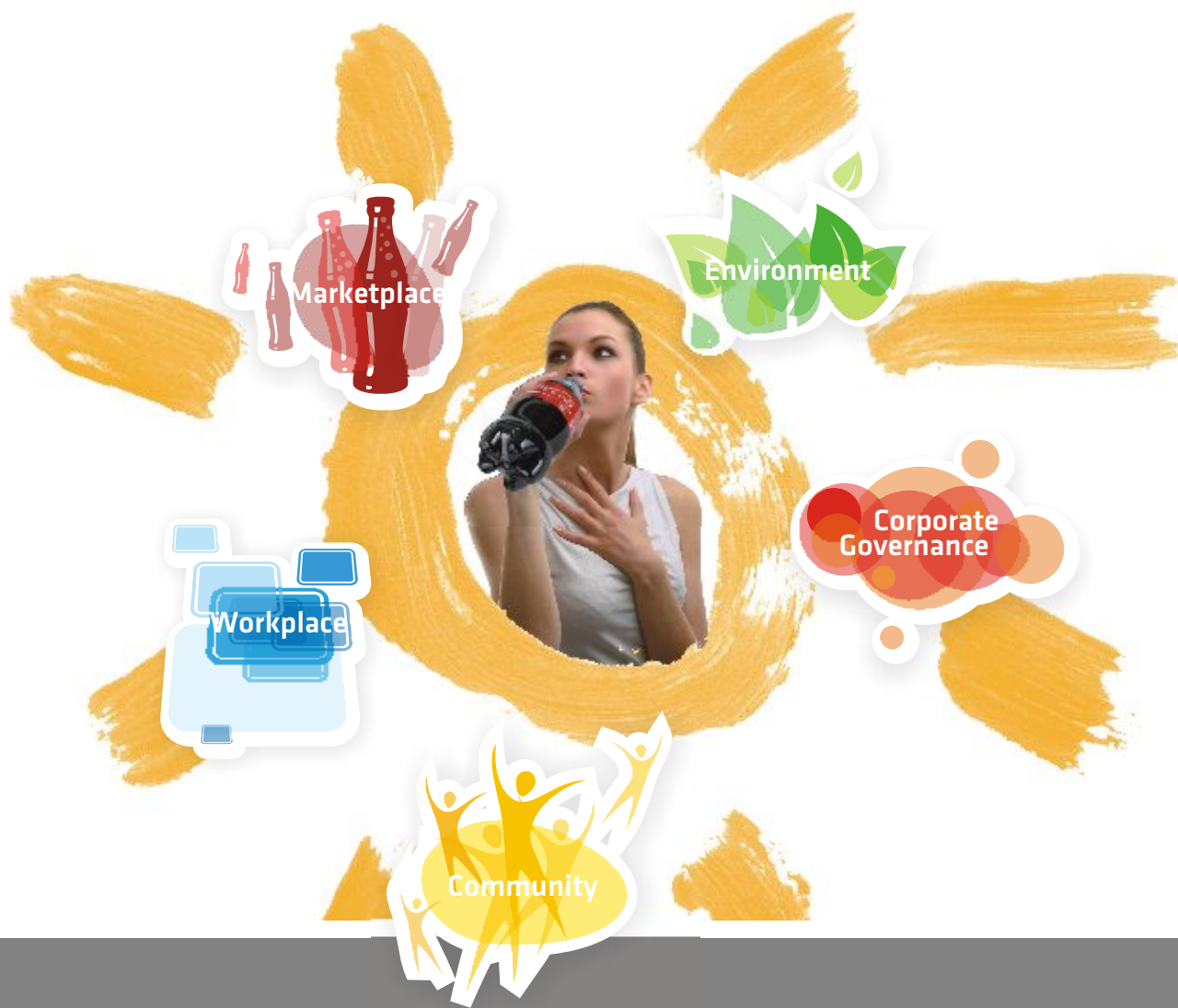


# Coca-Cola Hellenic

Passion for Excellence



Coca-Cola Hellenic Poland  
Social  
Responsibility  
Report

2009



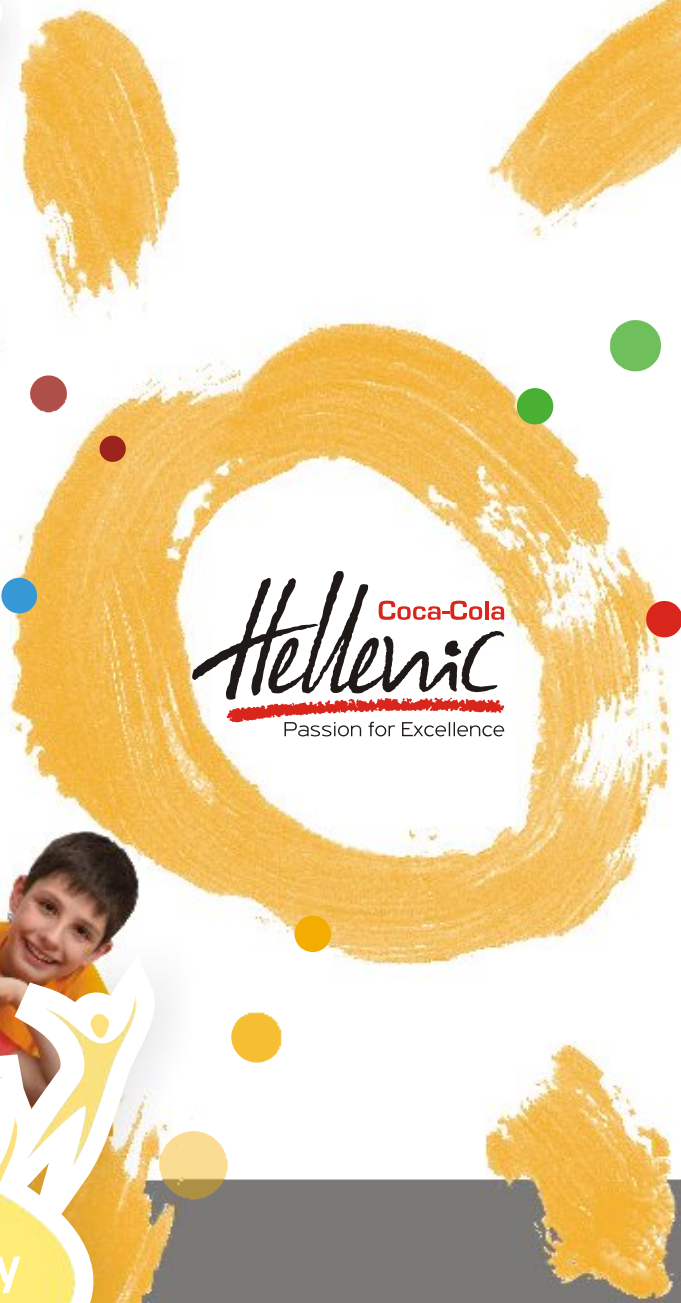
Marketplace



Workplace



Community



Coca-Cola  
*Hellenic*  
Passion for Excellence

[www.coca-colahellenic.pl](http://www.coca-colahellenic.pl)  
[odpowiedzialnosc.spoleczna@cchellenic.com](mailto:odpowiedzialnosc.spoleczna@cchellenic.com)

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Environment



Corporate  
Governance

**Coca-Cola Hellenic Poland**

Social  
Responsibility  
Report  
2009

# Commitments and Progress



## Chapter

### Chapter 3

### Chapter 4

### Chapter 5

### Chapter 6

## Goals 2009

Implementation of the CSR index as part of employee annual performance evaluation at selected managerial positions within the company.

YES

Running operations in line with the 10 Global Compact principles.

YES

Continue to expand product choice by offering new, innovative beverages to consumers.

YES

Launch a series of training sessions for the Sales Department - Fit for The Future Academy – on the company's business strategy based on widely defined health promotion.

YES

Continue to promote the GDA system and educating consumers on the issue of a healthy, balanced diet.

YES

ISO 22000 certification at manufacturing plants in Radzymin and Tyliz.

YES *Obtaining PAS220 certificate for the production plant in Radzymin*

Implementation of the "Store Wisely" program and running a Good Storage Practices contest with the Życie Handlowe trade magazine.

YES

Effective implementation of changes to the Kropla Beskidu Fund formula.

YES

Continuation of the Rivers for Life program and involvement in the organisation of the Vistula Day in Warsaw in cooperation with WWF.

YES

Reducing water use further: 2,2 liters of water per every liter of beverage we produce.

YES

Increasing the capacity of water wells in Tyliz through their regeneration and balanced use of the water-bearing layer.

YES

Energy use reduction by 4% *due to implementation of "Agility" project (reducing product stock and shorter production runs) and lower production in Tyliz.*

NO

Construction of a CHP unit in Radzymin.

NO

Removal of R22 cooling agent from cooling systems at manufacturing plants.

NO

## Plans 2010

Preparation for implementation of SAP WAVE 2, new integrated system of managing entire chain of operation and improving level of customer satisfaction.

Operating in accordance to the principles of UN Global Compact.

Further broadening our choice of products through offering our customers full range of all types of alcohol-free beverages.

Active promotion of healthy lifestyle among our consumers.

Obtaining PAS220 certificate for the production plant in Radzymin.

Further editions of financing programs from Kropla Beskidu Fund.

Continuation of the "Rivers for Life" project in cooperation with WWF.

Further reducing water usage per liter of produced beverage by 5% (average).

Continuation of CHP unit construction in Radzymin.

Start of ecobox installing in coolers, which allows for reduction of energy average 35% per cooler.

Continuation of "Trees planting" action in cooperation with Our Earth Foundation.



Packaging  
and Recycling

Workplace

Business  
Partners

Local  
Communities

## Chapter 7

## Chapter 8

## Chapter 9

## Chapter 10

Down-weighting of at least 6 types of PET bottles.

YES

Running 3 initiatives to educate employees about environment protection in the workplace and in their free time.

YES

Launching the second edition of the "Go Up" program for high-potential staff.

YES

OHSAS re-certification at Radzymin and Staniątki plants.

Health and safety educational campaign for employees.

YES

Introduction of "Store Wisely" program for business partners to educate retailers how to store beverages in order to keep its highest quality.

YES

Continuation of the "Use the Power of Tradition" educational program for traditional outlets.

YES

Run the second edition of the "Volunteer on the Coke Side of Life" program.

YES

Run two ecological initiatives including trees planting involving our employees.

YES

YES

Accomplished

NO

Not accomplished

Ongoing

Further down-weighting by between 4% and 8%, depending on the type of packaging.

Supporting educational initiatives, for example Warsaw and Lodz Recycling Days.

Organizing educational actions regarding recycling: selective waste collection at chosen mass events.

Further development of the "Go Up" program.

Conducting employees' satisfaction survey and introducing a program improving work satisfaction.

Motivation program promoting Health and Safety among employees.

Implementing coaching-based style of management.

Continuation of the "Store Wisely" program.

Continuation of the "Use the Power of Tradition" program.

Implementation of new collaboration approach with modern trade customers.

Organizing 3<sup>rd</sup>, broader edition of "Volunteer on the Coke Side of Life".

Promoting physical activity and supporting local sports events across Poland.

Supporting charity organizations working with disabled children.



## Future

“

Our priority in next few years is to increase our knowledge of the environmental risks and opportunities so that in the future we can achieve our ultimate goal:

**sustainable development.”**

## General Manager's Letter

Dear Ladies and Gentlemen,

I have the pleasure to present this third Corporate Social Responsibility Report from Coca-Cola Hellenic Poland. Every year, we are trying to aim higher – I hope that this year's report will present our achievements in social responsibility in a complete and transparent manner.

When establishing our development strategy we consider our stakeholders the most important partners. We identify our priorities through continuous discussion with them. The Report is divided into chapters reflecting these key social, environmental and economic responsibilities of our company. Our goals are also inspired by the principles of Global Compact, which we subscribe to.

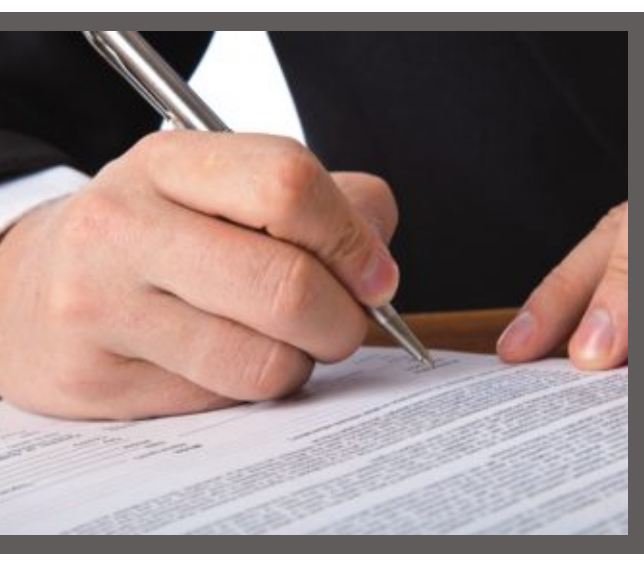
Our company's development is inseparably linked to availability of water. This year we achieved our goal of decreasing water usage to 2.1 litre per one litre of produced beverage. We also do our best to protect natural environment surrounding the sources of water. Our priority in next few years is to increase our knowledge of the environmental risks and opportunities so that in the future we can achieve our ultimate goal: sustainable development.

To reach this goal we have to think strategically in many areas. We take under consideration changes in economy and human capital in Poland. Therefore we invest in our employees, customers and local communities.

However, sustainable growth depends not only on strategies and plans, but first of all on action. We believe in actions on all levels – the big, countrywide ones and the smaller, local ones. It is easy to overlook possibilities of supporting small but beneficial initiatives. We have established procedures of systematic support for volunteering and innovative projects of our employees, as well as initiatives from local communities.

We do our best to constantly improve our reporting process, which results in the following report. This year's publication presents our performance according to the methodology and indicators of Global Reporting Initiative. Thanks to them our report also allows us to systematically build our social strategy. It is also a mean to express our thankfulness to all stakeholders for their input into our achievements. We also hope that this will be our voice in the critical discussion about sustainable growth, which develops in Poland.

Thanks to our systematic approach we have realised the plans, which we outlined in the last year report. In this year's publication we have clearly formulated our goals for 2010. We hope that next year will once again allow us to proudly present our achievements in the report to come.



**Dan Nistor**

General Manager  
Coca-Cola Hellenic Poland

# Report Profile

The third Social Responsibility Report presents the operations of Coca-Cola Hellenic Poland in 2009. This publication is addressed to stakeholders of our company and everyone else interested in our activities in the field of socially responsible business.

## Report's structure

The publication consists of three parts, designed to give you the most complete and transparent presentation of our activities possible.



- 1.** **Part One** presents the context of our reporting process. This first chapter explains the methodology of our reporting. The second Chapter ("Organization Profile", pages 10-13) is an extensive business card of our company, while the information about our priorities, strategy and external obligations is presented in Chapter Three ("Strategy and Management", pages 14-21).
- 2.** **Part Two** consists of a description of seven fields of CSR activities key for Coca-Cola Hellenic Poland (chapters 4 to 10, pages 22-61).
- 3.** **Part Three** includes all the additional information: GRI indicators table (pages 64-71), table summarizing our goals for 2009, the progress of their realization and a list of our goals for 2010 (pages 2-3), as well as a glossary of terms used in the report and a list of web addresses and other resources (pages 73-75).



## Reporting process

The **Social Responsibility Report 2009** was prepared according to the guidelines of **Global Reporting Initiative** - independent, international institution, aiming at developing universal methodology of CSR reporting.

While creating this report we referred to "Sustainability Reporting Guidelines" (RG), as well as the most recent version of GRI indicators (G3), published in 2006. Due to the lack of the Polish language version of FMCG sector G3 supplement, which would apply to Coca-Cola Hellenic Poland, its specific guidelines were not applied to this year's report.



The 2009 report is our third, published on annual basis (previous reports described our activities in 2007 and 2008). It refers to our activities in the calendar year 2009.

Last year's data is included, where it provided important context for this year's information or where the report referred to initiatives started in 2008 and continued in 2009. We also included detailed data referring to our internal and external obligations and cooperation, including Global Compact, in Chapter Two "Strategy and Management" (pages 14-21).

As a result of consultations with our stakeholders and audit organizations, information presented in this report is both broader and more detailed than in previous years. Year by year we strive to enhance the process leading to publication of the report so that it presents more complete and transparent information.

No changes in ownership or management structure of Coca-Cola Hellenic Poland occurred in the reporting period.

The CRS activities are coordinated by **Public Affairs & Communication Department**.

**PA&C Manager** is directly responsible for the process of social reporting.

Any additional information can be obtained by contacting:

[odpowiedzialnosc.spoleczna@cchellenic.com](mailto:odpowiedzialnosc.spoleczna@cchellenic.com)

## Report scope and boundary

Reporting process covers all fields of company's operations identified as important for sustainable growth and responsibility for natural, social and economic environment. These key fields were specified by the Social Responsibility Council of Coca-Cola Hellenic's Management in Athens, as a result of the first stakeholders' panel held in 2008.

Seven areas critical for the functioning of both Coca-Cola Hellenic Group and its operations in particular countries were established as a result of this process. They are described in detail in respective chapters of Part Two of the report.



While defining the content of this report we took under consideration primarily:

- The key areas identified by our stakeholders,
- Internal priorities of the company established at the country and group level,
- Group's reporting standards in relation to specific Polish economic and environmental conditions,
- CSR priorities included in our managers' career development program, which are integral part of company's human resources policy,
- Limitations in our ability to publish commercial, sensitive data (that is considered company's trade secret),
- The necessity to present complete data, which enables independent evaluation of company's activities.

The 2009 Report includes data referring to activities of **Coca-Cola Hellenic Poland** and – where it directly affects country level results – activities of the whole **Coca-Cola Hellenic Group**.

### Index of GRI content

According to "Sustainability Reporting Guidelines":

- Strategy and Analysis 1.1–1.2 (pages 14-21)
- Organizational Profile 2.1–2.10 (pages 10-13),
- Report Parameters 3.1–3.13 (pages 6-9),
- Governance, Commitments and Engagement 4.1–4.17 (pages 14-61)
- Core and additional Performance Indicators tables (pages 64-71).

Additionally: a table summarizing goals for 2009, progress of realization and goals for 2010 (pages 2-3).



## Verification

Data presented in this report was collected according to the principle of report's completeness. The management of Coca-Cola Hellenic Poland and Coca-Cola Hellenic Group assures its authenticity and consistency with a factual state of affairs.

The report incorporates data from relevant corporate publication related to activities in Poland or directly influencing such activities.

The content of the 2009 report has not been confirmed by external audit. Coca-Cola Hellenic Poland took part in auditing initiatives relating to socially responsible business practices conducted by an independent organization during publication of this report:

### **"Responsible Companies Ranking 2009" and "Responsible Business in Poland 2009 Report. Good practices".**

Particular areas of Coca-Cola Hellenic Poland activities were covered by internal audits conducted by the company. They are also tested on a regular basis by institutions awarding external certificates.

More information on external certificates and internal audits can be found in relevant chapters of Part Two of the report and in Chapter Three „Strategy and Management”.



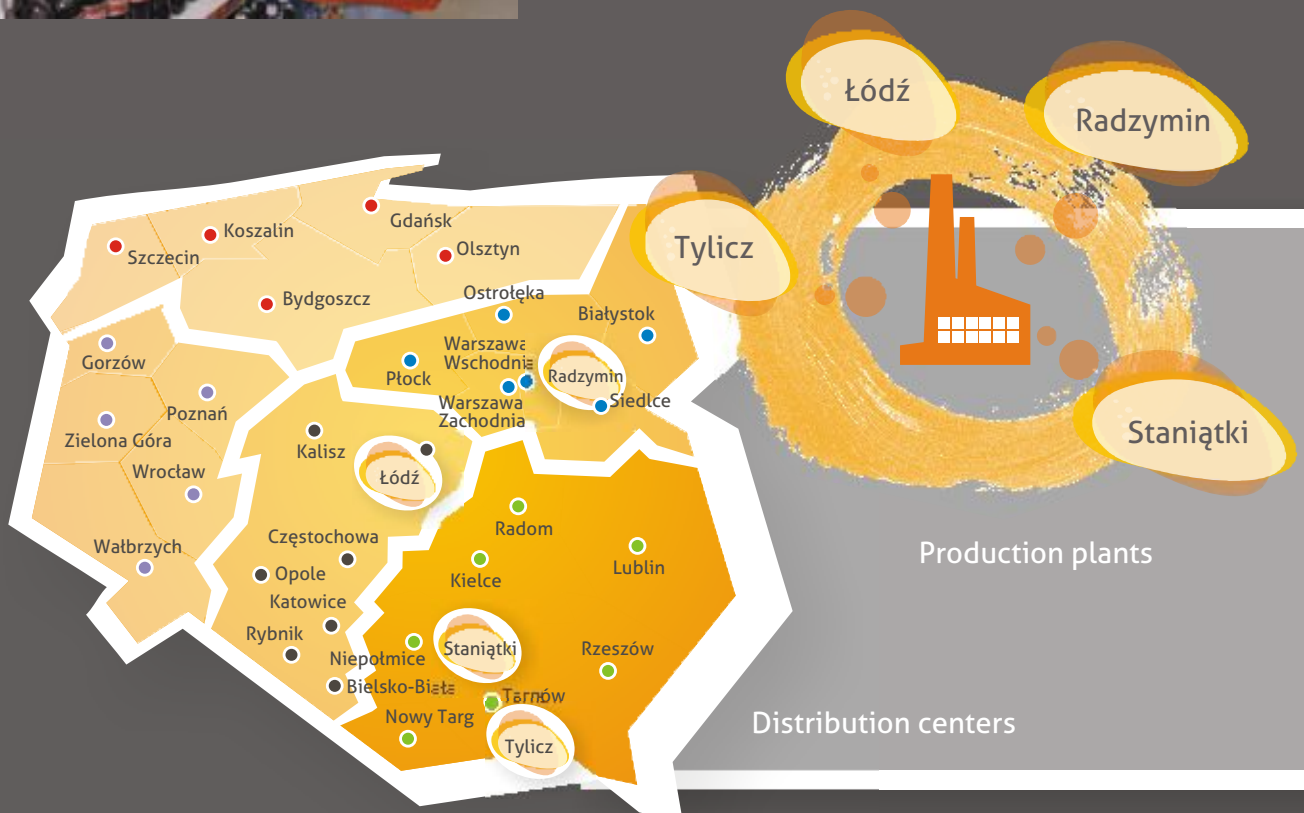
# Organization Profile

Coca-Cola Hellenic Poland sp. z o.o. (limited liability company) is a producer and distributor of sparkling beverages, juices, nectars and still drinks, natural mineral waters, ready-to-drink teas as well as isotonic and energy drinks. We currently offer over 40 types of beverages in 140 different packages. We hold 14 popular and liked brands in our portfolio.



Coca-Cola Hellenic Poland is a Polish subsidiary of the Greek Coca-Cola Hellenic Bottling Company SA headquartered in Athens, known in short as Coca-Cola Hellenic. Coca-Cola Hellenic operates in 28 countries and serves a population of more than 560 m consumers. The company is listed on the Athens and London stock exchanges, with a subsidiary listing on the New York stock exchange. Main shareholders, The Coca-Cola Company and Kar-Tess Holding SA, hold 23% and 30% of shares, respectively.

Coca-Cola Hellenic Poland, headquartered in Warsaw, is the leader of the Polish alcohol-free beverages market. We employ over 3,000 people, cooperate with over 3,800 suppliers and our products are available in over 140,000 outlets across the country. Coca-Cola Hellenic Poland owns 4 production plants and 30 distribution centres.





Coca-Cola Hellenic Poland is the only bottler in the country that manufactures and distributes The Coca-Cola Company products. We own and operate four production facilities around Poland, located in Radzymin, Łódź, Staniątki (in the Niepotomice municipality) and Tylicz (in the Krynica municipality).

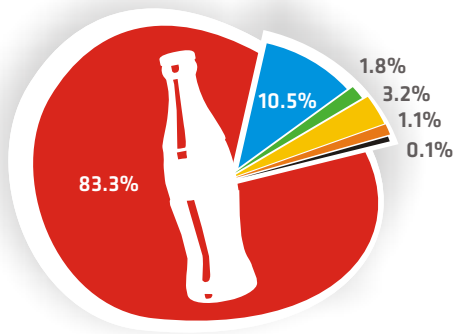
While introducing our products to the market, we aim to sustain close co-operation with suppliers and customers. Our sales representatives gather orders from retail customers and products are delivered directly to the outlets.

We continue to organize training courses for our customers and suppliers, which are focused in particular on safety matters and ensuring the high quality of our products. As we operate in the food industry, we pay particular attention to the issues of responsible marketing activities.

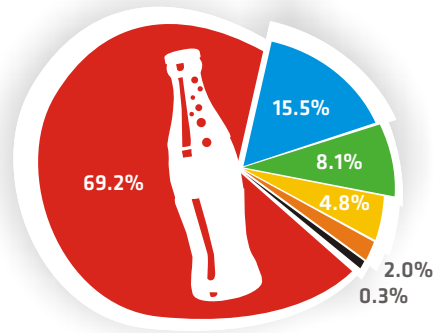
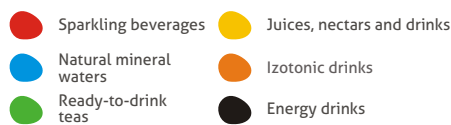
We are also constantly striving to meet the expectations of our customers by adjusting our offer to their changing needs. We describe it in more detail in Chapter 4 - page 23.

Consumers' interest in healthy lifestyle is growing every year. Accordingly, our range of products is constantly being developed. Our selection of still beverages was extended in 2009 by the addition of Cappy Whole Fruit Orange, which is produced using the unique Whole Press technology. In the past year we also introduced new medium-carbonized water MultiVita from the Kropla Mineralow source, as well as Cappy Lemon&Nada drink, offered in two flavors (more information about our products - page 23).

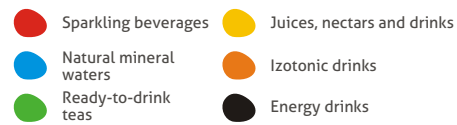




Volume share of specific beverage categories in Coca-Cola Hellenic Poland's sales (2004)



Volume share of specific beverage categories in Coca-Cola Hellenic Poland's sales (2009)



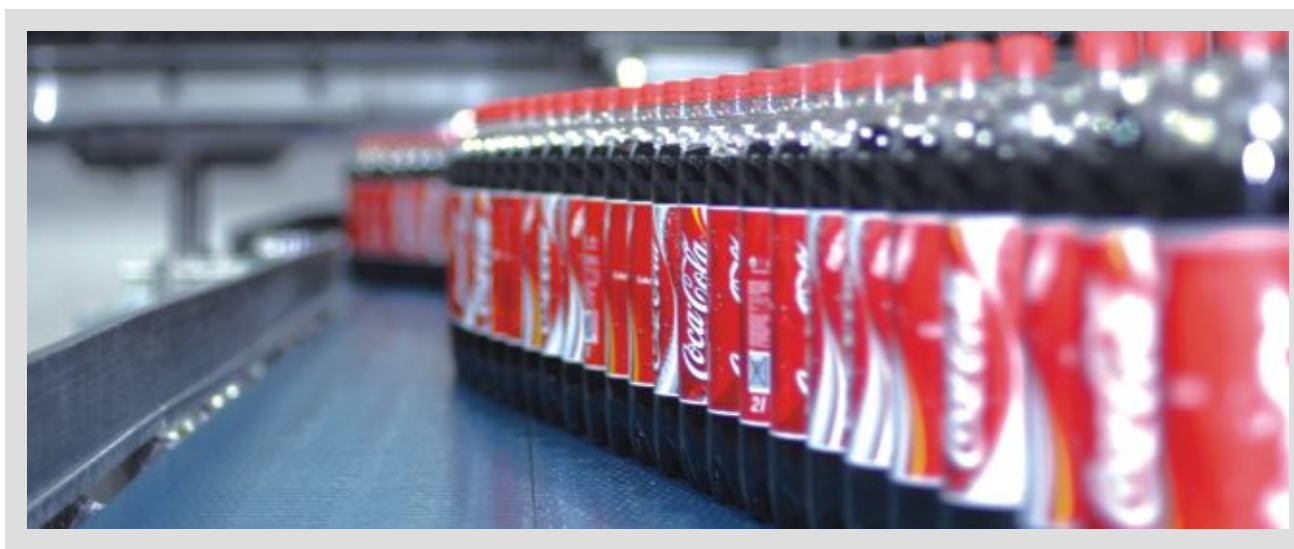
Our beverage sales structure is changing, too, in line with consumer preferences and evolving life styles. The share of still beverages and waters category in our company's total sales has been growing steadily for many years. In 2004 the combined sales of the two categories accounted for just 16.7% of Coca-Cola Hellenic Poland's total sales. In 2009 still beverages and water accounted for 31% of sales.

In 2009 Coca-Cola Hellenic Poland sold 952 million liters of beverages. It is a result of a consistently implemented strategy, based on offering a wide and constantly developed range of alcohol-free beverages to consumers.

Coca-Cola Hellenic Poland operates mainly within the borders of Poland. Only 36 out of 940 million liters produced were transported outside of the country. Imports accounted for 4% of company's sales last year.

Our company operates in close cooperation with Coca-Cola Poland Services, a subsidiary of The Coca-Cola Company based in the US in Atlanta.

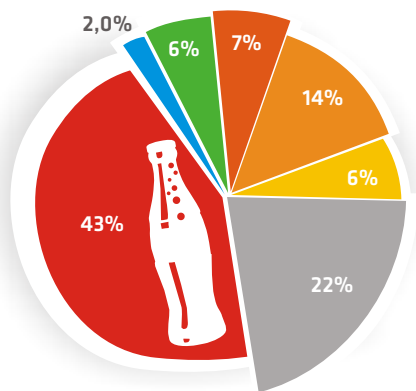
Coca-Cola Hellenic Poland is responsible for infrastructure, production, distribution and sales of beverages, as well as provision of in-store equipment, customer service, customer and consumer promotions and public relations activities.



# Coca-Cola Poland Services Sp. z o.o.

Coca-Cola Poland Services, representing the owner of brands we offer to consumers, manages advertising and media contacts, launching new products, marketing and public relations for specific brands.

Cooperation between the two companies is based on strong partnership, which has made the Coca-Cola system successful in over 200 countries worldwide.



2009 Developing Markets Volume Split



Coca-Cola Hellenic Poland is a limited liability company and due to commercial confidentiality reasons as well as the parent company's policy it does not disclose all business figures at the country level.

Within Coca-Cola Hellenic Bottling Company SA, Poland is in the group of developing countries which includes: Lithuania, Latvia, Estonia, Czech Republic, Slovakia, Slovenia, Croatia and Hungary. Poland is definitely this group's biggest market, accounting each year for almost a half of the profit generated by its members. Coca-Cola Hellenic Poland does not receive any financial assistance from the state.



## Coca-Cola Hellenic Poland in numbers:

- 952 million** litres of beverages sold in 2009
- 19 years** of business activity
- Over **360 m euro** of investments
- 22.2 %** value market share
- 4** production facilities
- 30** sales centres
- Over **3 000** employees
- 3 800** suppliers
- 140 000** customers

# Strategy and Management

Year by year Coca-Cola Hellenic Poland tries to integrate more rules ensuring sustainable growth into our strategy on all levels of operations. Strategic cooperation with international NGOs and strict adherence to both internal and external standards are crucial to us.

## Management and structure

Coca-Cola Hellenic's Operating Committee based in Athens supervises company's activities and performance on the Group level, including its social and environmental record.

The committee is composed of ten people led by Coca-Cola Hellenic's managing director and takes responsibility for developing company's strategy. The members of both the Operating Committee in Athens and the management team in Poland have been valued employees of the company for many years. They earned their qualifications and experience in a number of areas of the company's operations and ensure that the

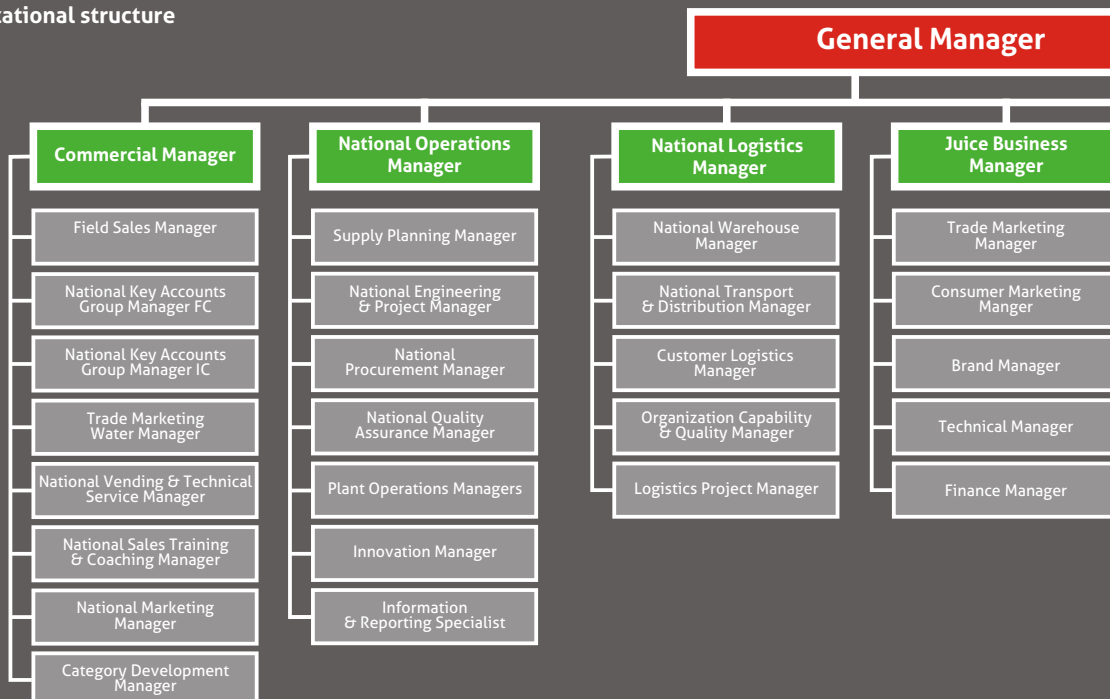
strategy being worked out covers economic, environmental and social issues.

From the formal point of view, the management board of Coca-Cola Hellenic Poland comprises two persons: the general manager and the finance director. However, daily management of the company's business falls on a broader, 9-strong management team including all heads of functions.

The team works as one body and makes key decisions collectively. The same top-management team governs our corporate social responsibility, by setting and reviewing Corporate Social Responsibility (CSR) targets.



## Organizational structure





## Sustainability as a part of strategy

CSR operations are aimed at ensuring that fulfilling the needs of contemporary world will not affect the life and plans of future generations. We are still short of achieving this goal.

Business sector has a vital responsibility, as modern enterprises can provide innovations, investments and professional business knowledge. While working closely with administration, non-governmental organizations (NGOs), businesses can contribute to solving the problems of modern world.

Our CSR priorities are established based on the guidelines from Coca-Cola Hellenic Group, our internal strategy and aims identified within particular departments. We consolidate all of them into a consistent strategy organized around 7 key fields. These fields were identified in 2008 at the first stakeholders' panel held by the Group. They represent areas in which, according to our stakeholders, our input can be most beneficial:



Consumer health



Water stewardship



Energy & climate protection



Packaging & recycling



Employee development

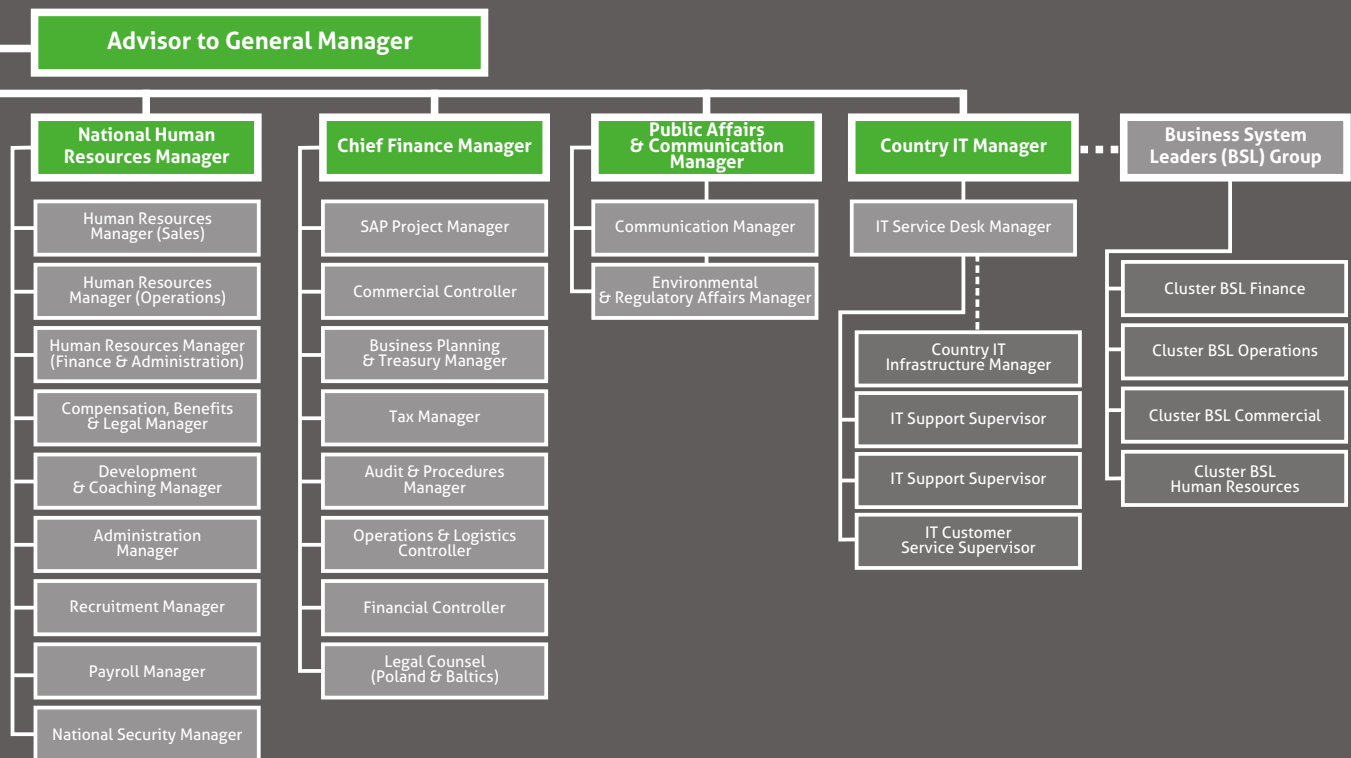


Business partners engagement



Community involvement

The priorities of sustainable growth are directly connected to our business strategies. By expanding our product portfolio and promoting active lifestyle and sports initiatives we ensure that our consumers maintain a growing interest in healthy lifestyles. Similarly our environmental programs decrease the usage of water, energy and materials while ensuring cost-effectiveness of the company.



### Managing CSR

CSR is managed and measured as rigorously as other parts of our business. At the Board level, the Social Responsibility Committee guides and reviews progress on a quarterly basis. The Group CSR Council comprising Function Heads identifies strategic issues for the business, sets standards and performance targets, and reviews the performance. Region Directors ensure that our

Sustainability strategy is effectively implemented in the regions, and have particular responsibility for health and safety. At the country level, a cross-functional team implements the sustainability strategy, reporting to the country manager. Each bottling plant is supported by environmental, health and safety coordinators.

### Structure of CSR management in Coca-Cola Hellenic



## Systems and standards

We implement standards, identify goals and monitor their realisation. Our company deploys a system of managing corporate risks and crisis situations (IMCR), which allows us to identify risks early and avoid dangerous situations. If crisis happens we can react quickly and accurately. Additionally, our Internal Audit department regularly identifies and evaluates risks of misconduct and reports on negligence.

We are doing our best to ensure our operations are conducted ethically, responsibly and that their outcomes result in sustainable growth. We implemented several major management systems and standards, which allow us to meet our goals. We also rely on recognized external norms to ensure our business is run transparently and is easy to evaluate.

Our operations are reported to the general public and stakeholders in a form of the **Social Responsibility Report Coca-Cola Hellenic Poland.**

Knowledge of CSR-related issues is also required from all our managers and is an important criterion in their annual evaluation.



Managerial competences



## Management systems

We have implemented internationally recognized systems of managing quality, environmental impact, health and safety and food quality:

- Quality management (**ISO 9001**),
- Environmental impact management (**ISO 14001**),
- Health and safety management (**OHSAS 18001**),
- Food hazards and safety system (**HACCP**),
- Ensuring food quality system (**ISO 22000**).

Description of production plants' certification - page 24.



## Standards

We also implement standards regulating management, measurement and reporting of particular areas, which include:

- **Greenhouse Gas Protocol**  
we measure our green gas emissions and report the data to Coca-Cola Hellenic Group, which in turn publishes collective group data according to the GHG Protocol Initiative.
- **LBG Model**  
we measure and report our social engagement with local communities according to the methodology of London Benchmarking Group.
- **Global Reporting Initiative**  
our operations are described annually in the Social Responsibility Report, constructed using the GRI guidelines and indicators (more information on pages 64-71).
- **UNESDA Commitments**  
we voluntarily subscribed to principles of fair and responsible marketing and sales outlined by the Union of European Beverage Associations (more information on page 26).

## Internal regulations

A number of norms and regulations ensure ethical and responsible conduct of business at Coca-Cola Hellenic Poland, the most important being Code of Business Conduct – outlining standard of operating that is expected from all our employees.

Customized training ensures that our employees know how to implement these rules in daily work. Any doubts and complaints related to the rules can be sent using a dedicated e-mail address.

### Coca-Cola Hellenic Poland policies and codes of conduct:

- Code of Business Conduct,
- Competition Handbook,
- Equality Policy,
- Human Rights Policy,
- HIV/AIDS Policy,
- Occupational Health and Safety Policy,
- Fleet Safety Policy
- Food & Quality Policy,
- Environmental Policy,
- Supplier Guiding Principles,
- Packaging & Packaging Waste Policy,
- Climate Change Policy,
- Genetically Modified Organism Position Statement,
- Health & Wellness Policy,
- EU Undertaking,
- Union of European Beverages Associations (UNESDA) commitments.



## Cooperation with NGOs

Long-term cooperation with non-governmental and non-profit organizations is the key to decision-making and identifying our priorities when it comes to investments.

We rely on their in-depth knowledge of particular areas, which are important to our strategy and are thus identified as one of stakeholder groups of Coca-Cola Hellenic Poland.



POLSKA FEDERACJA  
PRODUCENTÓW ŻYWNOSCI

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## Country-level and regional partners

While realizing our social and environmental projects we cooperate with many organizations of various profiles:

- **Partnership Fund and Partnership for Environment Foundation** – creation and management of Kropla Beskidu Fund, which supervises projects supporting the protection of water resources in Beskid Niski and Sądecki regions (more information - pages 33-34).
- **WWF** – „Rivers for Life”, a project aimed at reconstructing natural habitats and ecosystems of the Vistula River (more information - page 35).
- **Our Earth Foundation, municipal administration and sanitation institutions** – co-operating on Clean Up the World campaign.
- **Responsible Business Forum** – platform for promoting corporate responsibility as a universal commitment of Polish businesses, aiming at improving competitiveness and protecting environment.
- **Polish Federation of Food Producers** – Poland's only member of European Union's biggest federation of food industry representatives (CIAA).
- **Polish Chamber of Bottling Industry** – member of UNESDA, it associates producers of waters and alcohol-free beverages.
- **Polish Coalition for Eco-friendly Packaging Eko-Pak** – represents packaging producers and is a member of EUROPEN, umbrella organization on European Union level.
- **Rekopol Recovery Organization** – a non-profit organization aiming to ensure that businesses fulfill their recycling obligations as well as building a network of waste collection by subsidizing educational initiatives.

## International Partners

We are members and supporters of the following initiatives:

- **Global Compact** – Towards the end of 2008, together with Coca-Cola Poland Services, Coca-Cola Hellenic Poland applied for membership in The Global Compact, an initiative of UN Secretary General Kofi Annan. Global Compact is the biggest voluntary program supporting global sustainability. Our companies became members in February 2009 and have since subscribed to 10 principles regarding human rights, working standards, environment protection and preventing corruption. Both the Coca-Cola Hellenic Group and The Coca-Cola Company are members of Global Compact.
- **Caring for Climate** – Coca-Cola Hellenic is one of the founders of one of the world's biggest coalitions dedicated to preventing climate change.
- **CEO Water Mandate** – Coca-Cola Hellenic is actively supporting this invaluable partnership of public and private sectors addressing the global problem of water scarcity.
- **World Business Council for Sustainable Development.**
- **European Alliance for CSR.**
- **IFRC** – International Federation of Red Cross and Red Crescent Societies.
- **Global Reporting Initiative** – GRI indicators are being implemented in CSR reporting process on both the country and Group level (more information - pages 64-71).

Coca-Cola Hellenic is also one of the world's sustainable business leaders listed on Dow Jones Sustainability Indexes. The company is also present at:

- **DJSI World Index** – 10% of 2500 of world's biggest businesses, chosen according to economic, environmental and social indicators;
- **Dow Jones STOXX Sustainability Index** – 20% of sustainability leaders among Europe's 600 biggest companies;
- **FTSE4Good Index** – listed since 2002.



FTSE4Good

Areas of operation	Environment protection	Human rights and fair employment
Country level	Partnership Fund and Partnership for Environment Foundation Our Earth Foundation WWF Eko-Pak Rekopol Recovery Organization	Global Compact
Global level	CEO Water Mandate Caring for Climate WWF	Global Compact IFRC

## Stakeholders engagement

We are convinced that the success of our operations is only achievable by means of a continuous dialogue with our stakeholders, considering their expectations and working out compromises. Stakeholders are the groups significantly influencing our business or notably influenced by our operations. These include suppliers, customers, consumers, NGOs, the government, media and local communities. We are always in touch with these groups via several channels, including meetings, public opinion surveys, correspondence and phone talks



Responsible business and marketing	Sustainability and reporting
Polish Federation of Food Producers Polish Chamber of Bottling Industry	Responsible Business Forum
UNESDA CIAA	European Alliance for CSR Dow Jones STOXX Sustainability Index World Business Council for Sustainable Development Global Reporting Initiative

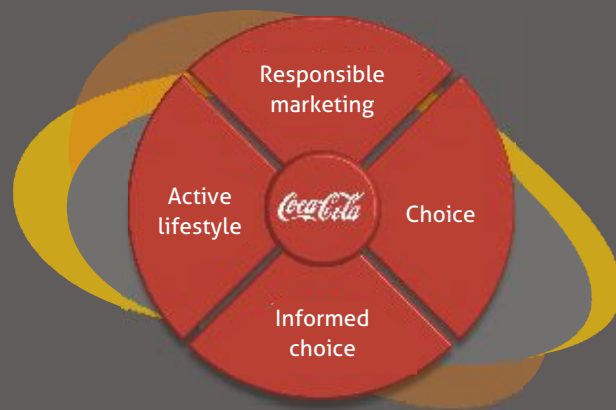
## 2010 GOALS

- Preparation for implementation of WAVE 2, a SAP platform-based new integrated business applications system of managing the entire supply chain and improving level of customer satisfaction.
- Operating in accordance to the principles of UN Global Compact.

# Consumer Health

Coca-Cola Hellenic Poland together with Coca-Cola Poland Services are striving to constantly live up to our consumers' expectations and adapt our offer to their changing needs. We support a number of initiatives and programs aiming to improve fitness and popularize a physically active lifestyle in Poland. We also run our marketing activities in a responsible manner. In order to protect our consumers' health we have been introducing a number of programs ensuring the highest quality of our products, starting from controlling water collection sites, manufacturing plants and transports to educating our customers about good storage practices.

All our activities related to consumers' health are based on the principles of our and Coca-Cola Poland Services' joint business strategy Fit for the Future. The initiative is based on four pillars, which correspond with the consumers' health priorities we have identified:



Pillar

1

**Extending product choice** – to address consumers' needs we have been introducing more low-calorie and health-beneficial beverages to the market.

Pillar

2

**Information about nutritional values** – providing consumers with clear and understandable information on particular nutrients in our products.

Pillar

3

**Responsible marketing and sales** – we respect the fact that parents and guardians have a decisive role in children's consumption choices and therefore we volunteered to introduce internal limitations in promotion activities.

Pillar

4

**Promoting an active and healthy lifestyle** – we take part in supporting sports and educational programs, which promote a healthy diet among children and young people.

## Extending product range

At the moment Coca-Cola Hellenic Poland offers over 40 types of drinks in over 140 different versions of packaging. Sales of non-sparkling beverages and waters are rising fast and in 2009 they reached 31% of the total sales of our company.

The structure of consumption according to the caloric value of beverages is changing with equal intensity. Beverages with no or small amount of sugar accounted for almost 29% of sales in 2009.

In 2009 we introduced the following innovative products to the market:

- Cappy Whole Fruit Orange, produced using the Whole Press technology (a full-squeeze manufacturing method, which actually means that drinking the juice is closest to eating oranges),
- Medium-carbonized water MultiVita from Kropla Mineralow source,
- Cappy Lemon&Nada in two refreshing flavours,
- Powerade Mango,
- Burn in 0.5L PET bottle.

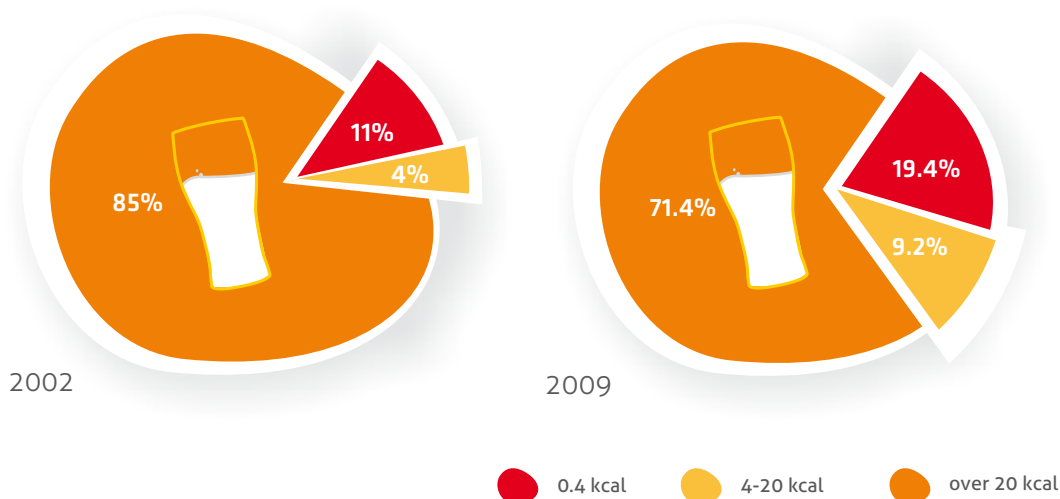


## Hydrate with taste

To help our consumers easily control the amount of calories they consume we have also adjusted formulas of our products, which are already available on the market.

The new versions of sparkling beverages **Fanta i Sprite**, as well as ready-to-drink tea **Nestea**, now contain from **10 to 20% less calories.**

Changes in the structure of product range: structure of sales according to caloric value in 2002 and 2009







**Coca-Cola** named **Product of the Year** third time in a row – according to retailers, it was the most profitable product in 2009.



**Cappy** titled with the **Product of the Year 2009** in the 5<sup>th</sup> edition of the marketing program Product of the Year – consumers named it the most innovative brand among fruit juices.



**Coca-Cola Zero** awarded the Hit of FMCG 2009 title in the contest organized by Życie Handlowe magazine – according to the jury and analysts it was one of the most profitable brands.

**Coca-Cola Zero** on the podium – 3<sup>rd</sup> place among the alcohol-free beverages in "Pearls of the Year 2009" ranking, organized by Wiadomości Handlowe – one of the best products according to retailers.

Production plant	ISO 9001	HACCP	ISO 22000	PAS 220	ISO 14001	OHSAS
Radzymin	✓	✓	✓		✓	✓
Staniątki	✓	✓	✓		✓	✓
Łódź	✓	✓	✓	✓	✓	✓
Tylicz	✓	✓	✓	✓	✓	✓

## Product information

We aspire to be the leader among socially responsible businesses; therefore we implement stricter standards than those required by law.

In 2007 we were the first in Poland to introduce a new information system on the labels of our products. Information regarding nutritious values, based on suggested daily amounts (Guidelines Daily Amount - GDA) is placed both on the front and the back of all our products, excluding waters.

- **Front:** information on calories content and percentage of recommended daily amount for an adult person visible "at first glance".
- **Back:** information panel on specific nutrients, that is "the Big 5": calories, sugar, fats, saturated fats and sodium or "the Big 8" in the case of Powerade isotonic beverage and Burn energy drink: the same as above plus carbohydrates, protein and fibre.

Each label informs the consumer about the content of nutrients per serving, where a serving is defined as 250 ml (with the exception of 200 ml glass bottles and 330 ml packaging that are considered to be single servings).

A minimum level of artificial flavours, colorants and preservatives is also a very important factor. For example, Coca-Cola has been produced according to the same recipe for over 123 year. Our products do not contain ingredients that have been genetically modified or derive from genetically modified animals.

In late 2008/early 2009 Polish companies from the Coca-Cola system conducted an educational campaign, which involved the launch of a website dedicated to GDA [www.cocacola.com.pl/gda](http://www.cocacola.com.pl/gda).

Via the website our consumers can access examples of menus for each day of the week, composed by dieticians from the Board for Promotion of Healthy Nutrition. The provided diets include information on what and how to eat in order to keep a stable weight and stay in good physical condition. The site also offers practical information about the GDA and directions helping users compose their own diet based on the GDA indicator.

## Quality Standards

To make sure our products meet the highest standards we pay particular attention to external certification. We have introduced the ISO system certificates, which are not required by the Polish law, to our production plants.

A detailed description of the certificates can be found on page 17.



## Responsible sales and marketing

Companies of the Coca-Cola system are particularly concerned with conducting their marketing activities in a responsible way. Consequently, the system supports a number of initiatives promoting such an approach.



UNESDA, the Union of European Beverage Associations, working towards popularising responsible marketing is one of our key partner NGOs. Coca-Cola Hellenic Poland actively fulfils obligations of an UNESDA member.



## Active lifestyle

Controlling the amount of consumed calories is just one side of energy equation ensuring good health. In order to maintain appropriate weight one has to burn calories they consume. While organizing programs promoting sport and physical activity – such as Coca-Cola Cup or running events – we cooperate with a number of sports and nutrition experts, the public administration and other organizations. Hundreds of thousands of people took part in our sports events in 2009.

Companies of the Coca-Cola system support the educational program for primary and gymnasium schoolchildren Keep Fit.



The project is co-organized by the **Chief Sanitary Inspectorate** and the **Polish Federation of Food Producers** as part of the implementation of WHO's diet, physical activity and health strategy.

<p>Do not place any marketing communication in printed media, websites or during broadcast programs specifically aimed at children under 12 years old</p>	<p>Avoid any direct appeal to children to persuade parents or other adults to buy products for them</p>	<p>Do not offer sparkling or sweetened beverages for sale in primary schools</p>	<p>Ensure that in secondary schools a full range of beverages (including water, juices and other beverages in both regular and low-calorie/calorie-free versions), is made available in appropriate container sizes that allow for portion control</p>	<p>Respect the commercial-free character of schools</p>
<p>✓ accomplished</p>	<p>✓ accomplished</p>	<p>✓ accomplished</p>	<p>✓ accomplished</p>	<p>✓ accomplished</p>

The aim of the Keep Fit program is to educate schoolchildren on sustainable pro-health attitudes through promoting active lifestyle and balanced diet principles, based on our individual responsibility and free choice. Importantly, the program takes the form of projects – designed by participating schools themselves.

This allows schoolchildren to develop, in cooperation with their teachers, parents and the local community, the best methods for promoting healthy lifestyle principles both at school and within families. Examples of such projects include dance and sports workshops and games, walking and running events.

**6188** primary and gymnasium schools, that is over **780 000** schoolchildren, took part in the third edition of the Keep Fit program in school year 2008/2009, up by **160,000** from the year before.



Make third-party distributors aware of the above commitments



✓ accomplished

*We are aware that at school, children are beyond direct control of parents and guardians who look after their diet. We want to help parents maintain control over what their kids drink, hence we subscribe to the UNESDA rules. We respect the commercial-free character of schools and do not conduct any advertising campaigns, in order to avoid directly influencing kids, who could as a result attempt forcing parents to buy our products.*

**Anna Breckon**  
National Marketing Manager  
Coca-Cola Hellenic Poland

### Coca-Cola Cup

Coca-Cola system's companies in Poland have organised The Coca-Cola Cup every year since 1999. The cup is the biggest football tournament for teenagers and is considered to be the unofficial Polish Cup for teenagers. Nearly 45,000 young players competed in eleven editions of the games so far.

Coca-Cola Cup has sealed its position as an institution effectively encouraging young people to take on sports activity as well as an academy developing young football talent. Many contestants moved onto becoming professional football players, such as Kamil Grosicki, currently playing for Jagiellonia Bialystok and the Polish national team, Michał Janota playing for Feyenoord Rotterdam or Legia Warsaw Ariel Borysiuk. As one of its main principles the Cup promotes fair play rules among the players.

The **Coca-Cola Cup** lists the Ministry of Sports & Tourism, Ministry of National Education and School Sports Association, as well as many media institutions – TV, radio stations, newspapers from all over the country – as its media patrons. For more information, please visit:

[www.cocacolocup.pl](http://www.cocacolocup.pl)



*I played in the Coca-Cola Cup several times and it was always a great adventure for me and an opportunity to confront my skills with those of my peers. Today I'm playing for a First Division club and I already have some achievements to my credit.*

*I would like to share my experience with younger colleagues and show them that hard work is a way to fulfill one's dreams.*

**Ariel Borysiuk**  
Legia Warsaw football player  
Coca-Cola Cup ambassador



As a mean of promoting sports we also support other mass events, such as Warsaw, Poznań and Wrocław Marathons, Cracow Marathon and other Cracow-based event "Na rynek marsz", half-marathons, Powerade Suzuki MTB and Mazovia MTB bike marathons, as well as numerous local institutions and events, among others:

- Juliada – holiday sports and recreation event for youth, organised every year in Cracow by "U Siemachy" Association,
- Independence Run in Warsaw and Radzymin,
- Bison Run in Niepotomice,
- Family bike rides in Rawa Mazowiecka and Piotrków Trybunalski.
- Radzymin Culture and Sport Center, which organises events through the year,
- Sports Club "Przetęcz" in Tylicz: buying sport clothes for the Club members,
- Wielicki region: sports clothes purchase for Youth Olympics,
- Police Football Cup in Warsaw,
- Polish Journalists' Tennis Cup.

Our employees also take part in the events.



## 2010 goals

- Broadening our choice of products further through offering our customers a full range of all types of alcohol-free beverages.
- Promoting active lifestyles among our consumers.
- Obtaining PAS 220 certificate for the Radzymin production plant.

*Running allows me to stay in good shape, both physically and mentally. That form of sport activity gives me a massive boost of positive energy, which I later use in work and at home. When I train, these are the moments I have to myself and I use them to rest and distance myself from worries of everyday reality. The competitive events, on the other hand, give me a valuable opportunity to meet new and interesting people.*

**Marek Sztobryn**  
Chief of IT Support Team  
Coca-Cola Hellenic Poland

## Water Stewardship

As a leading producer of beverages we understand the importance of issues linked to the availability of water and sustainable use of this resource. In view of the growing global problems of accessibility of drinking water, we recognize that the responsible management of water usage is a duty of everyone - on global, European, Polish and especially local scale.

While demand for water is increasing, the climate change combined with a rising population density and progressing urbanization mean that the problem of water availability will become increasingly acute.

The problem also applies to our country. Poland is among the European countries with the least water resources per capita.



The development of our company is inextricably linked to the availability of highest quality water. Water is an essential ingredient of all our beverages. It is also essential to agricultural production, for example sugar beet and fruit, which we use in our products. Water is necessary for further economic development and prosperity of the communities in which we operate.

Therefore, **protecting this most precious resource** is an integrated element of the strategy of Coca-Cola Hellenic Poland. We do everything to increase the efficiency of water use in our plants, engage in projects that protect water resources and develop public awareness of the importance of water.

## Our priorities

Water resources management strategy of Coca-Cola Hellenic Poland is based on three main operation areas: reducing water usage, recovery of water utilized in production and protection of existing water resources. To this end, we are trying to increase production efficiency in terms of water usage every year.

In 2009, Coca-Cola Hellenic Poland used 1971 million liters of water, of which only 4.5% was urban water used mainly for social purposes, the remaining part being taken from our own sources.

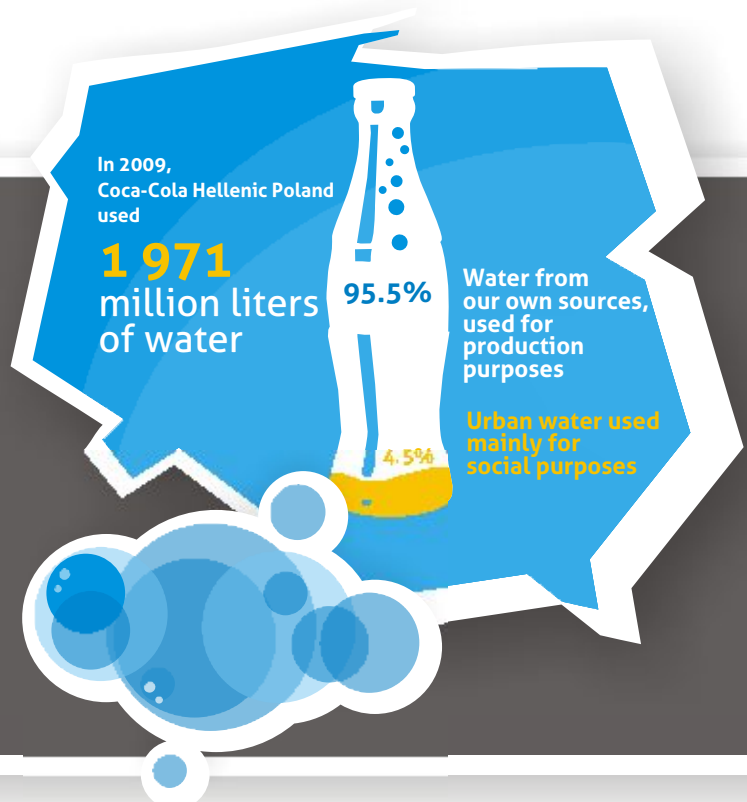
Coca-Cola Hellenic Poland puts great emphasis on technologies and innovations that can ensure sustainable use of water in the future. In 2009 we conducted a pilot program in Poland verifying the possibilities of recovery of water from the washing line of aseptic packaging. Eventually, these lines would recover 5 m<sup>3</sup> per hour. The project is in a testing phase - after summarizing the results of tests Coca-Cola Hellenic will decide whether to introduce this technology in plants across the whole group.

We have also implemented several projects utilizing current technologies that have reduced water consumption. The Łódź plant is now equipped with a system for recovering water from pasteurizers, which allowed savings of about 5 m<sup>3</sup> per hour. The bottling plant in Tylicz now recovers ozone-filled water. At the water treatment plants in Radzymin and Łódź modification of recovery stations allowed savings of about 2m<sup>3</sup>/h.

At the international level, Coca-Cola Hellenic is a signatory to the CEO Water Mandate initiative undertaken by the UN Global Compact. The initiative is addressed to governments and non-governmental organizations, and its aim is to promote environmentally conscious legislation and sustainable use of water in the production and supply chain.

Coca-Cola Hellenic is working with the Water Footprint Network to improve knowledge of water usage efficiency in the supply chain.

Water usage per liter of beverage produced in our factories has declined since 2001 by about **35%** and in 2009 alone by **7%**. This has been achieved by, among other things, increasing the amount of recycled and reused water. In 2010 we plan to reduce water usage further by **5%**.



## Understanding water related risks

The starting point for Coca-Cola Hellenic Poland is to ensure the sustainable use of water by the company itself. We constantly monitor the water usage, minimize the collection and make sure that all waste is purified before it reaches the environment. Detailed data on water consumption (GRI EN8-EN10) is available on page 65.

In late 2008/early 2009 we conducted a **detailed study of water resources** at all our plants. This study evaluated the quantity and quality of available water and potential environmental and social hazards as well as issues of compliance with the existing law.

Wastewater generated during the manufacturing process does meet Coca-Cola Hellenic Poland and Polish law requirements. It must be stressed that more stringent criteria are always applied to production plants. Modern sewage treatment facilities operate at Radzymin and Staniątki plants. The technical solutions used there ensure high purity of treated wastewater, which is confirmed by the presence of wild fish in ponds built as the last element of the plant, in which 100% of water comes from sewage treatment.



*The basic technological process of purification is an integrated removal of organic compounds by means of biological nitrification and chemical dephosphatation. On average, the daily flow rate of wastewater is about 1,000 m<sup>3</sup>. In recent years, we have reduced the amount of waste generated during production, while production volume has increased, which in turn ensures the amount of water is maintained at a similar level.*

*Amount of pollutants in treated sewage is the evidence of very good water quality at the sewage treatment facility and the effective operation of the installation. In any case, the average values of pollutants in treated wastewater are far below the requirements of The Coca-Cola Company and the Polish law.*

*An additional indicator of water quality is a fishpond, which is filled with treated water. Good condition of fish living in the pond confirms high efficiency of the purification.*

**Witold Bator**  
 Technical Manager  
 production plant in Staniątki.





### Kropla Beskidu Fund

Kropla Beskidu Fund was launched in 2005 by the companies of the Coca-Cola system: Coca-Cola Poland Services and Coca-Cola Hellenic Poland together with the Partnership Fund and the Partnership for Environment Foundation. The program provides financial and merit support for civil initiatives to protect water resources in Beskidy.

Kropla Beskidu Fund, in addition to environmental education and promotion of protection of water resources, aims to engage Beskid Sądecki's community with the project and to promote local cooperation in order to build an informed, active community.

It is very important that people engage in these activities in collaboration with the government, private companies and NGOs. The implementation of the projects supported by the Fund is engaging teachers, students and their parents, officials, kindergartens, community centers, youth and sports clubs, scouts, businessmen from Krynica-Zdrój, Muszyna, Piwniczna-Zdrój and Rytro.



### Goals for 2009

Changes into formula of Kropla Beskidu Fund.

Continuation of the Rivers for Life program and involvement in the organization of the Vistula Day in Warsaw in cooperation with WWF.

Reducing water use further: 2.2 liters of water per every liter of beverage we produce.

Increasing the capacity of water intakes in Tylicz through their regeneration and balanced use of the water-bearing layer.

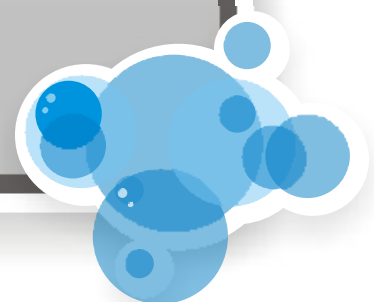
### Realization in 2009

Introduction of two-steps subsidy system for educational projects to 5 000 PLN and investment projects to 25 000 PLN.

Organization of introduction of salmon fry into the Vistula and eco-picnic "Discovering the Vistula".

Water usage at 2.1 liter per liter of beverage.

We have obtained 21% increase in unit efficiency.





From 2005 to 2009 funds for the Fund totaled **690 000 PLN** and during that time **52 projects** were carried out.

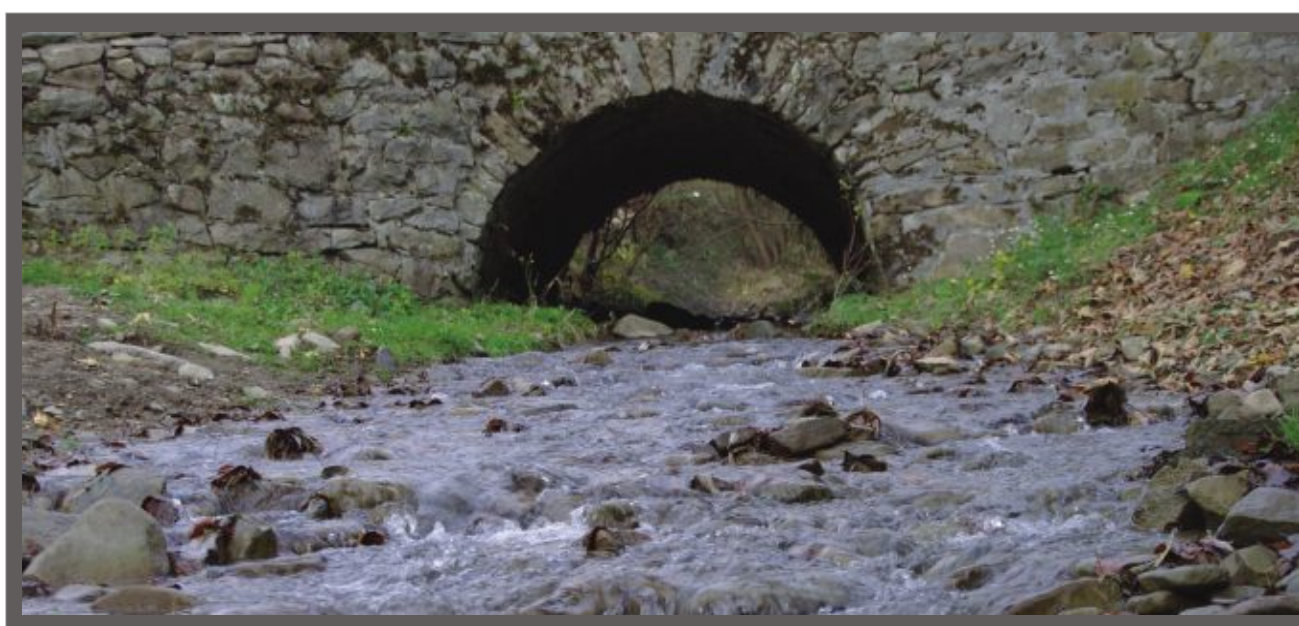
In 2010 the budget for grants is **120 000 PLN.**

In 2009 we finalized 10 projects including: the restoration of a historic mineral water pump room of St. Kinga; reorganization of water catchments of Żegiestowski Stream, the reconstruction of an old water mill and historic bridge, creating a ecological complex by the Primary School in Rytro, securing the place of salamander breeding and cataloging mineral springs in Łomnica Zdrój; securing the source of mineral water Wapienne in Muszyna and conducting a series of workshops about environmental education for pupils and residents of Czyrna.



**Kropla Beskidu Fund** is very flexible, we aim for it to protect the heritage of the Beskidy Mountains in the best possible way. In the fifth edition of the Fund program in 2009, we implemented changes to improve the efficiency of utilization of resources.

We introduced a category of grants up to 5 000 PLN - for projects of an educational nature and secondary education grants up to 25 000 PLN - for projects generating measurable results in improving the state of Beskid Sądecki's water resources.



## Rivers for Life

Coca-Cola Hellenic Poland and Coca-Cola Poland Services collaborate with the WWF on the project restoring the natural character of the Vistula River, under the name "Rivers for Life."

The project aims to preserve and restore the natural character of the largest Polish river flowing through the entire country from south to north - the Vistula and its tributaries. Vistula is the only river in Europe, which has retained its natural character on over 300 kms of its length. The program focuses on the protection of this character and preserving the wealth of riverside nature. The initiative also creates opportunities for better economic use of the Vistula riverside.



In 2007-2009 the project included the revival of salmon population in the Vistula and the educational program for schools in towns located in the Vistula River basin. Thanks to the initiative over 740,000 pieces of salmon fry were introduced to mountain streams in 3 years.



In October 2009 the ecological picnic "Discovering the Vistula" was organized in Warsaw as part of the program, preceded by the Big Vistula Cleaning, attended by 127 volunteers from Coca-Cola Hellenic Poland and Coca-Cola Poland Services. We collected 16 800 liters of waste from the Vistula riverside. We estimate that around 1,500 people attended the picnic. Adults and children could enjoy a number of attractions such as the organic path with prizes, interesting educational competitions, learning to play on the leaves, willow weaving workshops and a sale of delicious organic products.



## 2010 goals

- Reducing water usage per liter of produced beverage by another 5% (average).
- Continuation of the „Rivers for Life” project in cooperation with WWF.
- Further editions of funding programs from Kropla Beskidu Fund.

## Energy and Climate Protection

Over the past several years global climate change became one of the most critical issues raised both locally and internationally. Occurring changes of the climate are one of the biggest environmental, social and economical dangers for our planet.

Human activities most contributing to the changes are the burning of oils and carbon, exploitative farming and changes in the nature of land usage, such as deforestation. As a result, large amounts of CO<sub>2</sub> and other greenhouse gases are released into the atmosphere. To stop the climate change we must limit the amount of released greenhouse gases on a global scale.

On the global level Coca-Cola Hellenic Poland plays an active part in the process of modifying economic models so that they don't rely on the utilization of carbon and carbon-based energy.

The Group is one of the signatories of Global Compact Caring for Climate, world's biggest business initiative for minimizing climate change. We fulfill our obligations by implementing changes in our own business and production models and active search for new solutions on international forums, among others the COP15 in Copenhagen.

The obligations undertaken by the Coca-Cola Hellenic Group have direct influence on the strategy and management of country-level operations.

Coca-Cola Hellenic Poland undertakes number of actions aimed at reducing pollutants emissions and, consequently, climate protection:

- Adjustment programs and reduction of energy usage in production plants.
- Training drivers in eco-friendly driving techniques and establishing optimum driving routes,
- Introduction of so called ecoboxes, devices regulating the operation of cooling equipment, allowing the reduction of energy usage by 35% on average,
- Minimizing the weight of packaging and supporting recycling (more information - pages 40-43).



The Company's wider carbon footprint is significantly greater than its direct emissions and was calculated to be 4.58 million tonnes in 2009. This results mainly from indirect emissions, caused mostly by refrigeration equipment that cools products in the marketplace and by packaging.

**In 2009 indirect emissions were reduced on average by 5.7%.**



### Tri-generation unit (CHP)

In 2009 we launched the construction of a tri-generation unit in CHP system (Combined Heat and Power) at the Radzymin production plant. It was the most important investment in energy saving in Coca-Cola Hellenic Poland.



More information about the risks and opportunities related to limiting carbon usage, as identified by Coca-Cola Hellenic, can be found in the

**Group CSR Report  
for the year 2009.**

[www.coca-colahellenic.com](http://www.coca-colahellenic.com)

The use of combined system producing energy, heat and cooling guarantees exceptional effectiveness in economic, technical and ecological terms, as well as a reliable supply of energy. The system will be mainly powered with natural gas.

The CHP system, also known as cogeneration, is much more effective than utilizing separate sources for electricity and heat, allowing us to successfully work towards limiting the pollution of atmosphere. The CHP system operates at 80-90% efficiency compared to the average 35% efficiency of traditional power plants. It produces heat and power as well as chilled water for use in production processes through the addition of absorption chillers that take the waste heat from cogeneration.

**Tri-generation** is the next notable step towards greater energy savings and climate protection.

The reduction in emissions of gases produced during utilization of fossil fuels is one of the benefits of implementing the CHP system. While using natural gas, known for producing less air pollutants during use, the Radzymin plant significantly reduces its emissions level. The utilization of the CHP technology will allow to reduce the plant's carbon footprint – total emission of greenhouse gases resulting directly or indirectly from production of energy, heat and cooling - by over 75%.

## Energy-saving programs

Coca-Cola Hellenic Poland continued to implement energy saving initiatives in its plants in 2009. The total use of energy increased by 8% at our company as a result of huge investment efforts that required substantial one-off energy inputs. At the same time, we saved 8.9 million MJ thanks to initiatives undertaken in production plants.

Energy consumption (counted per litre of product) in production plants has been decreasing for years. Total energy consumption for all plants in Poland for 2009 came to 0.45 MJ/l and for two production plants was less than 0.4 MJ/l. We constantly monitor the effectiveness of heat and electricity usage in our plants.

Every year we introduce a number of projects, which allow savings in heat and energy. This way we also limit the emissions of CO<sub>2</sub> and other pollutants. Our plants are heated with a low-emission heating system. We plan to conduct energy-focused audits in two plants in 2009, which will provide detailed information about energy usage and establish optimal models of operation. Detailed data can be found in the GRI indicators table EN3-EN7 on page 65.

## Climate friendly cooling, free from HFC

Ability to offer cold drinks at our customer's outlet is key to Coca-Cola Hellenic's business success. At the same time, coolers and other equipment for storing cold drinks are the biggest source of indirect emissions of CO<sub>2</sub> – twice the amount released directly during production operations.

Coca-Cola Hellenic cooperates with suppliers to minimize the impact of these emissions. We are no longer using any equipment utilizing the cooling agents that are harmful to the ozone layer – CFC and HCFC.

Due to their extremely harmful impact we are replacing them with natural hydrocarbon gases.

According to the norms introduced by Coca-Cola Hellenic Group all newly bought medium- and large-size coolers must be equipped with intelligent systems of energy saving and LED lighting, which uses ten times less energy than traditional lighting.



Selected projects reducing environmental impact of the company completed in production plants in 2009:

### **Łódź and Staniątki**

Removal of the cooling agent R22 from all cooling equipment installed in the production plants.

### **Radzymin**

Installation of refrigeration area for juices and concentrates. This is an innovative project utilizing the heat taken from the cooler to warm the warehouse for the final product.





Additionally, the coolers that are already on the market are now being equipped with ecobox devices that reduce energy usage. As a part of our commitment to sustainable growth, Coca-Cola Hellenic Poland also continued to remove harmful agents from cooling systems in production plants. In 2009 we completely removed the agents from equipment in Łódź and Staniątki plants and partially in Tylicz.

In 2010 we aim to finalize the exchange of agents in Radzymin plant.

We deploy cars with smaller engines. We train our drivers in eco-friendly driving techniques and adjust the driving routes to limit the number of kilometers. To ensure comfort and safety of our drivers, all cars are equipped with the latest technological solutions. Additionally, we increased the number of diesel-powered vehicles.

To increase safety levels, a part of our fleet is equipped with a system of controlling parameters such as mileage, average speed, average fuel usage, speed transgressions including engine speed (with duration of the transgressions), fuel refills reports and fuel loss. The system enables control over how the vehicles are used and generating optimal driving routes.

Detailed data can be found in the GRI indicators table EN29 on page 67.

### Our fleet

At Coca-Cola Hellenic Poland transportation is a major contributor to the total amount of indirect gas emissions; it accounts for approx. 30% of total energy usage in our company. We therefore continue to analyze the effective use of transportation means and to educate our employees, so that their driving technique is as environment friendly as possible. Eco-driving training is obligatory for all employees using company cars. All forklift trucks used in our plants and magazines utilize LPG gas, which minimizes emission of polluting gases and improves working conditions for the operators.

Coca-Cola Hellenic continues to reduce the impact of its fleet on the environment.



### 2010 goals

- Finalization of construction of the CHP unit in Radzymin.
- Commencement of the process of installing ecobox in coolers.
- Continuation of trees planting action in cooperation with Our Earth Foundation.



### We planted 10 000 oak trees

In the spring of 2009 employees of Coca-Cola Hellenic Poland and Coca-Cola Poland Services together with their families planted 10 000 oak trees in Chojnowski National Park. The event was organized in cooperation with Our Earth and Clean Up the World – Poland Foundations and was conducted according to the guidelines from Chojnów Forestry Commission. 150 volunteers took part in the event.

# Packaging and Recycling

Today, more than ever, people are concerned about the impact that product packaging has on the environment. While maintaining important parameters related to safety, product quality and presentation of the brand at optimum level, the packaging must also be least harmful to the environment. Our goal is to create a closed-circuit of packaging, in which all used packages are processed into new ones.

Product packaging plays a very important role in the delivery of our beverages to customers and consumers. The company supports an integrated approach, including weight reduction of packaging and re-use. More importantly, every year we manage to reduce the amount of waste generated and increase the level of waste recycled.

This is, also, thanks to increasing efficiency of production and waste segregation. In recent years, among other actions, we limited the amount of waste

generated, eliminated cardboard dividers between different layers of the product on a pallet, reduced the weight of bottles and abandoned paper trays on which bottles were set up.

We are doing everything we can to ensure that packaging of our products has a minimum negative impact on the environment. The priorities are: reducing the quantity or weight of packaging and packaging materials, using recycled materials to manufacture packaging and promoting segregation and recycling among customers, consumers and workers.



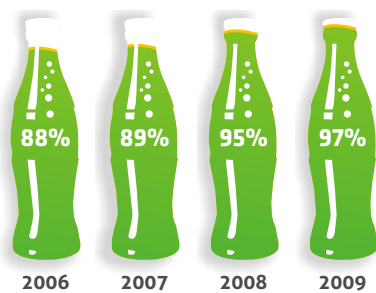
## Reducing packaging weight

For several years, we consistently decreased the weight of packaging of our products. In 2008 we reduced the weight of packaging for sparkling beverages:

- **the 0.5 l PET bottles by 8%**
- **the 1.0 l PET bottles by 11% or 5%** depending on the type of packaging
- **the 2.0 l PET bottles by 8%**

In 2009 we continued the process of reducing the weight of packaging of water in 0.5 litre PET bottles by 20%. At the same time we constantly monitor the age and quality of product available in the market and implement sale standards to ensure the highest quality.

In 2010 we plan to introduce a new type of closing in PET packaging, which will further reduce their weight by between 4% to 8%, depending on the type of the bottle and reduce the weight of PET bottles with a capacity of 1.75 l by 10%.



Percentage of recycled waste from the production plants in 2006-2009.



### Recycling in production plants

Since 2006 we have steadily increased the percentage of waste that is recycled in our plants. While three years ago it was 88%, in 2009 we went up to 97% of waste produced in manufacturing plants. The rest covers municipal waste. Detailed data can be found in the GRI indicators tables: EN22 and EN24 on page 66.

In 2008 we began preparing to use recycled material in the production of PET bottles. Since 2009, recycled plastics are used to produce two types of preforms and constitute 20 to 25% of the material of the bottle.

All production facilities of Coca-Cola Hellenic Poland have **ISO 14001** certificates, relating to the environmental management system, with **recycling** as one of its elements.

## Recycling promotion

Active promotion of recycling is an integral part of business and marketing strategy of our company. We take part in the process of creating selective waste collection infrastructure and encourage consumers to segregate their waste by promoting recycling. Coca-Cola Hellenic Poland is a co-founder of two environmental organizations: Eko-Pak promoting green packaging solutions and Rekopol - dealing with the recovery of packaging waste.

The Polish Industry Coalition for the Environmentally Friendly Packaging Eko-Pak is a non-profit organization. Founded in 1995, it represents the industry in packaging waste management. The primary objective of the association is to actively influence the legislative processes ensuring the creation of ecological packaging recovery system, while preserving the social acceptability and economic viability.

Rekopol focuses on building a system of selective collection of packaging waste, covering the whole country, and is the only such institution working on non-profit basis, as well as a representative of Green Point in Poland. The organization takes over businesses' recycling and waste recovery obligations and aims to

build a waste collection system through the funding of selective collection in municipalities and consumer education. The Company conducts seminars, provides training and consulting on effective waste management.

## Polish youth segregates waste

In addition to the statutory cooperation, the Coca-Cola system companies are also cooperating with Rekopol through organization of marketing events.

The fourth edition of the **Coke Live Music Festival** in 2009 was accompanied for the first time by a wide-scale environmental campaign, encouraging young people participating in the event to collect used packaging and recycle it. The reaction of young people surpassed our expectations. During the action we collected for reprocessing nearly **59,000** cups (**77%** of all the cups provided at the festival). The participant who beat the record showed up at the collection point with more than 520 discarded cups.

Participants of the campaign were collecting plastic and paper cups and delivering them to the tents, where companies from the Coca-Cola system and Rekopol recovery organization led environmental education sessions: information on waste separation and processing of plastic, eco-themed contests. 20 cups could be exchanged for a hat, 40 - for a bag. Both awards were made largely from recycled PET bottles.

A recycling campaign was also organized by the Coca-Cola system companies at the ecological picnic "Discovering the Vistula", part of the "Rivers for Life" program, in cooperation with WWF Poland.







During the exchange of secondary raw materials for herbs or processed shirts, organized jointly with Rekopol, we collected:

**1243 kg of paper,  
218 kg of plastic,  
371 kg of glass,  
285 kg of batteries.**

Coca-Cola Hellenic Poland also leads a number of environmental and educational initiatives through the employee volunteer program and partnerships with local communities. For more information on these activities see pages 56-61.



#### Employees collected electro-waste

In 2009, the company organized a cost-free collection of electronic waste. A total of more than 3,200 kg of waste was collected, which was transferred to a specialized company dealing with recycling of this type of equipment.

The action attracted great interest; in addition to garbage collection an educational action was held so that our employees could find out where to donate equipment for recycling and whether they need to pay for it.

Thanks to such actions, we become more aware of the risks and ways in which we can positively influence our environment to enjoy its richness for as long as possible.

#### 2010 goals

- Further down-weighting by between 4% and 8%, depending on the type of packaging.
- Supporting educational initiatives, for example Warsaw and Łódź Recycling Days
- Organizing educational actions on recycling: selective waste collection at chosen events.



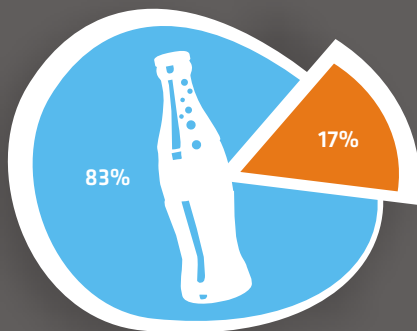


# Our Employees

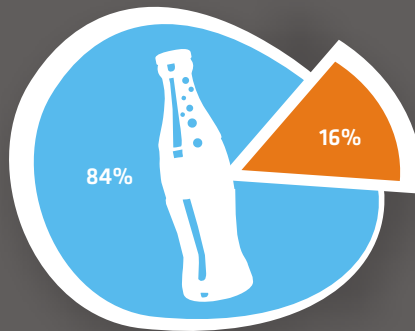
Coca-Cola Hellenic Poland employs over 3000 people, who work in 4 production plants, 30 distribution centers and company's headquarters in Warsaw. We provide safe and transparent work environment, offer many training programs and other benefits to our employees.

We do our best to create development possibilities for our employees within the company, as we believe this is the way to meet our goals and realize the company's strategy.

Employment structure in Coca-Cola Hellenic Poland by gender



Managerial positions



Non-managerial positions



Offering our employees possibilities to develop within the company structure, engaging them with issues of the company and its surroundings as well as safety and ethics in the workplace are also our priorities.

## Development and training

Coca-Cola Hellenic Poland provides many training opportunities to support professional development of our employees in all positions. In 2009 we offered 121,425 hours of training, which means each employee spent on average over 38 hours on educational activities.



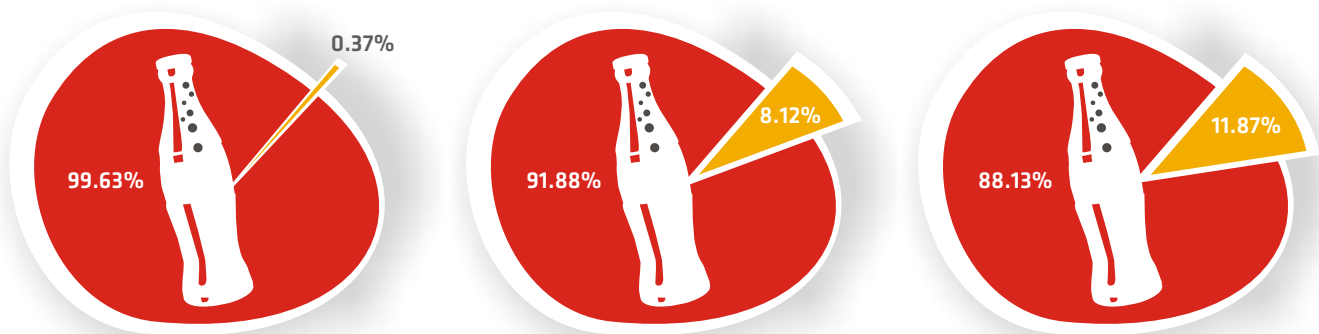
## Coaching

The type of leadership based on coaching uses dialog as main management method, while trust is its fundament. This aims at making employees more aware, encouraging them to be creative and bold and to take responsibility for the quality and results of their work as well as their own development. In this model, the manager helps to discover individual values, establish development goals and connect them to strategic aims of the company.

Coaching is integrated into our development programs: Go Up, Leadership Excellence and Passion to Lead. We also have experience with coaching teams and we will continue to utilize this tool.

Coca-Cola Hellenic Poland was the first in Coca-Cola Hellenic Group to introduce this style of leadership. Developing coaching skills and presenting coaching style of management is our ambition for the coming years.

Employment structure  
 in Coca-Cola Hellenic Poland by age



Under 30 years old

30-50 years old

Over 50 years old

- Non-managerial positions
- Managerial positions



We want it to become an intrinsic part of managing the company, and not a one-time "intervention". For that reason we are building an internal team of coaches. We will be implementing training programs helping to learn coaching skills supported by a monitoring process by external and internal coaches and trainers.



## Leadership Pipeline

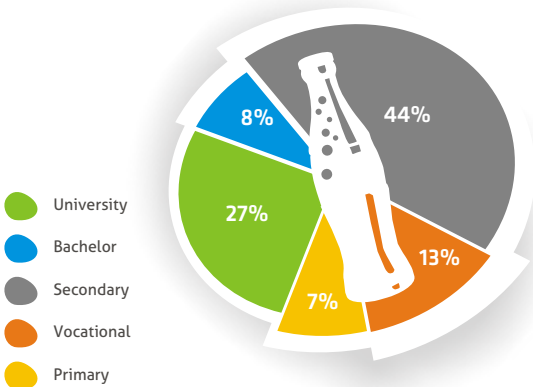
The main principle of Leadership Pipeline is the natural hierarchy of leadership consisting of 6 levels, starting with managing oneself, ending with managing the entire company. In 2008 the program was introduced for middle-level managers across the country; in 2009 it was also introduced for line managers and employees in independent positions.

Our training strategy was also adjusted to fit this new methodology and employees can access it on the Intranet. We have developed a new training curriculum based on the key principles of the Leadership Pipeline methodology. Now it consists solely of the training sessions necessary for the realization of tasks required by the employee's position.

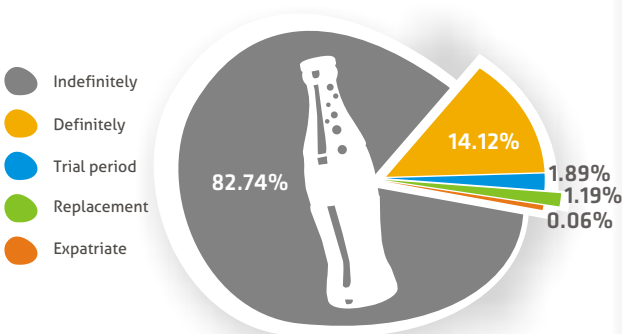
All positions in all departments of our company were assigned to levels according to the leadership hierarchy. Next we developed a bundle of training sessions for each level, consisting of:

- **Main training (CORE)** – identical for employees in all departments,
- **Function training** – specific for each department.

The new curriculum also contains training sessions chosen according to employees' individual development needs. These sessions are reflected in the **Individual Development Plan of a given employee.**

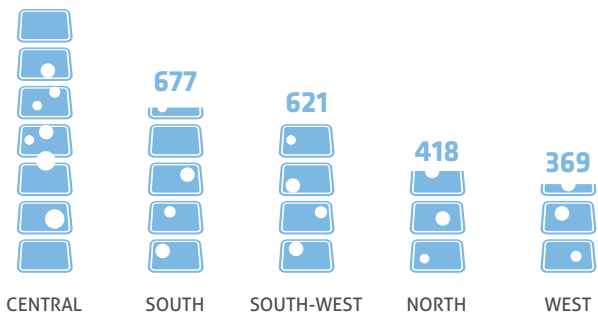


Employment structure in Coca-Cola Hellenic Poland by education



Employment structure in Coca-Cola Hellenic Poland by contract type

1083



Employment structure in Coca-Cola Hellenic Poland – number of employees by Regions



## Go Up

"Go Up" has been running for two years now. It is a program for employees in non-managerial positions with high potential and aspirations to take on managerial roles in the future. Selected employees develop their managerial skills for a year by taking part in management workshops. 43 people took part in two editions of "Go Up" in 2009.

### Customer Service Center (CSC) training

The CSC training has been developed in Coca-Cola Hellenic Poland since 2008. In 2009 the company delegated a dedicated trainer to this program. Throughout the year a new recruitment bundle was developed, dedicated to positions relating to sales and phone customer service.

Every new CSC employee is introduced to their new position according to the program "Introducing New Employee". During the two-weeks program new employees get to know the company, products, procedures, market, computer program BASIS and take part in e-Learning trainings. 35 people took part in the program in 2009.



*It was important to me that I could acquire professional knowledge about being a leader, that I could meet people from across Poland from such different departments, get to know specifics of their work, share opinions, achievements and sometimes failures and that I was able to learn about and feel the problems of a team, when one is a leader in practical training.*

*It is invaluable and no handbook or theoretical course can give you that. You have to feel this in practice.*

**Iwona Kwiatkowska**  
Budget Controller  
Cash Flow and Treasury,  
participant of "Go Up's" first edition





The new "Effective Tele-Sales" training was developed by an external training firm and delivered in the form of "Train the Trainer" program. During 12 weeks all managers from Sales Section and a CSC Trainer were learning how to conduct employee training.

We held 6 two-day sessions in 2009, training 72 people, delivering 1152 training hours. In 2009 all CSC training sessions took approximately 3,000 hours. In 2010 we intend to continue implementing the development model in CSC.

### Not only training

We are trying to offer our employees opportunities to develop beyond training. The Personal Development Forum (PDF) functions in the company as a means of regular evaluation, taking place once every 6 months. The forum provides opportunities to evolve, helps highlight strong and weak points and establish skills development goals. The PDF is directed at managers in the company and a standard development plan consists of approximately 70% projects and tasks, 20% of training and 10% coaching.

Full-time employees are also offered a wide range of additional benefits.

All employees are covered with unexpected accidents insurance and a medical care bundle, differentiated according to the position. They are also offered an allowance of beverages.

We respect the right to affiliate. Employee Representation functions in the company, as well as a workers union in Łódź production plant, which represent employees in relations with the board.

### Employee engagement

To ensure that our employees are motivated and engaged we do our best to provide access to information about country level and international operations irrespective of the position of an employee or where they work.

### Internal Communication Tools

**Intranet** – internal service based on Internet solutions providing news and information about particular departments, employees and projects, not only in terms of business but also relating to passions, hobbies, interesting events from everyday life.

**Family Magazine** – internal quarterly publication about people who work in our company and their achievements, operations of Coca-Cola Hellenic in Poland and worldwide, special events, projects, procedures, marketing programs, with addition of a bit of entertainment and interesting facts. The Family Magazine is edited by a group of employees representing different departments, who volunteered to be the part of editorial office and do it aside from their daily responsibilities. Other employees are also invited to contribute, depending on subject matters. The employees also submit propositions of topics to cover.





**TV on the GO** – animated presentations are broadcasted on LCD screens in all Polish locations. Every month they present information about the Polish market and other markets in which Coca-Cola Hellenic operates.

**Pulse Meetings** – monthly meetings of the management team with employees from consecutive locations, where the current situation, problems and plans are discussed.

**Quarterly Updates** – presentations of the company's plans, results and the most recent news. Starting with the General Manager's meeting with managers the information is passed on by the managers to the teams so that it reaches every employee in every location.

### Innovation Leader

At Coca-Cola Hellenic Poland it is our ambition to be the market's leader. As we understand it, this means supporting new solutions, ideas and propositions – innovation. The Innovation Leader program has been successfully running in our company for several years now. Each employee can submit their idea about making sales or production more effective, increasing work safety or improving processes in different departments.

The electronic database Innovation Leader allows each employee to submit their idea, request expert evaluation, send it to a commission and track its progress, as well as to receive an acceptance (or rejection) message.

In 2009,  
**548** proposals  
were submitted  
and **389** projects  
accepted.



# Innovation Leader

CCHBC Polska

### Employees can submit projects in three categories:

1. Production / technical proposals – awarded with **200 PLN** on acceptance.
2. Quality, health and safety, environment protection, cooperation with customers and process improvement proposals – awarded **400 PLN** on acceptance.
3. Proposals of projects, resulting in savings or earnings which can be estimated and verified are awarded 10% of the projected earnings or savings – **up to 30 000 PLN**.

## Employees volunteering

Engaging our employees in social and environmental issues through volunteering is a part of corporate culture at Coca-Cola Hellenic Poland. The "Volunteer on the Coke Side of Life" program was initiated to support our employees who engage in social work. It allows the company to systematically support projects chosen by volunteers.

In 2009, in two editions of the program, 222 employees carried out 17 projects, working for over 1,803 hours. More information about volunteering can be found on pages 58-61.



## Equality and employment ethic

We do our best to ensure that the policy of equal employment opportunities, which were established in our company, is respected in practice. Issues of discrimination prevention are also part of employee training and are prominent in professional development of managers.

We are signatories of the UN Universal Declaration of Human Rights and Global Compact initiative. Child labor is prohibited; relevant controls are conducted on every level of employment.

We pay particular attention to observance of human rights and creating an ethical work environment. Equal employment policy is part of company's operations. While introducing the policy we have also implemented number of tools allowing effective counteraction to inequality or mobbing in the workplace, among others the Anti-Mobbing Commission, introduced following a request from employees, consisting of representatives of the employer and employees, as well as the independent third party, chosen by the representatives.

The salary system is built based on a market salary range for particular positions, independently of gender, age or other diversity indicators. Managers of particular organizational units are mostly recruited from the local market.



	Fatalities Employees and Contractors		Accident Incidence Rate
	Including to/from work accidents	Excluding to/from work accidents	Number of accidents caused >1 day of absence per 100 employees
2004	0	0	2.38
2005	0	0	2.08
2006	1 (employee - road accident)	1 (employee - road accident)	1.93
2007	0	0	1.77
2008	2 (contractors in Radzymin)	2 (contractors in Radzymin)	1.73
2009	0	0	1.48

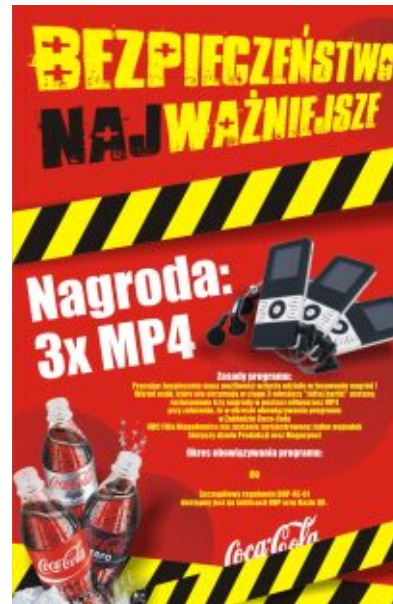
Coca-Cola Hellenic Poland makes sure that our operations are conducted in ethical and transparent manner in all fields. The Code of Business Conduct covers guidelines for areas such as conflict of interest, financial documentation, corruption prevention, participation in public life, lobbying and utilization of company's assets. All new employees are introduced to the Code, regardless of their position.

### Safe workplace

Reliable procedures and systems protect the safety of our employees. All our production plants embrace the integrated Work Health and Safety Management System OHSAS.

We are also conducting actions aimed at improving safety in our plants. Training sessions develop skills helping identify dangers in the workplace and health and safety awareness of our employees.

Plant employees are also introduced to the so-called "near miss" procedures, relating to potentially dangerous situations. Rectifying actions are immediately undertaken, minimizing the dangers and preventing many accidents at work. In 2009 we received 432 notifications,



354 of which were followed by a rectifying action or the implementation of new solutions.

346 Health & Safety inspections were conducted in our plants in 2009 (with 300 planned). In 2010 we plan to conduct 288 such inspections. We have also noted a decrease in the number of work related accidents resulting in absent days – from 58 in 2008 to 47 in 2009.

Sickness Absence	Sickness Absence Rate
Days of absence	% of working days missed due to sickness
Data unavailable	Data unavailable
20 063	3.2%
21 843	3.1%
32 524	4.2%
38 198	4.5%
39 102	4.8%

### 2010 goals

- Conducting employees' satisfaction survey and introducing a program to improve work satisfaction.
- Implementing coaching-based style of management.
- Further development of the "Go Up" program.

## Business Partners

When dealing with customers Coca-Cola Hellenic Poland relies on clearly defined expectations, strong and lasting relationships, as well as multilateral cooperation aimed at reducing the adverse impact of our operations and products on the environment.

### Responsible Outsourcing: the suppliers

We are aware that an organization as big as Coca-Cola Hellenic Poland has a huge impact on its surroundings. We work with over 3,800 suppliers; out of concern for sustainable development we created "Suppliers Guiding Principles", containing a set of principles that companies must comply with in order to cooperate with us.

Those responsible for evaluating the suppliers are: Director of Purchasing, persons responsible for different categories of suppliers and persons designated by the Operational Directors in production plants (representing manufacturing, quality assurance department, and logistics). They take under consideration in particular: price and trade conditions, quality of supply - complaints, quality incidents, timely delivery, good service (end-user satisfaction), attention to environmental protection, meeting the requirements of occupational health and safety and ergonomics.

The evaluation of key suppliers is carried out once a year. Decisions on the approval of each supplier and product are introduced into the integrated database.

Particular attention is paid to companies supplying raw materials, packaging and intermediaries. Prior to establishing cooperation they undergo rigorous selection and a process of approval. They must also have a system for marking and tracking each batch of product.

Strategic suppliers must be authorized by The Coca-Cola Company. These companies are subject to audits, investigating compliance with the requirements of The Coca-Cola Management System. Authorization covers raw materials (including sugar, carbon dioxide and nitrogen), packaging materials and cooling equipment.



Polish companies of the Coca-Cola system are subject to standards adopted by the Group on global level. In 2009 Coca-Cola Hellenic Group merged its system of auditing and training for suppliers with the one operating in The Coca-Cola Company and other European bottlers. This system is designed to control key areas: labour law, human rights, environmental responsibility and anti-corruption in the supply chain. Use of child labour is absolutely prohibited. Our major supply contracts contain provisions on these key issues.

In the event of purchasing marketing materials from high-risk countries such as China, India, Turkey and the Far East countries, our company never uses unverified suppliers. Goods from these countries are bought only from authorized suppliers or companies of good repute that we have cooperated with for many years. All our suppliers are committed to

obeying human rights, as well as laws and guidelines developed by our company.

Coca-Cola Hellenic continues to work with suppliers to reduce direct and indirect impacts of business on the environment. Activities focus on issues of energy and climate protection, packaging and economy of water resources - in areas where our impact is the greatest.

### **Education and training programs for customers**

Our ambition is to become a preferred business partner for 140,000 of our customers. All distribution channels for our products are important to us. We pay equal attention to family shops, restaurants, bars, supermarkets and hypermarkets, discounters and any other entrepreneurs who work with us. Our company strives to help them succeed in a competitive market, offering training on the major categories of trade.

### **Use the power of tradition**

In the case of fragmented trade we often see untapped potential of outlets resulting from lack of experience or access to market information on specific commodity groups, consumer trends, shopping preferences.



In 2006 we began a pilot education program for the representatives of fragmented trade – **"Use the Power of Tradition"**.

Training has been developed for owners and managers of small food and self-service shops.



During the workshops we present specific consumer behavior, information about the industry and tips for managing space and the activation of the unused areas of the facility. We also familiarize our clients with the rules of growth of key indicators for each product category and thus increasing the profitability of the store.

During the workshops our partners also have the opportunity to exchange experiences and develop individual plans to improve the functioning of their outlets tailored to their needs. In 2009 125 participants attended eight training sessions, which took place in the stores. Representatives of Coca-Cola Hellenic from the Czech Republic who plan to introduce a similar program in their country also took part in the sessions.

After three years of the program's functioning we have seen an increase in sales in small outlets, more effective management of stores, improvement of sales and marketing skills among the leading stores and retailers and changes in approach to our company - towards perceiving Coca-Cola Hellenic Poland as a partner, not just a supplier.

### **"Store Wisely"**

In 2009 we started an educational campaign for clients under the title "Store Wisely" organized together with the National Chamber of Commerce "Bottling Industry". Chief Sanitary Inspectorate was the honorary patron of the action.

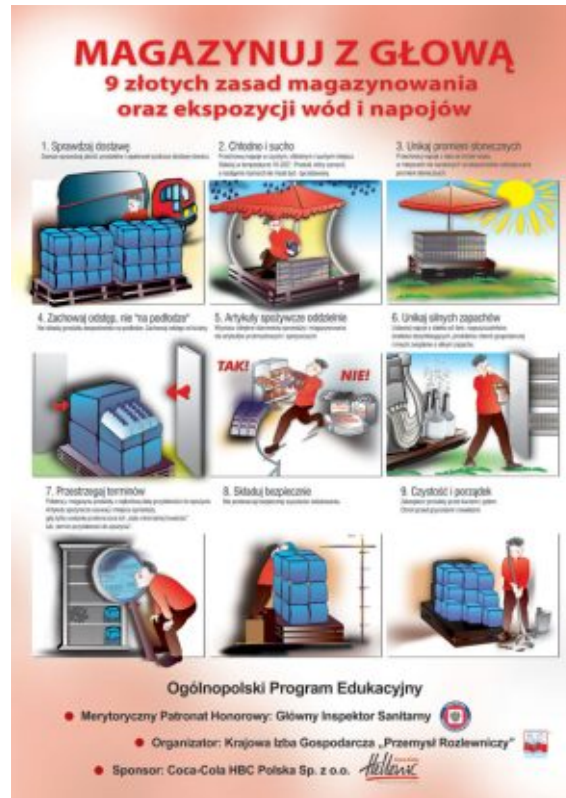
The aim of the program "Store Wisely" is to educate retailers in good practices of storage of food products, particularly beverages. The program guidelines were prepared in form of a handbook for retail and wholesale outlets. The handbook became an aid to the sellers who do not always know the rules of storage of food products and the consequences for consumers' health which improper storage may cause.



In addition, the guidelines were prepared in form of a poster distributed among retailers and wholesalers by our market developers.

Our employees from the sales department are offered e-learning training and folders with the **"Nine principles of good storage practices"**, to remind them to apply the rules in everyday practice and to communicate them to our customers.

In 2010 we plan to continue the program by reminding our customers of the **storage principles and strengthening communication** with a contest for the customers.



## 2010 goals

- Implementation of new collaboration approach with NKA customers.
- Continuation of the **"Store Wisely"** program.
- Continuation of the **"Use the Power of Tradition"** program.

## Local Communities

Coca-Cola system companies in Poland engage with local communities in which the company is directly present by supporting the initiatives of local administration, non-governmental organizations and other institutions working for their benefit. Additionally they initiate programs aiming at aiding the development of local communities, counteracting negative social phenomena and protecting the environment.

We base our efforts on close cooperation with local communities. We support their growth by employing and sourcing locally. On the group level of Coca-Cola Hellenic almost 90% is spent in the country of operation.

Our engagement in the above mentioned areas relates to the specifics of the company's operations, its long-term strategy and challenges of the modern world. We believe that apart from country or region-wide actions, small-scale initiatives - closest to the communities - are also extremely important. These initiatives reflect the needs which might not get the broader media attention and public interest, but which are vital for the residents of a given area.

Therefore we actively support our employees' actions through the corporate volunteer program. In the municipalities, which are our closest partners, we actively participate in social life as "**corporate citizens**" by engaging in initiatives consistent with our business strategy.



We conduct actions in areas where our company has the most knowledge and experience as well as related to the issues where our help can be most effective:

- 1 Support for business, trade and infrastructure growth.
- 2 Protection of environment and water resources.
- 3 Sport and physical activities promotion.
- 4 Youth development.
- 5 Other local activities.



In 2009 year alone, our investment in various projects supporting local communities reached nearly 800,000 euros. At Coca-Cola Hellenic Poland we use standards of the London Benchmarking Group (LBG) for managing investments in social projects.

### Building the environmental awareness and care for water resources

Our projects undertaken with local communities are also closely related to our priority areas of CSR. The need to protect water resources and activities in this field undertaken by Coca-Cola Hellenic Poland are discussed in detail in the chapter **Water Stewardship** on pages 30-35.

In addition to the activities mentioned earlier, we also participate in projects aiming directly to protect water resources or to restore their natural state.



As the owner of natural water bottling plant in Tylicz we feel responsible for maintaining the unique heritage of the local water areas - hence the **Kropla Beskidu Fund** project, which was established as a joint initiative between Coca-Cola Hellenic Poland, Coca-Cola Poland Services, the Partnership Fund and the Partnership for Environment Foundation. Another example is the project **"Rivers for Life"**, realized by the Coca-Cola system companies in Poland in cooperation with WWF, aiming to restore the natural state of the Vistula River.

We believe that the formation of environmental attitudes, especially among children and adolescents, allows the long-term improvement of the environment. For many years Coca-Cola Hellenic Poland has cooperated with the Our Earth Foundation as part of the **Clean Up the World** initiative. In 2009, as many as 211,000 volunteers took part in the program. The campaign cleaned up nearly 2,000 illegal landfills and segregated at least 129,000 kilograms of waste. In addition, 340 educational campaigns were carried out in Poland, which reached several million people.

It has become our tradition to participate in local programs that promote ecology among citizens. In 2009, we supported the **Clean Up the World** initiative in Łódź and Radzymin.

Coca-Cola Hellenic Poland also co-financed the creation of a database of teaching materials and offers for environmental education **Ekoodukacja.pl**. The company covers its maintenance costs. Educational materials available on the site are intended for free use by all interested parties.





## Sports and physical activity

Coca-Cola companies in Poland believe that promoting physical activity among Polish families, schools and local communities is essential for sustainable social development. The company also supports multilateral projects to combat obesity. Our most important initiatives include:

- Coca-Cola Cup,
- Keep Fit program,
- Running events,
- Biking events.

For more information on these initiatives see "Consumer Health" chapter on page 26.

## Youth development

We support projects aimed at youth development and equalising opportunities for those in need.

For several years now we have been cooperating with the Foundation for Corporate Social Responsibility. We support the Hot-Meal-A-Day program, which provides hot meals to poor schoolchildren in north-western Poland.

Selected initiatives supporting young people in 2009:

- The Maltese Association of Medical Service - youth camp Eurocamp,
- Educational Centre in Cracow a picnic for disabled children,
- Foundation Children's Fantasy - help for terminally ill children,
- "Rainbow" Blind Children Families and Friends Association - carnival ball for children,
- Polish Food Banks – helping children from poor families,
- Roman Catholic Parish in Radzymin – holiday camp for children,
- Special School in Wolomin – integration events for pupils.

## Assistance in case of natural disasters

For many years Coca-Cola Hellenic Poland has been helping victims of natural disasters. In 2009, we delivered beverages to residents affected by the floods in southern Poland. Over 100 of our employees helped distribute more than 17,000 liters of water. Our colleagues from the Kłodzko branch were among the victims of the disaster. Employees of Coca-Cola Hellenic Poland collected 10,000 pln for them and the company tripled that amount.

## Employees Volunteering

As a "corporate citizen", we try to actively participate in the life of communities, which we feel closest to by engaging in various local initiatives. One of the most cherished forms of our presence in the life of communities is the employees volunteering program.

In 2009, 222 employees of Coca-Cola Hellenic Poland, whose work summed up to 1803 hours, took part in the **Volunteer on the Coke Side of Life** program. No amount of money can denote the happiness of people who we were able to help or volunteers' personal satisfaction. Many of our employees have worked as volunteers for years, which is a great sign. Both the number of such persons in Coca-Cola Hellenic Poland and the range of support offered to those who can barely cope with difficult circumstances continue to grow.

To make the task easy for those who want to devote their time to community work, we launched the program **Volunteer on the Coke Side of Life** in 2008. Program allows the company to support projects selected by the volunteers themselves on a systematic basis.





It is employees who submit proposals of projects that they think will help solve a specific social problem in the local environment; Competition Jury selects the most interesting ones. Teams of volunteers receive financial support to cover the direct costs associated with the project (up to 5,000 PLN on a single project) from the company. Leaders of the winning projects also receive technical support from professionals from the Volunteer Centre, who suggest how to best execute the project.

In two editions of the program in 2009 a total of **17 projects** were implemented.

We helped children and the elderly in kindergartens, schools, residential care facilities; people who are homeless, sick, disabled and those who are struggling to cope in today's complicated world for some other reasons.



*Voluntary participation in the project gave me above all the satisfaction, that it is enough to give so little of yourself to see the happiness in the eyes of another human being. We live in a very selfish world and often forget about those in need.*

*We help children, because we believe that they are the future of the world and we should embed as much good in them as possible.*

**Aneta Kurczalska**  
Sales Department Assistant, Olsztyn  
Coca-Cola Hellenic Poland

Work of our volunteers is appreciated by those directly affected - and the volunteering organizations.

The company organized other actions popular among our volunteers: trees planting near Warsaw and cleaning the banks of the Vistula River. Regardless of the programs offered by the company, volunteers initiated a number of valuable projects themselves: blood giving in Bydgoszcz and Warsaw, in cooperation with the local blood stations, Christmas collection of gifts and visits to orphanages in Kielce and Łódź and cleaning the forest in Zagnańsk.

**740 people** took part in all volunteering initiatives in 2009 working socially for **2730 hours**.



*Actions taken by volunteers from Coca-Cola Hellenic Poland are their own projects - the ones they initiated and identify with.*

*Inevitably, this makes them much engaged, also emotionally, in such activities. This way of thinking about volunteering and the selection of projects makes them able to reach out to the social needs they see around them. Because their work and the work of their colleagues is supported by the company, the consistent offer and coherent action makes it a complex form of aid. Employees of Coca-Cola Hellenic Poland and the company itself are in the elite group of those who believe in volunteering - and support volunteering.*

**Dariusz Pietrowski**  
Chairman of Volunteer Centre Association

Chosen projects of the  
**Volunteer on the Coke Side of Life**  
program:

**Łódź:**  
"Children are most important to us" –  
aid two young children homes.

**Wrocław:**  
Repairs in **Hostel St. Albert** for homeless  
women and mothers with children.

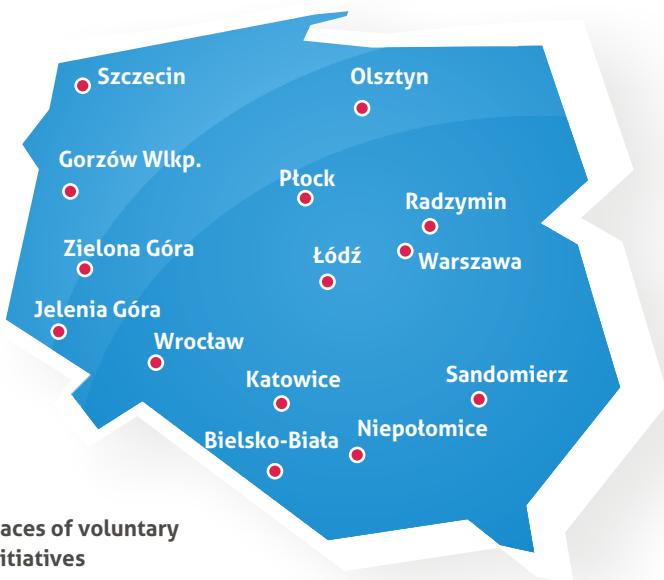
**Niepołomice:**  
Organization of the annual Summer  
Picnic and Christmas Ball for children  
with disabilities from the Association  
"Be with Us".

**Niegów:**  
Organization of "Sparks of love"  
together with the Foundation "Idzik"  
in the care home in Niegów.



**Zielona Góra:**  
"Let's give all children a chance" – help for Emergency  
Ambulatory for Children.

**Gorzów Wielkopolski:**  
"Adults also need support. Let's help them find the happy  
side of life" – repair of Occupational Therapy Workshop  
rooms of the Association of Catholic Families.



Places of voluntary  
initiatives

## 2010 goals

- Organizing the 3rd broader edition of the **Volunteer on the Coke Side of Life**.
- Promoting physical activity and supporting local sports events.
- Supporting charity organizations working with mentally challenged children.



# 10 Principles of Global Compact



## Human Rights

**Principle 1** Supporting and respecting the protection of internationally proclaimed human rights.

**Principle 2** Elimination of all cases of human rights abuse by a company.

Coca-Cola Hellenic Poland actions

Objectivity and professional ethics, page 50.

Supplier guiding principles, page 52.



## Labour Standards

**Principle 3** Respecting the freedom of association.

**Principle 4** Elimination of all forms of forced labour.

**Principle 5** Abolition of child labour.

**Principle 6** Effective actions against discrimination in respect of employment.

Coca-Cola Hellenic Poland actions

Objectivity and professional ethics, page 50.

Supplier guiding principles, page 52.



## Environment

Principle **7** Precautionary approach to environmental issues.

Principle **8** Undertaking initiatives to promote environmentally responsible approaches.

Principle **9** Use and diffusion of environment-friendly technologies.

### Coca-Cola Hellenic Poland actions

Reduction of water use at plants, page 31.

Air pollution emissions, page 37.

Energy use and climate protection, page 36.

Kropla Beskidu Fund, page 33

Rivers for Life, page 35.



## Anti-Corruption

Principle **10** Working against corruption in all forms, including extortion and bribery.

### Coca-Cola Hellenic Poland actions

Professional ethics, page 50.

Supplier guiding, page 52.



**GRI-G3**  
**ECONOMIC PERFORMANCE INDICATORS (EC)**

Indicator	Symbol	2009	2008
Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	<b>EC1</b>	Undisclosed	Undisclosed
Financial implications and other risks and opportunities for the organization's activities due to climate change.	<b>EC2</b>	CSR Report pages 36-39	-
Coverage of the organization's defined benefit plan obligations.	<b>EC3</b>	none	none
Significant financial assistance received from government.	<b>EC4</b>	none	none
Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	<b>EC5</b>	1.52	no data available
Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	<b>EC6</b>	CSR Report pages 52-53	-
Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	<b>EC7</b>	99,9%	99,9%
Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, inkind, or pro bono engagement.	<b>EC8</b>	CSR Report pages 56-61	-
Understanding and describing significant indirect economic impacts, including the extent of impacts.	<b>EC9</b>	no data available	no data available

**Core GRI indicators are indicated in bold typeface**  
 Additional GRI indicators are indicated in normal typeface

**GRI-G3**  
**ENVIRONMENTAL PERFORMANCE INDICATORS (EN)**

Indicator	Symbol	Relative amount 2009	Relative amount 2008
<b>Raw materials/Materials</b>			
<b>Materials used</b>	<b>EN1</b>	g/litre of product	g/litre of product
Sugar and fructose syrup		73.3	73.8
Concentrate		5.2	3.3
PET (bottles)		37.8	37.0
Plastic (closures)		2.2	2.6
Metal (crowns)		4.6	0.5
PE (labels and stretch / shrink film)		6.1	3.8
Glass		9.3	18.4
Aluminium		0.8	2.7
Paper (labels)		0.1	0.1
Cardboard		1.0	2.0
Wood (palettes)		1.0	8.1
Percentage of materials from recycled sources	<b>EN2</b>	CSR Report, page 41	-
<b>Energy</b>		MJ/liter of product	MJ/liter of product
<b>Direct energy use (plants and fleet)</b>	<b>EN3</b>		
Electricity		0.63	0.65
Light heating oil		0.26	0.27
Heavy heating oil		0.00	0.03
Natural Gas		0.00	0.00
LPG		0.13	0.07
Others in plants (steam, district heating, own power)		0.02	0.03
Diesel		0.04	0.05
Petrol		0.06	0.07
		0.11	0.13
<b>Indirect energy consumption by primary source</b>	<b>EN4</b>	MJ/liter of product	MJ/liter of product
Electricity		0.76	0.79
Fossil Fuels		0.12	0.08
<b>Energy use of Cold Drink Equipment</b>			
Total cooling equipment electricity consumption		0.004	0.011
Coolers		0.002	0.006
Venders		0.002	0.005
Fossil Fuels		0.000	0.000
<b>Energy saved in bottling plants (vs. 2006)</b>	EN5	2.1%	21.3%
Initiatives for energy efficiency and renewable energies	EN6	CSR Report, pages 36-39	-
Initiatives to reduce indirect energy consumption	EN7	CSR Report, pages 36-39	-
<b>Water</b>		l/liter of product	l/liter of product
<b>Total water use</b>	<b>EN8</b>	2.10	2.27
Water used		4.5%	8.2%
Water habitats affected by withdrawal of water	EN9	none	none
Total recycling and reuse of water	EN10	0.04	0.03

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**GRI-G3  
ENVIRONMENTAL PERFORMANCE INDICATORS (EN)**

Indicator	Symbol	Relative amount 2009	Relative amount 2008
<b>Biodiversity</b>			
Total amount of land owned		37.0	32.3
Land owned in protected habitats	<b>EN11</b>	4.3	4.3
Major impacts on biodiversity	<b>EN12</b>	none	none
Programs to protect habitats	EN13	CSR Report, pages 30-35	-
Changes to natural habitats resulting from operations	EN14	CSR Report, pages 30-35	-
Red List species with habitats affected by operations	EN15	none	none
<b>Emissions effluents and waste</b>			
<b>Greenhouse gas emissions from operations</b>		g/litre of product	g/litre of product
CO <sub>2</sub> from energy used in plants and by fleet	<b>EN16</b>	7.82	15.7
CO <sub>2</sub> from electricity used in plants for beverage carbonation	<b>EN16</b>	8.85	9.5
HFC emission	<b>EN16</b>	0.001	0.002
Indirect CO <sub>2</sub> emission (electricity)	<b>EN17</b>	42.11	29.2
CO <sub>2</sub> emissions from cooling equipment	<b>EN17</b>	6.77	4.9
Programmes to reduce greenhouse gas emissions	EN18	CSR Report, pages 36-39	-
<b>Ozone-depleting substance emissions</b>	<b>EN19</b>	0.0001	0.0000
CFCs and HCFCs (kg)			
<b>Other significant air emissions</b>	<b>EN20</b>		
NO <sub>x</sub>		0.0067	0.00025
SO <sub>2</sub>		0.0002	0.00027
Particulate matter		0.0001	0.00004
<b>Waste</b>			
<b>Amount of solid waste</b>	<b>EN22</b>	g/litre of product	g/litre of product
Total amount		10.4	6.1
Recycling and energy recovery		97.2%	95%
Hazardous waste generated	EN24	0.09	0.06
<b>Effluents</b>		per litre of product	per litre of product
<b>Discharges to water</b>			
Quantity of wastewater discharge	<b>EN21</b>	1.1 l/lp	1.2 l/lp
Total COD (Chemical Oxygen Demand) produced	<b>EN21</b>	149 mg O <sub>2</sub> /lp	205 mg O <sub>2</sub> /lp
Total COD reaching the environment	<b>EN21</b>	32 mg O <sub>2</sub> /lp	18 mg O <sub>2</sub> /lp
Water habitats affected by water discharges	EN25	none	none
<b>Spills of chemicals, oils, fuels</b>	<b>EN23</b>	none	0.000 g/lp

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**GRI-G3**  
**ENVIRONMENTAL PERFORMANCE INDICATORS (EN)**

Indicator	Symbol	Relative amount 2009	Relative amount 2008
<b>Products and services</b>			
Initiatives to mitigate environmental impacts	<b>EN26</b>	CSR Report, pages 40-43	-
Percentage reclaimable products	<b>EN27</b>	CSR Report, pages 40-43	-
Production of beverage in recycled packaging		3.45%	5%
<b>Compliance</b>			
<b>Incidents and fines</b>	<b>EN28</b>	none	none
<b>Transport</b>			
Environmental impacts of transport	<b>EN29</b>	CSR Report, page 39	-
Number of vehicles		1850	1942
Fuel consumption (litres)		5.1	5.7 ml/lp
<b>Expenditures</b>			
Total environmental expenditures	<b>EN30</b>	undisclosed	undisclosed

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**GRI-G3**  
**LABOR PRACTICES AND DECENT WORK PERFORMANCE INDICATORS (LA)**

Indicator	Symbol	2009	2008
Total workforce by employment type, employment contract, and region.	<b>LA1</b>	CSR Report page 46	-
Total number and rate of employee turnover by age group, gender, and region.	<b>LA2</b>	fluctuation indicator 14.3%	fluctuation indicator 18.5%
Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	LA3	CSR Report page 48	-
Percentage of employees covered by collective bargaining agreements.	<b>LA4</b>	0	0
Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements.	<b>LA5</b>	CSR Report, pages 48-49	-
Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	LA6	0.79%	0.79%
Rates of injury, occupational diseases, lost days, and absenteeism, and number of work related fatalities by region.	<b>LA7</b>	14.8% total Poland	17.3% total Poland
Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	<b>LA8</b>	CSR Report page 51	-
Health and safety topics covered in formal agreements with trade unions.	LA9	none	none
Average hours of training per year per employee by employee category.	<b>LA10</b>	38	40
Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	LA11	CSR Report pages 44-48	-
Percentage of employees receiving regular performance and career development reviews.	LA12	100%	no data available

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**GRI-G3  
LABOR PRACTICES AND DECENT WORK PERFORMANCE INDICATORS (LA)**

Indicator	Symbol	2009	2008
Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	<b>LA13</b>	CSR Report pages 44-46	-
Ratio of basic salary of men to women by employee category.	<b>LA14</b>	not measured	not measured

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**GRI-G3  
HUMAN RIGHTS PERFORMANCE INDICATORS (HR)**

Indicator	Symbol	2009	2008
Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	<b>HR1</b>	0	4
Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	<b>HR2</b>	100% CSR Report pages 52-53	100% -
Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	HR3	hours - no data available 100% employees trained, CSR Report page 51	hours - no data available 100% employees trained,
Total number of incidents of discrimination and actions taken.	<b>HR4</b>	0	1 applied, not confirmed
Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	<b>HR5</b>	0	0
Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	<b>HR6</b>	0	0
Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor.	<b>HR7</b>	0	0
Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	HR8	100% CSR Report page 51	100% -
Total number of incidents of violations involving rights of indigenous people and actions taken.	HR9	0	0

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**GRI-G3**  
**SOCIETY PERFORMANCE INDICATORS**

Indicator	Symbol	2009	2008
Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating and exiting.	<b>S01</b>	CSR Report pages 56-61	-
Percentage and total number of business units analyzed for risks related to corruption.	<b>S02</b>	31 locations / 91%	28 locations / 85%
Percentage of employees trained in organization's anti-corruption policies and procedures.	<b>S03</b>	100%	100%
Actions taken in response to incidents of corruption.	<b>S04</b>	Internal Audit Department conducted 2 investigations of cases of bribing our employees by suppliers. Investigations didn't confirm the suspicions, cases of corruption were not reported.	0 corruption cases
Public policy positions and participation in public policy development and lobbying.	<b>S05</b>	CSR Report page 18	-
Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	S06	0	0
Total number of legal actions for anticompetitive behavior, anti-trust, and monopoly practices and their outcomes.	S07	0	0
Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	<b>S08</b>	no data available	no data available

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**GRI-G3  
PRODUCT RESPONSIBILITY PERFORMANCE INDICATORS (PR)**

Indicator	Symbol	2009	2008
Life cycle stages in which health and safety impacts of products and services areas assessed for improvement, and percentage of significant products and services categories subject to such procedures.	<b>PR1</b>	CSR Report page 17	-
Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	PR2	number of substantiated complaints from consumers 0.14 / milion bottles produced	number of substantiated complaints from consumers 0.15 / milion bottles produced
Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	<b>PR3</b>	CSR Report page 25	-
Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	PR4	number of letters from external institutions questioning the labeling 10	number of letters from external institutions questioning the labeling 18
Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	PR5	91%	89%
Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	<b>PR6</b>	CSR Report pages 26-27	-
Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	PR7	0	0
Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	PR8	0	0
Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	<b>PR9</b>	Undisclosed	Undisclosed

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# Glossary

## A

### **Aseptic packaging:**

Produced from materials and in A process, which ensures lack of disease causing microbes and bacteria.

## B

### **Bottlers:**

Business entities that sell, manufacture, and distribute beverages of The Coca-Cola Company under a franchise agreement.

### **Bottling plant:**

A beverage production facility, including associated warehouses, workshops, and other on-site buildings and installations. In this report also referred to as "production plant".

## C

### **Carbon Disclosure Project (CDP):**

UK-based organisation works with shareholders and corporations to disclose the greenhouse gas emissions of major business entities.

### **Caring for Climate:**

Framework allowing un global compact participants to advance practical solutions to climate change and help shape public policy and public attitudes.

### **CEO Water Mandate:**

Launched by the UN Global Compact, this is a call to action and a strategic framework for companies to address water sustainability in their operations and supply chains.

### **Chlorofluorocarbon (CFC):**

Chemical compound used in cooling equipment, which damages the earth's ozone layer and thus contributes to global warming.

### **Customer:**

Retail outlet, restaurant or any other business that sells or serves Coca-Cola Hellenic Poland products to consumers.

### **Coca-Cola Hellenic:**

Coca-Cola Hellenic Bottling Company S.A. and, as the context may require, its subsidiaries and joint ventures. Also referred to as "the Group".

### **Coca-Cola Hellenic Poland:**

Polish subsidiary of the Coca-Cola Hellenic Group (see chapter "Organization Profile" page 10).

### **The Coca-Cola System:**

Business system comprising the coca-cola company and its bottling partners. In this report, the "companies from the Coca-Cola System" refers Coca-Cola Hellenic Poland and Coca-Cola Poland Services.

### **Code of Business Conduct:**

Main internal code of Coca-Cola Hellenic Poland, outlining standard of operating that is expected of all our employees and contractors.

### **Coke Live Music Festival:**

Annual music festival, organised by the Coca-Cola system companies from Poland, taking place in the summer in Cracow.

### **Cold Drink Equipment (CDE):**

Coolers, vending machines and fountains in the marketplace that cool beverages for immediate consumption.

### **Combined Heat and Power (CHP):**

A power generation system that can produce power, heat, cooling and in some cases CO<sub>2</sub> in a combined process that is up to 40% more efficient than traditional processes.

### **Concentrate:**

Base of a beverage, to which water and other ingredients are added to produce beverages. It may contain concentrated plant extracts, fruit juices, colorings and other components.

### **Consumer:**

Person who drinks Coca-Cola Hellenic's beverages.

### **COP15:**

Conferences of the Parties of The United Nations Framework Convention on Climate Change, which in 2009 took place in Copenhagen, Denmark for the 15th time.

### **CSR (Corporate Social Responsibility):**

A concept whereby organizations take responsibility for the impact of their operations on environment, society and economy.

## D

### **Distribution:**

Getting the product from bottling plant to the marketplace; includes sales, delivery, merchandising and local account management.

### **Dow Jones Sustainability Index (DJSI):**

First global indices tracking the financial performance of the most sustainable companies worldwide.

### **Down-weighting:**

Reducing the amount of raw materials used to produce lighter packaging.

## E

### **Ecobox:**

Device managing the energy use in equipment to lower the energy intake.

### **Emissions:**

All emissions of gases or pollutants into the atmosphere or water resulting from production operation are referred to as direct. Sum of emissions resulting from third party or supply chain operations are known as indirect emissions.

### **Energy use ratio:**

The KPI used by Coca-Cola Hellenic to measure energy consumption in the bottling plants, expressed in mega joules of energy consumed per liter of produced beverage (MJ/lpb).

## G

### **G3:**

Third generation (published in 2006) system of indicators measuring company's sustainability performance according to the guidelines of Global Reporting Initiative.

### **GDA:**

Guideline Daily Amount of recommended nutrients intake per person.

### **Global Reporting Initiative (GRI):**

International organization based in Amsterdam, providing world's most prevalent standards for sustainability reporting, including the GRI Sustainability Reporting Guidelines and G3.

### **Global Water Partnership (GWP):**

Network founded by the World Bank, the United Nations Development Programme (UNDP), and the Swedish International Development Agency (SIDA) to foster integrated water resource management (IWRM).

### **Greenhouse Gas (GHG) Protocol:**

This widely used international accounting tool allows organisations to quantify and manage greenhouse gas emissions.

**H**

**Hydrofluorocarbon (HFC):**

Chemical compound used in cooling equipment, which contributes to global warming.

**H&S:**

Health and Safety at the workplace.

**I**

**IMCR (Incident Management and Crisis Resolution):**

System of managing corporate risks and crisis situations.

**ISO (International Standards Organisation):**

Is an international-standard-setting body composed of representatives from various national standards organizations. Provides, among others, iso 9001, ISO 22 000 and ISO 14001.

**K**

**KPI:**

Key Performance Indicator.

**L**

**LBG (London Benchmarking Group) Model:**

This tool is used by hundreds of leading businesses to measure corporate community involvement.

**LED lighting:**

Lamps using multiple light-emitting diodes, resulting in longer life and higher efficiency.

**Liters of produced beverages (lpb):**

Unit of reference for environmental indicators.

**N**

**NGO:**

Non-Governmental Organisation.

**O**

OHSAS (Occupational Health & Safety Advisory Services):  
Work Health and Safety management system.

**P**

**PAS (Publicly Available Specification) 220:**

Standard specifying requirements for programs to assist in controlling food safety risks within the manufacturing processes of international food supply chains.

**PET (Polyethylene Terephthalate):**

A form of polyester used to make lightweight, shatter-resistant bottles for beverages, food and non-food. PET can be recycled into new containers, clothing, carpeting, automotive parts and industrial materials.

**PET-to-PET or bottle-to-bottle:**

A recycling system for post-consumer PET bottles. Used bottles are collected, sorted, cleaned, ground and transformed into new material for manufacture in PET bottle performs.

**Plant:**

Also referred to as production plant, a beverage production facility, including associated warehouses, workshops, and other on-site buildings and installations.

**Preforms:**

Thick-walled PET forms which are blown into PET bottles before being filled with beverage.

**R**

**R22:**

Refrigerant (cooling agent) chlorodifluoromethane.

**Report boundary:**

The range of entities (e.g. Subsidiaries, joint ventures, sub-contractors, etc.) whose performance is represented by a sustainability report.

**Report scope:**

The range of sustainability topics covered in a report.

**S**

**SAP WAVE 2:**

New integrated system of managing entire chain of operation and improving level of client satisfaction.

**Supplier Guiding Principles (SPGs):**

Coca-Cola Hellenic's social and environmental requirements from suppliers.

**Stakeholder:**

"Stakeholders are defined as entities or individuals that can reasonably be expected to be significantly affected by the organization's activities, products, and/or services; and whose actions can reasonably be expected to affect the ability of the organization to successfully implement its strategies and achieve its objectives." (Via GRI Sustainability Reporting Guidelines 2006, p.10)

**The Coca-Cola Company (TCCC):**

The world's leading brands owner and producer of non-alcoholic concentrates and syrups used to produce nearly 400 beverage types under license agreements.

**U**

**UNESDA:**

The Union of European Beverages Associations is the European trade association representing the non-alcoholic beverages industry.

**UN Global Compact (UNGC):**

The world's largest corporate citizenship initiative provides a framework for businesses to align strategies with its ten principles promoting labor rights, human rights, environmental protection and anti-corruption.

**W**

**Waste recycling:**

The KPI used by Coca-Cola Hellenic to measure the percentage of production waste at bottling plants that is recycled or recovered.

**Water use ratio:**

The KPI used by Coca-Cola Hellenic to measure water use in the bottling plant, expressed in liters of water used per liter of produced beverage (l/lpb).

**WWF (World Wide Fund for Nature):**

The world's largest non-governmental organization working on issues regarding the conservation, research and restoration of the environment.

# Useful Links



## Coca-Cola

[www.coca-colahellenic.pl](http://www.coca-colahellenic.pl)  
Homepage of Coca-Cola Hellenic Poland

[www.coke.pl](http://www.coke.pl)  
Coca-Cola service for Polish consumers

[www.coca-colahellenic.com](http://www.coca-colahellenic.com)  
Homepage of the Coca-Cola Hellenic Group

[www.cocacola.com.pl](http://www.cocacola.com.pl)  
Homepage of Coca-Cola Poland Services

[www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)  
Homepage of The Coca-Cola Company

[www.livefestival.pl](http://www.livefestival.pl)  
Coke Live Music Festival



## Consumer health

[www.cocacolacup.pl](http://www.cocacolacup.pl)  
Homepage of the Coca-Cola Cup

[www.cocacola.com.pl/gda](http://www.cocacola.com.pl/gda)  
Information service about the GDA indicator

[www.unesda.org](http://www.unesda.org)  
Union of European Beverages Association

[www.pfpz.pl](http://www.pfpz.pl)  
Polish Food Producers Federation

[www.kigpr.pl](http://www.kigpr.pl)  
Polish Chamber of Bottling Industry

[www.trzymajforme.pl](http://www.trzymajforme.pl)  
Keep Fit Program

[www.maratonwarszawski.com](http://www.maratonwarszawski.com)  
Warsaw Marathon

[www.marathon.poznan.pl](http://www.marathon.poznan.pl)  
Poznań Marathon

[www.cracoviamaraton.pl](http://www.cracoviamaraton.pl)  
Cracow Marathon

[www.mtbmarathon.com](http://www.mtbmarathon.com)  
Powerade MTB Marathon

[www.mazoviaMTB.pl](http://www.mazoviaMTB.pl)  
Mazovia MTB Marathon



## Environment

[www.cdproject.net](http://www.cdproject.net)  
Carbon Disclosure Project

[www.wwf.pl](http://www.wwf.pl)  
WWF Poland

[www.fpds.pl/pl](http://www.fpds.pl/pl)  
Partnership for Environment Foundation

[www.ffp.org.pl](http://www.ffp.org.pl)  
Partnership Fund

[www.naszaziemia.pl](http://www.naszaziemia.pl)  
Our Earth Foundation

[www.eko-pak.com.pl](http://www.eko-pak.com.pl)  
Polish Coalition for Eco-friendly Packaging Eko-Pak

[www.rekopol.pl](http://www.rekopol.pl)  
Rekopol Recovery Organization



## Sustainability & Reporting

[www.sustainability-index.com](http://www.sustainability-index.com)  
Dow Jones Sustainability Index

[www.fob.org.pl](http://www.fob.org.pl)  
Forum for Responsible Business  
(Poland)

[www.globalreporting.org](http://www.globalreporting.org)  
Global Reporting Initiative

[www.lbg-online.net](http://www.lbg-online.net)  
London Benchmarking Group

[www.unglobalcompact.org](http://www.unglobalcompact.org)  
ONZ Global Compact

[www.wbcsd.org](http://www.wbcsd.org)  
World Business Council for  
Sustainable Development

[www.csreurope.org](http://www.csreurope.org)  
European Alliance for CSR



## Products

Coca-Cola  
[www.coke.pl](http://www.coke.pl)

Coca-Cola Zero  
[www.cokezero.pl](http://www.cokezero.pl)

Coca-Cola Light  
[www.cocacolaalight.pl](http://www.cocacolaalight.pl)

Fanta  
[www.fanta.pl](http://www.fanta.pl)

Sprite  
[www.sprite.pl](http://www.sprite.pl)

Burn  
[www.burn.pl](http://www.burn.pl)

Cappy  
[www.cappy.pl](http://www.cappy.pl)

Nestea  
[www.nestea.pl](http://www.nestea.pl)

Powerade  
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