

# Coca-Cola Enterprises

Our sustainability plan



**DELIVER** | **INSPIRE**  
FOR | FOR  
**TODAY** | **TOMORROW**

## ABOUT US

Coca-Cola Enterprises is the leading Western European marketer, distributor and producer of non-alcoholic beverages and one of the world's largest independent Coca-Cola bottlers. CCE is the sole licensed operator for products of The Coca-Cola Company in Belgium, continental France, Great Britain, Luxembourg, Monaco, the Netherlands, Norway and Sweden.

- \$7.4 billion revenue (2010, pro forma)
- 40+ brands
- 17 manufacturing facilities
- 13,500 employees
- 170 million consumers
- 11 billion bottles and cans per year



## OUR LEADERSHIP JOURNEY

### How can a drink help build a more sustainable tomorrow?

“We have reached an important milestone on our Corporate Responsibility and Sustainability journey. We want to create a more sustainable tomorrow, and we believe we can play a bigger role in leading the food and beverage industry towards this goal.”

**John Brock, Chairman and CEO**

Coca-Cola Enterprises, Inc.

At Coca-Cola Enterprises (CCE), we manufacture, sell and distribute some of the best-known drinks in the world. We believe we should do so in a responsible and sustainable way.

Corporate Responsibility and Sustainability (CRS) is at the core of our business. We have made solid progress, reducing our environmental impacts – including the amount of water and packaging we use – and cutting our carbon emissions. We are proud of these achievements and we want to build from this foundation as we look to the next step on our sustainability journey. To help build a more sustainable tomorrow we need to go beyond minimising our own impact. We have to look at making changes at every stage along our value chain, from how we source ingredients to what happens after a drink is enjoyed.

Throughout 2011, we've been listening closely to stakeholders. We asked about the future of sustainability and how businesses like CCE can contribute to finding solutions in more and more meaningful ways. We know expectations are rising and stakeholders want companies to take broader accountability outside of their own operations. We agree. This input has guided the development of our work and will continue to inform how we approach our commitment to sustainability.

This plan sets out our new sustainability vision, commitments and targets, and demonstrates how we will grow our business while building a more sustainable tomorrow. We have challenged ourselves to examine our value chain more deeply, as we have done – and will continue to do – with our own operations. We acknowledge that we need to work to inspire and lead change up and down our value chain. To do so, collaboration with our customers, suppliers and other stakeholders will be key. We recognise the importance of this work for the future of our business and the communities we serve.

We're ready to deliver for today and inspire for tomorrow.

## OUR SUSTAINABILITY VISION

Deliver for today, inspire for tomorrow

At CCE, we are focused on delivering, it's core to who we are as a bottler. If we say we're going to do something, we do it!

We are committed to growing our business, but making sure we do so in a sustainable way, addressing our environmental impact and reducing our carbon emissions.

We will **DELIVER** for today, growing **(a low-carbon, zero-waste business)**, and inspire and lead change for a more **SUSTAINABLE TOMORROW.**

Becoming a zero-waste business will protect our collective future. We want to eliminate what our facilities send to landfill and ensure more material is recycled than we use – for the good of our business and for everyone. We have already made big strides towards this goal inside our own facilities, and we will continue to innovate, collaborate and partner to make further advances throughout our business.

A more sustainable tomorrow is not just about the future of our business – it's about making a positive environmental, social and economic difference to the communities in which we operate. It's about thinking and acting beyond our own operations and beyond the foreseeable future.

We will lead and inspire others through the example of what we achieve in our business, and how we work with our stakeholders – from encouraging recycling to making informed beverage choices.

## A bolder vision and a clear path

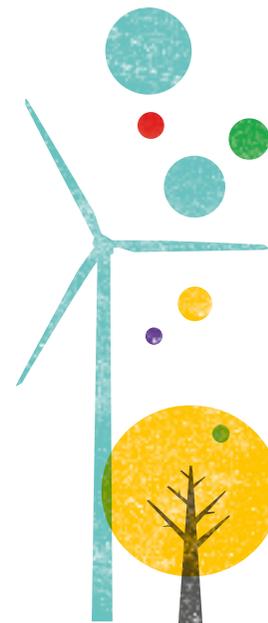
**Low-carbon. Zero-waste. This is a clear vision of the kind of sustainable business we want to be in the future, and we have set challenging goals. We want to deliver results to meet our CRS commitments, while inspiring others around us to build a more sustainable tomorrow.**

This means engaging our employees, our customers, our suppliers and our communities to make a difference – from finding new ways to conserve water in our facilities, to encouraging recycling and supporting local active healthy living programmes. This will mean that we are making a positive environmental, social and economic contribution to the communities in which we operate.

To make a step change in sustainability, we have to look beyond our own operations and take responsibility for the whole life-cycle of our products. We want to work towards a low-carbon, zero-waste future where we use sustainable resources – as part of a closed loop system – to ensure that every ecosystem on which our business depends is healthy and capable of sustaining itself. This perspective is a meaningful step forward. It will require more rigour in how we approach the measurement and reduction of our impacts. And it will require, more than ever, that we collaborate with our suppliers, customers and partners. We don't have all the answers and acknowledge that the solutions to today's challenges may not have been invented yet. We must extend our research and pilot new technologies.

Our vision is bold, and we need a roadmap that creates the right balance between short-term progress and long-term expectations. Our plan will keep us on track with three priorities:

- progress against our commitments and targets;
- focus on two areas where we can make the biggest difference: Energy and Climate Change, and Sustainable Packaging and Recycling;
- innovation, collaboration and partnership to enable new possibilities and solutions.



## HOW WILL WE DO IT? Our sustainability plan

"Progress will come through day-to-day diligence in delivering on our sustainability commitments and creating new solutions. We want to meet stakeholders' expectations while demonstrating leadership for the future."

Hubert Patricot, President, European Group  
Coca-Cola Enterprises, Inc.

# DELIVER FOR TODAY | INSPIRE FOR TOMORROW

## Our sustainability vision

We will deliver for today, growing a low-carbon, zero-waste business, and inspire and lead change for a more sustainable tomorrow.

## Our strategic priorities

### Deliver for today

On our commitments and targets



### Lead the industry

In Energy and Climate Change and Sustainable Packaging and Recycling



### Innovate for the future

Opportunities for innovation, collaboration and partnership

## HOW DOES OUR PLAN WORK?

**We have deliberately set commitments and targets which are feasible, but which stretch our business.**

**We believe we can achieve them by 2020 with hard work, innovation and investment and have built roadmaps to guide our efforts.**

In some areas – such as carbon reduction – we know we can go a long way towards our goal but do not know yet exactly how all our targets will be accomplished. This makes our third strategic priority – ‘Innovate for the future’ – even more important.

Three strategic priorities are core as we work towards our sustainability vision.



### **Priority 1: Deliver for today**

Our CRS commitments and targets remain at the core of what we do. We have made each of them more challenging, and delivering against them is what we are focused on everyday. Progress against each commitment will be measured against a set of Key Performance Indicators, aligned with the Global Reporting Initiative. We will publish progress against these KPIs and the overall plan in our annual Corporate Responsibility and Sustainability Report.

### **Priority 2: Lead the industry**

While we want to demonstrate best practice across all our commitments, we believe we can make the biggest difference in two specific areas: Energy and Climate Change and Sustainable Packaging and Recycling.

As a manufacturing and distribution company, we are well positioned to build on our existing carbon and waste reduction programmes to become an industry leader. We think that we can share our experience with consumers, policy makers and other stakeholders to inspire change in these two areas. We believe we have developed a true expertise to manage carbon out of our business and we now want to go further. And we want to do more than anyone to make sure our packaging doesn't impact the environment.

### **Priority 3: Innovate for the future**

Our commitments are ambitious. We recognise that we won't be able to meet all of them on our own, but we believe that collaboration with a wide range of partners on how we innovate for the future will help us find the answers. We will need to drive new opportunities for innovation, collaboration and partnership, and inspire people to think differently – both inside and outside our company. We will build on our work with suppliers to reduce our impact and will pursue projects with stakeholders which help us to understand where future innovation is required. We will also keep a strong focus on continuous improvement in our operations – identifying new opportunities to pilot technologies and drive efficiency and effectiveness.

# LEAD THE INDUSTRY

# LOW CARBON

REDUCTIONS AT EVERY LINK IN THE CHAIN

**Our Commitment: We will reduce the carbon footprint of the drink in your hand by a third by delivering carbon reductions throughout our entire value chain.**

To achieve the step change we want, we have to look beyond our own operations and take responsibility for the whole product value chain. We're making a bold commitment: by 2020, the carbon footprint of the drink in your hand will be one third less than it was in 2007.

### Raising the bar

We are committing to an average carbon footprint reduction across all of our products, in all packaging formats, across the complete value chain.

So what does that mean? It's about purchasing sustainable ingredients, how our packaging is made, how our drinks are bottled, the way they are transported, how they are chilled and the way they are disposed of after our consumers have enjoyed them. It's a comprehensive approach, looking at our business in a more rigorous way and reducing impact at every step.

### A collective effort

We will deliver on-going carbon reduction activities right across our value chain. The focus will be on robust measurement, operational excellence and continuous improvement. A strong set of targets will keep us on track to achieving key milestones.

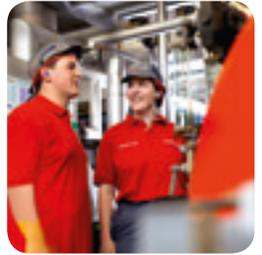
For instance, we know that chilling our products has a significant carbon impact. So, by 2014, our target is to reduce this by an average of 35%. We also plan to source 35% of our manufacturing energy from renewable or low-carbon sources by 2020.<sup>1</sup>

Collaboration with our suppliers will be key to achieving the carbon reductions we need. We recently challenged each of them to measure their own carbon footprints and to work in partnership with us to develop carbon reduction plans.

<sup>1</sup>This will include renewable energy supplied by the grid in countries in which we operate.

### Carbon allowances

Encouraging accountability for the carbon implications of business decisions is one of the ways in which we can meet our carbon goals. That's why we developed a system of 'carbon allowances' for all our business units, which we rolled out in 2011. Each business unit plots their route to lower emissions based on their annual business plan, has their own maximum emissions target and will be accountable if they exceed it. This way, carbon impacts are factored into every business decision we make.

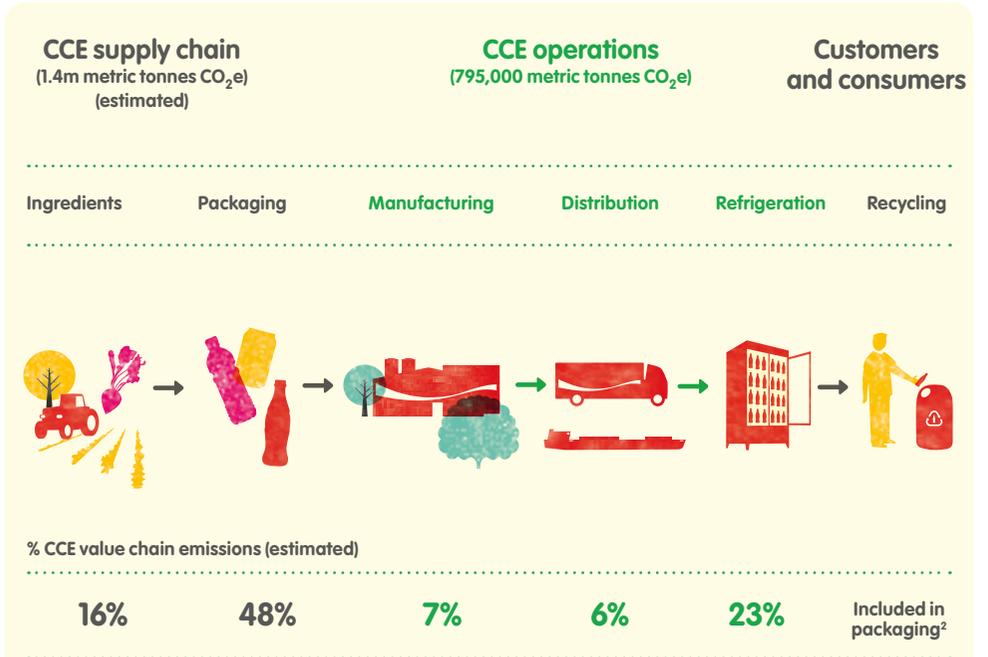


### Keeping it cool

By 2014, we want to cut the carbon footprint of our cold drinks equipment by 35%. We've added doors to open-fronted coolers, cutting their emissions in half. And we've replaced 16,000 fluorescent lights with LEDs – making them 80% more efficient. We are also installing Energy Management Systems devices (EMS-55) which recognise patterns of use and respond by shutting off lights and adjusting temperatures.



### Estimated carbon emissions across our value chain



<sup>2</sup>As a result of packaging carbon footprint methodologies.

## LEAD THE INDUSTRY

# ZERO WASTE

## CHANGING THE GAME ON PACKAGING

**Our Commitment: We will set the standard for sustainable packaging, achieve zero waste in our operations and recycle more packaging than we use.**

Packaging ensures the quality of our drinks, and we believe it is a valuable resource. Currently, packaging and recycling account for 48% of carbon emissions throughout our value chain. To reduce our carbon footprint and ensure smart usage of natural resources, we need to assess our packaging from design to disposal.

### Setting the standard

Our goal is to set the standard in low-carbon, sustainable packaging. We will achieve this by using renewable and reusable materials which are fully recyclable. We will continue to innovate, using our expertise in this area. This means looking at every aspect of packaging, from design, weight and recycled content, to renewable materials and recycling.

We've already committed to a 25% reduction in the amount of material we use across all packaging formats by 2020. What's more, every single one of our PET bottles will include recycled PET (rPET), as well as PlantPET.

Within our own operations we are committed to achieving zero-waste. By 2014, we will not send waste to landfill from our manufacturing facilities.

### Closing the loop

We are also making a commitment to recycle more packaging than we use.

We will do this by ensuring that the amount of material that is collected via national collection schemes, together with the amount of material that is collected and reprocessed through CCE initiatives, is greater than the amount of packaging we use.

In markets with high packaging recovery rates, we'll continue to support existing collection schemes. In markets where recovery rates are lower, we will champion improvements to national collection schemes and will invest in strategic recycling infrastructure projects – such as our plastics reprocessing joint venture in Great Britain.

Using our brands, we'll continue to influence consumer behaviour, educating and inspiring people to recycle more frequently. But we can't do this alone. From packaging suppliers to local authorities, from customers to consumers, we must collaborate to find solutions. Zero-waste needs to be a collective goal for us all.

## Investing in plastics reprocessing

In countries like Great Britain where the PET reprocessing structure is less developed, we find it difficult to obtain the food-grade recycled PET (rPET) that we need. We are taking steps to address this. In partnership with ECO Plastics, we're developing a large-scale plastic reprocessing plant in Great Britain. It will double the amount of rPET produced in the country. The facility will supply us with enough high quality rPET to include 25% rPET in all our plastic packaging in Great Britain by 2012 – just in time for the 2012 Olympic Games in London.



### PlantBottle™

PlantBottle™ is proof that ideas can blossom into solutions. It is a fully recyclable PET plastic bottle made partially from plants. PlantBottle™ packaging is made by converting the natural sugars in sugarcane into bioethanol, which forms one of the key ingredients for making PET. It looks, functions and recycles just like traditional PET. But it does so with a lighter footprint on the planet. There is no difference in shelf life or weight from regular PET bottles and we can use it with our sparkling and still beverages. By 2020, all our bottles will be like this.

## Our packaging and recycling value chain

### Our focus

Sustainable materials → Reduce and redesign → Influence consumer behaviour → Recovery → Reuse and recycling



### Stages

Sourcing our packaging materials → Turning our materials into packaging → After the disposal of our packaging → Recovering discarded packaging → Reprocessing our packaging waste



## OUR COMMITMENTS

# WATER STEWARDSHIP

MINIMISING IMPACT THROUGH COLLABORATION

**Our Commitment: We will set the standard for water efficiency, establish a water sustainable operation and minimise water impacts throughout our entire value chain.**

Water is one of the world's most precious resources. It's also the main ingredient in our products and necessary for the cooling, washing and rinsing processes in our manufacturing plants. It's fundamental to our business.

### Protect, reduce, recycle and replenish

To us, a 'water sustainable operation' involves four elements: protecting our water sources; reducing our water use; recycling the water we use in our manufacturing processes; and replenishing the water used in our beverages wherever our usage has an impact.

**Reduce.** We want to be the industry leader in water efficiency. This means constantly looking to reduce our overall usage. We're doing well. In the last five years, our production has increased by around 12%, yet water usage has fallen 5%. In 2010, we used an average 1.42 litres of water to produce one litre of product. We are now challenging ourselves to use an average of 1.2 litres of water by 2020. Longer term, getting closer to 1:1 will require further innovation and new technologies.

**Recycle and replenish.** We already recycle and return 100% of the waste water from our manufacturing operations to nature – and that's a target we're keeping. As responsible

water stewards, we need to ensure our business does not have a negative effect on any of our local communities or ecosystems. So we have set a target to replenish the water used in our drinks in areas of water stress by investing in community-based water programmes.

### The whole value chain

By identifying where water use has the greatest impact within our value chain – from ingredients and packaging, to manufacturing and transportation – we can work with a range of partners to innovate and minimise these impacts.

In 2009, we calculated the water footprint of a 500ml plastic (PET) Coca-Cola bottle at our Dongen plant in the Netherlands. This showed that 99% of the embedded water footprint of our products is used in our supply chain, with 76% from the growing and refining of sugar beet. We are engaging with European stakeholders and beet sugar suppliers to see how we can start to reduce this.



**Bottle washers in our facilities**

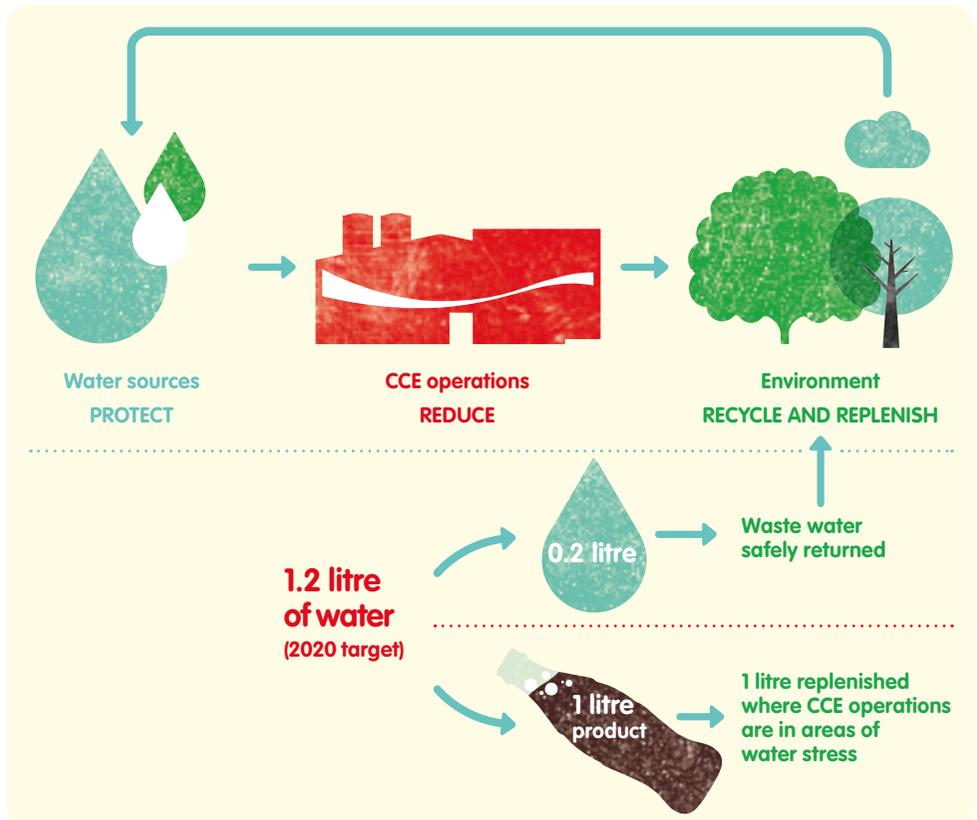
Our Clamart facility handles approximately 80% of all our returnable glass bottles in France. We have installed a new bottle washer with improved water flow management and an upgraded spraying system. The result: it uses less than half the water of the previous machine, 7.5m<sup>3</sup> of water per hour, instead of 18m<sup>3</sup>, saving 36,750m<sup>3</sup> a year.



**Protecting our watersheds**

Our business depends on clean water and healthy watersheds. In Chaudfontaine, Belgium, CCE is working with local authorities to protect the natural hot spring from pollution. We identified local contamination risks, and helped to implement 300 protection measures between 2008 and 2013. In Dongen, the Netherlands, CCE has helped introduce a 25-year protection zone, in order to regulate new bore holes in the vicinity and reduce the likelihood of aquifer contamination.

### Protect, reduce, recycle and replenish



## OUR COMMITMENTS

# PRODUCT PORTFOLIO

CHOICE FOR DIFFERENT LIFESTYLES AND OCCASIONS

**Our Commitment: We will provide a wide variety of quality, refreshing beverages with nutritional and ingredient information so consumers can make informed beverage choices.**

**We are continuously expanding our product range to offer more choice and convenience, meet new consumer requirements and serve different lifestyles and occasions.**

All our beverages have their place in a balanced diet, but we recognise there are concerns with the role of sugar. Low and zero-calorie drinks currently account for a third of our product offerings, and we will accelerate their growth. We will also increase the availability of small portion size choices of sparkling soft drinks so that consumers can choose the beverage that best meets their needs and lifestyle.

At the same time we will keep informing consumers about the health and hydration benefits of our portfolio and the ingredients and calories they contain, through clear nutritional labelling and responsible sales and marketing. For example, 97% of the drinks we sell<sup>3</sup> already display 'Guideline Daily Amount' (GDA) labelling. Where possible, we are committed to removing all artificial colours, flavours and preservatives in our products and we are working with brand owners to reformulate other beverages to meet consumer demands.

### Naturally sweet – without the calories

In France, our reformulated Fanta Still uses Truvia, a zero calorie natural sweetener, made from the Stevia plant, and developed by the Coca-Cola system. This means it now contains 30% less sugar and no artificial flavours or colours. And still has the same great taste.



<sup>3</sup> Excluding waters.

# ACTIVE HEALTHY LIVING

ENCOURAGING ACTIVE, HEALTHY LIFESTYLES

**Our Commitment: We will encourage active, healthy living by supporting physical activity and nutrition education programmes.**

**We want to help people manage their calorie intake and energy balance by providing a wide range of products, and by encouraging them to adopt active lifestyles.**

We aim to encourage active, healthy living by making sport and fitness activities accessible and demonstrating the importance of good nutrition, balanced diets and healthy lifestyles. We will continue to support programmes that encourage physical activity, through our community investment programme and customer partnerships.

We are also committed to the wellbeing of our employees, with a strategy that encourages education about healthy lifestyles, as well as the availability of on-site gyms or discounted gym memberships whenever possible.



### Getting Britain 'Schwimming'

One of our brands, Schweppes Abbey Well, is the official water for the London 2012 Olympic Games. For the past two years, to celebrate this partnership, consumers in Great Britain have received a free swim by redeeming a 'Schwim' cap from a Schweppes Abbey Well 500ml or 750ml bottle, at over 500 swimming pools nationwide. Over 100,000 free swims were enjoyed in 2009-2010 and, in addition, we supported the training of 120 swimming teachers.



### Mission Olympic

Mission Olympic is one example of how we're helping to get people moving. It's the largest secondary school sports platform in the Netherlands. Over 150,000 students are involved every year, with school competitions in 20 different sports. Currently, 275 schools are participating – this is 40% of all Dutch secondary schools. By 2012, we aim to increase that number to 300.

## OUR COMMITMENTS



**Our Commitment: We will make a positive difference in our communities, work with local partners and support the active involvement of our employees.**

**We want to make a positive difference in our communities, wherever we manufacture and sell our products. This means being a good corporate citizen, addressing local needs, working with local partners and supporting the active involvement of our employees.**

We will ensure that 1% of our pre-tax profit is directed to social investment. We will do this by supporting charitable and community projects which make a positive difference.

We are already involved in an extensive range of community programmes across our territories – with a focus on business education, disadvantaged communities, diversity, active healthy living and recycling.

But we want to do more. We will continue to invest in projects and partnership where we can make the biggest impact, aligned to our CRS commitments.

And we will support the active involvement of our employees. In 2010, our employees dedicated over 12,000 hours within work time to volunteer and support our community. And we will continue to encourage our employees to get involved, developing their own skills and experience in the process.

### Passport to Employment

We are working in partnership with the French Government on key projects to promote equal opportunity and social diversity. 'Passport to Employment' is one of them. Each year, it helps prepare 2,700 young people for the world of work. We invite high school students and recent graduates, mainly from deprived backgrounds, to CCE offices and give them interview practice and advice.



### Cleaning Sweden's beaches

In Sweden, we are partnering with Ståda Sverige (Clean Sweden). Together, we invite sports clubs to keep their local beaches clean in exchange for new equipment. In 2010, 1,470 volunteers took part, supported by 150 of our own employees. A total of 30 tonnes of litter was collected from 140 beaches. In 2011, we are adding more beaches and educational events to the programme.



**Our Commitment: We will attract, develop and retain a highly talented and diverse workforce within a safe and healthy workplace, to foster a winning and inclusive culture.**

**To grow our business and achieve our sustainability goals, we need to foster a culture in which our people feel respected and can perform at their best – and which attracts the best people to work with us.**

This commitment includes three elements: diversity, health and safety and workplace wellbeing. We value diversity, and we want to create an engaged workplace that thrives on all forms of difference. We are working hard to provide a safe and healthy work environment and our facilities have a target of zero accidents.

We also have a goal of providing access to health and wellbeing programmes for 100% of our employees.



### Recognising diversity in Norway

In December 2010, CCE in Norway was nominated 'Best Norwegian Diversity Company 2010' by the Norwegian Directorate for Integration and Diversity. Because our employees in Norway come from 46 countries, our bottling plant in Oslo houses dedicated prayer rooms, offers canteen menus to suit different religions and provides flexible working hours that respect employees' religious celebrations and holidays. We also provide Norwegian language training to non-native speakers during work time.



### Women in the boardroom

Our Board of Directors was placed top for its diversity in the 'Women in the Boardroom 2010 Georgia Public Companies Study' by the Atlanta-based Board of Directors' Network. Our four female board members include Donna James (pictured left), recently appointed chairwoman of the National Women's Business Council by US President Obama, and Véronique Morali (pictured right), President of the Women's Forum for the Economy and Society.

## OUR COMMITMENTS

### Raising the bar



**Energy and Climate Change:** We will reduce the carbon footprint of the drink in your hand by a third by delivering carbon reductions throughout our entire value chain.



**Sustainable Packaging and Recycling:** We will set the standard for sustainable packaging, achieve zero waste in our operations and recycle more packaging than we use.



**Water Stewardship:** We will set the standard for water efficiency, establish a water sustainable operation and minimise water impacts throughout our entire value chain.



**Product Portfolio:** We will provide a wide variety of quality, refreshing beverages with nutritional and ingredient information so consumers can make informed beverage choices.



**Active Healthy Living:** We will encourage active healthy living by supporting physical activity and nutrition education programmes.



**Community:** We will make a positive difference in our communities, work with local partners and support the active involvement of our employees.



**Workplace:** We will attract, develop and retain a highly talented and diverse workforce within a safe and healthy workplace, to foster a winning and inclusive culture.

## OUR TARGETS

### Keeping us on track



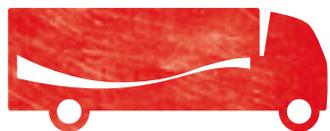
We have reviewed our commitments across our focus areas: Energy and Climate Change, Sustainable Packaging and Recycling, Water Stewardship, Product Portfolio, Active Healthy Living, Community and Workplace.

We have revised and stretched our targets within each of these commitments. They will act as a roadmap. When we're achieving them, we'll know we're heading in the right direction.

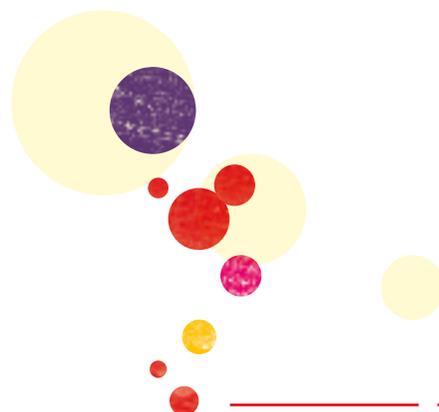
The baseline year is 2007 unless otherwise stated.

	TARGET	BY WHEN	
Energy and Climate Change	<b>Carbon Footprint</b>	Reduce the carbon footprint of the drink in your hand by a third.	2020
	<b>Carbon Footprint – Core Business</b>	Grow our business, but reduce the absolute carbon footprint of business operations by 15%.	2020
	<b>Manufacturing</b>	Manufacture every litre of product with 50% less carbon emissions.	2020
	<b>Transportation</b>	Deliver a case of product with 20% less carbon emissions.	2020
	<b>Cold Drinks Equipment</b>	Reduce the carbon emissions from our cold drinks equipment by an average of 35%.	2014
	<b>Cold Drinks Equipment</b>	Purchase only HFC free coolers from 1st January 2013.	2013
	<b>Alternative Energy</b>	Source 35% of manufacturing energy from renewable/low-carbon sources. <sup>4</sup>	2020
	<b>Supplier Collaboration</b>	Work in partnership with our suppliers to reduce carbon emissions across each stage of our value chain.	Ongoing
Sustainable Packaging and Recycling	<b>Lightweighting</b>	Reduce by 25% the amount of material we use across all packaging formats.	2020
	<b>Recycled Material</b>	Include recycled aluminium, steel and glass in respective packaging formats.	Ongoing
	<b>PET Bottles</b>	Ensure that our PET bottles set the standard for sustainable packaging, using the optimal combination of recycled PET and PET from plant-based materials.	2020
	<b>Recyclability</b>	Ensure 100% of our cans and bottles are fully recyclable.	2014
	<b>Manufacturing</b>	Send zero waste to landfill from our own manufacturing sites and reduce the amount of waste we generate.	2014
	<b>Packaging Recycling</b>	Recycle more packaging than we use, by championing improvements to collection schemes and investing in strategic recycling infrastructure projects.	2020
	<b>Inspiring Consumers</b>	Increase packaging recovery rates by using our brands to educate and inspire consumers to recycle more often.	Ongoing

<sup>4</sup>This will include renewable energy supplied by the grid in countries in which we operate.



		TARGET	BY WHEN
 <b>Water Stewardship</b>	<b>Protect</b>	Protect the future sustainability of the water sources we use.	Ongoing
	<b>Reduce</b>	Reduce the amount of water we use, aiming to manufacture every litre of product using an average of 1.2 litres of water.	2020
	<b>Recycle</b>	Safely return to nature 100% of the waste water from our manufacturing operations.	Ongoing
	<b>Replenish</b>	Return to nature the water used in our beverages, where it is sourced from areas of water stress, by investing in community-based water programmes.	2020
	<b>Value Chain</b>	Work with partners to find innovative ways to minimise water impacts throughout our value chain.	Ongoing
 <b>Product Portfolio</b>	<b>Ingredients</b>	Work with our sugar suppliers to ensure that the sugar we use is sustainable.	Ongoing
	<b>Choice</b>	Develop and market a wide choice of products so people can decide which of our beverages best meets their needs and lifestyles.	Ongoing
	<b>Quality</b>	Ensure that our products meet the highest quality and food safety standards, in line with consumer expectations.	Ongoing
	<b>Low-Calorie Products</b>	Accelerate the growth of low and no-calorie products.	Ongoing
	<b>Portion Size</b>	Increase the availability of small portion size choices for sparkling soft drinks.	Ongoing
	<b>Ingredients</b>	Remove all artificial colours, flavours and preservatives in our products, where possible.	Ongoing
	<b>Nutritional Information</b>	Provide easy-to-understand nutritional and ingredient information so that consumers are able to make informed beverage choices.	Ongoing
	<b>Responsible Marketing</b>	Ensure that our products are sold and marketed in a responsible way.	Ongoing



		TARGET	BY WHEN
 <b>Active Healthy Living</b>	<b>Local Collaboration</b>	Encourage people to lead an active healthy lifestyle by working with our brands and supporting local partnerships.	Ongoing
	<b>Physical Activity</b>	Support people to participate in programmes which encourage active healthy living.	Ongoing
	<b>Nutrition Education</b>	Support community partnerships to highlight the importance of good nutrition, balanced diets and active healthy living.	Ongoing
 <b>Community</b>	<b>Social Investment</b>	Invest 1% of our annual pre-tax profit to support charitable and community partners and make a positive difference in the communities in which we operate. <sup>5</sup>	2014
	<b>Community</b>	Invest in community projects and partnerships where we can make the biggest impact, aligned to our core business and CRS focus areas.	Ongoing
	<b>Employee Volunteering</b>	Support the active involvement of our employees by encouraging them to volunteer.	Ongoing
 <b>Workplace</b>	<b>Workplace Diversity</b>	Attract, develop and retain a highly talented, engaged and diverse workforce.	Ongoing
	<b>Workplace Safety</b>	Provide a safe and healthy work environment with a vision of achieving zero accidents, and attaining world class health and safety status.	2020
	<b>Employee Wellbeing</b>	Provide access to health and wellbeing programmes for 100% of our employees.	2014

<sup>5</sup> Through direct investment, in-kind donations, employee time and management costs.

# Coca-Cola Enterprises, Inc.

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## Find out more

### Sustainability plan

For more information about our sustainability plan, please visit [www.ccesustainabilityplan.com](http://www.ccesustainabilityplan.com)

### Corporate and country reports

Our corporate CRS report is published annually and can be found on our website. In addition, each of CCE's territories produces a Coca-Cola system report in conjunction with The Coca-Cola Company. Each of these reports gives local examples of how CCE's CRS commitments are being brought to life in our communities. These reports can be found online at the following websites:

**Belgium and Luxembourg** [www.cocacolabelgium.be](http://www.cocacolabelgium.be)

**France** [www.coca-cola-rse.fr](http://www.coca-cola-rse.fr)

**Great Britain** [www.cokecorporateresponsibility.co.uk](http://www.cokecorporateresponsibility.co.uk)

**The Netherlands** [www.coca-colanederland.nl](http://www.coca-colanederland.nl)

**Norway** [www.coca-cola.no](http://www.coca-cola.no)

**Sweden** [www.coca-cola.se](http://www.coca-cola.se)

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*Coca-Cola Enterprises*