

# THIS IS FORWARD ON SOCIETY

## Our Communities

- 01 COMMUNITY INVESTMENT
- 02 EMPLOYEE VOLUNTEERING
- 03 CUSTOMER ENGAGEMENT

### Highlights

**€10.9 MILLION**

Our contribution to our local communities was valued at €10.9 million in 2021.

**17,510 HOURS**

Our people dedicated 17,510 hours of volunteering time in 2021.

### CONTEXT

Many of our local communities face significant societal challenges, including high levels of inequality, youth unemployment and social exclusion. Many are also increasingly exposed to the most severe impacts of climate change, including extreme weather events, flooding and bushfires.

We are determined to make a positive difference in our local communities by acting as a force for good, championing inclusion and by supporting economic empowerment.

### OUR STRATEGY

We are proud to have been closely connected to our communities for many generations – through our local production sites, the drivers who deliver our products or the employees who make and sell our drinks.

Through our community investment programmes and activities, we seek to make a lasting positive contribution within our local communities. We are committed to supporting grassroots community programmes and partnerships, investing in initiatives that promote inclusion and diversity, and equipping people from underrepresented groups with the skills, confidence and employability to succeed in life and employment.

We are also committed to helping protect our local environment through investment and volunteering. Our volunteering policy enables our employees to take part in a wide range of volunteering activities connected to our sustainability commitments, from litter clean up campaigns to charity fundraising events and skills-based volunteering.

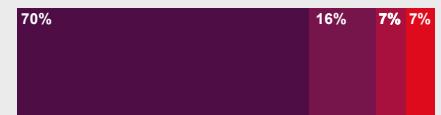
We measure the value of our contribution to local communities through the Business for Societal Impact Framework and will continue to enhance the way we measure the value and social impact of the investments we make.

### 2021 PERFORMANCE

In 2021, our total community contribution was valued at €10.92m. This includes cash and in-kind donations as well as volunteer time and management costs. This represents 0.77% of pro forma profit before tax in 2021. The API sustainability metrics are presented on a full year basis for 2021 and 2020 to allow for better period over period comparability.

#### TOTAL COMMUNITY CONTRIBUTION €10.92 million

Europe €9.16 million



API<sup>(A)</sup> €1.76 million



■ Total cash ■ Total in kind ■ Total volunteer time ■ Total management costs (cash and time)

<sup>(A)</sup> The acquisition of API completed on 10 May 2021. The API sustainability metrics are presented on a full year basis for 2021 and 2020 to allow for better period over period comparability.

### OUR CONTRIBUTION TO THE SDGs



No poverty



Quality education



Sustainable cities and communities

For more information about the progress we are making on sustainability, go to our [sustainability section online](#).

# 01 COMMUNITY INVESTMENT

## +58,000

people supported in 2021 through our community programmes in Europe.

### How do you support young people to gain employability, skills and confidence?

We believe that everyone should be given the opportunity to fulfil their potential – by gaining access to meaningful employment, learning a new skill or starting a business. Here are some examples of our different partnerships:



#### Belgium

A Seat At The Table (ASATT) is a mentoring programme which connects young people in Belgium with local businesses, aiming to inspire them and help them advance in the business world. As part of our partnership with ASATT and TCCC we organised six sustainable business workshops in 2021. The workshops covered a range of topics including climate change, packaging, food and marketing and helped to enhance the vocational skills of 20 young people.



#### Fiji

In partnership with the Fiji Secondary Schools Athletics Association, we organise the annual Coca-Cola Games, the largest secondary school sports event in the Pacific. Over 1.2 million people across ten Pacific Island countries watched the 47<sup>th</sup> Games which took place in 2021. Over 150 secondary schools, 300+ officials (volunteer teachers), 2,500+ athletes, 20,000 spectators and more than 100 CCEP employees were involved in the three-day event. Communities that are unable to travel to the games get involved at a local level by hosting the Powerade National Torch Relay, a traditional welcome ceremony for the participating teams.



#### France

In partnership with French food distribution charity, [Restos du Coeur](#), we've created [FIER.E.S.](#), an initiative to build self-confidence and provide a pathway to employment for young people and women from marginalised groups. Through the initiative we offer workshops on public speaking, training opportunities with our sales and manufacturing teams, and simulated interview training sessions with our HR team.

In partnership with [Eloquentia](#), we help young people to express themselves freely and gain self-confidence. In 2021, we supported 150 young people to complete a 20-hour training programme and participate in their first public speaking competition, organised by Eloquentia.



#### Germany

Together with the non-profit [German Foundation of Integration](#), we help young people with an immigrant background integrate into German society, develop new skills and find work opportunities. We support [Geh Deinen Weg](#), a two-year mentoring scholarship programme, which included a Summer Academy for students in 2021, focused on climate protection.



#### Great Britain

In 2021, we supported the fourth iteration of [Reach Up](#), an employability programme run by charity, UK Youth which aims to empower young people with the confidence and skills to help them prepare for the workplace. As part of our partnership, our employees volunteer their time to provide networking opportunities and on-the-job work experience with our Field Sales team. We have worked in partnership with UK Youth since 2018, supporting over 300 young people, with 186 participants in 2021. Over 260 CCEP volunteers have given more than 1,600 hours to support the programme since 2018.



## Iceland

The [Icelandic Association for Search and Rescue](#) youth division helps young people to build competences, skills and confidence. We support the Association to help young people work together with rescue teams throughout Iceland and better understand the work of the Association's search & rescue teams and accident prevention divisions. Our partnership also helps young people to understand how to protect themselves from dangers which are inherent in Icelandic nature.



## Indonesia

[Green School](#) is an environmental education and behaviour change programme for school officials, students, and parents, at two elementary schools in West Java and Jakarta. We support Green School and aim to nurture a culture of waste avoidance, waste disposal and sorting habits through workshops, festivals and competitions. The programme also appoints a school Environmental Ambassador and provides technical assistance to each school's hygiene and sanitary facilities. By 2021 over 1,200 students, teachers and parents had taken part in the programme.



## Norway

CCEP supports coaching sessions for young people under 18 through various activities at the [Red Cross](#)' youth centre, Fellesverket, in eight cities across Norway. CCEP volunteers participate in several events and roundtables.



## Portugal

In 2020, in partnership with Portuguese NGO, [Ajuda em Ação](#), we developed [BORA JOVENS](#), an employability programme for young people aged 17 to 23, who have fewer opportunities and are at risk of social and educational exclusion. The programme helps to train young people in social competencies and provide learning tools to help build employability skills. In 2021, 60 young people participated in this programme and 40 of them have subsequently secured employment.



## Spain

In 2013, Coca-Cola launched [GIRA Jóvenes](#), an employability training programme for young people aged 16 to 26 from disadvantaged backgrounds. It provides the opportunity for young people to develop personal skills and talent, bringing them closer to the workplace. In 2021, our people gave more than 25,000 hours of training to support 987 young people through the programme. Our employees have volunteered in activities, in which they support and mentor young people, helping them to prepare as they look for employment.

## How do you promote social inclusion within your communities?

With TCCC, we are a long-standing supporter of [Special Olympics](#), which is the world's largest sports organisation for children and adults with intellectual and physical disabilities. Our support in **Belgium, France, GB, Germany and the Netherlands** includes volunteering, financial support and product donations.



## Australia

In remote indigenous communities, our aim is to work in a respectful, consultative way with local communities that respects cultural difference and autonomy. We support the development, empowerment and wellbeing of Aboriginal and Torres Strait Islander communities and individuals, and invest in philanthropic and community development programmes via the [Coca-Cola Australia Foundation \(CCAF\)](#). Our sponsorship of the National Rugby League and the Australian Football League includes a commitment to set aside 10% of sponsorship funds to support community programmes for young indigenous Australians. In 2021, CCAF established a new, flagship partnership with [First Hand Solutions](#), a grassroots charity that finds hands-on solutions to issues faced by young Aboriginal people, their families and communities, including youth incarceration, suicide and mental health. CCAF will provide AUS\$600,000 in financial support to the programme over three years.



## Portugal

In 2021, in partnership with [Impact Hub](#) Lisbon, we organised the 3<sup>rd</sup> edition of ['BORA Mulheres](#). This is a free and intensive programme that aims to inspire, train and empower female entrepreneurs from all over the country to create their own job or business idea. More than 200 women enrolled in the trainings with experts. We also provided a mentorship programme to accelerate growth on 15 projects and a demo day where they presented before a jury. The best 3 projects received additional coaching.



## Spain

In 2021, we organised the fifth edition of [GIRA Mujeres](#), a training programme for female employed and unemployed entrepreneurs. The programme offers training and support to women aged 18 to 60 who have social entrepreneurship projects and businesses within the food and beverage and leisure and tourism sectors. In 2021, Sol Daurella, CCEP's Chairman, participated in the final event in Madrid where we announced 10 finalists and four winners from more than 940 participants.





## Sweden

In Sweden, together with the [Swedish Red Cross](#), we have partnered to initiate a new three-year project *How are you?*. The project aims to break the stigma of mental illness and encourage conversations around mental health among young people in disadvantaged areas. Through workshops with these young adults we gathered knowledge and insights in order to provide the right tools and communication material for them. These insights will also be shared with the Global Red Cross community as well as within the Swedish Public Health Authority and different research teams.

### Do you support disaster relief initiatives?



## Belgium

In July 2021, floods in the Walloon Region of Belgium caused enormous damage. Many homes, schools and roads were destroyed by the inexorable force of the water, including CCEP's production facility in Chaudfontaine. Together with TCCC and The Coca-Cola Foundation, we donated €1 million to support the local community. This included a €250,000 donation (via the foundation) to the Belgian Red Cross to provide hot meals to flood victims. We also ran on-pack marketing campaign via our Chaudfontaine brand, including a €750,000 donation to help rebuild two local schools. More than 300 CCEP employees in Belgium volunteered to help the Chaudfontaine community respond to the disaster.



## Fiji

In 2021, across our API territories, we assisted first responders in times of environmental disaster and social upheaval by donating bottled drinks for communities. In Fiji, we supported the NGO [Make A Difference Fiji](#) in distributing more than 100 food packages for people in Batiri and islands hit by a tropical cyclone.



## Germany

In July 2021, many local people living in Bad Neuenahr, together with our production facility, were affected by severe flooding. CCEP and TCCC donated €400,000 to the Red Cross to support disaster relief in the area, and distributed €30,000 worth of drinks to people in need. Another donation of €380,000 was made by The Coca-Cola Foundation to support the Germany Red Cross, with financial support directed to disaster relief in the region. Through our employee foundation "We are Coca-Cola" we support employees and their close relatives in case of emergencies. Following the flood disaster the foundation provided approximately €135,000 for 27 cases to support.

### How do you support the environment through community programmes?

We are committed to protecting our environment and support a wide range of environmental programmes including community-based water replenishment partnerships in Belgium, France, GB, Portugal and Spain and land-based and marine litter clean-up programmes across many of our markets.



## Indonesia

Seven years ago, Coca-Cola Europacific Partners Indonesia initiated a tree planting and environmental education program called Coca-Cola Forests, which aims to create a healthier, safer, and more sustainable place to live while strengthening the economy of the local communities where we operate. This programme is now focused on three areas in Indonesia – Lampung, Sumedang and Semarang – and contributes to positive environment and community outcomes. Over 14,000 trees grow in these forests and more than 300,000 saplings have been grown in the forest nurseries and donated to communities since 2014. In 2021, Coca-Cola Forests donated over 35,000 trees to local communities, recycled more than 11,000 used PET bottles into polybags for use in the tree nurseries and recycled organic waste to produce around 1,440 kg of compost. In addition, Coca-Cola Forests employed around 20 people from local communities to be responsible for operations and maintenance of tree nurseries.

For over 15 years, in collaboration with different local partners we have organised daily beach clean-ups across five beaches (Kuta, Legian, Seminyak, Jimbaran, and Kedonganan) in Indonesia under [the Bali Beach Clean Up programme](#).

Together with BEDO, a not-for-profit business support organisation, we train local people on how to recycle and reuse beach waste. As a result of this initiative, an integrated waste management facility has been established in the Seminyak area of Bali. The operation includes 27 fleets, 54 workers, and around 2,000 customers. It now serves 100% of the local community, collecting and managing a total waste of 13,000 kilograms annually.

### What other local community programmes do you support?

Our Support my Cause initiative enables our people to nominate and support grassroots charitable and community causes. In 2021, we donated €220,000 to 44 local charities and community groups across Europe. In addition, we donated over €520,000 to support 158 grassroots charitable and community partnerships located close to our sites and offices.



## Australia

Our Employee Connected Grants programme in Australia is a partnership with the Coca-Cola Australia Foundation (CCAF), providing an opportunity for our people to connect with charities that they care about or have personal connections with. We also support indigenous philanthropic and cultural organisations nominated by CCEP and Coca-Cola South Pacific employees.

We also support a wide range of grassroots community partnerships across our territories, including local foodbanks and food distribution charities in **Australia, Belgium, France, GB, Germany, Iceland, Norway and Portugal**. In addition to providing financial support we also donate a wide variety of products to be made available via foodbanks.

## France

Since 2016, we have worked in partnership with Phenix, a startup dedicated to the prevention of food waste. Phenix supports vulnerable communities by giving away free, unsold products to charities. In 2021, we donated approximately 850,000 litres of drinks to Phenix for onward distribution to charity.

## Great Britain

We are working in partnership with [Company Shop Group](#), the UK's leading redistributor of surplus food and household product to support a Community Shop near our Wakefield production facility. The shop provides support for local residents and their families who are living on the cusp of food poverty. It provides access to deeply discounted food, good quality meals and training through a Community Kitchen and life-changing training and personal development through a Community Hub. We're looking forward to expanding our connection to volunteer opportunities, careers outreach and partnership programmes to support hospitality based employability skills.

## Portugal

In 2021, in partnership with the [Banco Alimentar contra a Fome](#) in Portugal, we organized a volunteering activity in 5 different locations across the country. More than 30 CCEP volunteers contributed more than 200 hours by driving donated goods from supermarkets to the foodbanks.

# CLOSE THE GAP

BRIDGING  
THE DIGITAL  
DIVIDE

We support [Close the Gap](#), an international social enterprise that aims to bridge the digital divide by offering high-quality, pre-owned IT devices donated by European companies to educational, medical and social projects in developing and emerging countries.

In 2021, we donated old IT equipment from across our European markets with a value of €120,600.



# 02 EMPLOYEE VOLUNTEERING



## How do your employees get involved in community projects?

As part of our support for local communities, our employees can spend up to two paid working days each year volunteering for a charity or cause of their choice. We encourage our people to participate in volunteering activities connected to our sustainability commitments, such as litter clean-up campaigns and charity fundraising events. We currently operate different regional policies on employee volunteering and we will align our approach in 2022.

# 17,510 HOURS

volunteered by our employees across our territories to support local community projects in 2021.

In GB, employees volunteer in for Hubbub's [Treasure Your River](#) campaign to combat river litter and we have active partnerships with [Keep Britain Tidy](#), [Keep Scotland](#)

[Beautiful](#), [Keep Wales Tidy](#) and the [Rivers Trust](#). We have similar partnerships with [Mares Circulares](#) in Portugal and Spain, [River clean up](#) and [Dokano](#) in Belgium and Nature Protection and [Trinkwasserwald](#) in Germany.

In Indonesia, we support the [Bali Beach Clean Up](#) programme and Coca-Cola Forests, a tree planting and environmental education programme. In Fiji, we operate [Mission Pacific](#), for the collection and recycling of our packaging, and support the [Mamanuca Environment Society](#).

# 03 CUSTOMER ENGAGEMENT



## How do you work with your customers and their community programmes?

### Germany

Our [Projekt: Lokalliebe](#) enables participating local restaurants and bars to support charities and community groups, donating two cents for every reusable glass bottle of ViO, Apollinaris and Honest drinks. In 2021, we donated over €53,000 to 60 charitable projects. We also support the German Foundation of Integration and the National Association for Gastronomy in Germany, and are developing a networking and coaching programme for young people with a migration background to gain self-confidence and general skills for the start of their career within the gastronomy.

### France

We partner with social entrepreneurship [Groupe SOS](#), an NGO, to support [1,000 Cafés](#), an initiative to revitalise rural communities with fewer than 3,500 inhabitants by opening or transforming existing cafés into a place for the community to meet.

### Indonesia

In 2021, we run several initiatives to support small and medium enterprises (SMEs), including SME empowerment programmes in Central Java, East Java and Bali that provide mentoring and coaching on product development, financial management and marketing. In 2021, over 175 SMEs participated in this programme.

We run similar programmes for our local communities nearby our production facility in Indonesia. The Bestari Village programme aims to increase community entrepreneurship knowledge and skills, and trigger more local business development. CCEP formed a local working group and delivered training on cultivation and processing of aloe vera, a medicinal plant which has a high economic value. We also donated around 150 aloe vera seedlings.