



World Environment Day

ADVERTORIAL

Our Land. Our Future. We are #GenerationRestoration



A call to action for a sustainable future

World Environment Day 2024's theme, "Our Land. Our Future. We are #GenerationRestoration", underscores the global urgency for land restoration, desertification mitigation, and drought resilience

UNDOING overnight the harm and damage caused to the earth and its environment over centuries might not be a walk in the park and turning back time might be unrealistic but it is never too late to take sustained, proactive measures and inspired action to make the earth verdant again with lush forests, replenished water sources and fertile, enriched soil. All it takes is one generation, which is fully committed to the very cause and consecutive generations that take it forward zealously. Against the backdrop of the same, the resounding slogan for the impactful campaign for this year's World Environment Day — "Our Land. Our Future. We are #GenerationRestoration" — drives the attention of a world that has been majorly heedless of the devastatingly catastrophic consequences of land degradation, deterioration of the earth's environment and depletion of natural resources while grappling with it, to the pressing need to join forces for land restoration as 'Generation Restoration'.



only celebrate the environmental initiatives of dedicated individuals, businesses and governments towards building a sustainable world but also engages fruitful efforts of people across the globe to protect the planet.

With the focus of this year's global World Environment Day celebrations, being hosted by the Kingdom of Saudi Arabia, centering on land restoration, desertification, and drought resilience, under the slogan, "Our Land. Our Future. We are #GenerationRestoration", it presents a momentous opportunity to champion leadership by launching campaigns aimed at addressing desertification and building resilience against drought. This gains special significance in light of numerous eye-opening facts reported by the platform. From

stating that 'globally, 12 million hectares of land capable of producing 20 million tonne of grain are lost due to drought each year, leading to food insecurity to drawing attention to how land degradation can interrupt earth's natural processes leading to 1 million species' extinction — World Environment Day has been vocal about how critical it is to restore our earth.

Reflecting the urgent need to act now is the thought-provoking statement of the Deputy executive director of UNEP, Elizabeth Mrema. "Now is the time to act on commitments to prevent, halt and reverse ecosystem degradation." Speaking at an Environment Week event held in Riyadh, she added, "We are the first generation to now fully under-

GOVERNMENTS, INDIVIDUALS MUST CONTINUE TO INVEST IN INNOVATIVE SOLUTIONS TO PAVE THE WAY FOR A SUSTAINABLE FUTURE

stand the immense threats to the land — and might be the last one with a chance to reverse the course of destruction. Our priority now must be on restoring ecosystems — on replanting our forests, on rewetting our marshes, on reviving our soils." The motivating intent in these words not only captures the focus of World Environment Day but also encapsulates perfectly the spirit of its theme".

Despite the sustained actions globally yielding promising results in land restoration, and building drought resilience, there is a long way to go with significant barriers to be overcome. This is where World Environment Day's slogan, "Our Land. Our Future. We are #GenerationRestoration", is a clarion call for recognising the interconnectedness of our actions and the future health of our planet as the sphere of action transcends borders and requires a collective and unrelenting response. Governments, individuals and communities must continue to work together, scaling up successful initiatives and investing in innovative solutions to pave the way for a sustainable future and a better quality of life for generations to come in a pristine environment.

"**AT** the crossroads of our planet's future, Brazil is committed to implementing actions to protect our environment and build a sustainable world. Our G20 presidency launched the Global Mobilisation Against Climate Change to foster high-level dialogues and align strategies with the goals of the UNFCCC and the Paris Agreement. Additionally, we introduced the Initiative on Bioeconomy, which is based on three topics: science, technology, and innovation; sustainable use of biodiversity; and the role of bioeconomy in promoting sustainable development.

Brazil is pioneering the Tropical Forests Forever Fund to compensate developing countries for forest conservation. Brazil, India, and the USA have established the Global Biofuels Alliance, aiming to expand biofuel consumption to reduce carbon emissions. Fighting climate change requires political will, determination from governments, resources, and technology transfer. As G20 president and at the forefront of COP 30 in 2025, Brazil remains an unwavering advocate for these objectives."

H.E. Kenneth H. da Nobrega,
Ambassador of Brazil to India

"**ONE** country working alone cannot tackle the climate and environmental problems we face today. That's why Finland is committed to solving environmental issues swiftly, practically, and in collaboration with others. We believe that technological and social innovations are key to finding solutions that work both inside and outside of Finland. Meeting ambitious global and national climate targets requires action and cooperation, supported by legislation and research. In Finland, every government sets long-term objectives and tracks their results, ensuring continuity in climate work. Climate education is integral to our school curriculum, and businesses develop sustainable practices with climate roadmaps. Finland was the first country to establish a carbon tax in 1990 and decided to ban coal in 2019, making us one of the first countries to phase out coal. In 2023, Finland's emissions decreased by 11% compared to the previous year, marking one of the largest reductions in the history of greenhouse gas statistics. Overall emissions have decreased by 43% compared to 1990, mainly due to the increase in nuclear and wind power production and the decrease in the burning of coal and peat. Finland offers world-class solutions in circular economy, meteorology, energy efficiency among others. We want to co-create and scale up our solutions together with others globally."

H.E. Kimmo Lähdevirta,
Ambassador of Finland to India

"**WORLD** Environment Day reminds us of the critical role sustainable tourism plays in protecting our planet. Responsible travel fosters conservation and cultural preservation, allowing us to appreciate and respect natural landscapes and cultural heritage. In Korea, we are committed to advancing eco-friendly tourism.

Cities like Gyeonggi-do (Gyeonggi-do Province) twice recognised as Asia's top eco-friendly city to live in by Global Destination Sustainability Index (GDS-I), exemplify this dedication with innovative green initiatives such as smart grids, green transportation networks, and urban forests. These initiatives create a model for sustainable living.

Nationwide, we are developing exciting options, from eco-certified accommodations and green transportation to immersive nature experiences. Seoul is making strides towards carbon neutrality by 2050 with plans to transform 1 million old buildings into low-carbon buildings and significantly increase the number of electric vehicle charging stations. Meanwhile, Jeju Island promotes sustainable tourism through its "Carbon-Free Island by 2030" initiative, focusing on renewable energy and electric transportation.

By embracing sustainable tourism, we all become stewards of the environment, ensuring the wonders of our world remain vibrant for future generations."

Myong Kil Yun, Regional Director,
India & SAARC Countries, Korea Tourism Organization (KTO)

"**THE** rapid decline of biodiversity and environmental degradation, exacerbated by climate change, poses a significant threat to local ecosystems, species, food security, and global socio-economic stability. Addressing this urgent crisis necessitates collective action, with businesses playing a pivotal role. At Schneider Electric, we are dedicated to achieving net-zero biodiversity loss in our direct operations by 2030.

Furthermore, we are developing solutions and technologies that contribute to biodiversity preservation by optimizing resource usage throughout their entire lifecycle.

As an impact company, we are actively collaborating with suppliers to eliminate single-use plastics from packaging, utilize recycled cardboard, and assist them in substantially reducing CO2 emissions. In 2023, our manufacturing sites completed their annual pollution risk review, reporting zero spills or discharges causing soil pollution. We also ensured compliance with regulations concerning hazardous materials and their associated wastes through effective pollution prevention measures. Our new commitment to source 100% deforestation-free wood by 2030 further underscores our dedication to minimizing land use impacts. We are consistently striving to foster a sustainable future for all through #GenerationRestoration."

Deepak Sharma, Zone President- Greater India,
MD & CEO, Schneider Electric India

WED 2024, 'OUR LAND. OUR FUTURE. WE ARE #GENERATIONRESTORATION'

Led by the United Nations Environment Programme (UNEP) and observed on June 5 every year since 1973, World Environment Day has served as the biggest and most powerful global platform, which shines a spotlight on glaring environmental challenges and raises awareness while inspiring action that drives positive change and addresses these challenges. As a UN international day and the biggest environmental outreach platform, World Environment Day brings together millions of people from over 150 nations, to not

"**INDUSTRIES** will have to play an increasingly pivotal role to address the sustainability challenges facing our world. At Rolls-Royce, we are committed to enabling sectors in which we operate reach net zero by 2050. We believe that energy transition creates opportunities for innovation as well as growth, and that is why we are building skills and world-class talent. It is people that will enable the transition to a greener future, and with our teams, we have successfully improved the efficiency of our existing products, and also tested our products for compatibility with sustainable alternate fuels. Simultaneously, we have invested in developing breakthrough new technologies that are future-ready, such as our UltraFan aero-engine, hybrid-electric solutions in Power Systems and Small Modular Reactors (SMRs). At the end of the day, our technologies aim to ensure that our customers have the vital power that meets their emerging needs in an increasingly sustainable manner."

Kishore Jayaraman, President – India and South Asia, Rolls-Royce

Advancing towards a green energy future

Amid the global push for sustainable energy, India's ambitious renewable targets highlight its role in combating climate change and ensuring energy security



A GAINST the backdrop of attaining Sustainable Development Goal 7 (SDG 7) aiming to ensure access to affordable, reliable, sustainable and modern energy for all and in the face of growing climate change concerns alongside increasing energy demands, sustainable energy solutions have become a critical focal point for global development. The transition to sustainable energy is not just about addressing environmental issues; it is also about ensuring energy security, economic development, and improved quality of life for future generations. In this global movement, India has emerged as a significant player, making noteworthy strides towards a sustainable energy future.

Ambitious targets and a robust policy framework underscore India's commitment to sustainable energy solutions, wherein PM Narendra Modi has pledged to increase energy from renewable sources by up to 50% by the end of 2030 in alignment with the country's 2070 net zero emissions strategy. Furthermore, according to the Union minister of new and renewable energy, RK Singh, 95% of India's clean energy target set in 2015, which entailed setting up 175 gigawatts (GW) of renewable energy capacity in the country by 2022, had been achieved by early 2023.

Thanks to the government's proactive policies and the falling cost of solar panels, solar energy has witnessed remarkable growth in India — home

to the world's largest solar park, the Bhadla Solar Park in Rajasthan, with a capacity of 2.245 GW. The National Solar Mission, launched in 2010, has been a cornerstone of India's renewable energy policy, promoting the development of solar energy through subsidies, incentives, and regulatory support. Furthermore, rooftop solar installations are also gaining momentum, with government initiatives like the Solar Rooftop Programme providing financial assistance and streamlined processes for adoption. This push towards solar energy not only helps reduce greenhouse gas emissions but also addresses the energy access issues in rural and remote areas, providing a reliable power source where traditional grid connectivity is challenging.

INDIA IS AT A PROMISING JUNCTURE IN ITS PURSUIT OF SUSTAINABLE ENERGY SOLUTIONS

India's commitment to sustainable energy is also reflected in its international engagements. The country played a pivotal role in the formation of the International Solar Alliance (ISA) - an initiative launched by PM Modi at the India Africa Summit in November 2015 - to ensure solar energy's efficient consumption and increased deployment of solar energy technologies.

With significant progress being made, India stands at a promising juncture in its pursuit of sustainable energy solutions. In light of the path ahead requiring addressing infrastructural, financial, and technical challenges, it is by continuing to strengthen its policy framework, fostering innovation, and leveraging international cooperation that India can achieve its renewable energy aspirations and contribute substantially to the ever-increasing global efforts in combating climate change.

How COVID -19 shows us the way forward

We need to own, connect, and celebrate to heal the world and create a better future for all



SAIKAT MOOKHERJEE,
Advisor, Viridis Solutions
Private Limited

IN an era of consistent turbulence, managing the environment has become a source of constant challenge. So when we talk about the environment, it is not necessarily the ecology part of it but the entire gamut of things that makes it liveable, thrive able and achievable.

Not so long ago, the nature had thrust upon us an unique and unprecedented challenge of our lifetime, the COVID-19. We saw unsurmountable challenges of epic proportions deluging our lives in one way or the other. Human health, livelihood, trade & commerce witnessed some hitherto unknown phenomenon ever witnessed and documented in the history of the world. However, the period also made us to witness some exemplary acts of innovation, be it:-

- in the form of discovery & trials of vaccines, mass producing and ensuring it is made available for each and every living human being on the planet
- digital delivery of education
- implementation of protocols to keep everyone safe

In the era of chaos, the sectors of agriculture, pharmaceuticals, manufacturing and logistics made it possible that the population has access to essential items of consumption. Had these sectors not

THE RECENT FOCUS ON CLEANER ENERGY OFFERS SOLUTIONS FOR OUR WEARY PLANET

drawn inspiration from the universal principles of integrity, empathy and cohesiveness and not performed to the very best of our abilities, we would borne a much severe wrath of COVID -19.

After the COVID era, the world went into a frenzy of making up for the lost time. In the want of ever eluding growth, somehow we have again forgotten to renew our pledge, connect our hearts and fight as a team. Mother nature's lesson of determination, grit, empathy and cohesiveness has quickly gone back to oblivion. That is why we see:-

- extreme hatred amongst humans leading to troubled corporate and geopolitical situations
- phenomenal resource crunch due to extreme weather events and the above.
- collapsing health
- volatile economy and trade markets.
- Lack of farsighted planning and execution in every sphere of life.

We have become more transactional in our approach

The solution lies in the problem itself, as we have witnessed, analysed, actioned, implemented and came out victorious during the COVID-19 era. The UNSDG's 17 Goals propagates the same principle. The recent shift of focus and thrust on cleaner sources of energy (like Electric Vehicles, green hydrogen, solar plants) climate smart agriculture (No tillage farming, carbon fixation, micro & drip irrigation) preventive healthcare (AI sensor early detection system), improved sanitation & hygiene (accessible smart toilets ecosystem) have emerged as stupendous solutions for the weary planet.

All we need to do now is to Own, Connect, Cooperate, Congregate, and finally Celebrate to heal the world and make it a happy and a better place for us and our future generations to live in.



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Green Hydrogen: A catalyst for a cleaner energy future for India

Challenge is not just to recognise hydrogen's potential, but also create a roadmap to up both supply & demand



SHILPA GUPTA,
CTO - India, GE Vernova

INDIA'S aspirations for economic growth are intricately linked to its energy needs. However, the traditional reliance on fossil fuels presents challenges for sustainability and in this context, hydrogen emerges as a promising option to propel India's energy revolution.

India has taken firm and steady action to enable energy transition. Whether in leading the announcement of Nationally Determined Contributions (NDCs) under the Paris Climate Deal, expanding renewable capacity, easing climate financing, or announcing the goal of achieving net-zero emissions - India's efforts have been diverse and plentiful.

Globally, green hydrogen has been recognised as an essential component of a future lower-carbon economy. Several countries have taken steady steps to propose and develop their hydrogen strategies. Case in point, Europe is leading electrolyser capacity deployment, with 40% of global installed capacity, and is set to remain a leader in the near term on the back of the ambitious hydrogen strategies. The (green) hydrogen value chain requires the integration of several systems including renewable power (e.g., wind and solar), energy storage, grid systems to transmit and control electricity, as well as power conversion systems to provide electricity that matches the electrolyser requirements. The challenge today, thus, is not in recognising the potential of hydrogen but in enabling a clear roadmap that accelerates both the supply of green hydrogen and its demand and consumption.

DECARBONISING POWER: SWITCH FROM COAL TO NATURAL GAS TO HYDROGEN

Globally, coal-based power plants in their tradi-

tional form are twice more polluting than natural gas. Continued innovation leading to advanced gas turbine technology and flexible fuel burning capabilities, are bringing visible change in output of natural gas-fired combined cycle power plants, that are today the lowest emitting fossil fuel power plants, whether measured based on CO₂, SO_x, NO_x, particulate matter, or mercury. Now, there is further scope to modify existing and future gas power plants whose carbon emissions can be reduced to avoid CO₂ lock-in.

Here, hydrogen makes a strong case for itself to emerge as a more sustainable fuel; along with investments in carbon capture technologies. A combination of hydrogen and natural gas can form a potential pathway to accelerating energy transition and providing more reliable, and more sustainable power supply. For businesses too, replacing a natural gas turbine with hydrogen is an efficient solution to reducing the carbon emissions of their fleet of gas plants. And, if the produced hydrogen is green — then overall emissions from gas-based power plants can significantly drop. In what is expected to be a first-of-its-kind operation, Duke Energy started the DeBary Hydrogen project at its solar farm outside of Orlando, Florida. Using a set of electrolysers, part of the plant's vast solar array will be dedicated to producing green hydrogen, which will be stored on site to distribute during those peak demand periods.

To elaborate, there are two ways to turn gas generation into a zero or near zero-carbon resource; both pre-and post-combustion. The most common pre-combustion decarbonisation approach is to opt for carbon-free fuels (when combusted) like hydrogen or ammonia. For existing units, upgrades can be scheduled with planned outages; and for new units, these capabilities can be a part of the initial plant configuration or phased-in over time as hydrogen becomes more available.

Recently, government ordered all gas-based

power generating stations to operationalise their plants from May 1 to June 30 due to a potential prolonged heat wave this summer. If hydrogen were blended with natural gas, the fuel mix can provide RTC (round-the-clock) power through daily consumption cycles, enabling the availability of more sustainable energy with up to 90% reliability.

COMPELLING CASE FOR HYDROGEN

Hydrogen isn't just for power generation. It can be used to reduce the carbon emission of sectors like steel, refineries, and fertiliser production, contributing to a cleaner industrial ecosystem. In India, the demand for green hydrogen was earlier concentrated in well-established

THE COUNTRY'S DEMAND FOR GREEN HYDROGEN IS EXPECTED TO GROW OVER FOURFOLD BY 2050

sectors like refineries, ammonia, and methanol production, where hydrogen is already utilised as a key industrial feedstock and in chemical processes but is now set to permeate other industries.

The country's growing demand for green hydrogen is expected to witness exponential growth, with demand projected to soar more than fourfold by 2050.

To meet this demand, a National Green Hydrogen Policy has already been created (in 2022), which targets an annual production capacity of 5 million metric tonnes of green hydrogen while also decreasing fossil fuel imports by over ₹1 trillion, preventing 50 million metric tonnes of greenhouse gas emissions annually, and creating more than 6,00,000 job opportunities.

To meet these objectives, collaboration between innovators, entrepreneurs, and the government is imperative alongside incentivizing production, fostering demand from industries, and developing robust storage and distribution infrastructure. Additionally, promoting research, development, and manufacturing of essential components like electrolysers through schemes such as production-linked incentives (PLI) will bolster India's capabilities in this field.

CUTTING EDGE INNOVATIONS

The field of green hydrogen is brimming with cutting edge innovations. One such being high temperature electrolysis, which promises increased efficiency in the electrolysis process, another promising area is photoelectrochemical water splitting where PEC cells directly use sunlight to split water into hydrogen and oxygen. It's important to keep in mind not just technological advancements, but also how to build economies of scale and innovating along the way will be crucial to make the green hydrogen supply ecosystem commercially viable.

CONCLUSION

Although at a nascent stage, green hydrogen is now being widely considered essential for the energy transition as we work to reduce carbon emissions worldwide. Hydrogen is expected to help decarbonize multiple end-use applications, and Global and regional trends will impact the growth of this new economic sector. Globally, hydrogen production is in the early stages of its value chain but once its production costs fall, its storage, transmission and distribution potential will increase. For India, a country of over 1.4 billion people, the complete adoption of green hydrogen across industries and sectors will take time. Nonetheless, we need to begin tracing our steps at the earliest. This Environment Day let's recommit to innovation and collaboration to unlock the potential of cleaner energy solutions like green hydrogen and build a healthier planet for generations to come.



Anantshree Chaturvedi,
Vice-chairman and CEO, Flex Films International

"AS we celebrate World Environment Day 2024, UFlex reiterates its commitment to creating innovated, future-ready, and technology-driven sustainable packaging solutions. Our goal to achieve net-zero status by 2035 reflects our longstanding dedication to environmental stewardship, which has been integral to our corporate strategy since the early 1990s. Our dedication drives us to innovate continuously. Our portfolio includes low-carbon footprint films, mono-PE-based structures for easy recycling, and water-based inks, all designed to keep plastic within the economy and out of the environment. The greatest economic opportunity of the twenty-first century lies in green technology, and private enterprises must take the lead in making this change for future generations".



Jean Carlo Butske,
Managing Director, Weg Industries India

"WORLD Environment Day, celebrated every June 5th since 1974, highlights the importance of caring for our planet and raises awareness about environmental issues. Today, on World Environment Day, we are especially motivated to encourage everyone to take action, no matter how small, to protect our environment. World Environment Day 2024 focuses on land restoration and desertification, addressing the issue of degraded land that affects half of the global population.

At WEG, we reduce emissions and waste, invest in innovation and technologies, and continually improve our processes. Every day, we're innovating to enhance efficiency and sustainability in agriculture, industries, cities, and communities. Set our own goals and contribute to the change you wish to see for a better world. Every World Environment Day is a time to consider our role in fostering a sustainable future. In any action taken we can protect our planet for future generations."



Coca-Cola's Coolers: Innovating for a Greener Future and Empowering Retailers

At first glance, it looks like a regular refrigerator. However, Coca-Cola's coolers, easily recognisable by their red and white design, and stocked with a variety of beverages, are becoming increasingly common in India. We are not just talking about their growing visibility across cities but through the towns to the villages, where these coolers stand tall in kiranas, hotel corners, or retail aisles.

EXPANDING REACH ACROSS INDIA

With its vast network of providing beverages to over 5 million outlets across the country, Coca-Cola is expanding the presence of its coolers to every corner of India. With India achieving 100% electrification of villages, the kiranas and the fast-growing network of small, medium, and large retailers now effortlessly use the Coca-Cola coolers as part of their shop front. This is bringing to reality what the company's former president, Robert Woodruff, famously said about winning in the beverage market - delivering its products 'within an arm's reach of desire.'

Not any desire: The desire for a cool, refreshing beverage. Keeping it cool is the 'hot deal' when it comes to soft drinks - be it any occasion — after a delightful lunch, an exciting evening of cricket, or a quick gulp after a shopping stroll.

BOOSTING RETAILER REVENUE AND CONSUMER EXPERIENCE

Coca-Cola's coolers are now contributing to increased revenues for retailers - especially micro, small, and medium players, many of them having access to coolers following the electrification drive.

For consumers, the benefits are evident: Not only do they have a chilled beverage, but they are also assured of its purity and hygiene. They also present them with an array of options, the kind of diversity that only a Coca-Cola cooler, with exclusive rack space for its products, provides.

And for retailers, the benefits are manifold. One, the advent of more coolers, especially in remote areas, has helped attract new consumers, increasing their share of revenue.



FOR COCA-COLA, IN 2022, 88% OF ALL NEW COOLERS PLACED WERE HFC-FREE. THIS IS AN INCREASE FROM 61% OF COOLERS PLACED IN 2016

India's non-alcoholic beverages market is growing at a CAGR of 8.7% to ₹1,47,233 crore by 2030, and by product categories, Indians consume carbonated beverages

the most, according to a report by the Indian Council for Research on International Economic Relations. The introduction of coolers has given many retailers a boost - vis-à-vis those who continue to sell them either stored in the open or tucked into ice bags. It is not just the optics of flaunting a cooler; it is the purity and hygiene associated with a refrigerated cooler that influences consumer behaviour.

EMPOWERING RETAILERS THROUGH THE SUPERPOWER RETAILER PROGRAM
Anil Prasad, a retailer on Park Street, Kolkata, says that introducing the Coca-Cola coolers



has helped reshape his business, enabling him to stock up more products, all resulting in more sales. Lucknow's Abhishek Pathak says beverage sales have soared since the installation of Coca-Cola India coolers which keep the beverages refreshingly chilled and help attract more customers. Across India, approximately 20% of a retailer's income is generated from beverage sales, with 6% specifically attributed to the sale of Coca-Cola beverages. The introduction of coolers has ramped up sales further.

Coca-Cola India's Superpower Retailer Program is at the heart of this transformation, a three-year collaboration with the

National Skill Development Corporation (NSDC) under the Skill India Mission, focusing on empowering small retailers in the states of Odisha and Uttar Pradesh, with plans to expand to more states. This initiative empowers retailers by building their capacity and capability in modern retailing. It provides training to small and micro retailers, equipping them with the knowledge and skills needed to better understand consumer behaviours and preferences. Amanpreet, the owner of the '9 to 9' store, says the program has helped in providing customers with refreshing beverages using coolers.

ACROSS INDIA, APPROXIMATELY 20% OF A RETAILER'S INCOME IS GENERATED FROM BEVERAGE SALES, WITH 6% SPECIFICALLY ATTRIBUTED TO THE SALE OF COCA-COLA BEVERAGES

INNOVATION IN COOLER TECHNOLOGY

As 100% rural electrification was being implemented, when many villages remained unconnected in the 2010s, Coca-Cola distributed eKOCool solar coolers free of cost to its vendors. A product innovation that was not only used for chilling beverages but also for charging mobile phones. This model was replicated across several countries globally.

The possibilities of digital technologies have now become further evident. With the remarkable advances in cooler technology, Coca-Cola coolers stand out for their digital signage and enhanced design, in addition to an ongoing focus on replacing older ones with hydrofluorocarbon-free and more energy-efficient coolers. Globally for Coca-Cola, in 2022, 88% of all new coolers placed were HFC-free. This is an increase from 61% of coolers placed in 2016.

COMMITMENT TO ENVIRONMENT AND SOCIETY

This further builds on Coca-Cola's commitment to the environment and society as part of its 'Our Planet Matters' strategy. The bottom line of this is to bring transformational and radical change through a comprehensive approach to social, environmental, and economic stewardship.

All of these are being realised on the ground with the humble cooler - that is bringing more revenue to grassroots-level retailers, adding to the happiness quotient of customers, and enabling economies with a more vibrant retail sector.