

Health and Wellness

Our Proactive Approach

Joan Prats

Corporate Responsibility Director Health & Wellness

The Coca-Cola Company

LIVE POSITIVELY 

Overview

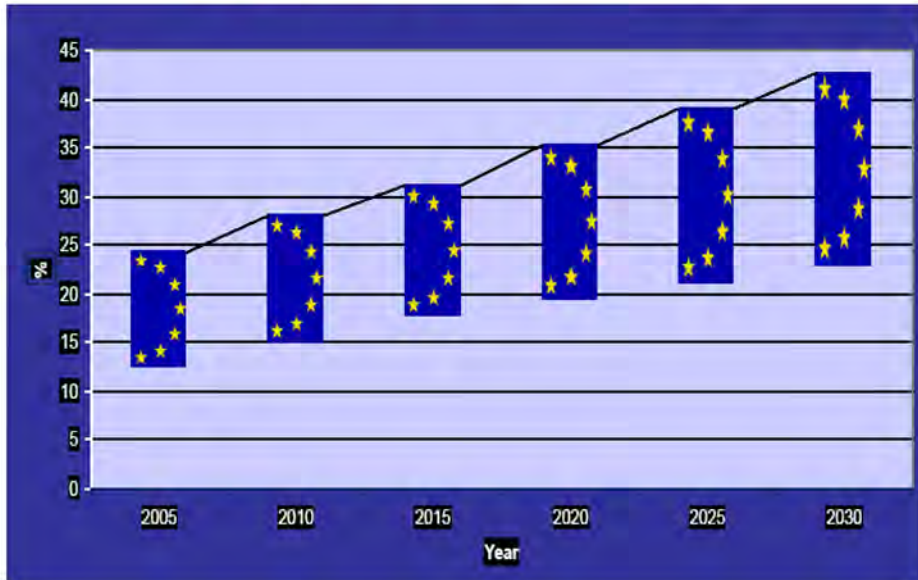
- ➔ Public health facts: The development of obesity and the importance of energy balance – energy intake and energy expenditure
- ➔ Our approach

Obesity in Europe

Rising obesity rates continue to fuel political debate and societal pressure against the food & drink industry



Projected trend for BMI >30 in EU over 25 years

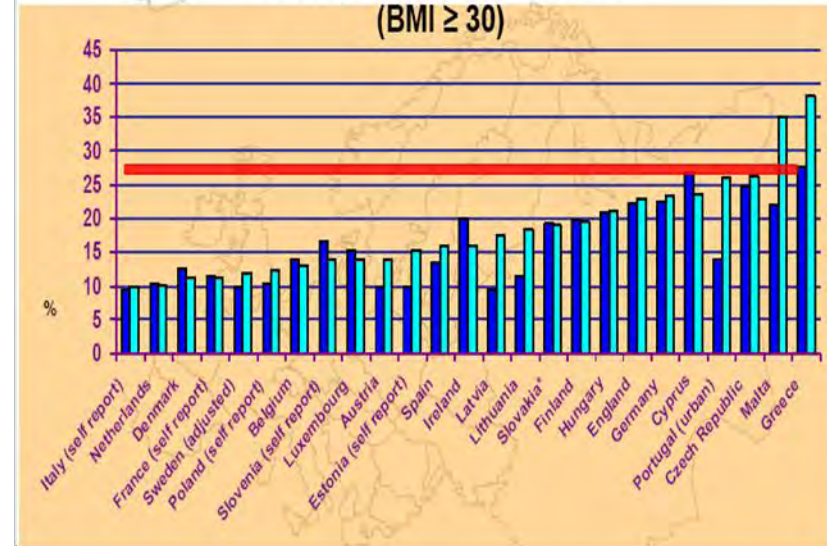


74m school-age children estimated 21m overweight increasing by 1m per year

of whom over 5m obese increasing by 250,000 per year



Obesity in European Adults (BMI ≥ 30)

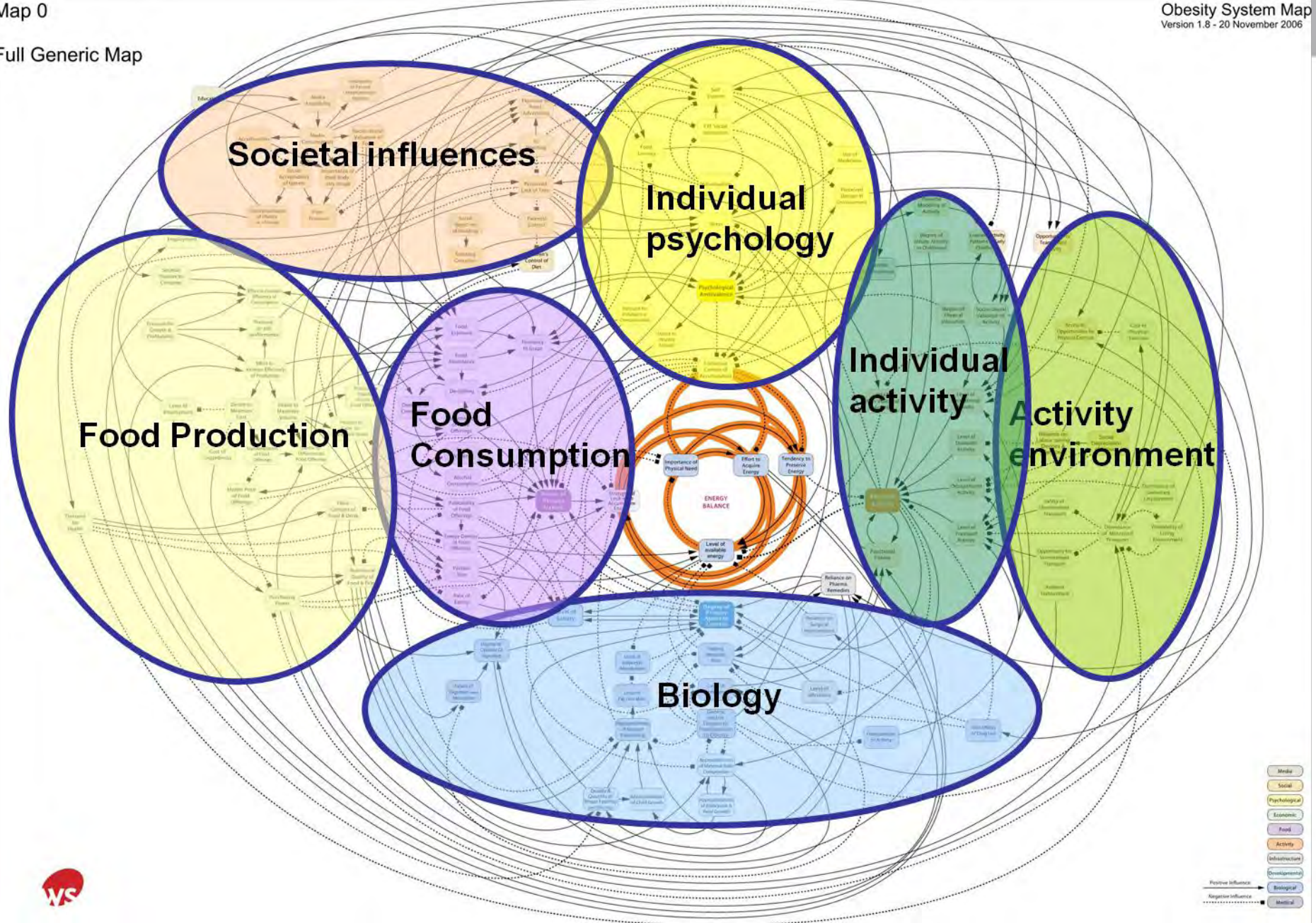


The development of obesity is complex

Obesity System Map
Version 1.8 - 20 November 2006

Map 0

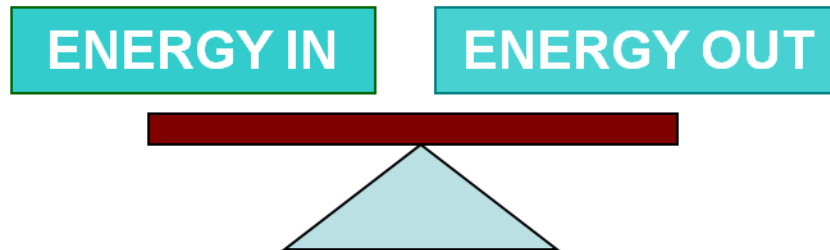
Full Generic Map



The importance of energy balance



Obesity
Dimensions:
Cultural, Lifestyle,
Media, Political,
Business, Health



In

1. Overconsumption of energy-dense foods
2. Portion sizes
3. Absence of balance and moderation
4. External vs internal cues

vs.

Out

1. Too sedentary
2. Little physical activity and exercise
3. School physical education programs declining
4. Lack of safe places to play
5. Changing nature of play

E.g. TV Viewing Vs Exercise



227 TV minutes per Day

Sofres Audimeter Panel
Media Habits Study



**171 Walking minutes per
WEEK**

LIVE POSITIVELY 

So what approach do we take at Coca-Cola?

- ➔ Every day we listen to consumers – gaining unique perspectives and insights regarding their attitudes and behaviour
- ➔ European Science Advisory Council
- ➔ Our consumers are diverse and distinctive – that is why we have over 180 brands in Europe
- ➔ Remaining relevant to our consumers in changing times is the essence of our continued success
- ➔ Therefore we know that obesity and the broader health and wellness debate is of major concern to many of our consumers and stakeholders

4 strategic themes



Partnerships

LIVE POSITIVELY 



Which resonate with our five commitments to WHO

1. Product Composition & Availability

- Innovation
- Guidelines/Strategies to reduce excess intake of nutrients of concern

2. Nutrition Information for Consumers

- Ensure, at minimum, nutrition information for nutrients of concern on and off -pack

3. Marketing & Advertising to Children

- Apply and monitor our marketing and advertising commitments

4. Promotion of Physical Activity and Healthy Lifestyles

- Help raise consumer awareness on balanced diets and help promote physical activity and healthier lifestyles, including in workplace

5. Partnerships

- Commitment of time, expertise and resources to support public-private partnerships to accomplish the objectives of the EU and WHO related to diet, physical activity and health

A total Beverage Company

More than 180 brands and +750 beverage products



Low/No Calorie

Mid Calorie

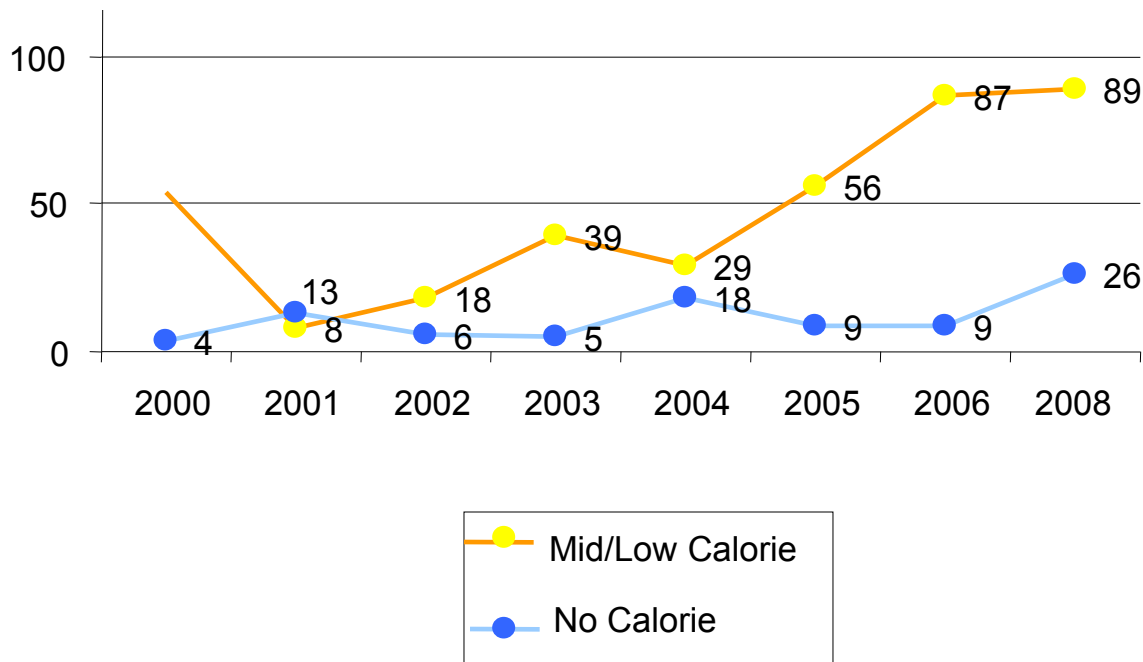


Regular

....With increasing numbers of new low or mid calorie beverages per year



TCCC new product launches & acquisitions (excl. reformulations)



The number of mid/low calorie launches/acquisitions has more than tripled since 2003

Our Innovation



Packaging Choice: Smaller Sizes



250 ml
Can



250 ml
Bottle



250 Bubble
bottle



Recent Examples of our Beverage Innovation

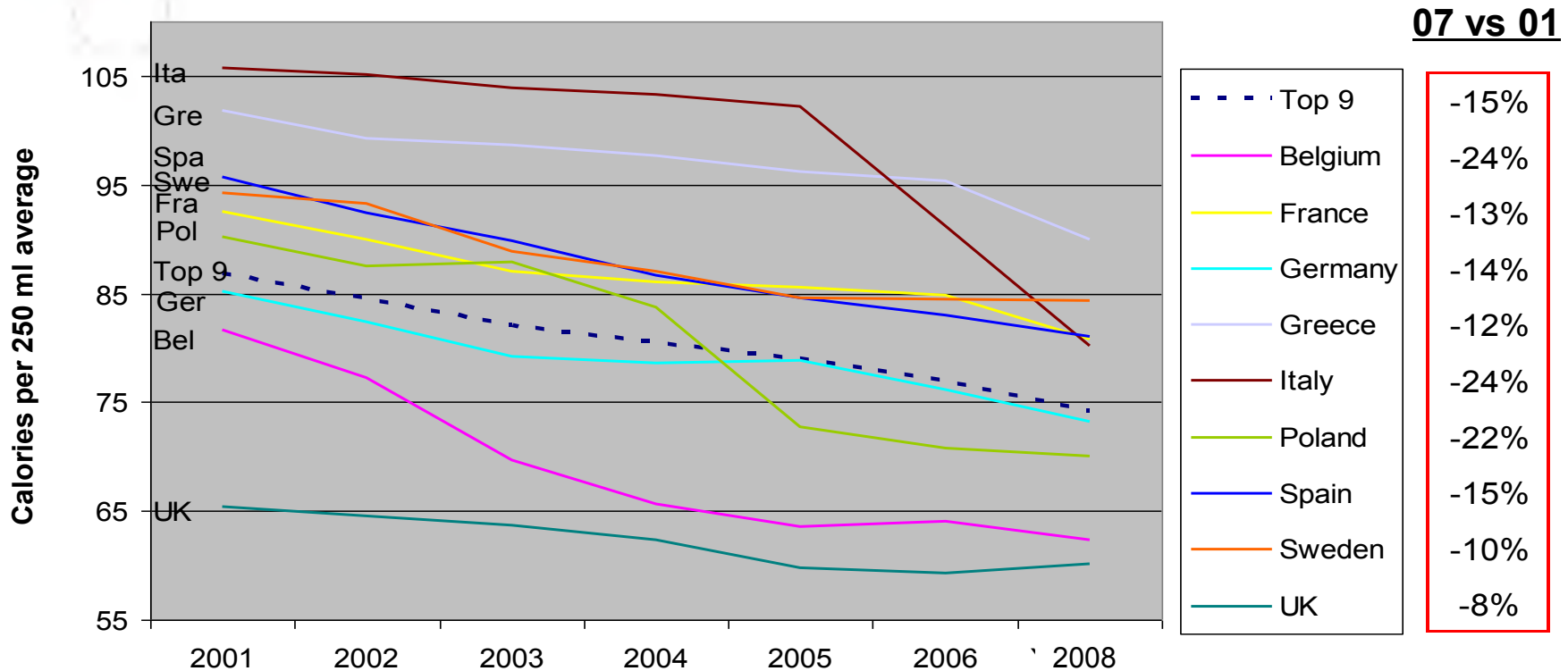
LIVE POSITIVELY 



Average Calorie Portfolio Evolution

Top 9 countries represent 80% of total EUG sales (YTD Dec 2008)
Total Non-Alcoholic Beverages

Volume Growth: 3.3% 3.9% -3.0% -0.2% 5.7% 4.0%

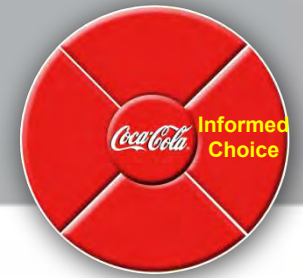


Trend in “calories sold” decreasing by 15% in the last 6 years!

in year 2001, 35 calories per 100ml / in year 2007, 30 calories per 100ml



Voluntary on-pack labelling – nutritional information




Back of Pack:

1) nutrient list 2) nutrition per serving and package size and 3) Guideline Daily Amounts (GDAs) based on a 2000 calorie diet for each of the four key nutrients (sugar, fat, saturates, sodium) in addition to calories.

Front of Pack

Energy (calories) per serving & Guideline Daily Allowance (GDA) energy percentage information on the front of the pack on all their branded products



Each 250ml  contains

Calories	Sugars	Fat	Saturates	Sodium
105	27 g	0 g	0 g	0 g
5%	29%	0%	0%	0%

% of your Guideline Daily Amount (GDA)
Based on an adult 2000 kcal diet.



Lay's

Paprika

Special K Delissima

24 88

Volupte

NOUVEAU

Crème de légumes

La grande Libbie

KitKat

PHILADELPHIA

Mars

4

Leisse Pâsse

Natürlich

CHAMPIGNON CRÈME

Kellogg's ALL-BRAN

Classic

KitKat

60 ml

Kcal 110

6%

GDA*

FROSTIES

FROSTIES

Maggi

Marinière

Coca-Cola

Bixies

500g

MONTANA

BRESAOLA DELLA VALTELLINA I.G.P.

Punta d'Ascia

DANONE

la 100% NATURE

16%

24g

33 cl

Bixies

Whole Wheat Biscuits

Pepsi

Carapaccio della Valle

500g

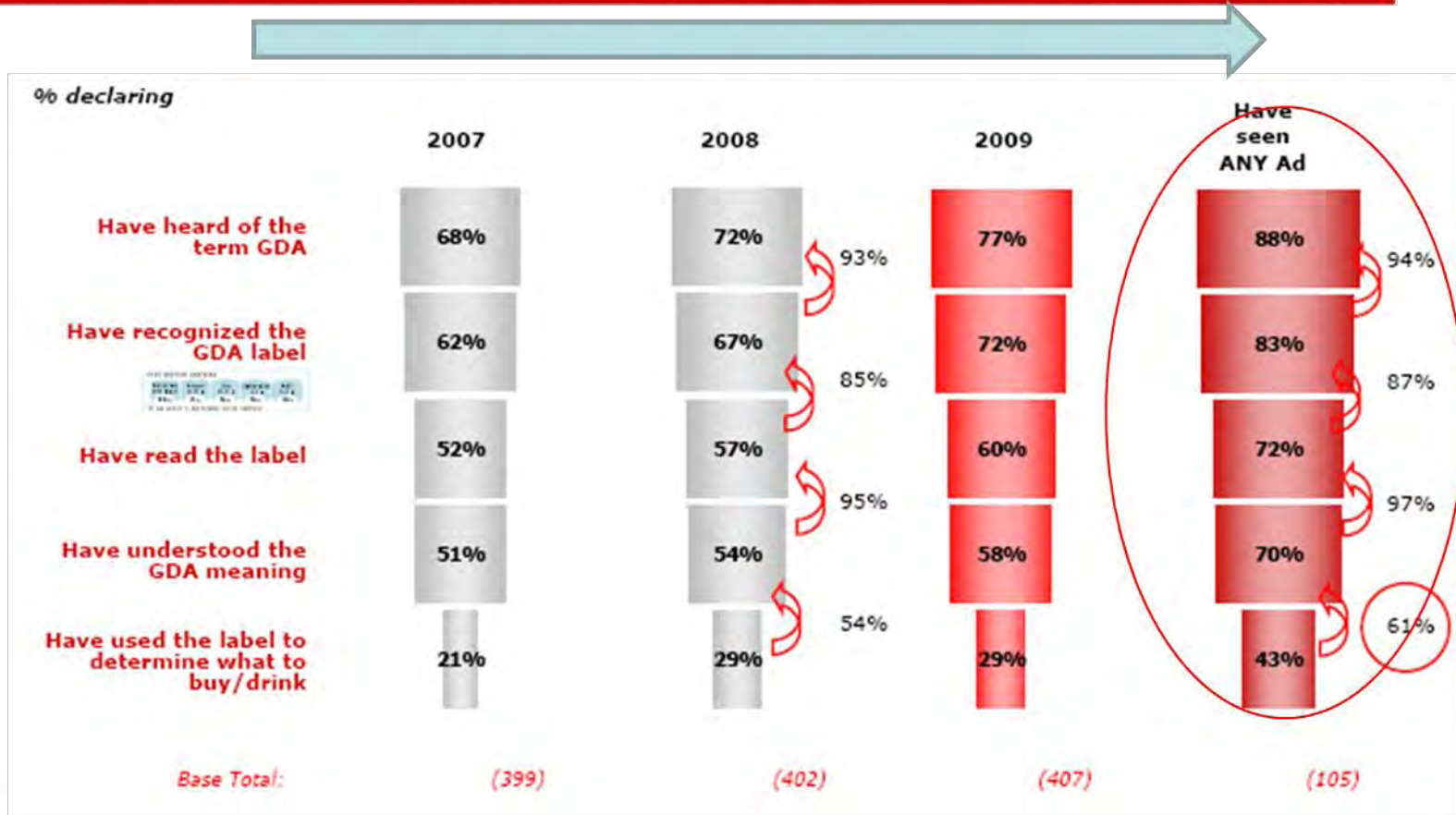
Increase use of GDA information Poland



The Coca-Cola Company

MillwardBrown

Awareness, understanding and usage of GDA – General Population 2009



LIVE POSITIVELY Coca-Cola

EDUCATING WITH INFORMATION, TRAINING & PARTNERSHIPS



Straight Facts About Carbonated Soft Drinks

Fit For the Future

The Coca-Cola Company

Link: Variety is the foundation of our commitment to consumers. The Coca-Cola Company offers more than 300 beverage products, including a growing variety of full, reduced and caffeine-free options.

Drink For Your Health

Visit: www.thecoca-colacompany.com/health

NEWS: Our new collaboration with the U.S. Department of Health and Human Services is a landmark step in our commitment to public health.

TOOL: Hydration and Health: A new tool to help you understand the importance of hydration.

Q&A: What is the difference between diet and low-calorie?

7 jótanács az egészséges életmód elérésére

1. **Étkezési választás.** A jó táplálkozás az egészség alapja. Az egészséges táplálkozás az étkezési szokások megváltoztatását igényli. A Coca-Cola Company ajánlatai segítenek a jobb táplálkozás elérésében.

2. **Étkezési megfigyelés.** Az étkezési megfigyelés segít az étkezési szokások megváltoztatásában. A Coca-Cola Company ajánlatai segítenek az étkezési megfigyelésben.

3. **Étkezési megfigyelés.** Az étkezési megfigyelés segít az étkezési szokások megváltoztatásában. A Coca-Cola Company ajánlatai segítenek az étkezési megfigyelésben.

4. **Étkezési megfigyelés.** Az étkezési megfigyelés segít az étkezési szokások megváltoztatásában. A Coca-Cola Company ajánlatai segítenek az étkezési megfigyelésben.

5. **Étkezési megfigyelés.** Az étkezési megfigyelés segít az étkezési szokások megváltoztatásában. A Coca-Cola Company ajánlatai segítenek az étkezési megfigyelésben.

6. **Étkezési megfigyelés.** Az étkezési megfigyelés segít az étkezési szokások megváltoztatásában. A Coca-Cola Company ajánlatai segítenek az étkezési megfigyelésben.

7. **Étkezési megfigyelés.** Az étkezési megfigyelés segít az étkezési szokások megváltoztatásában. A Coca-Cola Company ajánlatai segítenek az étkezési megfigyelésben.

THE WELLNESS BEVERAGE GUIDE

LOOK INSIDE: Liquid Protein, Calcium, B12, Probiotic Balance

HYDRATING

NEWS YOU CAN USE

Visit: www.thecoca-colacompany.com/wellness

Diet Coke Red Dress Program

Diet Coke and supermodel Heidi Klum help women get heart healthy.

Keep, Reveal, Reveal and more...

Visit: www.thecoca-colacompany.com/reddress

Women & Heart Disease

LIVE POSITIVELY

Q&A

Exercise is Medicine

Visit: www.thecoca-colacompany.com/exercise

Active Healthy Living

A guide for parents

Visit: www.thecoca-colacompany.com/active

nutrition for athletes

Visit: www.thecoca-colacompany.com/athletes

Health and Wellness in the Workplace



FFF Academy - Educational Workshops

Present and discuss health and wellness

- Choice
- Physical Activity
- Product information
- Responsible Sales & Marketing

Sugar... Energy... Sweeteners...
Hydration... Pleasure...
Taste... Active Lifestyle...

Fit for the Future Academy

Active Life-style
Informed Choice
Choice
Responsible Sales and marketing

The Coca-Cola Company
"make every drop count"

The diagram features a central white water drop shape with four smaller colored drops (yellow, green, blue, red) connected to it by lines. The yellow drop is labeled "Active Life-style", the green drop is "Informed Choice", the blue drop is "Choice", and the red drop is "Responsible Sales and marketing". Above the drops, a grey box contains the text "Sugar... Energy... Sweeteners... Hydration... Pleasure... Taste... Active Lifestyle...". To the right of the drops is the text "Fit for the Future Academy". At the bottom left is the Coca-Cola logo and tagline "The Coca-Cola Company 'make every drop count'".

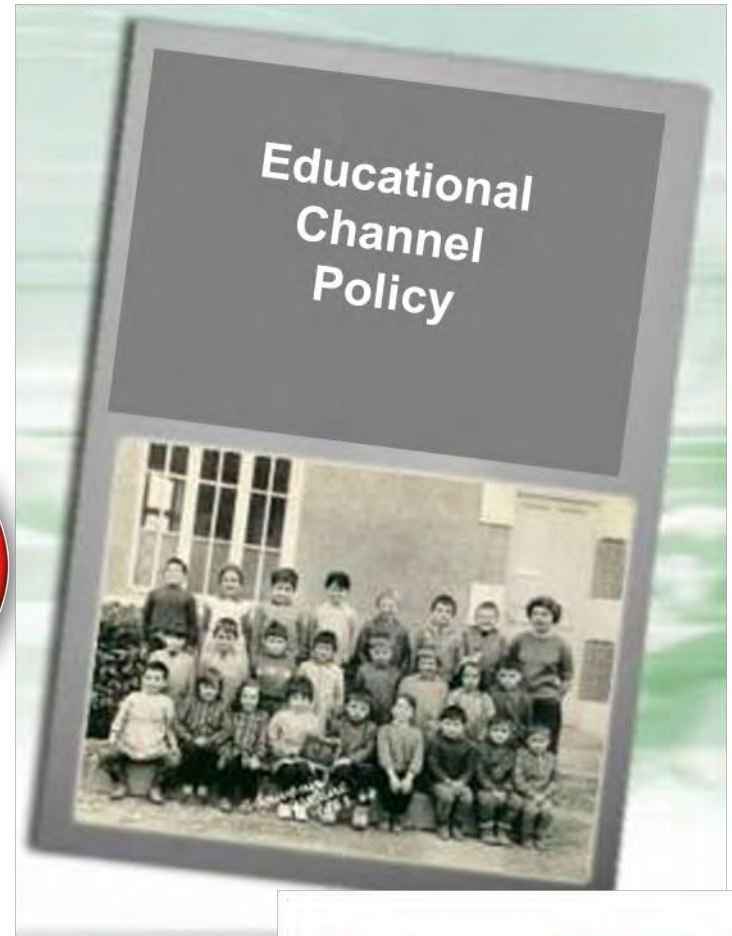


Health and lifestyle coaching

- Health check
- Nutrition consulting
- Stress management
- Participation into physical activity events



We Operate in a Socially Responsible Way



UNESDA Commitments



Our commitments to act responsibly

Public education, healthy lifestyles and physical activity programmes

- Increase investments, at national and EU levels, together with appropriate private and public partners, in educational programmes aimed at providing consumers with relevant information on healthy eating and healthy active lifestyles.

Consumer information

- Provide in a consumer-noticeable way **written information** as defined in current EU legislation even where this is not legally necessary – and openly co-operate with EU authorities in developing future nutritional labelling rules.
- Provide **on pack calorie information** per 100ml and/or based on individual serving size (e.g. 250ml, 330ml, 500ml) in all products.
- Start market tests with **on pack guideline daily amounts (GDAs)** in view of expanding over time such information to all products, with the aim of providing consumers with a **simple way to understand sugar intake** in relation to the recommended total average daily calorie intake.
- Prominently advertising **on pack the low or no-calorie nature** of beverages with such characteristics.

Advertising and commercial communication

- Engage with EU Platform stakeholders to discuss the UNESDA Code of Practice Guidelines for Responsible Commercial Communications and Sales Practices, in view of further enhancing the code.
- **Not place any marketing communication** in printed media, websites or during broadcast programmes specifically aimed at children*.
- **Avoid any direct appeal to children to persuade parents** or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent, guardian or educator.

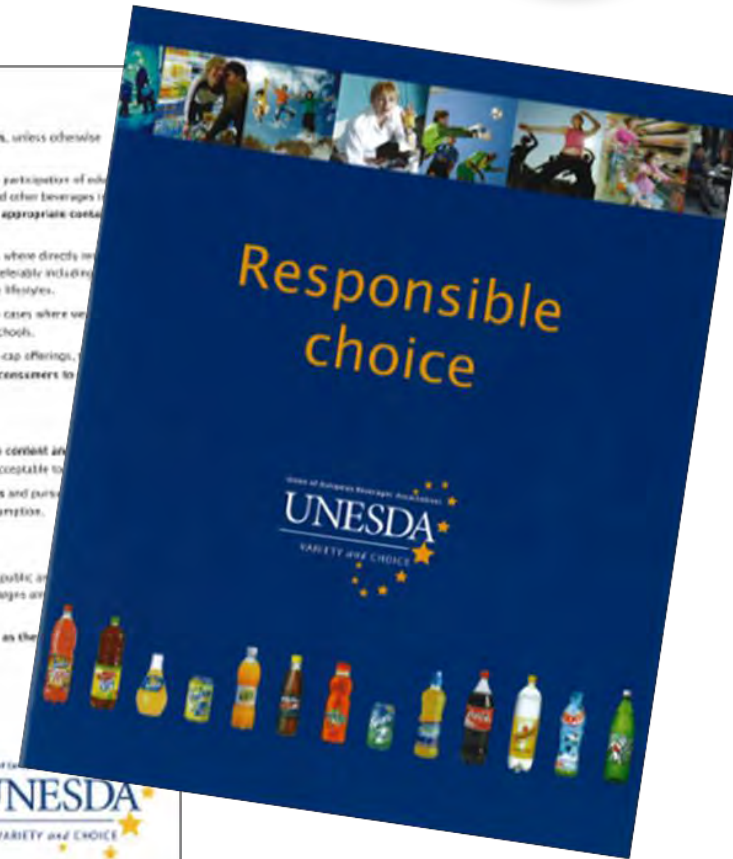
- **Not engage in any direct commercial activity in primary schools**, unless otherwise requested by school authorities.
- **Ensure that in secondary schools**, with the agreement and active participation of schools and parents, a **full range of beverages** (including water, juices and other beverages (regular and low-calorie/calorie-free versions), is made available in appropriate canteens that allow for parent control.
- **Respect the commercial-free character of schools** by providing, where directly involved in the final distribution of products, unbranded vending machines, preferably including images and messages promoting balanced diets and healthy active lifestyles.
- **Make third-party distributors aware** of these commitments in such cases where we are directly responsible for the final distribution of their products to schools.
- **Ensure that promotional activities** (e.g. redemptions, under-the-cap offerings, SMS contests, etc.) offering prizes or rewards will avoid requiring consumers to purchase excessive quantities of products in order to participate.

Promotions and choice

- **Increase the number of new beverages with low- or no-calorie content** and of existing beverages, where technologically possible, safe and acceptable to consumers.
- **Increase the choice and availability of individual packaging sizes** and pursue appropriate **cap downsizing**, to help reduce individual over-consumption.

Research

- **Contribute**, within the limits of what is appropriate to our role, to public and academic research into consumer behaviour and responsiveness to educational campaigns and healthy eating and healthy lifestyles.
- **Share with other stakeholders our consumer research insights** as they relate to the health and wellness.



*The signature on the commitments consider "children" to be defined as "below 12" and that "programmes aimed at children" to be defined as those programmes whose viewers are mostly children (i.e. more than 50%).

UNESDA's contribution to the EU Platform for Action on Diet, Physical Activity and Health is available to download from www.unesda.org



Results of monitoring, 2007

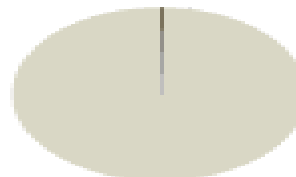


No vending in primary schools



93.9%
6.1%

TV advertising – UNESDA signatories



99.79%
0.21%

Vending machines are neutral or display health messages rather than product advertising



66%
31%



LIVE POSITIVELY *Coca-Cola*

...with recognized efforts...



➔ « *UNESDA's commitments are at the extreme end of best practice* ».



Robert Madelin, Director General,
DG Sanco, European Commission

Characteristics of our physical activity programmes



- ➔ **Sustainability** – programmes that can be maintained over time and grow creating a culture of active living
- ➔ **Partners** – looking to organisations and individuals to help us improve our programmes
- ➔ **Reaching sedentary people** – providing easy access to sport and exercise for all
- ➔ **Size** – they must be scalable to work at local as well as international levels
- ➔ **Adolescents** – main target is 13-16 to help reate habits into adulthood
- ➔ **Equality** – aimed at both boys and girls
- ➔ **Participation** – seeking to integrate different ages, classes and culture
- ➔ **Multi-activity** – with different disciplines – focusing on active life and entertainment for all rather than technical skill
- ➔ **Measurable** – know about participation as well as opinions
- ➔ **Educational** – capable of teaching people to change their habits and foster a love of exercise

Participating communities



Our Active Lifestyle programmes



Programmes	Activity	Countries	Participants
Coca-Cola Cup	Football	Austria, Belgium, Bulgaria, Czech Republic, UK, Greece, Ireland, Italy, Portugal, Poland, Slovakia, Spain & Switzerland	1 063 500
Mission Olympic	Various	Germany & Holland	340 000
Bicycle programmes	Cycling	Hungary, Czech Republic, Denmark, Greece, Italy, Slovakia, Spain	553 000
Run Programmes	Running & walking	Hungary, Austria, Czech Republic, Greece, Scotland, & Slovakia,	16 600
Multi-sports	Various	Hungary, France and Italy	278 452
Tennis	Tennis	Spain	6 000
Others	Golf, Rugby, Skiing & dance	Wales, Germany, Switzerland, Croatia, Hungary, Germany, Austria, Greece	463 300

Total participants 2 720 852



BY PROMOTING PHYSICAL ACTIVITY FOR ALL AGES, EVERYWHERE



BULGARIA – FOOTBALL TOURNAMENT





➔ **Great Fun 2 Run – University Loughborough - UK – \$500k**

- Healthy lifestyle programme – Urban City – multicultural – 10000 children 7-11yrs
- BMI, waist circumference, fitness, dietary intakes, behaviour change model – what worked – what didn't?


➔ **SPORT 4 LIFE University Ulster – N. Ireland - \$330k**

- Healthy Lifestyle – importance energy balance – sport for children from different traditions
- BMI, WC, dietary intakes, mental well-being

➔ **TAPAS – CREAL – Spain - \$1.4mill**

- Relationship between physical activity (cycling), health and environmental benefits
- BMI, health, environmental

Conclusions

- 
- ➔ Obesity is a complex issue that cannot be simplified by a single solution - A multi-factorial approach is required as a matter of public health priority
 - ➔ It is vital that effective public policy be grounded on solid nutritional and behavioral science
 - ➔ Health and Wellness is at the heart of our strategy in a practical and innovative way
 - ➔ Beverages play an important role in healthy balanced lifestyles
 - ➔ We are working together with other stakeholders to address the obesity issue