# Coca-Cola goes 100% natural by 2015

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*The Coca-Cola Company will opt for 100% HFC-free in all new cooling equipment and other freezing equipment by 2015, the beverage giant announced on 3 December. Hydrocarbons are, besides CO2, the natural refrigerant alternative Coke is favouring.*


On 3 December, Coca-Cola's CEO Muthar Kent announced during a special press conference the company's plans to phase out climate-damaging HFCs in all new cooling equipment. This is a major step forward on the way to phase out F-gases and replace and to opt for natural refrigerants, such as hydrocarbons and $CO_2$. This initiative will be carried throughout the company's supply chain, namely in close cooperation with Coke's bottling partners. With this move the company hopes to encourage other companies to follow and to provoke a general market shift in commercial refrigeration. Industry-wide conversion to natural refrigerants will lead to lower prices of the environmentally friendly replacement equipment and will decisively decrease the companies' carbon emissions.

**Coke's clear timeframe**

The 10 million units of refrigeration equipment in use by Coke emit jointly 15 million metric tons of greenhouse gases each year, and account for 40% of Coca-Cola's carbon footprint.

Concretely, Coca-Cola and its partners committed to eliminate HFCs from new cooling equipment so that:

- 50% of their new vending machines and coolers will be HFC-free by 2012
- 100% of their new vending machines and coolers will be HFC-free by 2015

The company will prefer natural refrigerants to achieve the promised conversion. Coke's cooling technology will thus rely more and more on natural fluids, namely hydrocarbon in its smaller equipment and $CO_2$ in its larger equipment. The company promotes an open technology approach, willingly sharing the systems design of its coolers with other companies as to encourage them to follow suit.

**Natural refrigerants, an economically sound option**

The company has invested $50 million in environmentally friendly cooling systems. Coca-Cola's CEO, Muthar Kent, firmly believes in the economic viability of natural refrigerants. Furthermore an industry-wide adoption of natural refrigeration technologies will not only impact decisively on the fight against global warming but also bring down the prices of the equipment, making it increasingly price competitive.

Greenpeace, who has actively advocated the use of hydrocarbons and other natural refrigerants, supported Coca-Cola to take this decisive step towards sustainable cooling solutions. The move comes just before Copenhagen talks and is expected to impact the decisions of other major consumer brands striving for environmental leadership. Greenpeace has underlined the importance of uniting CEOs in a

# PepsiCo uses hydrocarbons in 5,000 vending machines

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*Amid efforts to green its identity, PepsiCo has now thousands of greener vending machines worldwide, 5,000 of which use hydrocarbons isobutane and propane. In a move that has been acclaimed by environmental NGO Greenpeace, Pepsi's new machines generate considerable lesser amounts of GHG emissions than current ones.*


In a press release, issued this Monday, PepsiCo announced it was testing thousands of vending machines around the world that relied on isobutane and propane refrigerants. More specifically an estimated 5,000 Pepsi hydrocarbon vending machines are currently been used globally.

PepsiCo worked with Greenpeace Solutions, an arm of the large environmental organisation, to develop a programme of testing greener vending machines, including hydrocarbon and carbon dioxide machines. "Changing the chemicals in refrigeration is the low hanging fruit of climate change. We can make enormous progress using existing technology much of which is already in use in Europe and Asia, and Pepsi's tremendous improvements in energy savings takes these technologies a step further. It is gratifying and exciting to see PepsiCo take such a strong leadership role," says Amy Larkin, Director of Greenpeace Solutions.

**Pepsi greening their refrigeration**

As a member of Refrigerants Naturally! since 2006 and in a move to reduce its carbon footprint and green its image, Pepsi is focusing on three main points to reduce its overall carbon footprint and be in line with its strategic targets:

- **Energy:** Improving the energy efficiency of its machines, as energy use accounts for the vast majority of refrigeration equipment's GHG emissions
- **Insulating Foam:** Eliminating HFCs from the insulating foam in vending machines, coolers and fountain equipment
- **Refrigerants:** Using green refrigerants instead of HFCs in its equipment

Through initiatives such as improving the energy efficiency of its vending machines and mandating that the foam used to insulate its vending machines and coolers be free of HFCs PepsiCo maintains to have reduced greenhouse gas emissions from its refrigeration equipment by 598,000 metric tons, an average of 282,000 metric tons/year.

**Background**

PepsiCo currently has about 4 million to 5 million vending machines and coolers around the world. It is a member of Refrigerants Naturally!, the global initiative focused on addressing climate change and ozone layer depletion caused by hydrofluorocarbon (HFC) gases.

# Hydrocarbon coolers debuted at US most popular sports event

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*PepsiCo announced on Tuesday that it will place 35 hydrocarbon coolers throughout Miami as part of a pilot project to reduce the carbon footprint of its refrigeration equipment.*

Being the first to have introduced 30 natural refrigerant CO2 (R744) beverage coolers to the US market, PepsiCo is now introducing the nation's first hydrocarbon coolers. The programme will be carried out within the context of the Super Bowl, the championship game of the National Football League (NFL) that is set to commence next week in Miami.


**The Pepsi new R290 cooler**

**The R290 coolers use 20% less energy than Energy Star requirements**

The new units use hydrocarbon refrigerant R290 (propane) that cuts direct greenhouse gas emissions by 99%. In terms of energy efficiency, the new units use on average 44% less energy than 2008 models, and 20% less energy than Energy Star requirements.

"[...] introducing these energy-efficient, HFC-free coolers is the next step in PepsiCo's strategic sustainability initiative to reduce harmful emissions from all of its refrigeration equipment", said Robert Lewis, vice president of packaging and equipment for PepsiCo.

**The location of the coolers**

The 35 R290 coolers will be placed at:

- Sun Life Stadium for the Super Bowl
- American Airlines Arena, one of the first LEED-certified arenas in the country
- Florida International University
- Various retail, grocery and convenience stores throughout Miami

**Background**

PepsiCo currently has about 4 to 5 million vending machines and coolers around the world. An estimated 5,000 Pepsi hydrocarbon vending machines are currently being used globally. The company is a member of Refrigerants Naturally!, the global initiative focused on addressing climate change and ozone layer depletion caused by hydrofluorocarbon (HFC) gases.

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# Ben & Jerry's set to start "freezer revolution"

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*As the first company to test hydrocarbon refrigerants in the United States, ice cream maker Ben & Jerry's is determined to make HC freezers the national industry standard. The only barrier remaining is the approval by the U.S. Environmental Protection Agency to use HCs in cooling & refrigeration.*


On 29 September, Ben & Jerry's announced a pilot project testing the first 50 hydrocarbon-based ice cream freezers on the U.S. market. Its "Cleaner Greener Freezers" using purified propane will first be applied in point of sales around Boston, Virgina, Maryland and Washington, D.C. before a widespread commercialization. Ben & Jerry's is confident that its trials with the HC technology will convince other US manufacturers to adopt it as early as possible. This could "start a freezer revolution" making hydrocarbons the national standard for small commercial freezers and household fridges, the company hopes.

"It's one small step for our business, and a giant leap for opening the door to prove that a more environmentally benign refrigeration technology could work in the U.S. market," Ben & Jerry's engineer Pete Gosselin said.

**Hydrocarbons a global standard**

Having worked with its parent company Unilever at alternatives to high global warming and ozone depleting refrigerants over the past years, Ben & Jerry's decided for hydrocarbons due to their energy efficiency potential. At similar costs as conventional refrigerators, HC freezers are 10-15% more efficient than HFC units, reducing large amounts of electricity. Moreover, hydrocarbons' low Global Warming Potential brings direct greenhouse gas emissions down to a minimum.

For the latest project, Ben & Jerry's partnered up with Greenpeace to use its "GreenFreeze" technology for refrigerators. Appliances using the "GreenFreeze" technology developed and commercialized by the green NGO in 1992, today number more than 300 million units around the world. Unilever said that up to now there hasn't been any recorded accident caused by flammable hydrocarbons in any of the 270,000 HC freezer cabinets it is operating in Europe, Asia and Latin America.

**Pending EPA approval**

Despite the global acceptance of HCs in cooling equipment, Ben & Jerry's had to obtain permission from the US Environmental Protection Agency (EPA) to test up to 2,000 freezers over the coming years. Already a commonplace in Europe, hydrocarbons are still not allowed in the U.S. The so-called SNAP approval process to regulate alternatives to ozone depleting substances considers refrigerants made from hydrocarbons like propane and butane to be flammable and therefore unsuited for use in anything other than industrial applications. Before starting the field trial, Ben & Jerry's therefore needed the freezers to be tested and approved by Underwriters Laboratories. The company hopes that at the end of the trial period the lengthy EPA SNAP approval process will have found hydrocarbons to be acceptable for general use, finally opening up the U.S. market for a widespread commercialization of HCs. Once hydrocarbons

PEPSICO

# PepsiCo Debuts Energy-Efficient, HFC-Free Cooler at Super Bowl

PURCHASE, N.Y., Feb. 2 /PRNewswire-FirstCall/ -- In Miami temperatures are heating back up and excitement is building for the Super Bowl, but PepsiCo is doing its best to cool things down and keep the energy lower than ever. PepsiCo announced today it will place the first hydrofluorocarbon-free (HFC-Free) coolers in the United States throughout Miami as part of a pilot project to reduce the carbon footprint of its refrigeration equipment. The 35 new, innovative coolers use less energy than a 100-watt light bulb and will be in and around the host city starting next week.

(Photo: http://www.newscom.com/cgi-bin/prnh/20100202/NY48446 )

"PepsiCo is strongly committed to reducing its carbon footprint by reducing greenhouse gas (GHG) emissions in its coolers," said Robert Lewis, vice president of packaging and equipment for PepsiCo. "Energy consumption accounts for at least 95 percent of GHG emissions in coolers, and introducing these energy-efficient, HFC-free coolers is the next step in PepsiCo's strategic sustainability initiative to reduce harmful emissions from all of its refrigeration equipment."

On average, the new units use 44 percent less energy than 2008 models, and 20 percent less energy than Energy Star requirements. In addition, the new units use Hydrocarbon R290, a natural, environmentally responsible refrigerant that cuts direct GHG emissions by 99 percent.

"In addition to reducing energy consumption, we also continue to focus on using natural refrigerants - hydrocarbon (HC) and carbon dioxide (CO2) - to phase out harmful HFCs from our machines," said Lewis. "We introduced the first vending machine using CO2 technology to the U.S. market last year, and today we are introducing the first HC cooler to the U.S. market."

PepsiCo plans to place coolers at Sun Life Stadium for the Super Bowl. In addition, coolers will be at American Airlines Arena, one of the first LEED-certified arenas in the country, and at Florida International University. Additional coolers will be placed in various retail, grocery and convenience stores throughout Miami.

PepsiCo has a long track record of improving the environmental impact of its coolers and vending machines. Since 2007, PepsiCo has saved more than 875,000 metric tons of GHG emissions - the equivalent of removing more than 167,000 cars from the road, according to Environmental Protection Agency (EPA) calculations. On average, PepsiCo's coolers consume 48 percent less energy than 2004 models, and its vending machines use 44 percent less energy than 2004 models.

In 2006, PepsiCo joined other industry leaders and environmental groups in Refrigerants Naturally! (RN), a global initiative focused on addressing climate change and ozone layer depletion caused by HFC in point of sale refrigeration equipment. As part of RN, the group is working together to eliminate use of HFC in refrigerated point-of-sale equipment. RN is supported by Greenpeace and the United Nations Environment Programme and is recognized as a "Partnership for Sustainable Development" by the UN Commission on Sustainable Development.

PepsiCo's mission to deploy more sustainable refrigeration equipment is part of the company's commitment to sustainable growth, defined as Performance with Purpose. PepsiCo has announced goals to reduce water consumption by 20 percent, reduce electricity consumption 20 percent, and reduce fuels consumption by 25 percent per unit of production by 2015 as compared to 2006. The Environmental Protection Agency (EPA) awarded PepsiCo a 2009 Energy Star Sustained Excellence Award in recognition of its continued leadership in protecting the environment through energy efficiency. And in 2009, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) for exemplifying leadership in sustainability among the leading 10 percent of the world's top 2,500 companies.

**About PepsiCo**

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generates more than $1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in over 200 countries. With more than $43 billion in 2008 revenues, PepsiCo employs 198,000 people who are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

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# GreenFreeze

**GreenFreeze is Greenpeace's campaign to transform the refrigeration and cooling industries by el use of F-gases, the chemicals used to cool refrigerators, homes, cars, and food in stores and venc**

F-gases were directly responsible for 17% of man-made climate change in 2005. CFCs such as Freon, which heard of, have been banned. However, the HFCs that were presented as the "environmental alternative" to ( companies have had a similarly grave impact on the environment -- which is why we need to eliminate them

**F-gases are the worst greenhouse gases you've never heard of.**


If you're reading this website, you probably already know about the perils of global warming. We're going to know that it's a serious issue, but we're also going to assume that you've only vaguely heard of something c — a group of industrial greenhouse gases that include hydrofluorocarbons (HFCs) and hydrochlorofluorocarb "F" in F-gas is for Fluorine, the element common to them all.

F-gases are potent greenhouse gases that were originally called the "environmental alternative" to CFCs, the refrigerants (e.g. Freon) that were phased out in 1992 by the Montreal Protocol. But F-gases are not an envi alternative to anything, and are making a significant but unnecessary contribution to global warming.

Greenpeace has been working to elminate F-gases from refrigerators and cooling units for over 20 years . In fact, led by our colleagues in Germany, Greenpeace has transformed the domestic refrigerator industry in Europe and Asia.

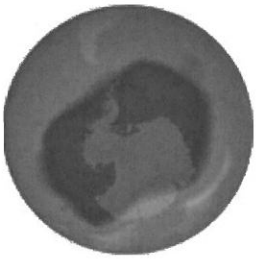

**Read the r growing th climate**

## What is Greenpeace doing about F-gases today?

Greenpeace has been working to eliminate the use of F-gases since their introduction to the market in 1992. We have transformed the residential refrigerator industry on two continents (we're working on the others now) and are catalyzing the entire refrigeration and cooling industry toward natural refrigeration in all of its uses. In order to change these industries, we are working the problem from three perspectives:

### Markets

Our first big success on natural refrigerants came in 1992, when Greenpeace developed an alternative refrigerator that did not use the extremely potent greenhouse gases HFCs and HCFCs . Greenpeace obtained orders from 70,000 Germans for the non-existent refrigerator in just three weeks, which in turn encouraged a manufacturer to actually build it. In the subsequent 17 years, over 300 million refrigerators utilizing this technology have been sold in Europe, Asia, and South America by leading brands including Whirlpool, Bosch, Haier, Panasonic, LG, Miele, Electrolux, and Siemens. On October 29, 2008, General Electric announced its intention to manufacture and sell a GreenFreeze-style refrigerator in the United States.



### Policy

Greenpeace has been the major instigator for including F-gases in all of the international protocols - Montreal and Kyoto - as well as in most government environmental ministries or regulatory bodies. We will continue to advocate for policies that seek to abandon the use of harmful F-gases and promote the use of natural refrigerants . We published a position paper entitled "No Time For Complacency" to coincide with the 19th meeting of the parties to the Montreal Protocol, in which we lay out our proposed measures for how the international community can limit further damage from CFCs, HCFCs, and HFCs.

### Business

The world's cooling industry has to be converted to natural refrigerants. If we are successful, F-gases will be a thing of the past within five years. On September 29, 2008, at scoop shops in Boston and Washington, D.C., Greenpeace and Ben & Jerry's unveiled the freezer of the future. It will, of course, keep pints of Chunky Monkey and Cherry Garcia as cold as ever, but it will also help keep the planet cool by eliminating the use

of the potent chemicals known as HFCs. At the end of March 2009, PepsiCo Inc. announced they will be testing greener vending machines which will reduce their environmental impact, a move celebrated by Greenpeace.

In December 2009, Coke announced that 100 percent of their new vending machines and coolers will be HFC-free by 2015. Coca-Cola is using two HFC-free solutions: hydrocarbon refrigeration is used in smaller refrigeration equipment and carbon dioxide (CO2) is used in larger equipment. Coca-Cola committed to use its scale to aggregate demand and encourage supply as a means of accelerating the transition to HFC-free refrigeration equipment.

We're also currently working with a consortium of global companies to change the world's refrigeration and cooling. We've used carrots and sticks with these businesses, and our efforts have resulted in surprising alliances. Refrigerants, Naturally! was founded by Coca-Cola, McDonald's, and Unilever in 2004 to encourage the elimination of F-gases from refrigeration and cooling. We work with these companies and many others by pushing for rapid change and constantly reminding them of the consequences of inaction. Just as importantly, we try to ease their way to a green solution by educating and developing the market and changing the policies so that the choice for natural refrigeration is also a profitable choice. It's expensive to retool a factory and there are many ways to mitigate these large investments.

## Some quick facts about F-gases

- F-gases are found in most refrigeration and cooling units, including household and automobile air con
- F-gases are up to 20,000 times more potent a greenhouse gas than carbon dioxide.
- F-gases are regulated by the 1987 Montreal Protocol (CFCs and HCFCs), the 1997 Kyoto Protocol (HFC governments (e.g., the EU and the United States' EPA).

## Learn more

Read the Greenpeace Cool Technology Report 2009 [PDF ]

Read our HFC fact sheet [PDF ]

Read about the alternatives to HFCs [PDF ]

Read about Greenpeace's history with F-gases [PDF ]

Read 2009 State of the World: Into a Warming World by The Worldwatch Institute [PDF ]

Read our report, HFCs: A growing threat to the climate [PDF ]