



# FACTSHEET: ACTION ON SOCIETY (OUR COMMUNITIES)



04 > QUALITY EDUCATION

11 > SUSTAINABLE CITIES AND COMMUNITIES

We're determined to make a positive difference in society by promoting inclusion, diversity and economic development, both in our workplaces and in our local communities.

## OUR STRATEGY

Many of our communities face significant social challenges, including high levels of youth unemployment and social exclusion. We want to act as a force for good by supporting local community partnerships and by helping disadvantaged young people gain the employability, skills and confidence they need to succeed.

We also help address these issues across our territories by offering our people the opportunity to dedicate up to two paid working days a year to volunteer in local community programmes.

## OUR ACTIONS

In 2019, we contributed €8.8 million, or 0.60% of pre-tax profit, to community initiatives. This included a range of programmes and partnerships to support young people from disadvantaged backgrounds.

In France we launched new partnerships with **Les Restaurants du Cœur** and **Eloquentia**. We continue to work with the **Foundation of Integration** in Germany, **UK Youth's Reach Up programme** in GB, **JINC** in the Netherlands, **Mentor** in Sweden and the **Red Cross** in Norway and Iceland. In Spain our **GIRA Jóvenes** programme continues to promote employability and skills development amongst young people.

To inform and educate our young leaders about the social and environmental challenges faced by society, 27 delegates from CCEP attended the **One Young World** summit in London in 2019. The summit provides a unique opportunity to build a community of talented young people who are ready to engage, learn, challenge and

tackle the most important sustainability issues the world faces, covering topics from climate change to poverty alleviation.

In 2019, we also launched Support my Cause, an initiative which enables our employees to nominate causes that are close to their hearts and vote to select the charities or causes that CCEP should support. In 2019, we launched the programme in Bulgaria, France, GB, Germany and Spain, donating €195,000 to local charities and community groups. In 2020, we plan to expand the programme across our other territories.

As part of our volunteering programme, we organised our first ever Group wide volunteering week in June 2019. More than 1,000 people from across our territories took part in litter clean up activities in coastal areas and public places, collecting more than 1,000 bags of litter.

In addition, our people also supported local community groups and charities including 165 colleagues in GB who volunteered 201 days to support Reach Up, volunteers in Spain who focused on mentoring GIRA participants over a two-month period and volunteers in Germany who volunteered at food banks. In 2019, our people dedicated 25,839 hours of volunteering time, an increase of 116% since 2018.

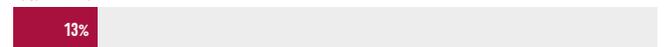
We are also developing a new metrics toolkit to enhance our understanding of the impact of our community investments. We piloted the toolkit in France, GB, Germany and Spain in 2019 and expect to roll this out across all our territories in 2020.

### Our €8.8 million community contribution

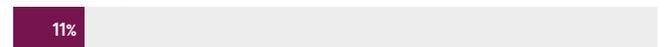
Total cash



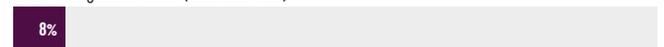
Total in kind



Total volunteer time



Total management costs (cash and time)



**OVER THE LAST TWO YEARS, CCEP VOLUNTEERS HAVE WORKED ALONGSIDE YOUTH WORKERS, SUPPORTING OUR PROGRAMME AND GIVING MORE THAN 150 YOUNG PEOPLE THE CHANCE TO EXPLORE THEIR POTENTIAL AND UNDERSTAND THE JOURNEY INTO EMPLOYMENT."**

**Patrick Shaw-Brown – Director of National Programmes UK Youth – GB**

## FAQ

We'll be the force for good championing inclusion and economic development in society.

## COMMUNITY SUPPORT

### What are your main community investment focus areas?

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

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

We also support our local communities by encouraging our employees to take part in a wide range of volunteering activities connected to our sustainability commitments, such as litter pick ups, charity sports events or youth mentoring schemes. In 2019, we introduced a new volunteering policy enabling all employees to use two paid working days every year to volunteer for a charity or cause of their choice. As a result, our people dedicated 25,839 hours of volunteering time, an increase of 116% since 2018.

We are developing a new metrics toolkit to enhance our understanding of the impact of our community investments. We piloted the toolkit in France, GB, Germany and Spain in 2019 and expect to roll this out across all our territories in 2020.

### What do you do to invest in and support local community partnerships?

We support our community partnerships through financial investment and sponsorship.

In 2019, our total community contribution was valued at €8.8 million. This includes cash and in-kind donations as well as volunteer time and management costs. This represents 0.6% of our profit before tax.

In 2019, we also launched Support my Cause, an initiative which enables our employees to nominate causes that are close to their hearts and vote to select the charities or causes that CCEP should support. In 2019, we

launched the programme in Bulgaria, France, GB, Germany and Spain, donating €195,000 to local charities and community groups. In 2020, we plan to expand the programme across our other territories.

In Germany, one of the projects supported through Support My Cause is "Lokal.Liebe", a project which encourages restaurants and CCEP to support local social or environmental causes. In 2019, over €25,000 was donated via "Lokal.Liebe" to over 50 local projects. Through the Support My Cause initiative we invited our employees to select the projects that they liked the most. The winning organisations shared an additional €40,000 – including a Cologne-based organisation that supports homeless people and two additional organisations dedicated to nature protection and youth welfare.

In 2019, in Belgium we began to work with a refugee organisation, Refu Interim, which aims to help prepare asylum seekers, refugees and others who have recently joined the labour market. Initially, we helped to provide financial assistance to purchase office materials, IT support and cover costs for refugees travelling to training sessions or volunteering activities. We are now collaborating with the organisation to develop a training programme to help build workplace and communication skills as well as exploring job opportunities in our own manufacturing sites in Belgium.

## YOUTH DEVELOPMENT

### What are you doing to help young people gain employability and confidence?

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

In 2019, we continued to expand our support for local community partnerships. This included a range of programmes and partnerships to support young people from disadvantaged backgrounds. In France we launched new partnerships with **Les Restaurants du Cœur** and **Eloquentia**. We continue to work with the **Foundation of Integration** in Germany, **UK Youth's Reach Up programme** in GB, **JINC** in the Netherlands, **Mentor** in Sweden and the **Red Cross** in Norway and Iceland. In Spain our **GIRA Jóvenes** programme continues to promote employability and skills development amongst young people.

Since 2003, over 25,000 young people in France have benefited from the Passport to Employment programme. In 2019, the initiative supported 1,200 young people from disadvantaged communities by helping them discover the diversity of career paths in the food and beverage sector through training and professional mentoring. As a result of the mentoring young people find employment more quickly through increased confidence and greater awareness of the marketplace.

In 2019, CCEP partnered with Eloquentia to create a pilot project in Île de France and Marseille. The aim of the programme is to help young people develop their public speaking skills in order to fully express their ideas and exchange their points of view. 150 young people were identified based on their personal motivation and took part in a 20-hour training programme.

In 2019, we extended our Red Cross cooperation in Norway with a new three-year agreement focused on providing job training for young people. We also held our third barista training workshop in partnership with the Oslo Red Cross. The training gives vulnerable young people an insight into the world of coffee and the skills required to become a barista.

Our GIRA Youth programme in Spain is aimed at young people aged between 16 and 22, who have received fewer opportunities in life and experienced school failure. It provides a training itinerary that allows them to improve skills, reinforce their vocation, analyse the world around them and acquire skills for work. Our aim is to reach 600 young people in 2020. In 2019, we collaborated with 'AZOTEA Group' and 'Fundación Raíces' providing 20 young people with work experience in Azotea Group restaurants in Madrid, Barcelona and Seville. In addition, CCEP employees mentor young people to help them begin their working life and build successful careers.

In Sweden, we organised a minicamp for a school located in a disadvantaged community. Together with the Royal Swedish Yacht Club we welcomed 34 students to spend a memorable weekend in the Stockholm archipelago. Most of the students had never left their community and this kind of experience strengthened the group and gave them hope, which can be vital for young people in a highly vulnerable position.

In GB, we continue our work with UK Youth's Reach Up programme. The initiative engages 16 years old young people who are either not in Education, Employment or Training (NEET), at risk of becoming NEET or underemployed. Through the programme we offer masterclasses for young people to enable them to learn life skills through employability training. In 2019, a donation of £250,000 enabled the programme to expand to a further four cities.

In Antwerp, Belgium, our Coca-Cola Visitors Centre offers an interactive experience that educates young people about our approach to sustainability, and provides an open door for young people to learn about manufacturing and the soft drinks industry. Around 18,000 people, mainly students, visit the centre every year.

To inform and educate our young leaders about the social and environmental challenges faced by society, 27 delegates from CCEP attended the **One Young World** summit in London in 2019. The summit provides a unique opportunity to build a community of talented young people who are ready to engage, learn, challenge and tackle the most important sustainability issues the world faces, covering topics from climate change to poverty alleviation.

## EMPLOYEE VOLUNTEERING

### How can employees support local communities?

Our employees play an important role in supporting our local community partnerships and volunteering their time to take part in a wide range of activities connected to our sustainability commitments, such as litter pick ups, charity sports events or youth mentoring schemes.

In 2019, we introduced a new volunteering policy enabling all employees to use two paid working days every year volunteering for a charity or cause of their choice. As a result, our people dedicated 25,839 hours of volunteering time, an increase of 116% since 2018.

As part of our volunteering programme, we organised our first ever Group wide volunteering week in June 2019. More than 1,000 people from across our territories took part in litter clean up activities in coastal areas and public places, collecting more than 1,000 bags of litter.

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

Aside from our youth employment programmes, we support a wide range of other grassroots community partnerships across all of our territories in Western Europe. These include programmes which bring communities together through physical activity, such as **Olympic Moves** in the Netherlands and **Special Olympics** across our territories.

We support local foodbanks and food distribution charities in GB and Germany, bringing drinks to people who need them most. Our partnerships also help us to donate products which are close to their best before date, and thereby also help us to avoid food waste. In 2019, we supported Berlin Foodbank's "Donate Your Deposit" project with a donation of €30,000 for the **Berliner Tafel** supporting 125,000 individuals in need. In addition, we support the German foodbanks through corporate volunteering. To date, we hosted 76 corporate volunteering activities, with over 900 participants volunteering 4,950 hours of their time.

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

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