

## 2014 Sustainability Update, Coca-Cola in Germany Executive Summary

As one of the largest manufacturers of soft drinks, The Coca-Cola Company sees it as its duty to actively tackle the most important challenges facing the industry together with its bottling partners around the world. Since 2012, ›Me, We, World‹ has stood for the strategic focus areas of our sustainability strategy. They highlight

what is important to us: ›Me‹, enhancing personal well-being, ›We‹, building stronger communities, and ›World‹, driving forward environmental protection at the same time. Further information is available in the 2013 Sustainability Report and in the 2014 Update at [nachhaltigkeitsbericht.coca-cola.de](http://nachhaltigkeitsbericht.coca-cola.de).

### The International Sustainability Strategy ›Me, We, and World‹ by Coca-Cola\*

Me	We	World
<b>Enhancing personal well-being</b> <ul style="list-style-type: none"> <li>▶ Product safety and quality</li> <li>▶ Balanced diet</li> <li>▶ Transparent consumer information</li> <li>▶ Responsible marketing</li> <li>▶ Active lifestyle</li> </ul>	<b>Building stronger communities</b> <ul style="list-style-type: none"> <li>▶ Human and workplace rights</li> <li>▶ Women's economic empowerment</li> <li>▶ Coca-Cola foundations &amp; charitable contributions</li> </ul>	<b>Protecting the environment</b> <ul style="list-style-type: none"> <li>▶ Water stewardship</li> <li>▶ Energy efficiency and climate protection</li> <li>▶ More sustainable packaging</li> <li>▶ More sustainable agriculture</li> </ul>

\*The targets for Germany were adapted to the sustainability challenges specific to Germany. That is why we focus on improving women's chances of promotion to management positions at Coca-Cola in Germany rather than supporting women as micro-entrepreneurs. Regarding more sustainable agriculture, we are still working on implementing adaptations for the conditions in Germany.



#### Focus of commitment

- Product responsibility
- Promoting an active lifestyle

#### Most important targets for 2020

- Overproportional investment in advertising for Diet and Zero drinks in comparison with our classic soft drinks  
Status 2014: approx. 40 percent more investment per liter beverage
- Consistent adherence to our own commitment to provide consumers with transparent information and market responsibly
- At least one program promoting an active lifestyle

Figures	2012	2013	2014
Development of the sales volume in %	+0.8	+2.1	+0.8
Portfolio in %			
• Soft drinks with sugar	65.6	66.1	66.4
• Sugar-free soft drinks	18.4	18.9	18.3
• Water	11.3	10.7	10.9
• Juices, juice drinks, sport drinks, iced-tea varieties, energy drinks, hot beverages	4.8	4.3	4.3
Calorie content per 250 ml on average for all beverages	70.6	70.8	71
Mission Olympic			
• Participants	128,000	256,000	102,000
• Physical activities practiced	1,600,000	1,370,000	713,785
• Media contacts in millions	166	209	131
• Monetary media value for the topics of movement and popular sport in € mio	2.4	3.5	2.2

### Focus of commitment

- Responsibility for our staff
- Commitment to society

### Most important targets for 2020

- Continue to be among the most sought-after employers in Germany
- Average hours of training per employee at CCE AG: 15 hours per year
- Number of industrial accidents per 200,000 man-hours (LTIR): 1.3
- Use the strength of our brands to work towards social targets and expand brand programs in the process
- Increase the share of apprentices to 4 percent

<sup>1</sup> You can find a further subdivision according to sex, as stipulated by GRI 4, in our sustainability report at [nachhaltigkeitsbericht.coca-cola.de/kennzahlen](http://nachhaltigkeitsbericht.coca-cola.de/kennzahlen).

<sup>2</sup> Apollinaris GmbH has been a part of Coca-Cola Erfrischungsgetränke AG since 2010. In the 2011 sustainability report, the staff of Apollinaris GmbH were reported separately. For better comparison, this was later corrected and the number of employees at Apollinaris GmbH was included in the account of the total staff of CCE AG.

<sup>3</sup> Head count operative and non-operative (trainees, apprentices, interns, and student employees). Since 2011 the non-operative head count has also been recorded in the statistics.

<sup>4</sup> At the end of 2011 we started to record the number of training hours per employee as the data source for training at CCE AG. Coca-Cola GmbH has been recording this figure since 2013. For comparison purposes, the data from 2011 and 2012 is also provided.

Figures	2012	2013	2014
Total staff <sup>1</sup>			
• CCE AG <sup>2</sup>	11,915	11,787	11,546
• Coca-Cola GmbH <sup>3</sup>	182	186	188
Share of women in the top three levels of management in %			
• CCE AG	24.2	23.5	24.3
• Coca-Cola GmbH	47.0	45.6	48.9
Apprentices at CCE AG			
• Technical and industrial	254	311	316
• Commercial	109	110	105
Average hours of training per employee			
• CCE AG <sup>4</sup>	11.0	14.0	16.6
• Coca-Cola GmbH	12.7	8.6	15.4
Lost-time injury rate (LTIR)	4.7	4.3	4.2
Total of all support in cash and in kind in €	1,272,207	1,727,975	1,252,115


World

### Focus of commitment

- Optimization of water management
- Climate protection by the use of energy-efficient cooling, production, and transport
- Promotion of refillable and plant-based packaging

### Most important targets for 2020

- Water consumption in relation to production volume: 1.6 liters of water per liter of beverage
- Worldwide water-neutral production; this means saving water, processing our waste water, and supplying as much free and clean water to local projects as we use in our beverages.
- Reduction of the carbon footprint per liter of beverage by 25 percent in comparison to 2010
- Energy consumption per liter of beverage: 0.300 MJ
- Average share of recycled PET in plastic non-refillable bottles: 40 percent

<sup>5</sup> Due to the calculation methodology being developed further, new emission factors were used. The values for 2012 and 2013 have been adjusted correspondingly.

Figures	2012	2013	2014
Water consumption at production sites of CCE AG in l/l of beverage	2.02	2.01	1.92
Total carbon footprint in t <sup>5</sup>	1,135,622	1,111,385	1,095,070
Carbon footprint per liter of beverage in g/l <sup>5</sup>	317	309	307
Energy consumption at production sites of CCE AG in MJ/l of beverage	0.393	0.399	0.37
Share of recycled PET for all PET non-refillable bottles in %	19.0	25.2	27.45
Share of refillable and non-refillable for end user packaging in %			
• Refillable	62.28	58.26	56.70
• Non-refillable with deposit	37.65	41.65	43.21
• Non-refillable without deposit	0.07	0.09	0.09

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