

ACTION ON SOCIETY (OUR COMMUNITIES)

We're determined to make a positive difference both in our workplaces and in our local communities. Ensuring our people's and our communities' wellbeing and safety is our priority.

CCEP'S COMMITMENT TO SDGS



NO POVERTY



QUALITY EDUCATION



SUSTAINABLE CITIES AND COMMUNITIES



OUR STRATEGY

Many of our communities face significant social challenges, including high levels of youth unemployment and social exclusion. We are proud to have been an integral part of our communities for generations and, in 2020, we've been using our strong local links to help communities and vulnerable groups – especially people from disadvantaged backgrounds – who have been hit hard by the COVID-19 pandemic.

Supporting our communities has never been so important. We want to act as a force for good by supporting local community partnerships and by helping disadvantaged young people gain the employability, skills and confidence they need to succeed.

As part of our work to support local communities, we encourage our employees to take part in a wide range of volunteering activities connected to our sustainability commitments, such as litter clean up campaigns and initiatives that empower our people. We also offer our employees the opportunity to dedicate up to two paid working days a year to volunteer in local community programmes.

Our €9.1 million community contribution

Total cash

61%

Total in-kind

32%

Total volunteer time

3.5%

Total management costs (cash and time)

3.5%

COMMUNITY SUPPORT

WHAT ARE YOUR MAIN COMMUNITY INVESTMENT FOCUS AREAS?

We are closely connected to our local communities, whether through our local production sites, the drivers who deliver our products or the employees who make and sell our drinks.

We are committed to championing grassroots community partnerships. We know that many of our communities face significant challenges, including high levels of youth unemployment. We focus our investments on local community partnerships, with a particular focus on initiatives which help young people from disadvantaged backgrounds gain the employability, skills and confidence they need to succeed. We also invest in projects to protect the environment and support our communities.

We also encourage our people to take part in a wide range of volunteering activities connected to our sustainability commitments, such as litter clean up campaigns and charity fundraising events. Our volunteering policy, which was launched in 2019, enables all employees to spend two paid working days every year volunteering for a charity or cause of their choice.

We have developed and rolled out a toolkit to help our local businesses understand the impact of community partnerships.

WHAT DO YOU DO TO INVEST IN AND SUPPORT LOCAL COMMUNITY PARTNERSHIPS?

We support our community partnerships through financial investment and sponsorship.

In 2020, our total community contribution was valued at €9.1 million. This includes cash and in-kind donations as well as volunteer time and management costs. This represents 1.31% of our profit before tax in 2020.

In 2020, we expanded our Support my Cause programme across all our territories. This is an initiative which enables our employees to nominate causes that are close to their hearts and vote to select the charities or causes that CCEP should support. In 2020, we donated €220,000 to local charities and community groups through the initiative.

WHAT HAVE YOU DONE TO SUPPORT YOUR LOCAL COMMUNITIES DURING THE COVID-19 PANDEMIC?

In 2020, we used our strong local links to help communities and vulnerable groups who have been hit hard by the pandemic – especially people from disadvantaged backgrounds.

During the first weeks of lockdown across Europe, we worked closely with The Coca-Cola Company (TCCC) and the Coca-Cola Foundation to provide substantial financial aid to emergency relief in our territories. This formed part of a contribution of over \$120 million globally to support COVID-19 relief efforts in affected communities. We supported TCCC in defining the beneficiaries of the fund, channeled through the

Red Cross, FareShare and local NGOs, and we also donated more than 600,000 unit cases of products to hospitals, NGOs, government institutions, foodbanks and those working in front line response.

Where possible, we made our logistics and transportation services available to support emergency relief work. We also continued to encourage our people to volunteer their time to support the most vulnerable people in their local areas through our employee volunteering programme.

In the early days of the pandemic, our production facilities and TCCC's concentrate plants worked to meet a critical supply gap by quickly shifting production to make hand sanitiser for donation to hospitals, clinics and nursing homes. A team of colleagues from TCCC's **Brussels** based research and development facility produced liquid hand sanitisers to World Health Organisation specifications. These were distributed to the Belgian healthcare sector, as well as to colleagues at our production facilities, helping to reduce the heavy demand on market supply. TCCC's concentrate facility **in France**, Coca-Cola Midi, also mobilised technical teams and equipment to produce hydroalcoholic gel at its plant in southern France. A volunteer crew produced and bottled a total of 6 tonnes of gel that met national and global regulatory requirements. TCCC shipped the gel to the French government, who distributed it to law enforcement and hospitals in Marseille and across the Var region.

As online lessons became the norm for many young people, we helped provide disadvantaged families access to essential IT equipment. With TCCC we donated more than 900 used laptops and IT materials to [DigitalForYouth.be](https://www.digitalforyouth.be/), a charity **in Belgium** committed to collecting laptops for secondary education. Through our partnership with the charity [Restos du Coeur](https://www.restosducoeur.be/), we were able to offer more than 1,250 families essential school equipment for their children.

For many people, lockdown led to increased loneliness and social isolation, especially for elderly people in care homes. With our support, the **German** Foundation for Integration launched [Unknown Friends](https://www.unknownfriends.de/), a German-wide pen pal campaign to encourage young people with and without a migration background to write to elderly care home residents.

WHAT HAVE YOU DONE TO SUPPORT YOUR CUSTOMERS DURING THE COVID-19 PANDEMIC?

Since the start of the pandemic, we have been working hard to ensure our products continue to be delivered safely to our customers, while doing everything we can to support their businesses.

2020 has been an exceptionally tough year for the hospitality sector. Across our territories we launched initiatives to support businesses in this sector and encourage people to return to their favourite bars, restaurants and cafes, in line with COVID-19 restrictions and social distancing guidelines.

For example, **in France** we partnered with social entrepreneurship NGO [Groupe SOS](https://www.groupe-sos.com/) to support "1,000 cafés", an initiative to help revitalise rural communities with fewer

than 3,500 inhabitants by opening or transforming existing cafés into a place for the community to meet.

In the Netherlands, we provided 4,300 disadvantaged families with free dinner vouchers through our partnership with [NGO LINDA.foundation](#). In addition, we offered our customers the opportunity to return unused products that had passed their "Best Before Date" during lockdown. We then donated these drinks to a variety of charities and gave our customers coupons to order new products which could be used when their outlets reopen.

In Sweden, we encouraged consumers to eat and drink out by providing restaurants and bars with up to 200,000 free drinks, which guests could enjoy in exchange for a digital voucher.

In GB, we created the Coca-Cola Community Pub Fund to reward the winners of the [Great British Pub Awards](#). Through the fund, we made grants of £10,000 to each of the 15 winning Pub Heroes enabling them to fund a business improvement or to put money towards a community project. We also funded a further £1,000 donation to a local charity or good cause chosen by each winner.

In Germany, we partnered with the non-profit "betterplace.me" to launch [LOKALFREUN.DE](#), an emergency aid programme encouraging consumers to donate in support their favourite local bars, restaurants and cafes. CCEP matched the first 20,000 donations of €10 via our donation platform. As a result, we provided €400,000 in donations to 550 participating restaurateurs. We also developed our donation platform into a fully comprehensive gastronomy support platform to share interesting articles, tips and training on how to deal with the pandemic.

In Belgium, we offered a way for consumers to support restaurants and cafés through a voucher scheme. Through the scheme, consumers could buy vouchers and redeem them when their favourite outlets opened again, with CCEP providing the first 100,000 drinks for free.

In Spain, we supported customers by offering free social media advertising campaigns for restaurants, bars and cafés across the country. The focus was on improving visibility while also promoting new takeaway and delivery services that businesses were offering during lockdown.

YOUTH DEVELOPMENT

WHAT ARE YOU DOING TO HELP YOUNG PEOPLE GAIN EMPLOYABILITY, SKILLS AND CONFIDENCE?

We believe that everyone should be given the opportunity to fulfil their potential – whether by gaining meaningful employment, learning a new skill or starting a business.

Young people are key to our economic recovery but the pandemic has hit their career prospects hard. That is particularly true for those from vulnerable backgrounds, many of whom have been deprived access to the support networks and education opportunities that are vital for their development. In these challenging times, our programmes

and partnerships to support disadvantaged young people are more important than ever.

Partnerships across our territories include our work with Eloquentia and the newly created programme [FIER.E.S](#) in France, the [German Foundation for Integration with Geh Deinen Weg](#) (Go your way) and the Youth Tafel from the German Food Banks in Germany, [UK Youth's Reach Up programme](#) in GB, [JINC](#) in the Netherlands, [Mentor Sverige](#) and [Fryshuset](#) in Sweden and the [Red Cross](#) in Norway and Iceland. In Spain, our [GIRA Jóvenes](#) programme continues to help young people develop the confidence and skills they need to find work.

In 2020, we teamed up with Fryshuset and [we_change](#), **Sweden's** largest sustainability initiative for young people, in a project to raise young people's awareness of sustainability issues. CCEP employees took part in two digital sustainability hackathons, which were attended by 176 young people. In the workshops, young people explored solutions to help tackle sustainability challenges.

Since 2016, our employees **in Germany** have volunteered to support [Geh Deinen Weg](#), a two-year mentoring programme that helps young people with an immigrant background integrate into German society and find opportunities. In 2020, we assessed the impact of the partnership by surveying 35 graduates from the programme. The results were encouraging: two-thirds of the participants said they were more self-confident as a result of the programme, and 88% were convinced that it has helped with their self-development.

Also **in Germany**, we teamed up with the Technical University of Munich to give young female students the opportunity to find out more about our business and to gain hands-on experience of working in our supply chain. The initiative called [MentorING](#) was part of the university's Mentoring programme, which promotes women in technical courses. Our employees act as mentors and through the year they are available to students to provide advice and support.

In France, we supported two major programmes giving opportunities to disadvantaged people. In partnership with [Restos du Coeur](#), we created [FIER.E.S](#), an initiative that builds self-confidence and provides a pathway to employment for young people and women from marginalised groups. Through the programme we provide vocational workshops, training with our sales and manufacturing teams, and simulated interviews with our HR professionals. We also continued our partnership with Eloquentia to help young people develop their public speaking skills. In 2020, 150 young people took part in the 20-hour training programme.

In Spain, we kicked off the eighth edition of [GIRA Jóvenes](#), our training programme aimed at helping disadvantaged young people aged between 16 and 22 build confidence and develop vocational skills. In 2020, the programme offered two online workshops, which provided a total of 19,286 hours of training to more than 850 participants.

In GB, we supported the third iteration of the employability Reach Up programme. Nine Reach Up programmes were delivered across the country between September and December 2020, engaging 131 young people and involving 66 CCEP employee volunteers.

In Norway, we partner with the Red Cross to support youth clubs in disadvantaged communities. In 2020, in response to COVID-19 we supported the Red Cross to move the clubs online, ensuring that young people from deprived communities could continue to access a space where they could focus on homework and vocational training.

EMPLOYEE VOLUNTEERING

WHAT HAVE YOUR EMPLOYEES BEEN DOING TO SUPPORT LOCAL COMMUNITIES?

As part of our support for local communities, we encourage our employees to take part in a wide range of volunteering activities connected to our sustainability commitments, such as litter clean up campaigns and charity fundraising events.

Our volunteering policy, which was launched in 2019, enables all employees to spend two paid working days every year volunteering for a charity or cause of their choice. Following the introduction of government restrictions across our territories in response to COVID-19, our employees had fewer opportunities to volunteer during the year. We continued to offer them opportunities to volunteer, where possible and safe to do so, and in 2020, our people dedicated 9,061 hours of volunteering time.

Our employees took part in several volunteering activities across our territories to support COVID-19 relief efforts. In the Netherlands, CCEP employees volunteered to serve food at a hospital in Amsterdam, while in Spain CCEP volunteers worked with NGOs supporting elderly people and those living alone. In Belgium, our employees supported the national response to COVID-19 by volunteering through the Red Cross and the charity Hulp voor Helden (Help for Heroes).

In the Netherlands, we organised 'the best gift is you' employee event during December 2020, which gave our people the opportunity to volunteer in a COVID-19 friendly way. They were able to participate in activities such as reading online to the elderly, hosting virtual meetings with refugees and picking up litter in their local neighbourhoods in partnership with the [Plastic Whale Foundation](#).

During our This is Forward employee action week **in France**, around 1,000 employees volunteered in social activities such as online coaching or to prepare groceries for people in need in partnership with [Restos du Coeur](#). In addition, more than 70 employees from CCEP and TCCC took part in World clean up day, helping to collect 62 bags of litter.

In GB, we participated in [Keep Britain Tidy's](#) "Great British September Clean" campaign. While litter clean-ups looked a little different in 2020 due to COVID-19 restrictions, our colleagues were out and about supporting Keep Britain Tidy's campaign, with almost 300 of our Litter Heroes helping to clean up litter in a safe, socially-distanced way in their local neighbourhoods.

WHAT OTHER KINDS OF LOCAL COMMUNITY PROGRAMMES DO YOU SUPPORT?

Aside from our youth employment programmes, we support a wide range of other grassroots community partnerships across all of our territories in Western Europe.

We support local foodbanks and food distribution charities in France, GB, Germany, Iceland, Norway and Portugal, bringing drinks to people who need them most. Our partnerships also help us to donate products which are close to their best before date, and thereby help us to avoid food waste.

In France, we teamed up with [Phenix](#), a start-up dedicated to food waste prevention, to donate 3.7 million drinks to more than 20 food aid associations across the country. Our partnership with Phenix was highlighted as best practice by the financial publication Les Échos.

In Portugal, we donated more than 120,000 litres of beverages in 2020, to front line hospitals, food banks and charities for homeless people.

In GB, 2020 marked our sixth year of partnership with [FareShare](#), the UK's biggest food redistribution charity. During the year, 12,000 unit cases of our products were given to people in need through the Fareshare partnership. We also joined forces with Neighbourly to support the launch of the [Neighbourly Community Fund](#), which will support 1,200 local groups and around 250,000 vulnerable people.

We also support environmental programmes through investment and volunteering. These include our water replenishment projects in Belgium, France, GB and Spain, and our land-based and marine litter clean up programmes across our territories.