

Growth pillars continued
Earn our licence to operate

People and Communities

In 2023, we remained focused on making a positive impact on the local communities where we operate. We supported young people through #YouthEmpowered with training programmes and skills development, and communities in need with product donations, volunteering initiatives and disaster relief activities.

We are here for colleagues and communities when disaster strikes

The world sadly witnessed more devastating conflicts, natural disasters and extreme weather events in 2023. We mobilised rapidly to provide immediate aid where possible. This included the following:

- **Greece wildfires:** About 9,000 cases of our soft drinks, water, juices and coolers were distributed through Humanity Greece, the Red Cross and local municipalities.
- **Greece floods:** We donated more than two million bottles of beverages, mainly Avra water, to people affected by the devastating floods in Thessaly, central Greece. Together with The Coca-Cola Company and Bodossaki Foundation, we donated €100,000 to support their immediate needs. Through a mobile unit of 'Doctors without Borders', the donation provided medical and psychosocial support to people affected in Thessaly. We plan to implement a recovery project in the affected area in 2024.
- **Slovenia floods:** Access to clean and safe drinking water and rebuilding infrastructure across the country were critical to help communities recover. The Coca-Cola System donated Römerquelle water and €100,000 to the Slovenian Red Cross to help with this work.
- **Turkey and Syria earthquakes:** It was important for us to help provide relief and support the efforts of The Coca-Cola Company and The Coca-Cola Foundation when these earthquakes happened. Turkey and Syria are not territories where we do business, but we donated €100,000 to the Turkish Red Crescent and CARE international in Syria.



Thank You Fund in the island of Ireland

Around 60 employees and players from the Viennese Football Club cleaned the home district of SK Rapid in Austria. Photo credit by Martin Steiger

Working with our communities

Ireland, Czech Republic and Slovakia, and Italy: Donations to Food Banks

We want to support people in need and tackle food waste as part of our sustainability commitments. Here are some of the initiatives we were involved with this year:

- Donated 70,000 meals in December 2023 in the Republic of Ireland. We collaborated with our customer partner Tesco and FoodCloud, a not-for-profit social enterprise working to tackle food waste and food security (pictured right).
- Co-operated with food banks in the Czech Republic and Slovakia to donate more than 800,000 litres of beverages to food banks worth more than €360,000.
- Supported Banco Alimentare (National Food Bank) in Italy to distribute over 1.5 million meals during the Christmas period. We also took part in its National Food Collection Day with 55 colleagues volunteering. Our seven local family days donated the proceeds of their Christmas markets to Banco Alimentare.



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Providing community support in Ukraine

1.5m litres
of Coca-Cola to Ukrainian families

US\$1.8m
to rebuild a kindergarten in Bohdanivka, Ukraine

8.9m litres
of beverages for food banks, disaster relief, and numerous local initiatives

> 3,000 colleagues
focused on supporting vulnerable communities, youth and environment

>€7.9m

- Long-term community initiatives
- Disaster relief for Greece, Croatia, Slovenia, Bulgaria, Italy and Austria

All figures include Egypt and Bambi.

Community support in Ukraine

We continued to offer practical help and support to people in Ukraine and our employees affected by the conflict in 2023. With The Coca-Cola Company and NGO partners, we provided water and beverages to affected regions, offered humanitarian assistance, restored infrastructure, and installed electricity and heat generation equipment. Since the beginning of the conflict in Ukraine, the Coca-Cola System and The Coca-Cola Foundation have committed US \$35 million to support people in Ukraine.

The Coca-Cola System has helped in the following ways:

- We donated €4.7 million and volunteering support. In partnership with the Red Cross Society of Ukraine, we provided 70,000 food kits and beverages to people in the regions most affected by food and water shortages. One kit contains one month's supply of food that does not need to be refrigerated.
- 54 electric generators were sent to hospitals, schools, kindergartens, boarding schools and centres for temporarily displaced people across Ukraine after The Coca-Cola Foundation donated US \$500,000 to the Red Cross Society of Ukraine. Seventeen centres for internally displaced people also received 5,000 sleeping kits for their residents through this partnership and strong volunteering support.
- 45 mobile boilers were donated to Ukrainian communities most in need to help to keep people warm during the winter. The cost of the project was about US \$3.5 million, which was donated by The Coca-Cola Foundation, in partnership with the Ukrainian Red Cross,
- A kindergarten that was destroyed in the village of Bohdanivka is now being rebuilt and will be able to accommodate more children. The Coca-Cola Company donated US \$1.2 million and we donated US \$1.8 million to make this happen. Our production plant has been operating nearby for almost 25 years.
- At the end of 2023 we donated one million bottles for the most vulnerable Ukrainians to make the winter holidays a little more joyful. Many company volunteers were involved in the project across the whole country. Our Ukrainian plant produced a batch of one million 1.5-litre Coca-Cola bottles with a special mark on the label 'For you'. With the help of partner humanitarian organisations such as the Ukrainian Red Cross and Caritas Ukraine we distributed the drinks from December 2023 until February 2024. This token of gratitude was also shared with the communities closest to the frontline. We donated some of our beverages to the D.R.E.A.M. Charitable Foundation, which works together with the Scottish organisation Siobhan's Trust, to provide warm meals to residents of such regions.



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#YouthEmpowered progress

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We passionately believe that every young person has the potential to thrive. Through our #YouthEmpowered programme, we are equipping them with the skills, experience and confidence they need to secure a brighter future.

By the end of 2023, we had trained 944,948 young people since the programme launched in 2017.

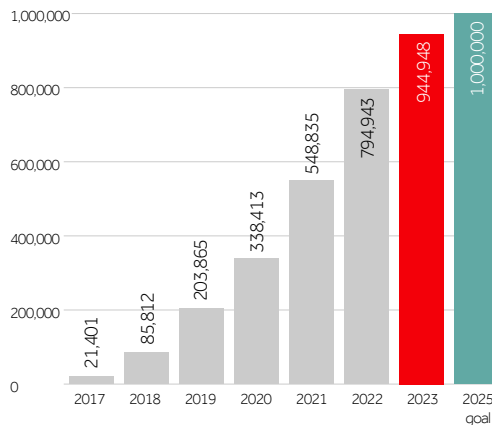
We are confident we will meet our Mission 2025 target of training one million young people ahead of target year.

By the end of 2023

944,948

young people trained

Cumulative number of young people trained through #YouthEmpowered since 2017



Here are just some of our 2023 #YouthEmpowered activities:

- In **Nigeria**, we trained 1,865 young people on viable entrepreneurship and career skills during the 2023 campus edition of our #YouthEmpowered initiative. This is part of our commitment to nurturing the country's future leaders.
- To celebrate its thirteenth year, The Coca-Cola Thank You Fund across the **island of Ireland** doubled the value of its grants to €200,000. This year, 28 non-profit organisations were awarded grants to help them champion and empower young people to take an active role in shaping, creating, and maintaining sustainable communities. The Coca-Cola Fund operates in partnership with the Irish Youth Foundation and YouthAction Northern Ireland and is jointly funded by The Coca-Cola Company.
- Experts from the Coca-Cola System across **Bulgaria** shared valuable advice and insights with young people to help them develop their skills before transition to employment. Collaborating with SoftUni Digital, Junior Achievement Bulgaria, Teen Station, and local universities, free training was delivered to 4,788 young people.



Working with our communities

Co-operation, Creativity, Communication, Critical Thinking and AI

More than 4,000 young people from Poland, Estonia, Latvia and Lithuania joined our 2023 #Skills4Future hybrid event hosted by Polish influencer, Natalia Sisik.

The theme of the 2023 event was co-operation, creativity, communication and critical thinking – and the role of AI in youth development.

We invited 17 experts and business practitioners to talk about each skill and share their experiences, including the role of personal branding in the job market and combining creativity with new technologies.

During the event, Natalia presented the results of a survey carried out on behalf of Coca-Cola HBC in Poland. These showed that 3 in 4 young people believe that using modern technologies will translate into their future in the labour market.

"It was just wow."

"I would definitely recommend it, good experience."

"During the practical sessions, I clarified what my strengths are, I learned more about myself."

Quotes from participants in Lithuania

Lithuania



Nigeria



Estonia



Watch the video online

