

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES



JUNE 30<sup>TH</sup> 2022

Meeting the 2030 SDG targets depends to a large extent on the transformation of food systems. That is why The Coca-Cola Company and its leading bottling partners in Europe, [Coca-Cola Europacific Partners](#) and [Coca-Cola Hellenic Bottling Company](#), support the EU Commission's **Farm-to-Fork Strategy objective** to accelerate the transition to sustainable food systems . Our ambition is to ensure that for our consumers the healthier and more sustainable choice becomes the easy choice.

Sustainability dimension <i>(E.g. environmental, social)</i>	Code aspirational objective <i>(1-7)</i>	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional) <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
<b>Health&amp;Nutrition</b>	<b>Aspirational Objective 1</b>	We signed up to UNESDA's new commitment to reduce average added sugars in soft drinks by	Reporting through UNESDA		

		<p>another 10% 2025 vs 2019 in the EU-27+UK;</p> <p>We signed up to UNESDA's existing commitment not to sell soft drinks in primary schools and only sell no/low calorie soft drinks in secondary schools in unbranded vending machines across the EU;</p> <p>We signed up to the enhanced responsible marketing commitments from the EU Pledge and UNESDA to not market any of our beverages to children younger than 13 years with an audience threshold of 30%.</p>	<p>Reporting through UNESDA</p> <p>Reporting through EU Pledge</p>		
<b>Climate</b>	<b>Aspirational Objective 3</b>	<p>In 2021, Coca-Cola Europacific Partners and Coca-Cola HBC have set new Net Zero 2040 goals, including interim science-based targets for 2030. This will result in a reduction of 2.5 million tons CO2 equivalent annually in Europe by 2030 compared to 2015 – a reduction of 30% – including all Scope 1, 2 and 3 emissions</p>	<p><u>CCEP 2021 progress:</u> 38.9 % absolute reduction in total value chain GHG emissions in Europe since 2010</p> <p>12.4% absolute reduction in total value chain GHG emissions in Europe since 2019</p> <p>100% of electricity purchased in 2021 in</p>	<a href="#">CCEP: action on climate</a>	

			<p>Europe was from renewable sources</p> <p><u><a href="#">Coca-Cola HBC 2021 progress</a></u>  reduced absolute emissions from direct operations and production by a further 6 kilo tonnes, achieving a cumulative 24% reduction against 2017 baseline. Increased the use of renewable and clean electricity in operations in the EU and Switzerland to 99%.</p>	<p><u><a href="#">Coca-Cola HBC integrated 2021 report</a></u></p>	
<b>Packaging</b>	Aspirational Objective 4	<p>We signed up to UNESDA’s new <u><a href="#">circular beverage packaging vision</a></u></p> <p>The Coca-Cola Company will reduce its use of virgin plastic derived from non-renewable sources by a cumulative 3 million metric tons over the next five years globally</p>	<p>Reporting through UNESDA</p> <p>Avoided almost half a million tons of virgin plastic usage globally through our lightweighting, recycled plastic and renewable material efforts in 2021</p>	<p><u><a href="#">The Coca-Cola Company 2021 Business and ESG Report</a></u></p>	
<b>Water</b>	Aspirational Objective 4	<p>The Coca-Cola Company has set a new global strategy to increase</p>	<p>167% of the water used in our finished beverages</p>	<p><u><a href="#">The Coca-Cola Company 2021</a></u></p>	

		water security for its business, communities and nature	returned to nature and communities in 2021	<a href="#">Business and ESG Report</a>	
<b>Sustainable Agriculture</b>	Aspirational Objectives	We are committed to uphold our global Principles for Sustainable Agriculture	Evaluated more than 500 suppliers across +115 countries and territories against the Principles for Sustainable Agriculture framework	<a href="#">The Coca-Cola Company 2021 Business and ESG Report</a>	