

The Application of Green Supply Chain in Tunisia: Case Study of the Company "Coca-Cola"

Elleuch Fadoi

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Abstract : *The green supply chain is a key concept in the current context of the fight against climate change and the search for increased sustainability. It encompasses all logistics processes, from production to distribution, by integrating environmentally friendly practices. The green supply chain in Tunisia refers to the integration of environmentally friendly practices in the management of the production, distribution and consumption of goods and services. The objective is to reduce the ecological footprint of economic activities while improving the efficiency of logistics processes. This approach is particularly relevant in the context of Tunisia, where sustainable resource management and optimization of industrial processes are growing priorities. The supply chain of Equatorial Coca-Cola Bottling The results of this study show that the adoption of green supply chain management practices at Equatorial Coca-Cola Bottling is part of a gradual process, supported by a strong commitment from senior management and increased awareness among employees. Sustainability is a strategic pillar on which the company's long-term vision is based.*

Keywords: Green Supply Chain, Covid-19, Artificial -Intelligence, durable, Coca-Cola.

INTRODUCTION

A green supply chain refers to managing the flow of materials and information while minimizing environmental impact. Companies are adopting new strategies to reduce waste, use renewable resources, and comply with environmental regulations. The main challenge is to align economic objectives with those of sustainable development (Choi, D., & Hwang, T., 2015 and Antheaume et al., 2018). In a world where sustainability is becoming a priority, companies must redouble their efforts to make their supply chains greener. Artificial intelligence (AI) is emerging as a powerful tool to optimize these processes, reduce waste, and improve overall efficiency (Abbas, T.M., & Hussien, F.M. 2021). Growing awareness of environmental issues has led to a significant transformation in the way companies manage their supply chains. Green supply chain is emerging as a key solution to reduce the environmental impact of business operations while meeting the expectations of modern consumers (Ansi et al., 2023).

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A green supply chain refers to the integration of sustainable practices throughout the production and distribution process. This includes the use of eco-friendly raw materials, optimizing transportation to reduce carbon emissions, and adopting environmentally friendly technologies. The main challenges are to minimize waste, preserve natural resources, and improve transparency of operations (Ali, H., & Shoaib, M. 2023). Adopting a green approach offers several economic benefits. Companies that invest in sustainable practices can reduce their operational costs through improved energy efficiency and reduced waste. Additionally, with growing environmental awareness among consumers, they can strengthen their brand image and gain a competitive advantage in the marketplace. Numerous studies show that customers are increasingly willing to purchase from companies that demonstrate a commitment to sustainability (Badi, S., & Murtagh, N., 2019).

Many companies have already integrated green initiatives into their supply chain. For example, some clothing brands are choosing recycled materials and adopting responsible production methods. Others in the food industry are prioritizing short supply chains by collaborating with local suppliers to reduce the carbon footprint linked to the transport of goods (Banik et al., 2022).

The transition to a green supply chain is not only beneficial for the environment, it is also a strategic opportunity for businesses. By adopting sustainable practices, they can not only meet growing consumer expectations, but also help protect our planet for future generations. Investing in a green supply chain is therefore not only a smart choice, but also a moral imperative (Behera, 2022).

The COVID-19 pandemic has disrupted many industries, and supply chains have not been spared. However, this global crisis has also highlighted the growing importance of sustainable practices and green supply chains (Daddi et al., 2021). Lockdowns, travel restrictions and factory closures have caused major disruptions to global supply chains. Many companies have faced raw material shortages and production delays. This has pushed companies to re-evaluate their operating models and look for more local and sustainable alternatives (El Baz, J., & Iddik, S., 2022). In response to these challenges, a growing number of companies have begun to adopt greener practices. Green supply chain strategies, which aim to reduce carbon footprint and minimize waste, have become a priority. This involves using recycled materials, optimizing logistics processes to reduce CO₂ emissions, and choosing suppliers committed to sustainable practices (Endyanti et al., 2021). The pandemic has also changed consumer behavior. Consumers are increasingly favoring brands that demonstrate a commitment to sustainability. This shift has led companies to integrate more environmental considerations into their operations and clearly communicate their green initiatives (Etse et al., 2022).

The COVID-19 crisis has acted as a catalyst for increased awareness of sustainability issues in supply chains. Companies that integrate sustainable practices into their business models are not only meeting rising consumer expectations, but also preparing for a future where sustainability will be crucial. So, while the road ahead is bumpy, the acceleration towards green supply chains seems to be an inevitable and necessary evolution in the post-pandemic economic landscape. In the sustainability, companies are looking to minimize their environmental footprint while optimizing their operations. The green supply chain, which aims to integrate environmentally

Publication of the European Centre for Research Training and Development-UK friendly practices into all aspects of logistics, is at the heart of this transformation. At the same time, artificial intelligence (AI) is emerging as a powerful tool to improve the efficiency, transparency and sustainability of these supply chains (Fu et al., 2023).

Artificial Intelligence has a very important role in Green Supply Chains and for example, firstly, AI allows to analyze large amounts of data to forecast demand, optimize inventory levels, and reduce waste. For example, predictive algorithms can help companies adjust their production according to consumer trends while taking into account environmental criteria (Garad et al 2021).

Secondly, thanks to technologies such as blockchain, coupled with AI, companies can track each step of their supply chain. This promotes transparency, allowing consumers to know the origin of products and the practices used, which strengthens trust and social responsibility (Gawusu et al,2022).

In addition, AI also optimizes transport management by providing smart solutions to reduce distances traveled and, therefore, carbon emissions. AI-based systems can plan greener routes, taking into account traffic and weather conditions (Ghosh et al., 2022).

Finally, AI tools can model and assess the environmental impacts of sourcing decisions. This includes product lifecycle analysis and evaluating suppliers on green criteria, helping companies make more sustainable choices (Hans et al., 2022).

Advantages and disadvantages of green supply chain

In today's context, where environmental concerns are becoming increasingly important, adopting a green supply chain is becoming essential for businesses. This concept is not limited to simply reducing the carbon footprint, but encompasses a multitude of benefits that benefit both businesses and society as a whole.

There are several advantages of implementing a green supply chain, such as:

First, one of the main benefits of a green supply chain is long-term cost reduction. By adopting sustainable practices, such as resource optimization and improved energy efficiency, businesses can reduce their operational expenses. For example, using recycled materials can reduce production costs, while optimizing transportation saves on logistics costs. Second, consumers are increasingly sensitive to environmental issues. By integrating sustainable practices into their supply chain, companies can improve their brand image and strengthen customer loyalty. A positive image linked to ecology can also help attract new customers, willing to support responsible companies.

In addition, a green supply chain encourages innovation. Companies must seek new technologies and methods to reduce their environmental impact, which can lead to the creation of new products and services. This innovation dynamic can also provide a competitive advantage in the market.

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Also, with the implementation of increasingly strict environmental standards, a green supply chain makes it easier for companies to comply with legislation. This reduces the risk of sanctions and ensures better compliance with regulatory bodies, while avoiding costs related to potential fines.

Finally, sustainable practices in the supply chain also contribute to a positive social impact. They can improve the working conditions of employees and promote ethical business practices. By acting responsibly, companies can build strong relationships with their suppliers and customers, fostering a fairer business environment.

In summary, there are many benefits to implementing a green supply chain, from cost reduction to improved brand image, innovation and regulatory compliance. In a world where sustainability has become a priority, companies that integrate these practices into their strategy not only have a role to play in protecting the environment, but they are also positioning themselves for success in the future marketplace. But, the transition to a green supply chain is often celebrated for its many benefits, including reducing carbon footprints and promoting sustainable practices. However, it also has drawbacks that are worth exploring. For example:

First, one of the main drawbacks of a green supply chain is the high upfront cost associated with implementing sustainable practices. Switching to green materials, certifying products, or upgrading infrastructure to make them more energy efficient can require significant investments. For companies, especially SMEs, these costs can be a barrier to adopting sustainable practices.

Also, integrating sustainability into the supply chain can create additional complexity in managing operations. Companies often have to juggle various environmental regulations, certification standards, and partnerships with suppliers committed to sustainable practices. This complexity can slow down decision-making processes and affect overall efficiency.

Additionally, with the rise of environmental awareness, some companies may be tempted to engage in “greenwashing” – that is, to project an environmentally friendly image while not fundamentally changing their practices. This can undermine the credibility of companies that are truly committed to a transition to a green supply chain, making it more difficult for consumers to make choices.

Finally, there may also be limitations to the availability of sustainable resources. Some green raw materials may be scarce or expensive, making it difficult to meet demand without compromising profitability. Furthermore, reliance on specific suppliers for sustainable materials can create vulnerabilities in the supply chain.

While green supply chains have clear environmental and brand benefits, it is essential to consider the potential downsides. Companies should carefully assess their ability to manage these challenges before embarking on a sustainability journey. A balanced and thoughtful approach can lead to a successful transition to a greener supply chain.

Case study: Coca-Cola Company

Coca-Cola, one of the world's most iconic brands, has a significant presence in Tunisia. The company not only offers refreshing products, but is also committed to sustainable development and the establishment of a green supply chain. This essay examines how Coca-Cola is implementing green initiatives in its operations in Tunisia.

Coca-Cola has recognized the environmental challenges facing the world and has initiated efforts to make its supply chain more sustainable. In Tunisia, these initiatives include:

First, the company is working to increase the percentage of recycled materials in its packaging. This not only reduces waste but also the consumption of virgin resources.

Second, Coca-Cola factories in Tunisia are integrating energy-efficient technologies to reduce their carbon footprint. This includes efficient cooling systems and renewable energy sources.

In addition, Coca-Cola is committed to reducing water consumption in its production processes. In Tunisia, a water management program has been set up to replenish aquifers and ensure responsible use of this precious resource. Also, by favoring local producers for raw materials, Coca-Cola helps develop the local economy while reducing the carbon footprint related to the transport of goods.

Finally, Coca-Cola's green supply chain initiatives have a positive impact on both the environment and Tunisian society. For example, reducing waste and using renewable energy contribute to a healthier environment. At the same time, supporting local producers helps strengthen the national economy and create jobs.

The Coca-Cola company in Tunisia illustrates how a multinational can integrate sustainable practices into its supply chain. Through various initiatives, Coca-Cola is committed not only to providing quality products, but also to preserving the environment and supporting local development. In a world increasingly concerned about environmental issues, the example of Coca-Cola in Tunisia could serve as a model for other companies seeking to combine economic profitability and social responsibility.

Coca-Cola and Covid-19

Coca-Cola, as a large multinational, has had to face several challenges and adjustments related to the Covid-19 pandemic. The impact of the virus on the company has been significant at several levels, ranging from production to distribution and marketing strategy. Here are the main aspects of Coca-Cola's relationship with the Covid-19 health crisis:

First, the pandemic has hit various sectors where Coca-Cola is a major player, including the hospitality, live events, and restaurants sectors. Lockdowns and travel restrictions have led to a drop in demand for beverages, especially those served in public places (bars, restaurants, sporting events, and concerts).

Changes in consumption habits: With social distancing measures and the closure of restaurants and cafes, consumers have turned to purchasing beverages for at-home consumption, but this has not compensated for the loss of sales in other segments.

Second, the pandemic led to disruptions in beverage production and logistics, as many Coca-Cola plants had to temporarily close or adjust operations to comply with health safety measures. Finally, the global supply chain was affected, with shortages of certain ingredients and packaging materials, which impacted the production of some product varieties. Coca-Cola reported a significant decline in revenue, particularly due to reduced sales in public places (restaurants, stadiums, cinemas), which represent a significant portion of its revenue. Cost reductions: To counter this drop in demand, Coca-Cola had to take measures to reduce costs, such as reducing marketing expenses, closing plants and optimizing its processes.

Coca-Cola adjusted its marketing campaigns in response to the pandemic, placing more emphasis on messages of empathy and solidarity, while encouraging compliance with health measures. The company sought to remain relevant during times of crisis by launching positive messages and supporting local initiatives.

Product innovation: Some initiatives have emerged to meet new consumer expectations, such as the development of new beverage formats or products related to well-being and health.

Coca-Cola has been involved in actions to support communities during the pandemic, providing financial donations or products to hospitals, frontline workers and charities. The company has also supported local initiatives to help small businesses affected by the crisis.

The company has supported Covid-19 prevention campaigns, providing resources to encourage good hygiene and social distancing practices.

After the peak of the pandemic, Coca-Cola has gradually recovered some of its demand, particularly with the reopening of restaurants and events. The company has strengthened its online presence and placed greater emphasis on retail.

Long-term strategy changes: The crisis has also led to internal reflections on the future of the company, the need to innovate and diversify its portfolio, particularly in the healthy and non-sugar beverage sector.

The Coca-Cola Company, like many other major global companies, has been significantly impacted by the COVID-19 pandemic, but it has also taken several measures to respond to this crisis. Here is an overview of the actions taken by Coca-Cola to face the pandemic:

- Reduced production volumes: Due to the closure of many points of sale (bars, restaurants, public events), Coca-Cola had to adjust its production volumes. Sales of its bottled products, particularly in the out-of-home consumption segments, have fallen.

- Realigned supply chains: Coca-Cola had to adapt its production and distribution chains in line with changing demand, with a greater emphasis on cans and bottles for supermarkets and retailers.

On-the-go products: Coca-Cola has strengthened its strategies to meet the demand for on-the-go and online products, launching initiatives to support the online sale of its products, especially during strict lockdowns.

- Employee support: The company has taken steps to protect the health and safety of its employees, providing personal protective equipment (PPE) and implementing social distancing measures in its facilities.

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Community support: Coca-Cola has launched several initiatives to support local communities. For example, it has donated money and products to support healthcare workers, as well as pandemic relief efforts in many parts of the world. The company has also funded efforts to help struggling local small businesses through support programs.

- Marketing and communications adaptation: Coca-Cola has adapted its communications to reflect a message of solidarity and unity. Many advertising campaigns have focused on themes of mutual support, care, and optimism in difficult times.

- Marketing campaigns have been suspended or adapted in response to the pandemic, including those related to major events such as the Olympic Games (originally sponsored by Coca-Cola), which have been postponed. The company has shifted its focus to support and comfort initiatives through positive messaging.

- Cost reduction: Coca-Cola announced a reduction in operational costs, including by closing some plants or reorganizing its production lines to ensure profitability in a context of declining sales.

Restructuring: The company has also responded by revising its product strategy, focusing on its most popular brands and streamlining its product portfolio, including reducing some less profitable items.

- Supporting innovation: Coca-Cola has continued its efforts to diversify beyond carbonated beverages, continuing to invest in healthier products, such as sugar-free beverages, waters, teas and other alternatives, which have seen increased demand during the pandemic.

- Revenue decline: Like many companies, Coca-Cola has experienced a decline in revenue due to retail closures and reduced out-of-home sales. However, demand for its products in large stores and supermarkets partially offset this decline.

In summary, the Covid-19 pandemic has had a major impact on Coca-Cola, affecting both its sales, production and marketing strategies. However, the company has also shown great adaptability, reacting quickly to new market realities and supporting communities during this difficult time.

Coca-Cola Sustainability

Coca-Cola product diversification refers to the company's strategy to expand its portfolio beyond carbonated beverages to include a wide range of food and non-carbonated beverage products. This diversification has allowed Coca-Cola to adapt to changing consumer preferences and better meet the growing demand for healthier, more diverse and innovative products.

Here are some key aspects of Coca-Cola's product diversification:

- Non-carbonated beverages: Coca-Cola has expanded its offering beyond its popular sodas by introducing several non-carbonated product categories:

- Waters: Coca-Cola owns brands such as Dasani and Smartwater.

Fruit juices: Brands such as Minute Maid and Simply Orange are part of its portfolio.

Energy drinks: Monster Energy and Powerade are part of the company's energy and sports drinks.

- Teas and coffees: Coca-Cola has invested in brands such as Honest Tea and Costa Coffee (acquiring Costa Coffee in 2019).

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- Sugar-Free and Diet Beverages: With the rise in health awareness related to added sugars and calories, Coca-Cola has launched diet and sugar-free versions of its popular beverages. These include Coca-Cola Zero Sugar and Coca-Cola Light. Products like Fanta Zero and Sprite Zero.
- Dairy and Alternatives: Coca-Cola has also made acquisitions in the dairy and plant-based beverage space, with brands like Fairlife (fortified milk) and AdeS (plant-based beverages).
- Snacks and Food: Coca-Cola has added food to its portfolio by acquiring various snack and nutrition companies:

Faced with criticism about the impact of its products on health, Coca-Cola has also invested in more sustainable and responsible alternatives, working on recyclable packaging and products with improved nutritional profiles (less sugar, more organic products, etc.).

Coca-Cola's product diversification has allowed the company to remain competitive in the face of changing consumer trends, diversifying its offering to include healthy, alternative and innovative products. By adapting to consumer expectations and using strategic acquisitions, Coca-Cola has managed to strengthen its position in different markets, while preserving its iconic brand.

Coca-Cola, the global symbol of soft drinks, has established itself in Tunisia as a major player in the beverage market. In an increasingly competitive environment, the integration of artificial intelligence (AI) into business strategies is becoming essential. This article explores how Coca-Cola operates in Tunisia, the impact of AI on its development, and the challenges posed by global competition.

Coca-Cola established its presence in Tunisia in 1967, and since then, it has contributed to the local economy while adapting to the tastes and preferences of Tunisian consumers. The brand not only offers soft drinks, but also sugar-free alternatives and other products to meet an increasingly health-conscious customer base.

As part of its operations in Tunisia, Coca-Cola uses artificial intelligence to optimize its supply chains, improve the customer experience, and personalize its marketing campaigns. With advanced analytics, the company can anticipate consumer trends, adjust inventory, and offer targeted promotions. For example, by using sales data and machine learning tools, Coca-Cola can better understand regional preferences and adapt its offering accordingly.

Coca-Cola faces fierce competition not only from local brands, but also from multinationals such as PepsiCo. In Tunisia, the market is also flooded with innovative start-ups seeking to capture consumers' attention with artisanal and organic products. This increased competition is pushing Coca-Cola to constantly innovate and leverage new technologies, including AI, to stand out. The combination of Coca-Cola's tradition in Tunisia and the integration of artificial intelligence into its operational processes represents a strategic response to the challenges of global competition. As the beverage landscape continues to evolve, Coca-Cola's future in Tunisia will depend on its ability to innovate while remaining true to its core values. Technology, especially AI, will play a crucial role in this quest for competitiveness and relevance in the global market. Coca-Cola has also played a role in local economic

Publication of the European Centre for Research Training and Development-UK development, creating jobs, supporting community initiatives, and contributing to infrastructure growth. Here are some key facts about Coca-Cola in Tunisia:

First, Coca-Cola has a production plant in Tunisia, which allows the brand to meet local demand while reducing the costs associated with importing its products.

Supporting local culture: The brand often supports cultural, sporting events, and social initiatives in Tunisia, in an effort to strengthen its connection with the Tunisian community.

Marketing and innovations: Coca-Cola continues to innovate and adapt to local tastes, while using targeted advertising campaigns that appeal to Tunisian values and culture.

Second, artificial intelligence (AI) is a growing field, and Tunisia has also begun to adopt AI in several sectors. Although Tunisia is still in the development phase in terms of technology, several Tunisian initiatives and companies are beginning to leverage AI in various fields. Here are some highlights:

Finally, several universities and research centers in Tunisia have embarked on the study of artificial intelligence. Training courses are offered in areas such as machine learning, data analysis, and robotics.

Startups and technology companies: There is a growing number of Tunisian startups developing AI-based solutions in sectors such as healthcare, finance, agriculture, and logistics. These companies are looking to use AI to improve efficiency and innovation in their respective fields.

Application of AI in industry: AI is being used to improve industrial processes, production, and resource management, including in companies such as Coca-Cola that could apply AI technologies to optimize distribution, production, and marketing campaigns.

Artificial intelligence could have a significant impact on Coca-Cola's operations in Tunisia in several ways:

First, Coca-Cola could use AI to analyze consumer demand, predict market trends, and optimize logistics and inventory, thereby reducing costs and improving production efficiency.

Second, Coca-Cola could use AI technologies to analyze Tunisian consumer behaviors and create more targeted and personalized marketing campaigns, thereby increasing customer engagement.

Customer service: AI could be used to automate and improve customer service, by offering chatbots and virtual assistants capable of answering Tunisian consumers' questions in real time.

Finally, the convergence between Coca-Cola and artificial intelligence in Tunisia could offer interesting opportunities to optimize operations and personalize the customer experience. At the same time, AI offers prospects for innovation and technological development in the country.

The soft drinks market in Tunisia is dominated by several major players, in addition to Coca-Cola. Some of the main competitors include:

- PepsiCo: Coca-Cola's main rival, Pepsi, is also present in the Tunisian market, with a wide range of soft drinks. Pepsi is well established and competes directly with Coca-Cola to attract Tunisian consumers.

- Local brands: Several local or regional companies produce soft drinks or non-alcoholic beverages. For example, the Tunisian company Société des Boissons de Tunisie (SBT), which produces brands such as Sidi Ali and Coca-Cola in partnership with the American company.

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- Other non-carbonated beverages: In addition to giants such as Pepsi and Coca-Cola, non-carbonated beverage brands (juices, water, etc.) are gaining popularity. For example, Rym or Mirinda, which also compete in the cold drinks segment.

In a competitive market, Coca-Cola uses several strategies to maintain its leadership position and differentiate itself from its competitors:

First, Coca-Cola has expanded its range to include non-carbonated beverages, waters, juices and energy drinks. This allows the brand to meet a varied demand and attract consumers who prefer less sugary or non-carbonated alternatives.

Second, Coca-Cola invests in new products and technologies to stay ahead of the competition. The company also works with local partners to improve its supply chains and maximize its market presence.

Advertising and targeted marketing: Coca-Cola sets up creative advertising campaigns adapted to the local culture, relying on popular events in Tunisia, celebrities and promotions to capture the attention of consumers. The brand remains present in sporting and cultural events, contributing to its visibility.

Finally, Coca-Cola invests in sustainable and responsible projects to distinguish itself from its competitors. For example, the brand is committed to reducing its carbon footprint, promoting the circular economy (bottle recycling) and supporting local initiatives (drinking water, education, etc.).

Coca-Cola, while being a dominant player, faces several challenges in a highly competitive environment such as:

First, consumers are becoming increasingly health conscious and are looking for healthier alternatives, such as low-sugar drinks, natural juices or infused waters. Coca-Cola must adapt to these trends by offering healthier options while remaining faithful to its traditional products. Price pressure: Competition in the Tunisian market is pushing Coca-Cola to adjust its prices to remain competitive while maintaining its profit margins. Frequent promotions and flexible pricing strategies are used to capture market share without harming profitability.

Second, local or regional brands, which often offer lower prices, represent a threat to Coca-Cola. These brands can better understand the cultural preferences of Tunisian consumers and offer products tailored to these tastes, which can make loyalty more difficult for the international brand.

Finally, artificial intelligence and technology play an increasing role in Coca-Cola's strategy to maintain its competitiveness. Here are some areas where AI and technology influence its market:

- Coca-Cola uses AI to better understand consumer preferences, anticipate consumption trends and personalize its marketing campaigns. This allows it to better target market segments in Tunisia.

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Supply chain optimization: AI helps Coca-Cola optimize its production and distribution, reducing costs and improving operational efficiency in the face of local and international competition.

- Coca-Cola is exploring new technologies to improve the production and distribution of its beverages, such as 3D printing for more personalized packaging or the use of autonomous machines in factories.

In a highly competitive market like Tunisia, Coca-Cola stands out thanks to its strong brand image, targeted marketing campaigns, wide range of products and commitment to sustainability. However, to maintain its leadership position, Coca-Cola must continue to adapt to market trends, meet the expectations of Tunisian consumers and integrate modern technologies to remain competitive against rivals such as Pepsi and local brands.

Sustainability is a major challenge for major global companies, and Coca-Cola, as one of the world's largest beverage companies, has implemented various initiatives to meet the growing expectations for environmental and social responsibility. Here's an overview of Coca-Cola's key sustainability strategies globally, with a focus on its environmental, social, and economic efforts.

One of the biggest environmental challenges for Coca-Cola as a beverage company is water management. Water is a key ingredient in the production of its beverages, and Coca-Cola is working to manage this resource sustainably. The company has implemented several initiatives to improve water efficiency and support local communities.

Coca-Cola is also committed to "restoring" the water it uses in its production processes. This means that for every litre of water used in production, Coca-Cola invests in projects to restore the same amount of water to local communities or watersheds. In 2023, Coca-Cola announced that it had achieved its goal of restoring the equivalent of 160% of the water used in its production processes.

In addition, Coca-Cola has managed to reduce its water consumption per litre of beverage produced over the years, thanks to more efficient production technologies.

Finally, Coca-Cola has made significant commitments to reduce the environmental impact of its packaging, particularly single-use plastics, and to promote recycling.

The company is committed to using recycled materials in its packaging. Coca-Cola has set an ambitious goal: to use 50% recycled plastic (rPET) in all its bottles by 2030. This is part of a global framework to reduce plastic pollution and promote the circular economy.

Coca-Cola also has an ambition to collect and recycle one bottle or can for every product sold by 2030. This is part of a global initiative to encourage recycling and reduce the amount of plastic that ends up in landfills or oceans.

In addition to recycling more plastic, Coca-Cola is developing new packaging solutions, such as paper-based bottles and more environmentally friendly materials.

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Coca-Cola has made several commitments to reduce its greenhouse gas (GHG) emissions, particularly in its production and transportation operations:

The company aims to reduce its greenhouse gas (GHG) emissions by 25% by 2030 compared to 2015 levels. This target covers both direct and indirect emissions from production, transportation and product use.

Coca-Cola is investing in renewable energy solutions for its facilities and production lines. The company aims to transition to 100% renewable energy in its global operations by 2030.

The company is aware of the criticism it receives due to the sugar content of its products, which can have an impact on public health, particularly in terms of obesity and diabetes.

Coca-Cola has introduced low-sugar or sugar-free options in its portfolio, such as Coca-Cola Zero, Diet Coke, and other zero-calorie drinks. The company is also committed to reducing the amount of sugar in its beverages while offering healthy alternatives, including natural fruit juices and water.

Coca-Cola has launched awareness and education initiatives on healthy living and balanced diets, in partnership with public health institutions.

Coca-Cola implements practices to promote equal worker rights and diversity within its workforce and in its relationships with its business partners:

Coca-Cola adheres to rigorous labor standards in its factories and production sites, aimed at ensuring safe and fair working conditions for its employees.

The company strives to ensure increased diversity and inclusion in its recruitment and internal processes. Coca-Cola implements programs to support gender equality and the inclusion of minorities in its teams.

Coca-Cola supports various social and environmental initiatives worldwide. For example:

First, Coca-Cola invests in projects for access to drinking water, nutrition and local community development. These initiatives aim to improve the living conditions of populations in the regions where the company operates.

Second, the company supports educational programs, particularly for young people and women, to promote entrepreneurship and employability.

Finally, Coca-Cola invests in sustainable innovation to find new solutions to global challenges. This includes research on sustainable packaging materials, improving production processes and developing new products with a low environmental impact.

Coca-Cola collaborates with many local companies to support economic development, improve market access and promote a sustainable supply chain. These partnerships aim to strengthen the local economy while respecting sustainable practices.

Sustainability is a strategic pillar for Coca-Cola globally, spanning areas as diverse as the environment, social issues and economic growth. The company strives to reduce its

Publication of the European Centre for Research Training and Development-UK environmental footprint, promote responsible practices and support the well-being of local communities. However, many challenges remain, particularly in terms of managing plastic waste, reducing CO₂ emissions and adapting to new consumer expectations regarding health and the environment.

CONCLUSION

Coca-Cola has faced a very complex situation due to the COVID-19 pandemic. The company has implemented measures to keep its employees safe and help communities, while adapting its business and marketing strategies to navigate a challenging environment. Financial results have been impacted, but the company has demonstrated an ability to adapt in the face of uncertainty, adjusting its production and focusing on more crisis-resilient products.

Coca-Cola has taken many initiatives to improve its sustainability, particularly in water and packaging. However, it finds itself in a competitive environment where PepsiCo and Nestlé are also very active. Coca-Cola will need to continue to evolve in these areas, while responding to criticism regarding its environmental impacts, particularly on plastic. Its position in the fight for sustainability will depend on its ability to innovate faster than its competitors and meet consumers' growing expectations for ethics and the environment.

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