

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

COCA-COLA IN EUROPE

JULY 2024

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, want to ensure that for our consumers the healthier and more sustainable choice becomes the easy choice.

Sustainability dimension	Code aspirational objective	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information	Comments
Health & Nutrition	Aspirational Objective 1	<p>Signatory of UNESDA’s commitment to reducing average added sugars in soft drinks by another 10% by 2025 vs 2019 in the EU-27+UK;</p> <p>Signatory of UNESDA’s 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>Reporting through UNESDA</p> <p>Reporting through UNESDA bi-annually (2023 results available)</p>		

		<p>Signatories of 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>Signatories of the responsible marketing pact from the World Federation of Advertisers</p>	<p>Reporting through WFA - EU Pledge & UNESDA</p> <p>Reporting through WFA-RMP</p>		
Climate	Aspirational Objective 3	<p>In 2021, Coca-Cola Europacific Partners and Coca-Cola HBC set 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 2023 progress:</u> 15.9% absolute reduction in total value chain GHG emissions in Europe since 2019</p> <p>97.8% of electricity used in Europe was from renewable sources in 2023</p> <p><u>Coca-Cola HBC 2023 progress:</u> Reduced absolute emissions from direct operations and production by 36% and total value chain emissions by 16.4% against 2017 baseline.</p> <p>Increased the use of renewable and clean</p>	<p>2023 CCEP Integrated Report (cocacolaep.com)</p> <p>2023 Integrated Annual Report Coca-Cola HBC (coca-colahellenic.com)</p>	

			electricity in operations in the EU and Switzerland to 100% in 2023.		
Packaging	Aspirational Objective 4	Signed up to UNESDA's circular beverage packaging vision; 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.	Reporting through UNESDA		
Water	Aspirational Objective 4.3	The Coca-Cola Company has set a global strategy to increase water security for its business, communities, and nature.	159% of the water used in our finished beverages returned to nature and communities in 2022	The Coca-Cola Company 2022 Business & Sustainability Report	
Sustainable Agriculture	Aspirational Objective 6	Committed to uphold our global Principles for Sustainable Agriculture.		The Coca-Cola Company 2022 Business & Sustainability Report	