



**PARTNERING  
TO MOVE MORE**

# OUR MISSION

to refresh the  
world; inspire  
moments of  
**optimism** and  
**happiness;**

and to create  
**value** and make  
**a difference.**







**WE**

**ME**

**WORLD**

*Coca-Cola*



# OUR FOCUS. OUR COMMITMENTS.

## People



- Product Safety & Quality
- **Active, Healthy Living**
- Nutrition Education
- Responsible Marketing

## Community



- Women's Economic Empowerment
- Charitable Contributions
- Human and Workplace Rights

## Environment



- Water Stewardship
- Energy Efficiency & Climate Protection
- Sustainable Packaging
- Sustainable Agriculture



# Creating Game-Changing CSR

*When developing a CSR program a company should:*

1.

**Pick the right issue.** To succeed in solving a significant social problem and enhancing its corporate image, a company needs to find the right problem to solve. It should find a single issue that is important, timely, and leverages the company's core competencies. An issue such as this is more likely to attract media attention, which will help bolster the company's reputation. Equally important, an issue that captures media attention will make it easier for the company to engage nonprofits and government agencies and create the sort of cross-sector partnerships that are essential to solving the problem.

2.

**Establish concrete goals and report progress.** Business stakeholders long ago became jaded with companies' vague pledges to address social issues. To stand out from the crowd, a company needs to publicly commit to an ambitious and quantifiable goal that goes beyond what is expected, and to provide regular reports on its progress using independent external audits or reviews. A company should set ambitious goals, but it must also deliver the results it promised within a reasonable period of time.

3.

**Deploy the company's key assets.** The truly valuable assets that a company has – its products and services, skilled employees, industry expertise, global infrastructure, and its network of connections, credibility, and influence – are rarely tapped for social progress. Yet these company assets are every bit as powerful in solving social problems as they are in creating economic value for the company. Once a company learns to break down internal barriers and integrate its CSR initiatives with its entire value chain, new and more powerful opportunities for solving social problems will arise.

4.

**Work in cross-sector partnerships.** The term "partnership" in CSR or corporate philanthropy is often used loosely to apply to any relationship between a company and a nonprofit organization or government agency. Often these partnerships are no more than large cash contributions accompanied by joint press releases. The most effective solutions to social problems are those that engage nonprofit, business, and government agencies in cross-sector partnerships where each sector concentrates on what it does best.

Stanford SOCIAL  
INNOVATION  
*Informing and inspiring leaders of social change*

# THE WORLD NEWS

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\$1.00

## OBESITY CRISIS

**OBESITY HAVING AN ENORMOUS IMPACT ON HEALTH CARE**

**COST AND IMPACT OF OBESITY REACHING TRILLIONS OF DOLLARS**

**"A WEIGHTY ISSUE" AS PHYSICIANS MEET ON THE PROBLEM**

and up

Efforts are being made by local court and legal leaders in order to prison term in time for penalty by

For updated information please visit our website. Death penalty by legal injectionl institutes down throughout the country. Efforts are being made by local community leaders in order to in time for the



# PREVENTING OBESITY = MOVE MORE + EAT SMARTER

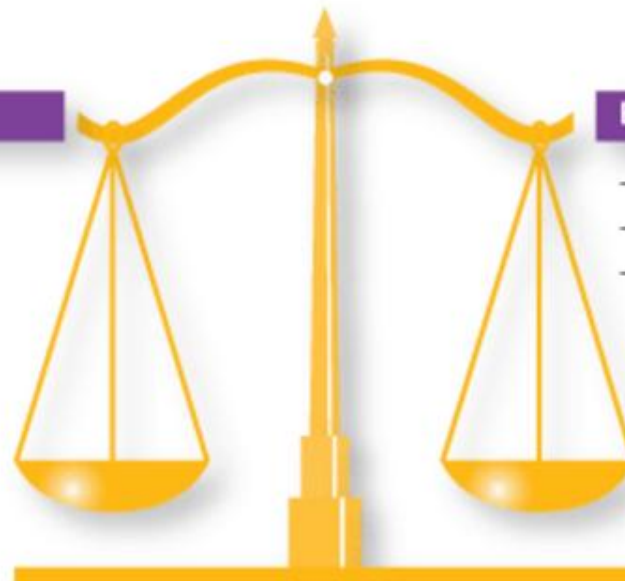
## ENERGY BALANCE

### Energy in

- Food  
Carbohydrates,  
lipids, proteins
- Alcohol

### Energy out

- Basal metabolism (60-75%)
- Thermogenesis (10%)
- Physical activity (15-30%)



### Weight



# Multiple Benefits of Active Lifestyle

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**"OUR  
FINDINGS ARE  
TROUBLING"**

**80%**

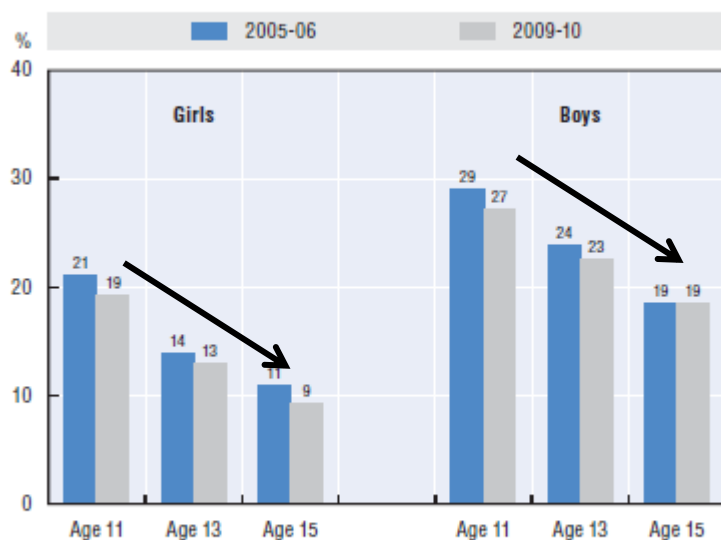
13-15 Year Olds  
not meeting the WHO  
recommended  
**60 minutes / day**  
of moderate activity






## TREND IS DOWNWARD, NOT UPWARD

2.4.3. Trends in daily moderate-to-vigorous physical activity, 21 EU countries, 2005-06 to 2009-10

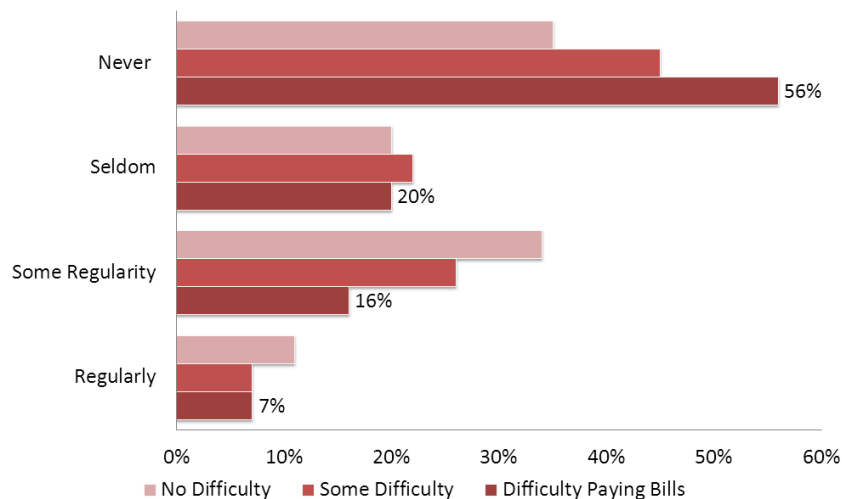


Source: Currie et al. (2008); Currie et al. (2012).

StatLink  <http://dx.doi.org/10.1787/888932703981>

## LOW SEIS MOST INACTIVE

Socio-Economic Status



Classified - Internal use

Eurobarometer. "Sport and Physical Activity." European Union. European Commission, Mar. 2010. Web. 8 June 2011. <<http://www.ec.europa>



# OUR CURRENT SUPPORT FOR PHYSICAL ACTIVITY

## PROFESSIONAL SPORTS



Creates inspirational  
role models and assets  
to be leveraged

## COMMUNITY SPONSORING



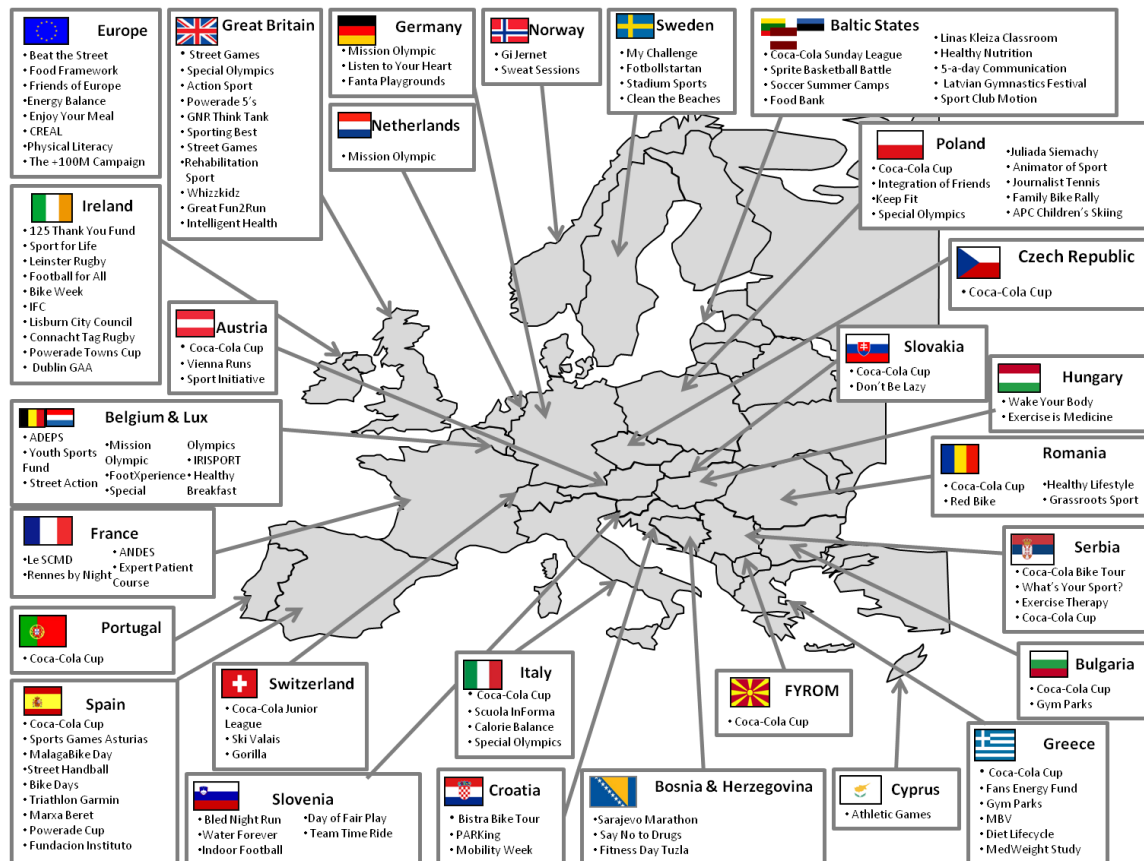
Supports sportsclubs in  
providing ALS opportunities

## GRASS ROOT PROGRAMS



Coke sytem goes beyond  
sponsorship to co-create  
inclusive programs

# OUR GRASS ROOT PROGRAMS



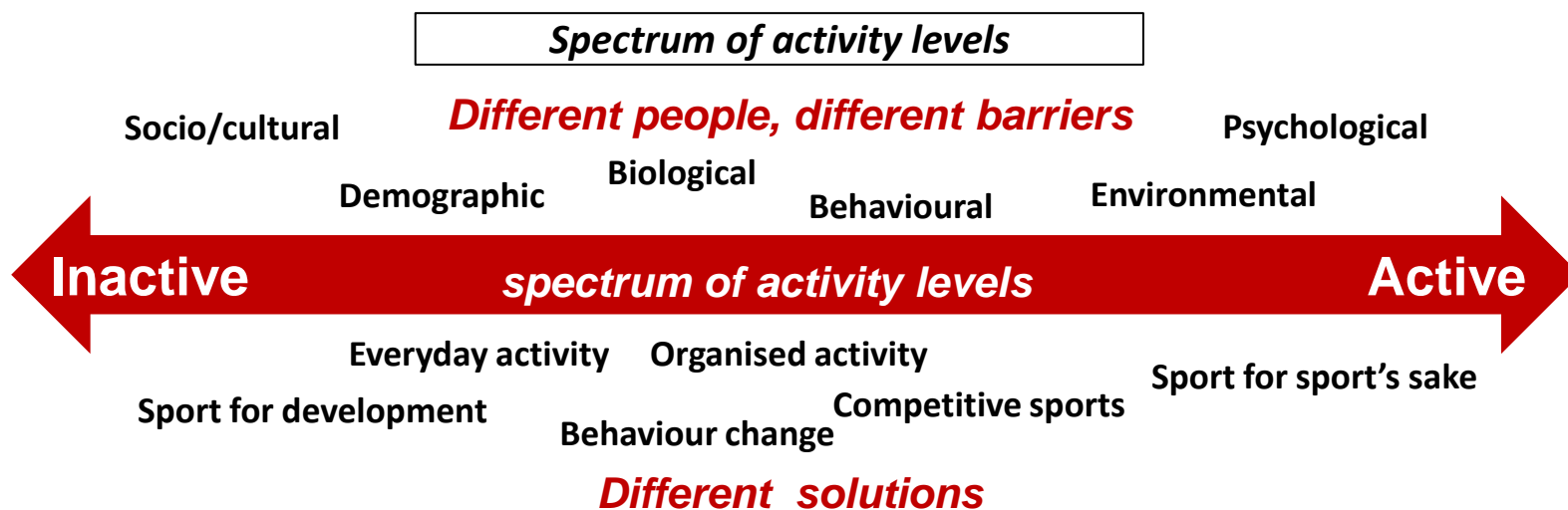
**+90 different programmes**

**30 markets**

**Reaching  
+ 3.500.000  
people**

**+90% in  
partnership**

# reaching everyone – across the activity spectrum



## Our framework moving forward

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**INSPIRE AN ENTIRE GENERATION TO BE  
HEALTHIER AND HAPPIER THROUGH MOVEMENT**

EDUCATE

EMPOWER

ENGAGE

Strength of Partnership  
(commitment, longevity)



Influence on other  
partner's goals,  
objectives, and actions





Being active makes us healthy, increases our life expectancy and our overall quality of life.

## OUR VISION

100+ million more Europeans active in sport and physical activity by 2020.



### SHOWBIZ

#### 'X Factor' judge Nicole Scherzinger shows support for Special Olympics

Published Friday, Jun 14 2013, 04:43 BST | By Kate Goodacre | [Add comment](#)

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Nicole Scherzinger has shown her support for the Special Olympics at a tea party for British athletes.

The X Factor judge - who performed at the closing ceremony for the 2011 Special Olympics World Summer Games in Athens - met with medal-winning gymnast and table tennis player Greg Silvester during the reception at Coca-Cola's headquarters on Wednesday (June 12).



centre de recerca  
en epidemiologia  
ambiental



# SPHERE OF CONTROL VS SPHERE OF INFLUENCE

## COCA-COLA PRESENCE IN EUROPE



**€29.8**  
BILLION

the total worth of  
Coca-Cola's EU27  
value chain

**592,100**  
JOBS

number of jobs in  
the EU27 supported  
by Coca-Cola's  
value chain

**80%**

amount remaining  
in the EU27 for  
every euro spent on  
Coca-Cola products

# SPHERE OF INFLUENCE

## The Coca-Cola System



*Agilwv*

Wieden + Kennedy





