

## The Mexican Coca-Cola Industry gathers more than 880 volunteers and recovers 3.89 tons of waste on Cleanup Day, in Acapulco

- *DTogether with Coca-Cola FEMSA, Azteca Foundation and municipal authorities, they gathered more than 880 volunteers for A World Without Waste*

**Acapulco, Guerrero, June 24, 2023** – As part of the initiative Let's Clean Mexico for a World Without Waste, carried out in collaboration with Azteca Foundation, this Saturday, June 24, the Mexican Coca-Cola Industry held the fifth Cleanup Day in Acapulco, Guerrero.

Residents of Playa Tamarindo, employees of Coca-Cola FEMSA and authorities participated in the activity. With the collaboration of more than 880 volunteers they collected more than 3.89 tons of organic and inorganic waste.

Debris and non-recyclable materials were the most collected materials, with 3,080 kg recovered; followed by organic materials, with 546 kg; and recyclable materials, with 265 kg.

Ángel Almazán Juárez, Secretary of the Environment and Natural Resources of the State of Guerrero, was present at the inaugural event of this conference. "Cleanup days, like the one carried out today, are a fundamental part of keeping citizens involved with a firm culture of preserving nature and our environment. The beaches are areas of high proliferation of garbage, and although the State government keeps active programs for its cleaning, it is the programs of the private initiative, such as Coca-Cola FEMSA and Azteca Foundation, which reinforce these actions and keep the community involved in cleaning the beaches, but also to keep them clean and take care of the environment," said Almazán.

Zaira Gervacio, Manager of Corporate and Government Affairs of Coca-Cola FEMSA México in Guerrero, reaffirmed the commitment of the the Mexican Coca-Cola Industry in favor of the environment and recycling. "Our commitment is to achieve a World without Waste, so our goal is to recover 100% of the packaging we put on the market by 2030 in order to recycle it and encourage the development of a circular economy," she stated.

Leadership in recycling.

Through initiatives like this, and an installed capacity to collect and process more than 100,000 tons of PET containers, Mexico is a leading global market in terms of recycling.

This is possible thanks to the infrastructure that the Mexican Coca-Cola Industry, alongside its bottling partners like Coca-Cola FEMSA, has developed through PetStar, the largest food grade PET recycling plant in the world. This capacity and infrastructure also extends to more than 30,000 indirect urban recovery jobs and more than 1,500 small and medium-sized businesses that have become collection partners throughout the country.

Initiatives that multiply well-being.

Let's Clean Mexico for a World Without Waste is an initiative promoted by the Mexican Coca-Cola Industry, with the purpose of recovering public spaces and beaches through a call to action by authorities, communities and private initiative. During the cleanup days, which this year will visit a total of 6 spaces throughout the country, volunteers collect organic and inorganic materials with the purpose of keeping these spaces clean and allowing the correct development of the communities.

As part of the initiative's dynamics, PET materials, aluminum and tin cans collected by volunteers can be exchanged for products made by local communities and organizations, in the circular market that is installed. This promotes care for the environment, the circular economy and local consumption.



Industria  
Mexicana

At the close of the 2022 edition, Let's Clean Mexico for a World Without Waste achieved the participation of 4,500 volunteers who became agents of change and managed to collect close to 100 tons of organic and inorganic waste, as well as materials that may have more than one useful life, such as PET, rigid plastic, tins, aluminum and paper. It is expected that this year the collection and participation record of volunteers will be broken.

Let's Clean Mexico for a World Without Residues 2023 will be taking place next on:

- July 8: State of Mexico (place to be confirmed).

Those interested can register at: <http://www.limpiemosmexicofaz.com/>

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#### About Coca-Cola FEMSA

*Coca-Cola FEMSA, S.A.B. de C.V. is the largest franchise bottler in the world by sales volume. The company produces and distributes trademark beverages of The Coca-Cola Company, offering a wide portfolio of 131 brands to more than 257 million consumers daily. With over 83 thousand employees, the company markets and sells approximately 3.3 billion unit cases through 2 million points of sale a year. Operating 49 manufacturing plants and 275 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all of its stakeholders across the value chain. The company is a member of the Dow Jones Sustainability Emerging Markets Index, Dow Jones Sustainability MILA Pacific Alliance Index, FTSE4Good Emerging Index, and the Mexican IPC Index and the Social Responsibility and Sustainability Index of the Mexican Stock Exchange, among others. Its operations encompass franchise territories in Mexico, Brazil, Guatemala, Colombia, Argentina, and, nationwide, in Costa Rica, Nicaragua, Panama, Uruguay and Venezuela through its investment in KOF Venezuela. For more information, please visit [www.coca-colafemsa.com](http://www.coca-colafemsa.com)*

#### Acerca de Industria Mexicana de Coca-Cola

*The Mexican Coca-Cola Industry is made up of Coca-Cola de México, eight bottling groups -Arca Continental, Bebidas Refrescantes de Nogales, Bepensa, Coca-Cola FEMSA, Corporación del Fuerte, Corporación RICA, Embotelladora de Colima and Embotelladora del Nayar-, Jugos del Valle-Santa Clara and our recycling plants, IMER and PetStar. The joint work of these companies has allowed our more than 80 brands and all our products to reach your hands. Together, the IMCC companies provide direct employment to more than 98,000 people and generate more than one million indirect jobs.*

*For more information visit [www.coca-colamexico.com.mx](http://www.coca-colamexico.com.mx)*

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