



**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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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

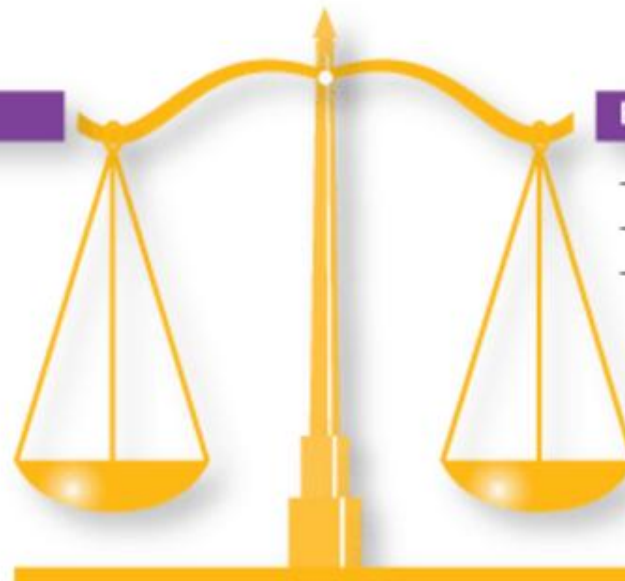
ENERGY BALANCE

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



**"OUR
FINDINGS ARE
TROUBLING"**

80%

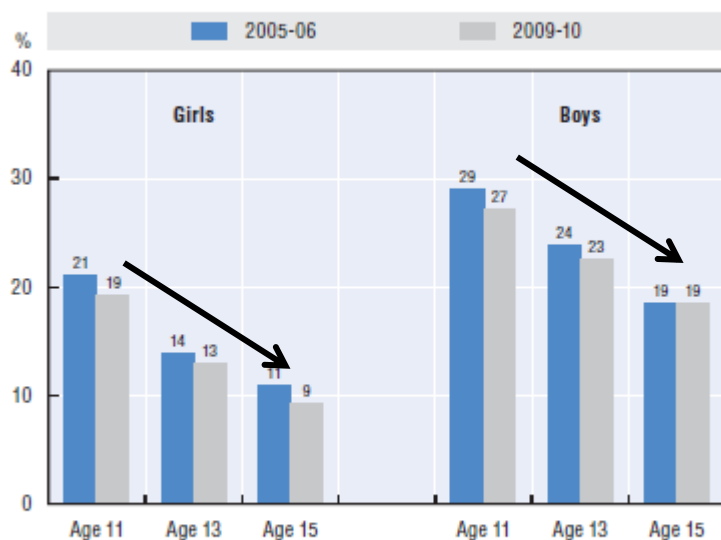
13-15 Year Olds
not meeting the WHO
recommended
60 minutes / day
of moderate activity






TREND IS DOWNWARD, NOT UPWARD

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

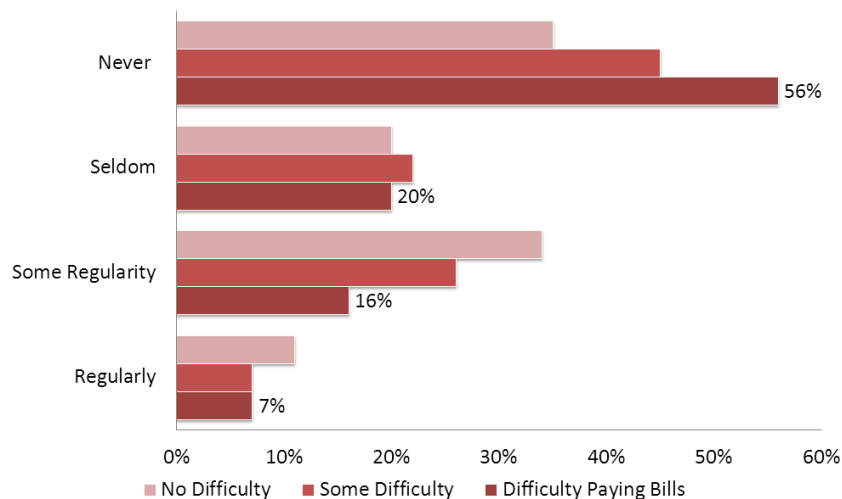


Source: Currie et al. (2008); Currie et al. (2012).

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



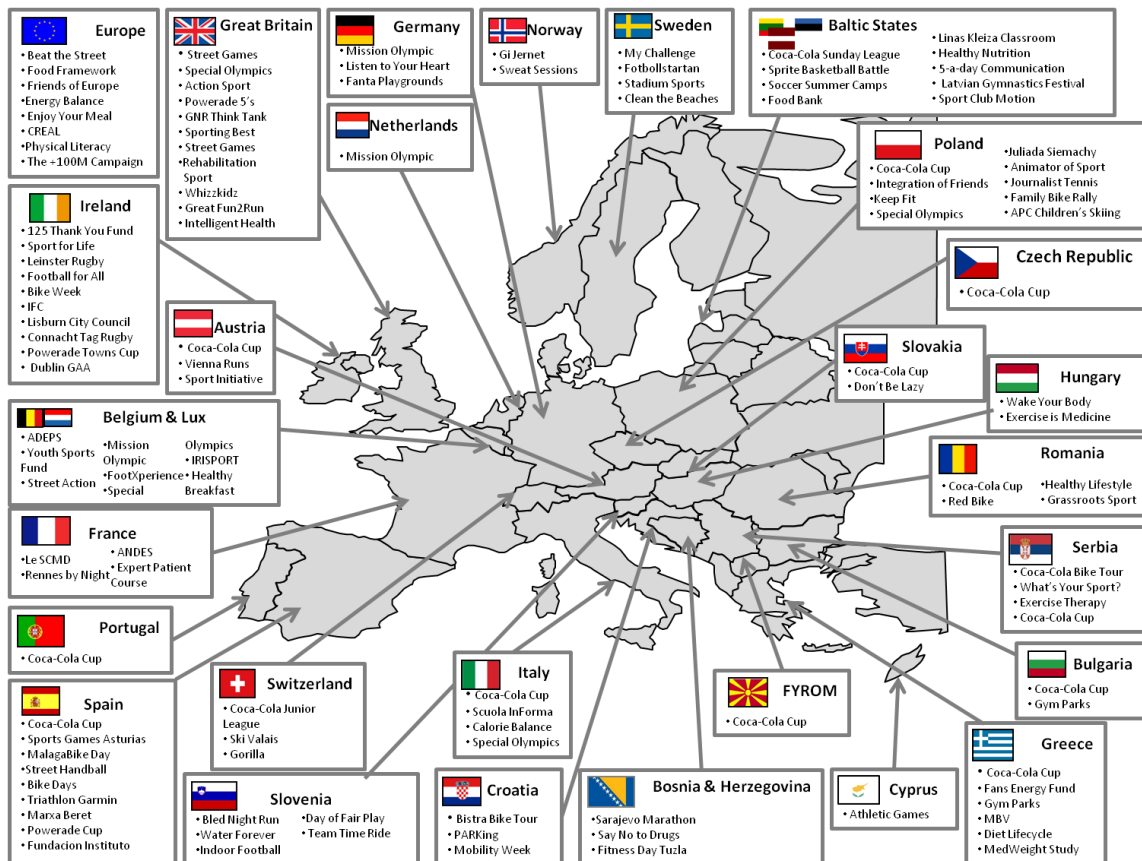
Supports sportsclubs in providing ALS opportunities

GRASS ROOT PROGRAMS



Coke sytem goes beyond sponsorship to co-create inclusive programs

OUR GRASS ROOT PROGRAMS



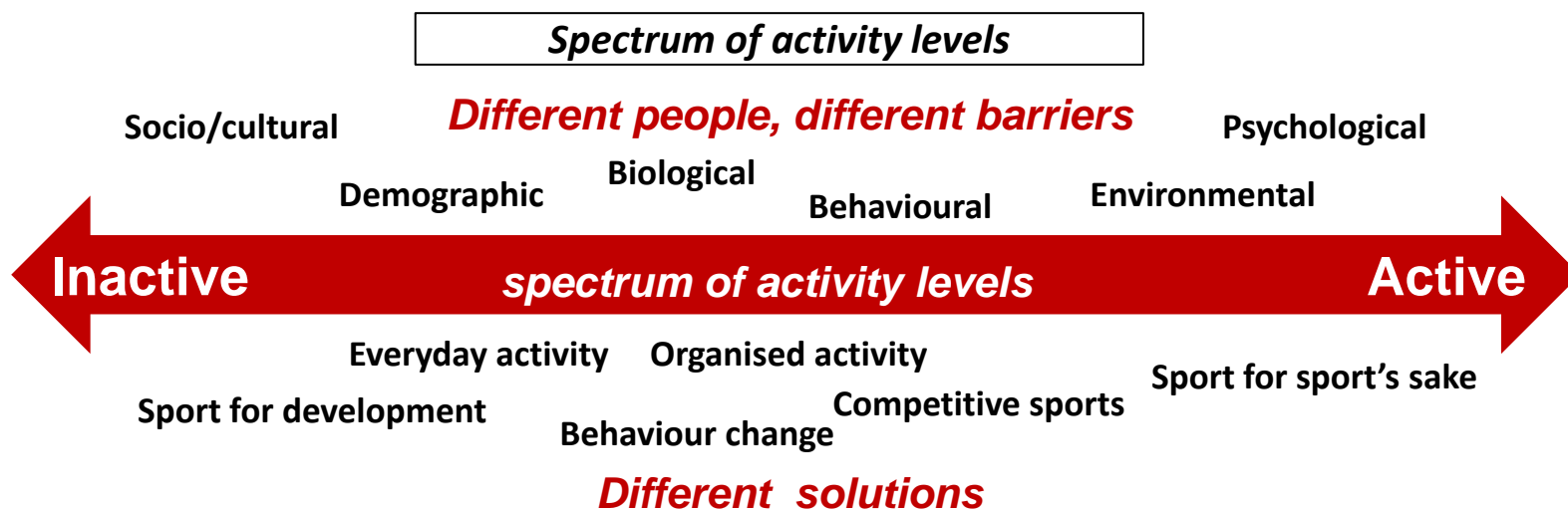
+90 different programmes

30 markets

**Reaching
+ 3.500.000
people**

**+90% in
partnership**

reaching everyone – across the activity spectrum



Our framework moving forward

**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

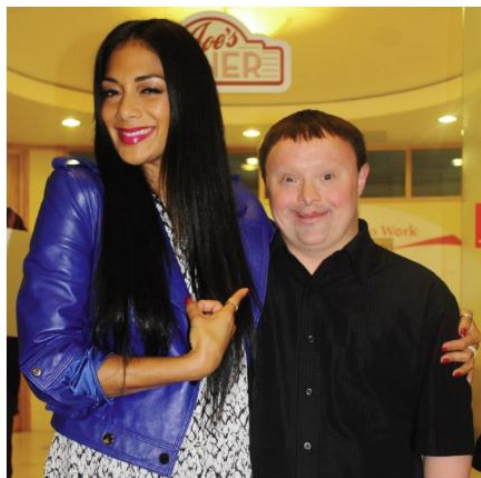
'X Factor' judge Nicole Scherzinger shows support for Special Olympics

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).



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SPHERE OF CONTROL VS SPHERE OF INFLUENCE

COCA-COLA PRESENCE IN EUROPE

Coca-Cola 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



Agilw



Wieden + Kennedy



