolkit that will help facilities inventory energy use, benchmark performance and identify improvement opportunities. The kits were distributed to the facilities in early 2008.