



# CORPORATE RESPONSIBILITY REPORT 2009

**3E**

Coca-Cola HBC Greece



" It takes a new way of thinking  
to solve problems that we created  
By the old way of thinking "

A. Einstein



# CONTENT

<b>A. CLARIFICATIONS</b>	<b>5</b>
<b>B. AT A GLANCE</b>	<b>6</b>
<b>I. INTRODUCTION</b>	
1. Message from the General Manager	8
2. Our Company	10
3. Our History and Milestones	12
4. Our Products	12
<b>II. ORGANIZING SOCIAL RESPONSIBILITY</b>	
1. Areas of Operation	14
2. Management Practices	16
3. Organizational Structure	17
4. Stakeholder Engagement	18
5. Management Systems	20
6. Recognition and Memberships	20
7. We said - We achieved - We aim	21
<b>III. PROTECTING THE ENVIRONMENT</b>	
1. Management	22
2. Water	23
3. Climate Change and Energy	24
4. Raw Materials and Solid Waste	27
5. Ozone Layer and Air Emissions	30
6. Transportation	30
7. Ecosystems	31
8. Visual Impact and Noise	31
9. We said - We achieved - We aim	32
<b>IV. SUPPORTING THE COMMUNITY</b>	
1. Economic Development	33
2. Social Contribution	34
3. Blood Donation	38
4. Business Enterprising	38
5. Volunteering	39
6. We said - We achieved - We aim	40
<b>V. CONTRIBUTING TO THE MARKETPLACE</b>	
1. Corporate Governance	41
2. Ethical Competition	42
3. Product Quality	42
4. Responsible Marketing	45
5. Responsible Supplies	45
6. Customer and Consumer Communication	46
7. Marketplace Communication	47
8. We said - We achieved - We aim	48
<b>VI. CARING FOR THE WORKPLACE</b>	
1. Work Positions	49
2. Health and Safety	50
3. Fair Employment and Diversity	51
4. Labour Rights	52
5. Employee Development	53
6. Reward and Satisfaction	55
7. Additional Benefits	55
8. Work-Life Balance	56
9. We said - We achieved - We aim	56
<b>VII. SUMMARY AND TABLES</b>	
1. Summary Data	57
2. GRI and Global Compact Tables	58
3. GRI Application Level	61
4. Glossary	61
5. Feedback Questionnaire	62

# A. CLARIFICATIONS

## Scope of our Report

The 2009 Corporate Responsibility Report of Coca-Cola HBC Greece:

- refers to the period 1/1/2009-31/12/2009 (unless otherwise indicated)
- refers to all activities in Greece of Coca-Cola HBC Greece (except our TSAKIRIS S.A. subsidiary).

## Development of our Report

We particularly emphasised this year:

- presenting more extensive quantitative indicators and results (see section II-1B)
- using international guidelines on Social Responsibility (GRI, EFQM, AA 1000, LBG, GC)
- responding to issues addressed by Stakeholders within 2009 (see section II-4A).

## Limitations of our Report

Our company recognizes limitations in the Report it publishes (limitations which it intends to handle in future publications), such as:

- presenting objectives, for all programs described, in all sections
- validating quantitative data, by an independent organisation.

## Data of our Report

Within the effort to focus on presenting quantitative results, the Report:

- covers elements from all operations (production, distribution, offices, sales), while the environmental section covers mainly production processes
- contains, as a norm, quantitative results for all indicators, at least over the past three years
- contains data from direct measurements; in case estimations are used, this is clearly indicated
- refers to changes in data displayed in past Reports (where this has occurred)
- summarizes in a table (see section VII-1) absolute figures of consumption, whereas within the main body of the Report, also efficiency figures are presented.

## Principles of our Report

To facilitate the evaluation of its content, our Report follows the basic principles, guidelines and directives "Sustainability Reporting Guidelines" (publication G3, 2006) of the Global Reporting Initiative (GRI), while the following have also been used:

- for the principles of the Report, the UN's Global Compact
- for the content of the Report, the AA 1000-Assurance Standard of AccountAbility
- for the presentation of data, the EFQM's RADAR Card
- for the structure of the Report, the Business in the Community model
- for the value of social contributions, the London Benchmarking Group model.

## Terminology of our Report

For convenient reading, please pay attention to the following terms and symbols:

### Terms

- the terms "company", "we" and "Coca-Cola HBC Greece", refer to Coca-Cola Hellenic Bottling Company S.A. (which this Report addresses).
- the term "Group" refers to Coca-Cola Hellenic, to which Coca-Cola HBC Greece constitutes a subsidiary.
- the term "Customers" refers to resellers of our products, while the term "Consumers" to the end users of our products.
- the term "Plant" refers to the bottling factories of our company.
- the term "Report" refers to this 2009 Corporate Responsibility Report.
- terms indicated as "II-3, V-2 etc" refer to the area and section of this Report (for example used in the GRI, Global Compact and Stakeholder Tables). For example the term "III-3A" makes reference to area III (Environment), section 3 (Climate Change) and paragraph A.

## Symbols



for further information please visit our Group's web site [www.coca-colahellenic.com](http://www.coca-colahellenic.com)



for further information please visit our Company's web site [www.coca-cola3e.com](http://www.coca-cola3e.com)



Case Studies are indicated

## Comments on our Report

This Report is one of the main tools to discuss and collaborate with our Stakeholders, a means to communicate with them. For this reason, we welcome your comments, thoughts and remarks.



Kindly forward your comments to:  
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# DATA AT A GLANCE

Main data, achievements and objectives of our company are briefly presented below:

## Management

**166** indicators in the Report

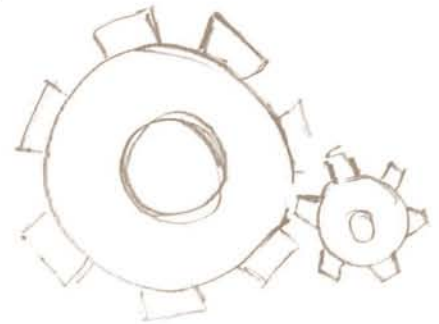
**77** fully covered GRI Indicators

**10** Stakeholder groups

**4** areas of Social Responsibility

### What we achieved:

- We integrated Social Responsibility in the Performance Review of 1<sup>st</sup> Level Managers.
- All our employees are subject to a Code of Professional Conduct.
- All our Plants have renewed certifications according to ISO22000, ISO9001, ISO14001, OHSAS18001 and HACCP.
- We increased by 32% the number of quantitative indicators and by 22% the number of fully covered GRI indicators we make reference to, within our Corporate Responsibility Report.



## Environment

**73.3%** of solid waste recycled

**2** million cubic meters of water, for production

**1.8** billion MJ energy consumption

**1.3** million euros environmental investments

**498** thousand tns CO<sub>2</sub>

### What we achieved:

- We made over 1 million Greeks aware about the importance of water protection.
- We reduced by 0.7% the water consumption indicator per production unit, within 2009.
- We reduced by 4.8% the energy consumption indicator per production unit, within 2009.
- We maintained the proportion of natural gas used for energy production in our Plants close to 30%.
- We installed 2,700 EMS coolers (low consumption of energy), in points of sale.
- We reduced by 29.1% the waste indicator per production unit, within 2009.
- We saved 812 tonnes of Retin by decreasing the weight of our pet bottles.
- We increased by 1.5% the proportion of solid waste recycled, within 2009.
- We reduced by 2,061 tonnes the disposal of solid waste, within 2009.
- We increased by 5.2% the percentage of coolers with material environmentally friendlier for the Ozone Layer.
- We collected approximately 290,000 lt of rain water, covering needs for 500 inhabitants in three islands of Cyclades.



## Community

**409** events all over Greece  
**3,877** young people visited our Plants  
**2** million euros value of social contribution  
**19.6** million euros for social insurance  
**120** bags of blood donated  
**228** employee volunteers

### What we achieved:

- We increased the analogy of local social activities to 55% of total.
- We contributed in managing over 15,000 medical incidents and distributed over 260,000 leaflets in 27 remote islands, through our program "Medical Landing in Greek Islands".
- We contributed to the education of over 15,000 students and 800 schoolteachers on the issue of balanced nutrition and active lifestyle through our program "Balance-Moderation-Variety".
- We increased by 74% the number of our employees who are volunteers (reaching 228 employees or 9% of our total workforce).
- We gathered 120 bags of blood, donated by our employees.
- We gave 25 students the chance to conduct their practice within our company.
- We hosted, in our plants, visits of 3,877 students from 84 schools.



## Marketplace

**4,500** suppliers  
**10** million consumers  
**31** production lines  
**7** production plants  
**432** million euros spent on supplies  
**910.7** million lt of products sold

### What we achieved:

- All our main suppliers have signed our company's Supplier Guidelines.
- We re-certified all our production Plants, according to ISO 9001.
- We have included, analytic nutritional information on all our products' packaging.
- 100% of our consumers say they are satisfied, from the way we handle their calls.
- We worked with local suppliers for 42.6% of our purchases.
- We informed over 122,000 citizens on the benefits of a balanced nutrition.
- We received no fine in relation to legal or regulatory issues.

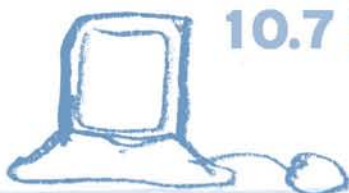


## Workplace

**2,416** employees  
**38** years of average age  
**76,080** hours training  
**10.7** average years of employment

### What we achieved:

- We attuned to win the 1st place in the Best Workplace contest.
- We reached our goal for zero fatal accidents, for the 6th consecutive year.
- We reduced by 28% work accidents.
- We internally covered job positions by 75%.
- We utilised Social Responsibility as a parameter in the annual appraisal and target setting process for all Managers and Directors.
- We increased by 78%, the average training per employee.
- We maintained an analogy of over 30% women, at the First Level Director grade.
- We maintained an analogy of over 23% women, at the First Level Manager grade.



# 1. INTRODUCTION

## 2. MESSAGE FROM THE GENERAL MANAGER

Dear friends,

Last year undoubtedly challenged significantly the citizens, the government, the employees and the companies of our country. Within a tough global economic environment, our country has to face, we were asked to revitalize our strengths and set the foundations for a better Future, for ourselves and next generations.

Under these circumstances, the issue of responsible behaviour represents a challenge. We are asked not to neglect this aspect, under circumstances which inevitably lead to solely financial driven decisions. At Coca-Cola HBC Greece we have decided, even under these circumstances, to create value, not only for our shareholders, but moreover for all our Stakeholders: our company's growth has to be achieved, while caring for our employees, contributing to the responsible operation of our markets, protecting our environment and supporting communities, in which we operate.

Especially successful were our Environmental programs within 2009. Our objective remains to conduct our operations in a way that reduces our potential environmental impact, as well as the integration of Sustainability aspects in our decisions and processes. Within 2009 we:

- Reduced by 0.7% the water consumption indicator, by 4.8% the energy consumption indicator and by 29.1% the waste indicator (all per production unit).
- Saved 812 tonnes of resin by decreasing the weight of our pet bottles.
- Increased by 1.5% the proportion of solid waste recycled and reduced by 2,061 tonnes the disposal of solid waste.
- Increased by 5.2% the percentage of fridges with material environmentally friendlier for the Ozone Layer.
- Collected approximately 290,000 lt of rain water, covering needs for 500 inhabitants in three islands of Cyclades.
- Made over 1 million Greeks aware about the importance of water protection.

For the Workplace, our objective is to establish a work environment which is safe, fair and focused on the development of our employees. An important milestone in 2009 was achieving the 1st place in the Best Workplace Greece contest and the 18th place in the respective European contest, among 1,350 other European companies, as well as the special Award for "Employee Pride". Furthermore we:

- Achieved the objective of zero fatal accidents, for the 6th consecutive year, while reduced by 28% work accidents, within 2009.
- Maintained an analogy of over 30% women, at the First Level Director grade and an analogy of over 23% women, at the First Level Manager grade.

For the Community, our objective is to invest time, experience and resources to improve the quality of life, the improvement of collaboration and growth of local societies and our country in general. A priority was increasing the analogy of local sponsorships, which reached 55% of total sponsorships in 2009, supporting in practice rural areas. Also:

- We contributed to manage over 15,000 medical incidents and distributed over 260,000 brochures in 27 remote islands, through our program "Medical Landing in Greek Islands".
- We contributed to the education of over 15,000 students and 800 schoolteachers on the issue of proper nutrition and exercising, through our program "Balance-Moderation-Variety".
- We increased by 74% the number of our employees who are volunteers (over 9% of our total workforce).

For the Marketplace, our objective is to offer products and services of exceptional quality to meet the needs and desires of our consumers, the responsible internal operation of our company, as well as contributing to the responsible operation of customers, suppliers and markets, in which we operate.



A milestone for 2009 was the fact that we utilised local suppliers for 42.6% of our acquisitions, a particularly important issue considering the financial difficulties in our country. Also:

- We have included, analytic nutritious information on all our products' packaging.
- We briefed over 122,000 citizens on the benefits of a balanced nutrition.
- 100% of our consumers say they are satisfied, from the way we handle their calls.

On the other side we recognise that we still have many areas for improvement, in order to correspond to the needs and expectations of all our Stakeholders. Some of the challenges we already face or will face in the near future, are:

- The further deployment of responsible practices in our sphere of influence (such as our upstream and downstream value chain).
- The continuously increasing problem of water shortage and Climate Change.
- The increasing need of consumers for more complete information, with regards to nutritious elements.
- The evaluation and validation of data and information we publish, by an independent institution.

The above achievements, our philosophy as well as the areas for improvement are described within our 2009 Corporate Responsibility Report. Particular focus was given this year to present more quantitative results: through a systematic three year effort, we are able this year to present adequate data and information which correspond to an "A" level of the G3 GRI Guidelines. It must be noted that our company is only the 4th Greek company issuing a CR Report corresponding to an "A" GRI Level and the 1st Greek company with such a Report checked by the GRI itself.

Concluding, I would like to express my gratitude to all colleagues within Coca-Cola HBC Greece. During a difficult year, they managed to achieve our business objectives and at the same time live up to our Principles and Values. Being confident that they will handle our 2010 challenges with the same passion, I would like to invite our Stakeholders to join us in "Facing the Future Responsibly", during a period with significant challenges, but also promising opportunities.

Have a pleasant reading!



**Dimitris I. Vidakis**

General Manager Coca-Cola HBC Greece



# 2 OUR COMPANY

Coca-Cola HBC Greece is the biggest Greek company in production, trading and distribution of non-alcoholic beverages in the Greek market, with headquarters in Athens.

The company is a member of the Greek multinational Group Coca-Cola Hellenic, one of the largest bottlers of The Coca-Cola Company worldwide. Coca-Cola Hellenic has operations in 28 countries, over 44,500 employees, headquarters in Athens and was formed in 2000, after the merger of Coca-Cola Beverages Plc. with the former Hellenic Bottling Company (3E). The Group's stocks negotiate mainly in the Athens's Stock Exchange Market and the Stock Exchange Markets of New York and London.

Coca-Cola HBC Greece bottles, distributes and trades the Coca-Cola Company products (**Coca-Cola, Sprite, Fanta, Powerade, Burn**), along with a range of its own products, such as the juices **Amita and Frulite**, the bottled waters **Avra, WaterBlue and Lyttos**, as well as products in cooperation with other companies, such as the ready to drink **coffee illy cafe, the mixer Tuborg, and the tea Nestea**. With the acquisition of the company **TSAKIRIS ABEE** in 2003, the company also entered into the dynamic market of potato snacks, through the Tsakiris brand.

Being one of the largest Greek Industries with **41 years of successful enterprising** and constant development, Coca-Cola HBC Greece plays a significant role in the development of the Greek Economy, especially in the local communities. The company annually invests significant amounts in the Greek market, for implementing programs regarding production of Greek raw materials. At the same time, the company offers job positions and career development to over 2.400 employees.

The Company owes 7 modern production Plants in Greece, which include overall 31 production lines (plus one of our TSAKIRIS subsidiary). All Plants are certified by Lloyd's according to **ISO 22000, ISO**

**9001, ISO 14001, OHSAS 18001** for product safety and quality, environmental management, as well Health & Safety at the Workplace.

The company also developed and implemented the **HACCP** system, while systematically invests in new technologies and strict Quality Control Systems. Simultaneously, the company invests in the creation and development of innovative products, fully aligned with the needs of our company's consumers.

The protection of the environment, the deference for the fellow being, the substantial support and the actual appreciation of the Greek Community needs are fundamental principles of the company's operation and activation. Within this frame, Coca-Cola HBC Greece, has designed a thorough Social Responsibility program, which establishes the company as one of the significant contributors to the local communities it operates, and the Greek Society in general.

For this reason, the basic axes of our company's **Social Responsibility program** focus on the areas of **Workplace, Marketplace, Environment and Community**.

It must be noted that no significant changes occurred in 2009, which influenced the principles and management of Social Responsibility within our company.

### In numbers...

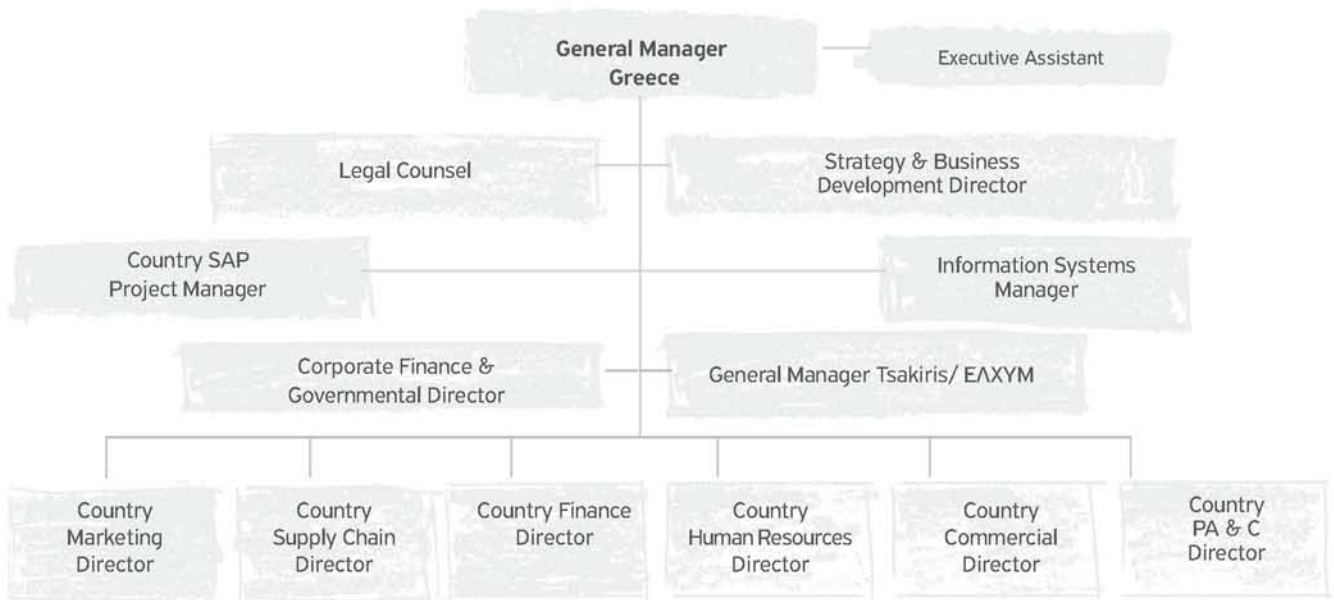
- 2,416 Employees
- 1,700 Customers
- 4,500 Suppliers
- 7 Production Plants
- 31 Production Lines
- 10 million Consumers
- 14 Brands
- 270 Brand Codes
- 160,000 Point of Sales
- 162 million euros on Product Sales
- 5 million euros on Environmental Investments



Coca-Cola HBC Greece



## The organisation chart



## Countries where the Group Coca-Cola Hellenic is active



# 3. OUR HISTORY



1969

**Operation of the first bottling plant in Athens.**

**1971-1974**  
Development of bottling plants in Thessalonica and Patras.

**1980-1990**  
Development of production plants in various regions of Greece.

**1983**  
Natural juice Amita launched in the Greek market.

**1989**  
Avra water launched in the Greek market.

**1991**  
Entry of the former Hellenic Bottling Company 3E in the Athens Stock Exchange market.

**1996**  
Expansion in Armenia and regions of Russia.

**1997**  
Merger with Molino Beverages with activities in N. Ireland, the Republic of Ireland, Moldavia and regions of Romania and Russia.

# 4. OUR PRODUCTS

## Variety of Products

Coca-Cola HBC Greece produces and distributes a wide range of non alcoholic products, which cover the needs and expectations of every consumer, such as:

Carbonated Soft Drinks  
**Coca-Cola, Fanta, Sprite**

Soft Drinks without Sugar  
**Coca-Cola Light, Coca-Cola Zero Fanta Light, Sprite Zero**

Water Products  
**Αύρα, Λύττος, Dorna, WaterBlue**

Juices  
**Amita, Frulite**

Ready to drink tea  
**Nestea**

Sport Drinks  
**Powerade**

Energy Drinks  
**Burn**

Mixers  
**Tuborg**

Energy Snacks  
**Amita Motion Energy Bars**

Snacks  
**Tsakiris Chips, Tsak's, Amita Fun**

Ready to drink Cofee  
**illy cafe**



2009

**2000**

Merger of Hellenic Bottling Company 3E with Coca-Cola Beverages Plc. and re-branding to Coca-Cola HBC Greece.

**2003**

Acquisition of Tsakiris, the second biggest potato snacks company in Greece.

**2006**

Inauguration of an ultramodern production plant in Heraklion Crete.

**2007**

Coca-Cola Zero launched in the Greek market.

**2008**

Series of innovative products launched (illy café, functional juices «Efzin» by Amita, Amita Frooties, Nestea Vítao, Fanta Verdia).

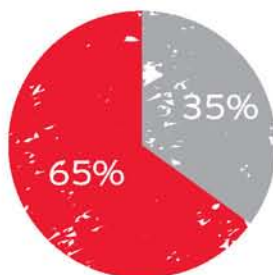
1st position of our company at the Best Workplaces Greece contest; 18th position and special Award for "Employees' Pride", in the corresponding European contest.

Points of Sale

Coca-Cola HBC Greece distributes its products in two markets. The market of Direct Consumption includes small points of sale (e.g. kiosks, shops, bakeries, fast foods), which corresponds to roughly 65% of total sales.

The market of Future Consumption corresponds roughly to 35% of sales and includes all organized retail stores (e.g. super markets).

Market Presence



● Future Consumption (%)  
● Direct Consumption (%)



# II. ORGANIZING SOCIAL RESPONSIBILITY



## What we believe

Coca-Cola HBC Greece, as a responsible corporate citizen, acts during the last four decades based on the principle that long-term success entails creating surplus-value both for its stakeholders and the society. Business growth can not be separated from taking care of employees, contributing to the responsible operation of the marketplace, protecting the natural environment and supporting communities, in which we operate.

## What we aim for

We aim at operating responsibly and at the same time achieving our challenging annual business objectives, without in parallel sacrificing our long-term development.

## 2. AREAS OF OPERATION

### A. We manage Social Responsibility in a systematic way

Our Company transforms its commitment to operate responsibly into action, by focusing on four main Areas. In each Area, we seek to operate with responsibility, in order to positively affect our Stakeholders, in the long term.

#### Environment

We aim to conduct our business operations in a way that minimizes the potential environmental impacts, as well as to integrate the principle of sustainable development in our decisions and business processes.

#### Community

We aim to invest time, experience and resources to improve the quality of life, strengthen the cooperation and support the development of local communities and our country in general.

#### Marketplace

We aim to develop products and services, which are safe and correspond to the needs of our consumers, to operate responsibly internally, as well as to facilitate the responsible operation of customers, suppliers and markets, in which we operate.

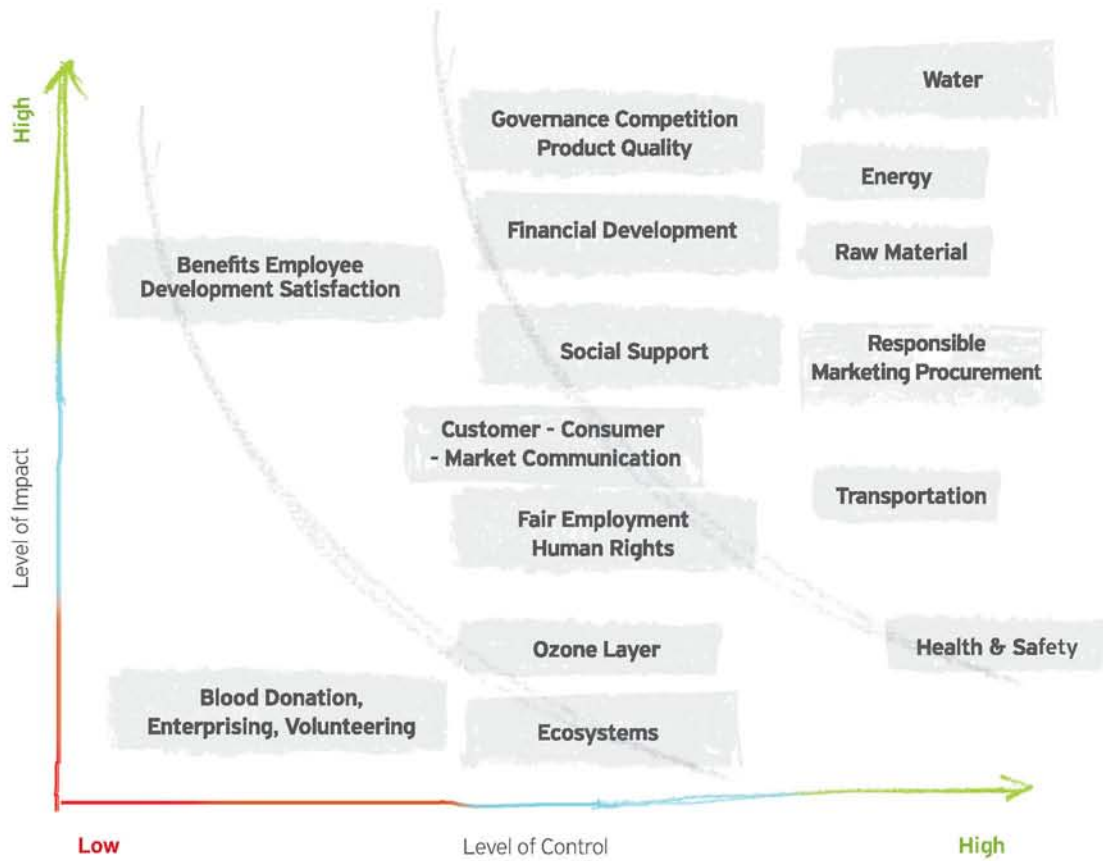
#### Workplace

We aim to create a workplace for our employees, which is safe, fair and focuses on their involvement and development.

In each of the above Areas we recognize topics, which are prioritised according to (a) the Level of Impact our company has (or could potentially have) on our Stakeholders and (b) the Level of Control our company has on each topic.

We further identify sub-areas, which are linked to the impact our company has (or could potentially have) on our Stakeholders and the Environment. The outcome of this process is summarised in the following Framework, which is used to manage systematically Social Responsibility issues.

Based on the above analysis, our Company defines the extend each subject identified should be presented within our Report (the higher our Control Level or Impact Level, the more detailed the presentation), while it has created the following Framework, which is used to manage systematically all subjects of Social Responsibility, linked to our business operation.



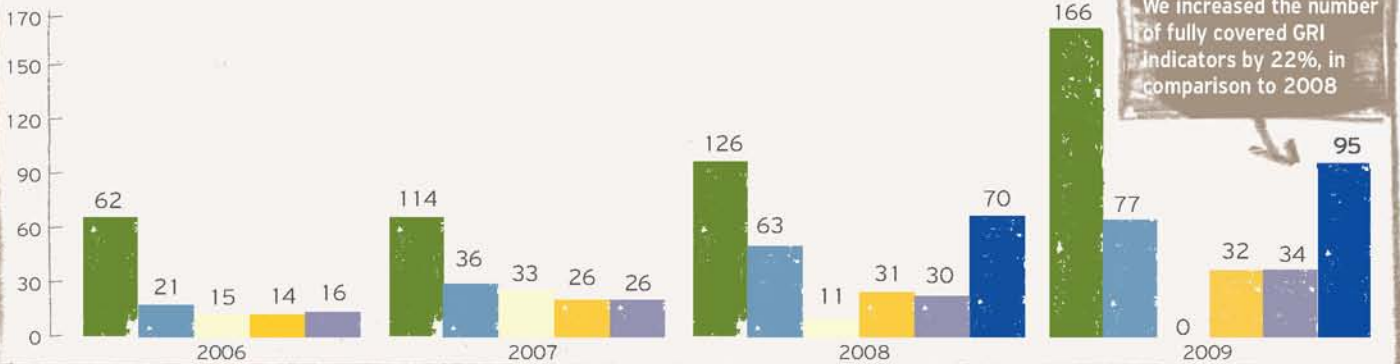
## B. We focus on quantitative results and measurable targets



### Quantitative data

The international trend of Corporate Responsibility Reports is to display complete, long term and measurable indicators, handling Social Responsibility like any other management practice: by focusing on systems and bottom line results. As a result, we have gradually included in the last three years more quantitative objectives and indicators (both general and GRI related) in our Report.

- Quantitative indicators (number)
- Fully covered GRI indicators (number)
- Partially covered GRI indicators (number)
- Graphs (number)
- Targets for 2009 (number)
- Targets for 2008 achieved (%)



## 2. MANAGEMENT PRACTICES

### A. We integrate responsibility in our way of management

The importance of responsible operation has been incorporated as an integral part in the way we manage our company and our corporate culture, through our Mission, Values, Code of Conduct and other daily practices of management we apply.

#### Our Mission

We, the people of Coca-Cola HBC Greece are committed to:

- Revive our consumers.
- Collaborate closely with our customers.
- Attribute surplus value to our shareholders.
- Contribute actively to the improvement of quality of life for local communities.

#### Our Values

The five Values of our company, reflect our commitment for responsible operation:

- Acting with integrity and delivering on every promise.

- Committing passion to excel in all we do.
- Competing to win as one team.
- Ensuring our people reach their full potential.
- Treating everyone openly, honestly and with respect.

#### Our Code of Conduct

Our Group and Coca-Cola HBC Greece transform their commitment to operate according to the highest ethical standards and effective laws into action, via our "Code of Professional Conduct", which is summarised in the principle: "As a representative of our company, each employee should behave with integrity and keep promises made on all issues". More specifically:

- the Code is applicable to all our directors, managers and employees (with full-time and part-time contracts)
- among other, the Code prohibits any donation to politicians and political parties, but also the acceptance of significant economic aid from Governmental Institutions (no such donations or acceptance of aid took place in 2009)

- all employees have access to the "Code of Professional Conduct" in soft copy, through the process database
- the Code is also available in hard copy, by the local Human Resources departments
- all employees with internet access follow an interactive training course
- all our employees have been briefed on the Code and all are informed via presentations (in case of content revision), while frequent reminders are forwarded by the Human Resource Department
- local payroll officers, deliver the Code to each new employee, which are briefed and trained on the code within the first two weeks of employment
- an electronic email address has been created, for anonymous references to violation of the Code.

for further information please visit our web site [www.coca-cola3e.com](http://www.coca-cola3e.com)







## Our Performance Appraisal

An important step in establishing a culture of responsibility was the decision taken in 2007 to set Social Responsibility as one of the 7 permanent pillars within our First Level Directors' annual Performance Appraisal Process. Within 2008, the decision was taken and implemented to include this aspect also in the corresponding process for First Level Managers. These seven pillars are:

- Management
- Business Results

- Employee Development
- Leadership
- Growth & Innovation
- Relationship Quality
- Social Responsibility



Also, for the first time in 2009, the annual Social Responsibility targets were defined during an evening working course, with the participation of all First Level Directors.

## B. We inform our employees

### Communicating with employees

Aiming to communicate with our employees systematically and regularly on our activities, Coca-Cola HBC Greece has implemented a series of communication processes, summarised below:

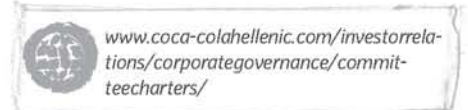
- Corporate information is regularly displayed on dedicated boards, in all company premises.
- Televisions have been placed in all company premises, to inform employees about subjects related to our company (TV On the Go) issues.

- The WEBEX system (teleconference) is used for quarterly briefing of First Line Directors by the Top Management of our company.
- An internal magazine, "Reportage in Action", is published on a quarterly basis, which presents policies, processes, decisions, actions and programs of our company, but also news and achievements of our people. The magazine is distributed free of charge to all Coca-Cola HBC Greece employees.
- We give our employees practical ideas, to behave as even more responsible citizens. An example is the permanent co-

lumn called "Eco-Tips" within our internal tool "Reportage in Action", where everyday actions of environmental protection at the office and at home are presented.

### Our Induction process

According to a specific procedure, we ensure that all new employees are briefed on the company's mission, values, vision, policies, processes, principles of Social Responsibility and Code of Business Conduct.



# 3. ORGANIZATIONAL STRUCTURE

## A. Social Responsibility is included in our structure

At Group level, the Responsibility for planning, co-ordinating and utilising actions on Social Responsibility lies with the respective Board of Director's Committee, composed of independent or non-executive members.

This Committee:

- Monitors and reports performance of all subsidiaries to the BoD (including Coca-Cola HBC) on Social Responsibility.
- Is quarterly briefed by the Group CSR Council, which comprises of function heads from across the business.

### Group Social Responsibility Committee

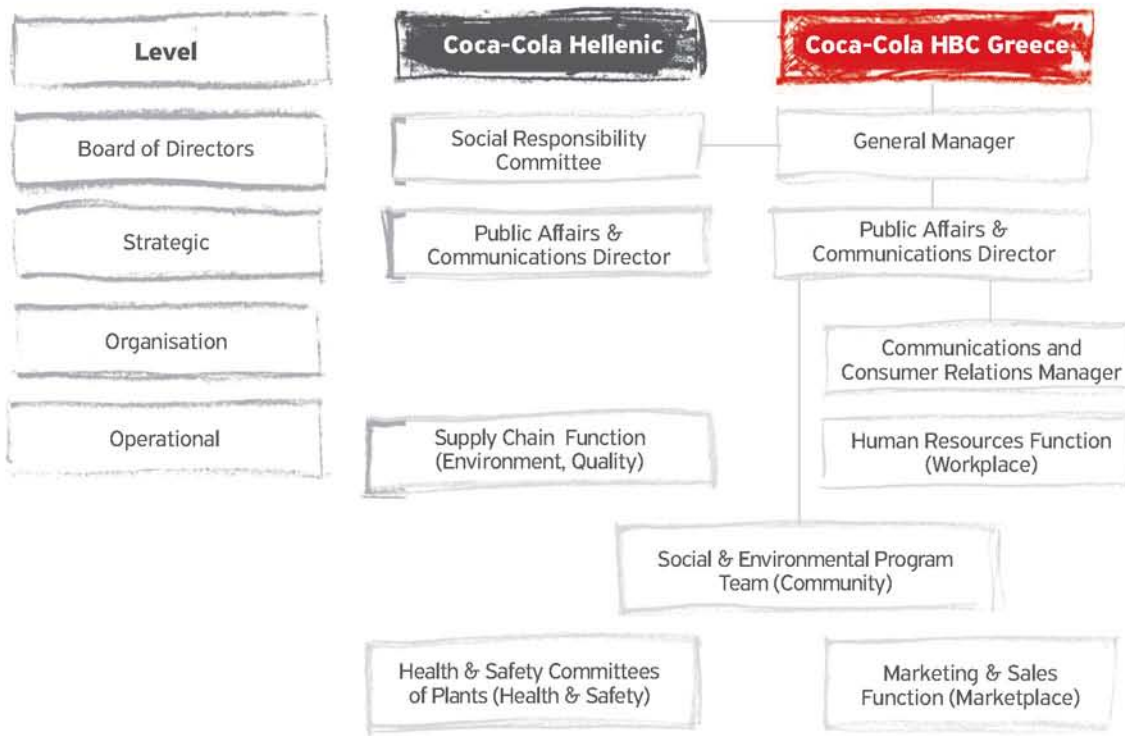
President	Sir Michael Llewellyn-Smith	BoD Member Independent
Member	Alexander B. Cummings	BoD Member The Coca-Cola Company
Member	George A. David	BoD Member The Kar-Tess Group

Coca-Cola HBC Greece has additionally established a suitable organisational structure to manage Social Responsibility at a strategic, organisational and operational level, as indicated in the following frame.

- Social Responsibility activities are included in the monthly General Manager's Reports, prepared by all functions, as a means to review progress systematically.
- This organisational structure is also used to gather and report our performance indicators to the Group and further to the Group Social Responsibility Committee and Shareholders.

Additionally, effective coordination of activities is ensured by a series of dedicated people and teams, in each of our seven plants, such as:

- A Health and Safety Committee per plant, representing all employees, which identifies and investigates divergences from the company's policies on health and safety issues.
- A dedicated person for Environmental issues, who coordinates -in collaboration with employees of various departments of the company- the implementation of environmental practices.

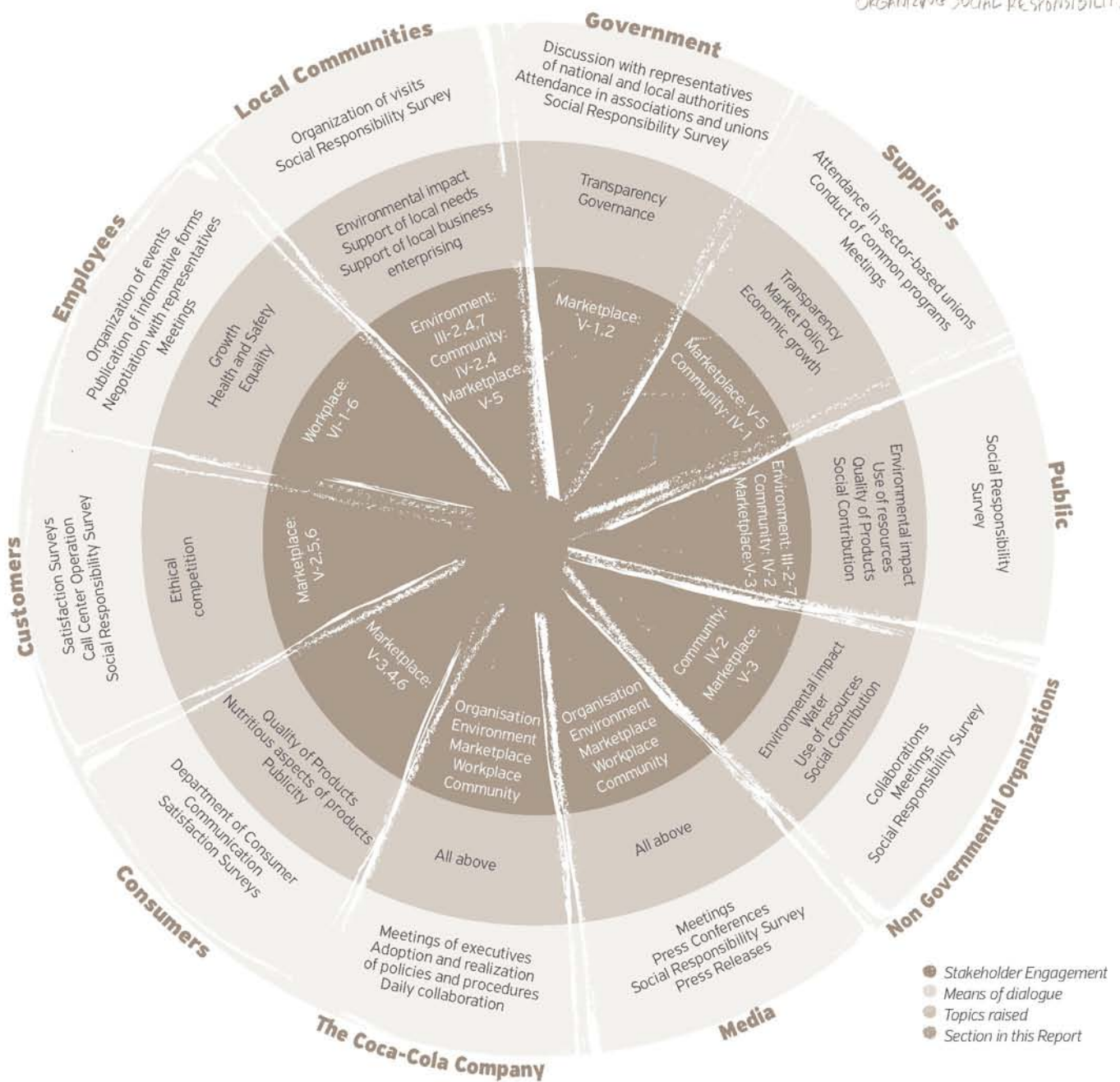


## 4. STAKEHOLDER ENGAGEMENT

### A. We interact with our Stakeholders

We define Stakeholders as anyone who influences or is influenced by our operations. For this reason, we define these groups and conduct a systematic and regular dialog with them, as a decisive factor in our effort to correspond to needs and expectations of society. The following table describes our Stakeholders groups, methods we apply to have a dialog with them, topics raised by them (which are related to the issue of Sustainable Development), as well as respective sections of this Report, where our related programs and answers to these topics can be found.

Our company seeks to conduct a dialogue with all Stakeholders on issues related to Social Responsibility, to the extent feasible, as this feasibility depends on the level of influence or control our company has on each Stakeholder Group. The extent to which Stakeholders are addressed within this Report is in proportion to this level of influence (see Section II-1 A).



**B. We conduct research to understand expectations**

Besides utilizing surveys related to Social Responsibility, we conduct our own Stakeholder survey every three years. Within 2008 we conducted for the second time (after 2005) a quantitative and qualitative survey, which aimed to investigate the effectiveness in collaborating with our Stakeholders.

The survey focused on issues and questions, such as:

- Importance of Social Responsibility
- Areas the company focuses on today.
- Areas the company should focus on.
- Ways of communicating Social Responsibility issues.

The process was participative and accumulated the opinion of approximately 1,500 Stakeholders from various groups (Authorities, Local Societies, Media, Academic Community, Non Governmental Organizations, Customers, Consumers and Opinion Leaders) in areas we operate (Athens, Thessalonica, Patras). The results of this survey were used to determine activities which are described within this Report, as well as to understand the main challenges that our company and the Group will face in the future:

1. Use of water.
2. Energy and climate change.
3. Health of consumers.
4. Packaging and recycling.
5. Development of employees.
6. Collaboration with suppliers.
7. Collaboration with local communities.

# 5. MANAGEMENT SYSTEMS

## A. We operate based on Management Systems

All our plants are certified according to a series of management systems, while our company also follows a number of guidelines and standards, to manage Social Responsibility in a systematic way:

System / Standard / Guideline	Use
Global Reporting Initiative - G3	Content within the Report
EFQM's RADAR Card	Data presentation within Report
AA1000 - Assurance Standard 2009 AccountAbility	Content within the Report
UN's Global Compact	Principles of the Report
Business in the Community	Structure of the Report
London Benchmarking Group	Calculation of Social Contribution
ISO9001	Quality Management System
ISO 14001	Environmental Management System
OHSAS18001	Occupational Health & Safety Management System
ISO22000	Food Safety Management System
HACCP	Hazard Analysis and Critical Control Point System (within its frame, relative inspections by the Hellenic Food Control Authority-EFET are conducted).

# 6. RECOGNITION & MEMBERSHIPS

## A. We are members of international and national organizations

Our company's policies are aligned with the UN's Global Compact Principles and the principles of the UN's Declaration on Human Rights. The Group (and indirectly Coca-Cola HBC Greece as its subsidiary) is member of the following organisations, which are utilised to present our positions publicly on issues which influence our business:

- the UN's Global Compact
- the FTSE4Good Stock Exchange Indicator
- the World Business Council for Sustainable Development (WSCDS)
- the Future 500 Corporate Accountability Gap, which aims to evaluate the company according to 17 main, worldwide, criteria for Social Responsibility, such as the GRI, the Dow Jones Sustainability Index, the FTSE4Good, the Business in the Community (BITC) etc.
- the Dow Jones Sustainability World Index (since 2008).

In parallel, at a local level, Coca-Cola HBC Greece is a member of:

- the Hellenic Network for Corporate Social Responsibility
- the Hellenic branch of the Global Compact

- the CSR Committee of the Hellenic-American Chamber
- the Sustainability Council of the Hellenic Federation of Enterprises (HFE).



World Business Council for Sustainable Development



THE GLOBAL COMPACT



FTSE4Good



## B. Our efforts being recognized

Even if the recognition of our efforts on Social Responsibility does not constitute an objective by itself, it nevertheless constitutes a significant honour to be simultaneously recognised in all Sections we are active, as was the case within 2009:

### Overall:

- 2nd place at the 2009 Accountability Rating Greece.
- Silver Category at the 2009 CR Index Greece.
- 3rd place at the GRI assessment, conducted by the Aegean University.

### Environment

- Rated 56.6% (within Band E) at the EMDI (Environmental Management and Disclosure Index), by WWF Greece.
- 1st place at the Environment category for the "Rain Water Program", at the 2009 SDE Awards.

### Workplace

- 1st place Best Workplace in Greece (for companies with more than 50 employees), by Great Place To Work Greece.
- 18th place European Best Workplace (among 1.350 companies with over 250 employees), as well as Special Prize "Pride" - European Best Workplace.



### Society

- 1st place at the Continuous Contribution category for our "Balance-Moderation-Variety" program, at the 2009 SDE Awards.

### Marketplace

- Coca-Cola (Beverages) & Amita (Juices) within Famous Brands list.



The award ceremony, 1st place on Best Workplace 2009.

## 7. WE SAID-WE ACHIEVED-WE AIM

We said	We have	Progress	We aim	By
To maintain certifications for all our plants according to ISO9001, OHSAS 18001, ISO14001 and HACCP.	All plants certified. See Section II-5A	100% ✓	To maintain certifications for all our plants according to ISO9001, OHSAS 18001, ISO14001, ISO22000 and HACCP.	2010
To expand the collection and data control system, which refer to our Corporate Responsibility Report.	See Section II-1, VII-1B	50% ✱	To conduct a new Stakeholder Engagement Survey.	2011
To issue our 2009 Corporate Responsibility Report at "A" level according to the G3-GRI Guidelines.	Achieved. See Section II-1B	100% ✓	To issue our 2009 Corporate Responsibility Report at "A" level according to the G3-GRI Guidelines (including the GRI sector supplement).	2010

→ PROTECTING THE ENVIRONMENT

# III. PROTECTING THE ENVIRONMENT

## What we believe

Coca-Cola HBC Greece is an industrial company and therefore consumes natural resources to manufacture products, with the increase of resources used being proportionate to the increase in production volumes. However, our company being conscious of global environmental problems, such as water scarcity, raw material shortage and climate change, is committed to reduce this increase, by improving its efficiency in using natural resources, such as water, energy, raw materials etc.

## What we aim for

We aim to conduct our business in a way which minimizes our potential environmental impacts, as well as to integrate the principle of sustainable development in our decisions and business processes.



## B. We operate in a systematic way

As mentioned, Coca-Cola HBC Greece has certified its environmental management systems in all Plants, according to the ISO 14001 standard, while also follows the more advanced environmental system of The Coca-Cola Company.

This Environmental Management System called "eKOsystem" is applied in all countries our Group operates and aims to manage systematically and define measurable efficiency targets for environmental issues. eKOsystem also ensures, that the principle of Sustainable Development is incorporated in each area and activity of our company.

# 2. MANAGEMENT

## A. We identify our Environmental impacts

Coca-Cola HBC Greece identifies its most important environmental impacts, by conducting systematic Impact Assessments, dialog with all involved parties and regular auditing. This way, we identify the below described issues, such as energy management, ozone layer protection, waste water quality, water management etc. To support these objectives, our company has invested within 2009 over €1.3 million for environmental protection projects.



Production Process - Distribution and Repercussions

# 2. WATER

## A. We consume water responsibly

According to a study conducted by WWF, the annual average per capita water consumption in Greece is 2,389 cubic meters. This unfortunately corresponds to the second worst position worldwide, as the average per capita consumption worldwide is 1,243 cubic meters.

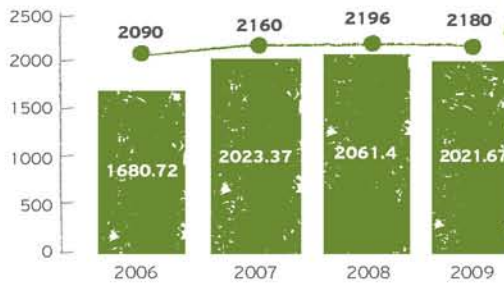
Being conscious of the responsible attitude we should demonstrate, we recognize this increasing problem and aim to contribute to its effective handling: water constitutes a critical component of our products, our production processes (it is used for production, machine wash, wastewater cleaning, refrigeration and disinfection) and furthermore constitutes an important product segment for our company. Therefore, we take various actions to ensure rational use and water conservation:

- Continuous control and measurement of consumption.
- Recycling and re-use of water for auxiliary uses, wherever this is feasible, for example recycling water used for washing bottles.
- Identify and handle water leakages. It is worth mentioning that within 2009 no significant water leakages occurred, besides minor leakages of about 1,000 cubic meters cumulatively.
- Use of drillings. Today, water for our activities emanates roughly 49% from common water utilities (982,524,600 lt) and 51% from licensed drillings (1,039,147,884 lt).

In 2009, the indicator of water consumption was on average 2.18 liters of water for each liter of product produced (lt/ltpr), which corresponds to a 0.7% reduction in comparison to 2008 and 40,000 cubic meters reduction in net quantity.

An example of our effort to save water, is the approach applied in our plant in Aegio. When water is not used for the bottling of our AVRA brand:

Water Usage



We decreased the water consumption indicator by 0.7%

● Water consumption (th. m<sup>3</sup>)  
● Water consumption per production unit indicator (ml/ltpr)

- it is redirected into the aquifer
- it is granted free of charge to the local community, through a tap manufactured for this reason at the factory entrance, offering direct access to residents. In addition, a special photocell is used to stop the water flow when not in use, avoiding any leakage.

A respective practice is also followed in our Mallia Plant, where water not used for bottling, is used for watering the surrounding agricultural areas.



A tap with special photocell for controlled use of water by the nearby residents, is in place at Aegio Plant.

## B. We effectively manage liquid waste

Coca-Cola HBC Greece, beyond the responsible use of water, seeks to minimize the impact of waste water on the environment. This waste water emanates from water used mainly in production Plants, and is handled properly before channelled back to the environment. Actions taken, in order to ensure the effective management of Waste Water are:

- In all production plants, water management is handled according to the effective legislation and Group's Waste Water Quality Model.
- We analyse water weekly, to ensure the conformity with effective legislative parameters and specifications of the Quality System TCCQS.
- Our plants in Schimatari, Volos, Thessalonica and Patras have waste water treatment units, while Plants in Heraklion and Aegio channel their waste water to biological cleaning units of Aegio and Heraklion business area.

- Within 2009 our company improved and expanded the biological waste treatment unit in Schimatari, due to the critical location of this Plant near the Asopos river.

As a result, our plants re-cycled and re-used 98,513,000lt of water within 2009, while 1,253,704lt of liquid waste was treated for disposal, in comparison to 1,071,085lt in 2008.



Biological waste water treatment unit.

## C. Mission Water

Coca-Cola HBC Greece, beyond applying programs for the responsible management of water used, can and should play an important role in sensitizing the public and protecting water sources in general.

### “Mission Water”

For this reason, Coca-Cola HBC Greece, in collaboration with Coca-Cola Hellas (after 1.5 year planning), initiated in 2006 the program “Mission Water”, which aims to inform and sensitize all employees and Greek citizens on the existing situation and contribute in reducing the phenomenon of water scarcity.

Using the logo “Care for Water”, this program aims to educate people on the importance of water for life on the planet and provide practical ways to restrict unnecessary consumption.

To achieve these objectives, we scheduled and implemented within 2009 the following actions:

- Press Conference and Sensitization Campaign (Radio and Printed Press) for 3 months.
- Distribution of Informative Leaflets.
- Support and participation in 6 congresses, exhibitions, forums and World Days, in Attica, suburbs and Thessalonika.

It is estimated that over 5.5 million Greeks have been briefed by this program, since it started in 2007. 1 million of which within 2009. In 2009, “Mission Water”, in collab-



oration with the Global Water Partnership - Mediterranean, implemented a program for Rain Water Collection. The program installed rainwater harvesting systems and supported proper management and exploitation of collected rain water. This promising program was initially applied in public buildings of three municipalities in the Cyclades Prefecture:

- Municipality of Naxos
- Municipality of Exomvourgo in Tinos
- Municipality of Posidonia Syra

Beyond installing rain water harvesting systems, the program addressed:

- Collection of approximately 290,000lt of rain water, covering needs of 500 inhabitants in three islands in Cyclades.
- Collection of approximately 100,000lt of drinking water in Syros.
- Training of 28 technicians in construction and maintenance of rain water collection systems.

- Environmental briefing of 206 students in these three islands.
- Implementation of respective seminars to 83 teachers in these three islands.

## D. We support programs of institutions

Besides programs our company has implemented to manage its own impact on the environment, we also support environmental programs of other institutions.

Among other, our company has supported in 2009, the following activities within the Environment Sector:



- Public sensitization by SKAI and various municipalities (Polychni, Papagou, Acharnon etc.).
- Recreation of Eyosmos Park, in cooperation with local authorities and schools.
- Clean-up of 4 beaches in Crete and Skopelos.
- 2nd Environmental Policy and Management Conference in Mytilini.
- 11th International Environmental Science and Technology Conference, by the University of Aegean.
- 15th Health Related Water Microbiology Symposium.
- 5 reforestations in Thessalonika, Achaia and Attika (over 88,600 trees were planted).

## 3. CLIMATE CHANGE AND ENERGY

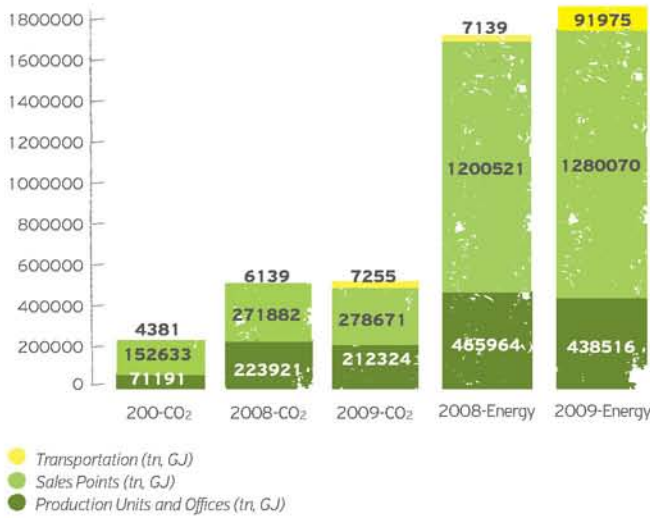
### A. We analyse our impact

Our company recognises the importance and risks associated to the issue of Climate Change, both for the planet and our company, since the subsequent water shortage is directly related both to our operations, as well as to one of our most important product segment.

Our company seeks to improve energy efficiency, and achieve a consequent reduction of our direct (e.g. due to use of oil, energy from the Public Power Corporation) and indirect greenhouse gas emissions (e.g. due to coolers in points of sales) into the atmosphere. In order to achieve this objective, our company initially analyzes its energy consumption sources, in order to focus on those energy sources, which emanate the highest proportion of carbon dioxide emissions.



**Energy Consumption & CO<sub>2</sub> Emissions**



In 2009, the total emission of carbon dioxide linked directly (e.g. production processes, office use, logistics) and indirectly (e.g. points of sale coolers) to our activities were 498,250 tns, reduced by 3,692tns in comparison to 2008.

More specifically, 212,324tns are a result of our production processes in Plants and Offices (e.g. production process, packaging production, carbon dioxide in products), 7,255tns are a result of our fleet (e.g. own company trucks for product distribution, sales cars, executive cars) and 278,671tns are a result of coolers located at points of sale (of which 2,569tns due to refrigerants losses). Based on the above breakdown, the company has prioritised the reduction of its impact from sales points and production processes.

\* In 2009 we decided to expand our measurement system to indirect emissions (e.g. packaging production) and also re-calculate data for 2008. As a result, carbon emissions for production and offices in 2008 are 223,921tns CO<sub>2</sub>, instead of 74,763tns reported last year.

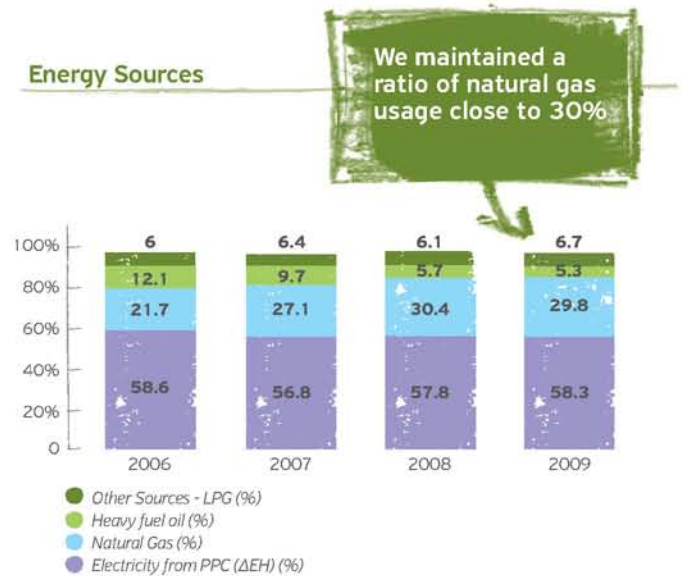
**B. We use friendlier energy sources in production plants**

An important source of energy consumption at Coca-Cola HBC Greece emanates from the bottling plants. These plants require energy in all production processes, but also for a number of processes, such as heating, pasteurization, cleaning of containers and equipment, transportation, packing, lighting and ventilation. For this reason, we seek to improve the production processes, decreasing respectively energy consumption and atmospheric pollution due to greenhouse gases (such as CO<sub>2</sub>).

At a more strategic level, where technically feasible and economically viable, our company uses environmentally friendlier energy sources (which result to lower greenhouse gas emissions) in its production

Plants. As an example, natural gas is primarily used for energy production in Schimatari, Thessalonica and Volos.

**Energy Sources**



The energy used by Coca-Cola HBC Greece for production purposes within 2009, was 58.3% grid electricity, compared to 56.8% in 2006 (the use of lignite by the Public Power Corporation results a high carbon dioxide emission factor), 29.8% energy from natural gas (versus 30.4% in 2008), 5.3% energy from heavy fuel oil and 6.7% other sources, such as liquid gas.

**Energy Use at Plants**



In 2009, our seven production plants consumed 438,516,384MJ of energy to produce soft drinks, juices and water, which corresponds to an average of 472KJ per litter of product and to a reduction of average energy use by 4.8% (and 5.9% in absolute figures). Aiming at further improving this performance, our company has already planned a number of significant programs, such as:

- Establishment of a combined heating and power unit next to our plant in Schimatari, by 2010.
- Establishment of Photovoltaic energy production systems, in one plant, by 2011.

## C. We reduce energy consumption of coolers in points of sale

### Environmentally friendlier equipment

The equipment used to sell products at the right temperature, includes coolers, automatic vendor machines and Post Mix for serving products in food chains. The environmental equipments of these equipment, is mainly consumption of energy and loss of cooling gases into the atmosphere. In order to reduce the effect from energy use, our company uses since 2007 the EMS/ECOBX system, which reduces energy consumption up to 35%.

This way, the cooler lifecycle is prolonged (cooling circuit and lightening) and energy consumption is reduced.

This system is an intelligent temperature control unit, which:

- Memorises movement in the area the cooler is located, for the first two weeks of operation (monitors door opening and area movement).
- Progressively activates the cooling circuit.
- Decreases the cooler operation, during the time that the shop is closed.
- Uses fans only periodically, during the time that the shop is closed.
- Closes the cooler lightening, when the shop is closed, and activates the stand-by mode of the cooler.

The company installed 2,700EMS/ECOBX systems within 2009, reaching a total of 7,596 units, while aims to invest in deploying this system, to further 7,020 units, within 2010.

In parallel, all sales force participate in the training program «coolers-customer-instructions» during their induction, in order to be able to brief customers on how to use coolers in the most effective way.



Environment - friendly new refrigerators.

## D. We contribute to Forest Protection

### Forest Protection

In collaboration with the Non Governmental Organisation "ARKTOUROS", our Company and the natural mineral water Avra initiated a multifaceted Forests protection program, based on three pillars.

#### Tree Planting

In collaboration with specialised professionals and scientific collaborators of "ARKTOUROS", we ensure proper planting and development of trees for at least 3 years (a period necessary for proper growth and survival):

- Planting 8,100 trees at the fire affected region of Paneion mountain.
- Planting 650 fruitful trees, at the Krystallopigi forest in Florina.
- Planting 4,390 trees at the Panachaiko mountain in Achaia.

It is estimated that these 13.140 trees, absorb each year approximately 150 tonnes of CO<sub>2</sub> from the atmosphere.

#### Environmental Education

The environmental education program titled "The Forest: source of Water and Life" describes the relation of Forests with Water, and is implemented under the auspices of the Ministry of National Education and Religions.



Planting 650 fruitful trees in Florina area

The program includes:

- An interactive presentation, parallelising a forest with a child's life in a city (more specifically in a flat), indicating the relation of forests with water and their contribution to life itself. Thematic sections are a) reforestation, b) forest and vegetation, c) forest and residents (fauna), d) biological forest operation, e) forest and water and f) the suburban forest.
- A Leaflet summarising all above subjects in 8 schematic pages.
- A poster "We consume, the forest offers... in numbers", presenting the direct relation and interaction of people in urban areas.

The program was applied to 600 schools in Athens and Thessalonica, with the participation of 12,530 students.

**Communication Program**

Our company, communicated practical messages to the public, regarding environmental protection:

- 3 television campaigns for reforestation.
- 1 television campaigns briefing about the stage of our reforestation programs.
- Television interviews.
- Newspaper advertisements.

- An Internet site ([www.avragreen.gr](http://www.avragreen.gr)), which includes the virtual application "Plant a tree with your friend": the company plants a tree at the Panachaiko Mountain, for each tree which is planted electronically and is supported by 5 friends.
- For each participating employee (answering correctly 4 questions concerning the program), Avra plants a tree at the Panachaiko Mountain.

- Environmental messages were displayed on AVRA packaging and included in events at customer stores (like AB Vassilopoulos).



## 4. RAW MATERIALS AND SOLID WASTE

### A. We use raw materials more efficiently

Coca-Cola HBC Greece recognizes that raw materials are not inexhaustible. Following the principle **Reduce-Reuse-Recycle**, it primarily aims to the most efficient use of limited natural resources available and secondary to reuse materials, reduce solid waste produced (which is a by-product of all industrial processes) and finally to recycle waste.

For the non alcoholic beverages industry, solid waste by-products belong to two main categories:

- **Production process waste** (e.g. from packaging of products or use of ingredients)
- **Post consumption packaging waste** (e.g. used packaging).

Some indicative programs the company follows are:

• **Reduce**

Coca-Cola HBC Greece collaborated with its suppliers to become more efficient in using glass. More specifically, our plants in Thessalonica and Aegio replaced reused glass bottles and introduced a new glass bottle for the 1lt "Avra" bottle (from 540 to 480gr), which uses 12% less glass. Also, since the end of 2009, payment receipts are sent to employees electronically (excluding employees without access to computers).

• **Re-use**

Our 330cc aluminum cans use approximately 30% recycled aluminum.



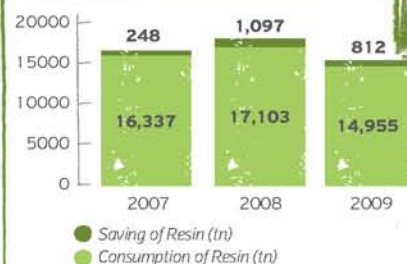
### Reduction of Resin

In order to use more efficiently raw materials, we cooperate closely with our suppliers, to minimize the impact of production processes, for example by using lighter weight packaging. The respective environmental benefits are multifaced, since simultaneously manufacturing and distribution energy for these raw materials are reduced.



Within this frame, we reviewed the weight of PET bottles (used for over 58% of total production) and decided its reduction. Production of products using bottles with reduced PET quantity started in 2006, with the reduction of 1.5lt refreshment bottles from 48.5 to 46.5gr, of 0.5lt bottles from 28 to 24gr and of 1.5lt water bottles from 31 to 30gr. As a result, in 2009 we used 751tns less resin. Within 2009 our company also implemented a new pilot program to reduce our 500cc bottles by 2gr (from 24 to 22gr). The program was applied to 30 million bottles and as a result 61.4tns less resin was used.

### Consumption of Resin

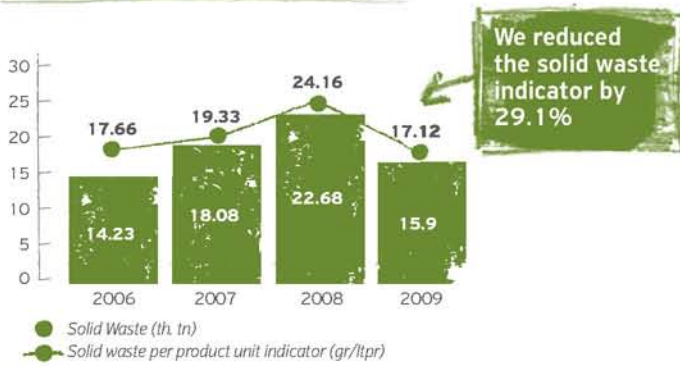


We prevented the use of 812 tonnes of resin

## B. We recycle solid waste of our production

Coca-Cola HBC Greece, aims to decrease the solid waste it produces and at the same time recycle production waste, as much as possible. In order to achieve this objective, our company collaborates with licensed recycling organisations and governmental institutions.

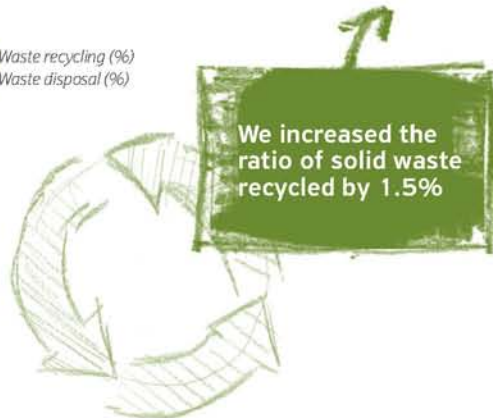
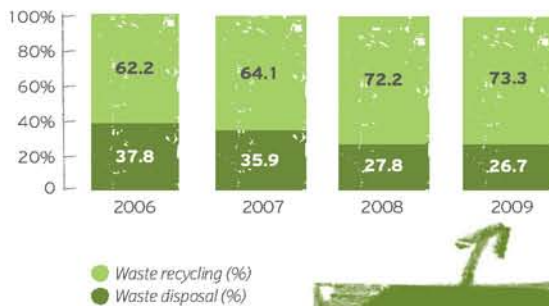
### Solid Waste Production



In 2009, the total quantity of solid waste created in plants was 15,905 tonnes, which corresponds to 17.12gr for each liter of product on average and a reduction of 29.1%, compared to the previous year (versus 2% reduction we aimed for).

Although our long-term objective is to reduce solid waste, at the same time we have achieved a considerable reduction of solid waste sent for disposal. One example is handling mud at Waste Water facilities (mainly in our Patras and Schimatari Plants), which are used to properly treat waste water at licensed units. Within 2009, we developed processes to de-hydrate mud in our Thessaloniki plant, to reduce net weight of solid waste and in parallel utilize mud as a stabilizer in waste disposal areas.

### Solid Waste Disposal and Recycling

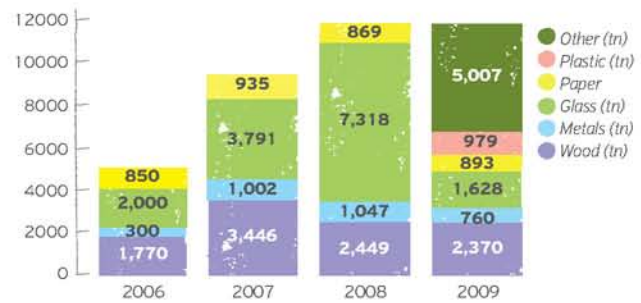


In 2009 we increased by 1.5% (in comparison to 2008) the analogy of solid waste recycled (with a corresponding decrease in proportions disposed), while the absolute amount disposed was reduced from 6,305tns in 2008 to 4,244tns in 2009.

## C. We recycle office materials

Despite the fact that using office materials (e.g. paper, toners, domestic batteries) has an insignificant impact according to our Impact Assessment, it constitutes an operational issue which we have chosen to handle.

### Solid Waste Recycling



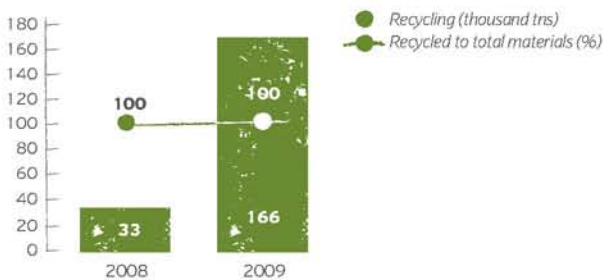
For this reason, we apply recycling programs for office paper, toners and domestic batteries, in our plants and offices. Respective data are included in the overall recycled quantities presented above.



### D. We handle hazardous materials responsibly

Our company pays special attention to responsibly handling special waste produced, particularly for materials of special type, which contain hazardous components, as defined by respective legislation (e.g. oil, lamps, electrical and electronic equipment-WEEE). For this reason, we collaborate with licensed waste management institutions to forward 100% of these materials for proper disposal, following the respective EU and Greek directives, without conduction across boarder transportations. Special waste produced were 1 66tns in 2009, plus 286 items of electrical and electronic waste and 15,054 coolers.

#### Special Waste Handling



### E. We take care of end of life packaging recycling

Our company is a founding member of the Hellenic Recovery Recycling Corporation (HERRCO), which operates a Collective Alternative Management system (i.e. recuperation and recycling of rejected product packaging). Collaboration with HERRCO, is certified by the Green Dot on 100% of our products. Although participation in this scheme and our respective financial contribution (which corresponds to 100% of our production) exempts our company from any further obligations to recycle packaging after use, our company (following its objective to protect the environment) applies pressure to increase the recycling rate, which is still very low in Greece (approximately 20%, according to Eurostat data).



#### Public Briefing

Initiated on the World Environment Day-June 5th, our company, in collaboration with Carrefour (the second biggest retail chain in the world), invited the public to get familiar about the benefits of recycling, through a common expedition titled **“You make plastic fantastic”**. The objective was to re-use plastic bottles, as raw materials in producing new products, such as T-shirts and hats, which afterwards were allocated exclusively in ten Carrefour stores.



### F. We seek to reduce the impact of our events

#### Carbon Neutral Events

Coca-Cola HBC Greece with Amita Motion continued, for the second consecutive year, following the remarkable 2008 results, a pioneering initiative. During **“Amita Motion Tour 2009”** and **“Positive Energy Day 2009”** all the induced waste was recycled and the produced CO2 was offset.

- Under the motto “Fill the Planet with Positive Energy”, some very important environmental messages were communicated, sensitizing the 67,000 attendants of the Events in Patra, Thessalonica, Herakleion and Athens.
- The young audience of the events was prompted to recycle all of its waste. The results of this initiative were spectacular, as in collaboration with HERRCO, 95% of the total 7 tones of waste was recycled. The collected and recycled waste, were 5 times more in volume versus 2008.
- Further on, our Company in collaboration with the global organization “ Myclimate” assessed the amount of CO2 produced by the series of Amita Motion events, aiming to offset them. The total of 240 tones of CO2 produced, were offset by value support to a hydroelectricity power project in Ismir, Turkey. This important project consists of 17 wind mills that offer pure energy to more than 300,000 people, offsetting with its operation 100,000 tones of CO2 and contributing to the global biodiversity.





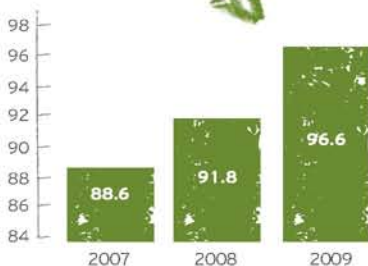
### A. We reduce our impact on the Ozone layer

Since 1994, Coca-Cola HBC Greece, has ceased acquiring equipment containing CFCs, which are particularly harmful for the ozone layer. Instead, it uses cooling substances which are less damaging to the environment, as they correspond to a lower Ozone Depleting Potential (ODP).

Therefore, within 2009, all new coolers installed at points of sale, use R134 for cooling, increasing the percentage of coolers using this cooling material to 96.6% (in comparison to 91.8% in 2008).

#### Coolers with Environmentally Friendlier Cooling System

We increased by 5.2% the ratio of fridges with environmental friendlier substances



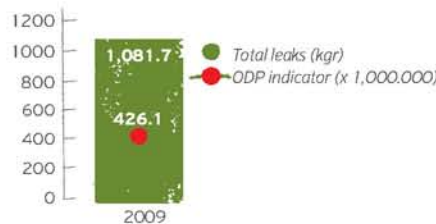
● Indicator of friendlier fridges to total (%)

At the same time, our 2010 objective is to replace over 2,200 more coolers, a replacement pace which will be maintained in 2011, in order for all coolers to use henceforth cooling materials such as R134 A, R404 or R744 (CO<sub>2</sub>).

The quantities of cooling and fire suppressants in our plants and marketplace coolers (except central offices), which inevitably leak, are obviously replenished. Our objective is to reduce the average Ozone Depleting Potential (ODP) of replenished materials, in order not to harm the Ozone layer. Since the only harmful material to the Ozone layer, that we use is a small is a small quantity of R22, our ODP indicator is only 0.0004261.



#### Ozon Layer Impact



Material	Leaks in plants and coolers (kgr)
HFC (e.g. R134a, R404a)	893.2
CFC / HCFC (e.g. R11, R12a, R124)	178.5
CFC / HCFC (R22)	10

### B. We monitor our impact on the atmosphere

Our air pollutants (except carbon dioxide, described in section "Energy") mainly emanate from generators and steam boilers used in our production Plants. We control and measure pollutants, such as soot and carbon monoxide, per shift, in all our plants. As a result, no over the limits measurements were detected (during the over 3,000 emission checks conducted within 2009).

### 6. TRANSPORTATION

#### A. We reduce our impact from product distribution

Our products are distributed to points of sale all over Greece, in three ways: privately-owned trucks, suppliers' public trucks and customers' self-distribution.

Products distribution is conducted according to concrete specifications, which include:

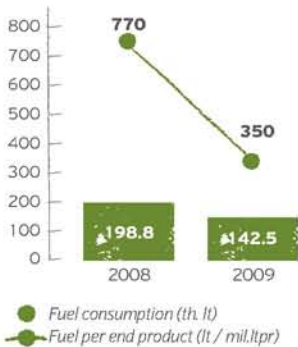
- Product fleet vehicles periodic controls, as required, at the Technical Control Centres for Vehicles (KTEO).
- Handling all special waste from fleet vehicles' maintenance, through licensed institutions, for further control and recycling.



- Annual re-examination of truck's itineraries, to select and follow the most suitable itinerary to reduce both cost and exhaust emissions.

Our 45 privately owned vehicles distributed 407,030,000lt of products within 2009, consuming 142,524lt of fuel, which corresponds to 0.35lt fuel per 1000lt final product.

**Product Distribution**



**B. We monitor our impact from corporate transportation**

According to official reports, roughly 4.5 million cars existed in Greece in 2006, when since 2000 roughly 1,500,000 new cars were bought. Applying ecological driving principles can reduce fuel consumption and respective pollutant emissions by 10-15%, accidents by 10-25%, as well as maintenance and fuel costs.

Therefore our company:

- Registered the 1,005 corporate cars (for sales people and executives), but also measured their fuel consumption, which was 2,5 million lt.
- Conducted ecological driving seminars in 2008, which took place in collaboration with Toyota Hellas, with 630 employees from all regions of Greece participating.
- Took the decision not to cover traffic violations or after accident repair costs for corporate cars.

**7. ECOSYSTEMS**

**A. We monitor our impact**

All our production Plants are located in industrial, semi-urban and agricultural areas, which are not protected by the International RAMSAR Convention (convention on areas of International Importance for Dwelling for Aquatic Birds) or other conventions for the protection of biodiversity.

Overall, the impact our company has on biodiversity is minimal and does not constitute a priority for action, in comparison to other environmental areas described in this chapter. However, our company in any case commits itself to handle potential future implications of our plants on the ecosystem. In parallel, in order to protect biodiversity regions in Greece, our company supported partial cleaning of lake Kerkini's bank for the 2nd year (one of the 10 most important RAMSAR biodiversity regions in Greece) in Trigono Megalochoriou, with regional municipalities and institutions, non governmental organisations, 900 students from elementary and secondary schools and volunteers from our Thessalonica plant participating.

As a result, 2.6km of the bank were cleaned and 1,800kg of waste was gathered.



Students & colleagues participated in the cleaning of Kerkini Lake.



**8. VISUAL & NOISE IMPACT**

**A. We decrease our impact**

Our visual and noise impact is minimal to inconsequential, since all our Plants are located in industrial areas, while our offices are located within urban areas. However, we conduct annual noise measurements in all our Plants, which once again indicated that noise levels are within the legal limits, as defined within our Operations Licenses.

WE SAID - WE ACHIEVED - WE AIM



# 9. WE SAID-WE ACHIEVED-WE AIM

We said	We achieved	Progress	We aim	By
To achieve a water consumption ratio per liter of product, lower than 2.22 lt.	Decreased by 0.7%, to 2.18. See Section III-2A	100% ✓	To achieve a water consumption ratio per liter of product, lower than 2.11 lt.	2010
To implement a rain water harvesting program, in public buildings of 3 municipalities in Cyclades islands.	Over 120,000 Greeks have been informed. See Section III-2C	100% ✓	To expand a rain water harvesting program, in public buildings of 6 municipalities in Cyclades islands.  To train on the above 50 teachers and 300 students.	2010
To expand the use of EMS systems to 2,000 coolers.	2,700 EMS/ECOBX installed. See Section III-3C	100% ✓	To expand the use of EMS/ECOBX systems to 7,000 coolers.  To reduce the CO <sub>2</sub> emissions by 5%, in comparison to 2004 (overall Group objective).	2010  2015
To achieve an energy indicator per liter of product, lower than 470 KJ.	Decreased by 4.8% to 472 KJ. See Section III-3B	75% ↑	To achieve an energy indicator per liter of product, lower than 460 KJ.	2010
To implement a Green IT program.	Implemented. See Section III-3B	100% ✓	To apply a double side printing option for all printers.  To establish a combined heating and power unit in Schimatari.  To use Photovoltaic energy systems in 1 of our production plants.	2010  2010  2011
To achieve a waste production indicator per litre of production below 17gr.	Decreased by 29.1% to 17.1 gr%. See Section III-4B	75% ↑	To achieve a waste production indicator per litre of production below 17gr.	2010
To achieve a solid waste recycling ratio of over 67%.	Increased by 8.1% to 73.3%. See Section III-4B	100% ✓	To achieve a solid waste recycling ratio of over 70%.	2010
To install over 4,000 more coolers with friendlier Ozone Depleting substances.	Installed 11,125. See Section III-5A	100% ✓	To install over 2,200 more coolers with friendlier Ozone Depleting substances.	2010



# IV. SUPPORTING THE COMMUNITY

## What we believe

During the 41 years of our operation in Greece, we follow the principle that corporate growth should be aligned with social growth and prosperity. This principle originates from a sense of responsibility to support less privileged citizens, to improve their life quality and is transubstantiated into practice, via social contribution programs, partial return of income to local communities, as well as active involvement of our employees.

## What we aim for

We aim to invest time, experience and resources to improve the quality of life, strengthen the cooperation and support the development of local communities and our country in general.



## 2. ECONOMIC DEVELOPMENT

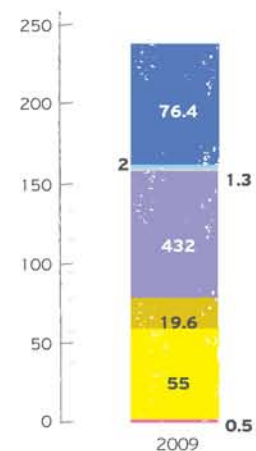
### A. We contribute to the growth of the Greek Economy

As one of the biggest Greek companies, with 41 years of operation and continuous growth, Coca-Cola HBC Greece plays an essential role in developing the Greek Economy and particularly the local communities. Our company:

- Contributes annually over 19.6 million € for employee's insurance.
- Offers directly employment to over 2,400 employees and indirectly to tens of thousand more, throughout its supplier and customer value chain (according to respective studies).

- Substantially supports Greek producers, since approximately 70% of raw materials and services are acquired, in order of precedence, from Greek Regions and Athens (and only afterwards from remainder Europe and international markets).
- Supports small to medium-sized enterprises, ensuring that important work is also given to smaller companies, provided of course that defined tender specifications are met.
- Reinvested a significant percentage of its turnover back to communities, through investments, taxes, payments to suppliers and employee salaries.

### Financial Contribution



- in (mil. Euros)
- Employee salaries (without insurance payments)
  - Environment investments
  - Social contribution
  - Supplier Payments
  - Insurance
  - Taxes
  - Employee Training

## B. We are a key player in the Food and Beverage sector

Our company is one of the main members of the Association of Greek Food Industries (SEVT), which represents the Greek Food Industry, a sector with a foremost role in the Greek Economy. More specifically, the Greek Food Industry Sector:

- Is the largest manufacturing sector in Greece, with a turnover of 12.5 billion €.
- Has achieved a growth rate of 20.6% in the last 3 years.
- Employs directly and indirectly 350,000 people, corresponding to 26% of the total manufacturing sector labor force.
- Represents 15% of exported products (approximately 3 billion €).
- Has invested 1.5 billion € in production, technology and distribution units (2004-2006).
- Has invested 140 million € in training and development of human resources (2004-2006).
- Has invested 10.36 million € in recycling programs.

\* Data from the 2009 Annual Report of the Association of Greek Food Industries (SEVT).)

## 2. SOCIAL CONTRIBUTION

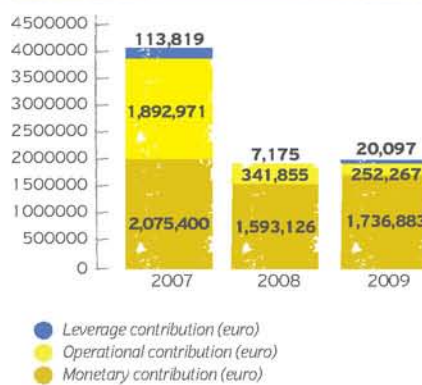
### A. We systematically support community

Among our multi-faced activities in the area of Social Responsibility, our company has incorporated social contribution programs to support less fortunate social groups. To systematically monitor this contribution, Coca-Cola HBC Greece uses the internationally recognized London Benchmarking Group (LBG) model, to calculate the value of its social contribution programs. Through this model, the total contribution is analysed in monetary contribution (e.g. monetary, products), in operational contribution (e.g. time allocated

by employees) and leverage contribution (e.g. contribution of third parties due to these programs).

According to this model, the total value of social contribution (money, products, time of work etc.) in 2009, reached the amount of € 2,009,247, including the leverage contribution, which was € 252,267 in 2009. It must be noted, that for Coca-Cola HBC Greece commercial sponsorships are not considered part of Social Responsibility and are therefore not included in the above analysis.

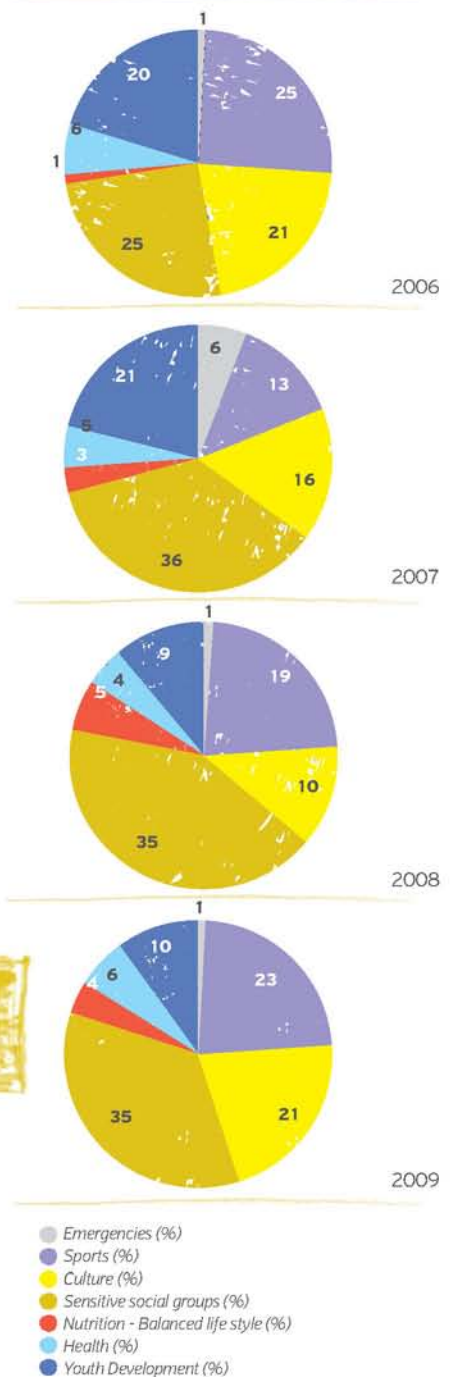
### Social Contribution



## C. We support Greek Community

In order to implement long term social activities, our company has developed a thorough social contribution policy, which defines specific sectors of contribution related to our business operations and is applied in a balanced way (but also according to identified needs), at a National and Local level.

### Allocation of Social Activities per Sector (numerical)



### B. We support local communities

Coca-Cola HBC Greece seeks to support the Athens region, but also local communities and provinces in a balanced way (through the cooperation with Local Authorities and institutions). Consequently, in 2009 we managed to increase the analogy of local activities to 55% of total activities.

### Number of Social Activities



Sector **Youth Development**

Supporting the 8th Pan-Hellenic Sports & Culture student games in Serres.

Our company shows particular interest to young people, as we recognize that our role in their balanced intellectual and personal development can be substantial.

Among other, our company has supported in 2009, the following activities within the **Youth Development Sector**:

- Summer WWF volunteer program in Zakynthos, the Dadias Forest and Prespes Lake.
- 3 day Childrens' Book Festival "Fairytale Land of Books" in Thessalonica (for the 2rd consecutive year).
- 8th Pan-Hellenic Sports and Culture Student Games in Serres (for the 3rd consecutive year), with the participation of 1,200 students.
- Sponsorships to the Piraeus University, Piraeus TEI and Anatolia College.
- Reconstruction of a camp in Aegio.

Sector **Health**

Recognizing the need to armour people's health and especially of those which live in islands and remote areas of Greece, Coca-Cola HBC Greece designs and materializes programs, in collaboration with Non Governmental Organisations and Institutions, which aim to educate residents and tourists on health and first aid topics.

**Medical Landing in Greek Islands**

Coca-Cola HBC Greece, for the 3rd consecutive year, implemented in collaboration with the **Hellenic Scientific Association of Medical Students (EEFIE)**, the program "**Medical Landing in the Greek Islands**", under the auspices of the Ministry of Health & Social Solidarity. The objective of this program, which is organized in collaboration with the General Secretariat of New Generation and local Authorities, is to actively contribute to improving medical services offered in islands during the summer, to brief residents and tourists on health issues, as well as for the Medical Faculty students, which participate from all over the country, to accumulate important medical experience.

27 islands were included in the program this year: Chalki, Skiathos, Rhodes, Karpathos, Kos, Lipsi, Skyros, Paros, Santorini, Kea, Serifos, Ios, Kimolos, Alonnisos, Tinos, Lefkada, Paxoi, Kythira, Corfu, Ithaca, Naxos, Chios, Milos, Patmos, Ydra, Kefalonia and Syros.

During the program, from the end of July until the 31st of August:

- 280 members of the Hellenic Scientific Association of Medical Students offered their voluntary support to the medical personnel of Health centers (Hospitals, Centers of Health and Regional Practices) in remote and other islands, handling over 15.000 medical incidents.
- During the vacation period, EEFIE members distributed leaflets with useful medical advice at central points and beaches of all islands.
- Coca-Cola HBC Greece utilised over 500 stores, restaurants, even bus stops, to position information stands with first aid

leaflets, while 124,000 more leaflets were distributed through a cooperation with Superfast Ferries, Aegean Airlines and Everest.

- Coca-Cola HBC Greece donated, for the 2nd year, useful 1st aid medical equipment such as cardiographs and oxymeters to local communities in 14 islands: Patmos, Paxoi, Karpathos, Hydra, Kos, Skyros, Santorini, Ios, Alonnisos, Ithaka, Kimolos, Serifos, Andros, Amorgos. This equipment will complement the existing equipment in Health Centers, in order to enhance services offered.

It is estimated that more than 15,000 inhabitants received help from students participating in the program (in total over 45,000 since 2007 when the program started), while roughly 260,000 leaflets were distributed to permanent residents and tourists in these 27 islands.



Medical faculty students informing voluntarily over 40.000 people about health issues.



## Medical Mounting

Our company extended the program "Medical Landing in Greek Islands" this year, by developing in collaboration with the **Greek Red Cross** the program "Medical Mounting". The objective was to educate students and residents of isolated rural regions on First Aid practices and Cardiovascular Rejuvenation. Starting late February, a dedicated team of Greek Red Cross nurses visited 5 remote prefectures of Northern Greece for four weeks (Ioannina, Xanthi, Florina, Kilkis, Imathia), educating 431 students and residents on First Aid procedures. After completing the course, participants received informative material and individual first aid suitcases. At the same time, the company donated a fully equipped pharmacy kit to schools and other locations where trainings took place.



Greek Red Cross volunteers educating on First Aid practices.



Among other, our company has supported in 2009, also the following activities within the **Health Sector**:

- Support of the first "Greece race for the Cure", organized by the Greek Association of Women with Breast Cancer "Alma Zois" and the "Susan G. Komen for the Cure".
- Support of voluntary blood drives (e.g. Municipality of Peristeri, Maroussi, Korinth, Greek Red Cross, Nikea Hospital, Patra's Saint Andreas Hospital).
- Development of 2 playgrounds for children at the Children Unit of the Venizeleio Hospital in Heraklion Crete.
- Support of the World Health Day, organized by the Thessaloniki Municipality.

## Sector

## Nutrition Balanced Life Style

Obesity is one of the main public health issues, at a European level. A change in consumers' behaviour, in combination with a balanced nutrition and exercise, can become a solution to this issue.

# health



## Change Tactic, Be Active!

Our company is active in the wider food and beverage business sector and its products address most consumers. Therefore, we believe that we owe to stimulate the responsible behaviour of all people, on following a healthy diet. For this reason, in cooperation with Coca-Cola Hellas, institutions and organizations, we plan and materialize actions and programs, which promote a balanced way of life and promote healthy role models, under the overall title "**Change Tactic, Be Active!**". The program started in 2006, including the following modules:

### "Balance - Moderation - Variety"

For the third consecutive year, Coca-Cola HBC Greece and Coca-Cola, applied the educational school program "**Balance-Moderation-Variety**". The educational school program, includes non-branded scientific educational material, which covers 32 hours of teaching (5 days) and informs students with regard to the bad diet habits of Greek families, while at the same time prompts them to adopt new habits of a balanced nutrition and physical activity.

The program was recognised worldwide as the "**Best New Initiative in the sector of Health**" during the Beverage Innovation Awards 2008, which was organized in collaboration with the Union of European Beverages Associations (UNESDA).



### "Active Lifestyle Program"

The Coca-Cola System in Greece (Coca-Cola HBC Greece and Coca-Cola Hellas), continued its active lifestyle program, under the auspice of the **Ministries of Health, Development and Education**, as well as the **Hellenic Medical Association for Obesity and Harokopio University of Athens**.

The program included:

- Personal health and wellness guides (authorised by Harokopio University, Department of Dietetics – Nutrition) were distributed to over 1 million people at METRO stations and to over 20,000 people at their workplace.
- Through the "Neighbourhood of Action" program, school visits were conducted and the general public was engaged, resulting a reach-out of over 8,000 school children aged 5-12 years and 60,000 adults and children in 2008 and 2009.



### Support of Scientific Research

We support a scientific study, in collaboration with **Charokopeio University and the Agricultural University of Athens**, to record nutritional habits and physical condition of Greeks, as well as the correlation of obesity with genetic and cognitive behaviour.

### Educational event "Live positively - Give Life to the Planet"

The Coca-Cola System in Greece (Coca-Cola Hellas and Coca-Cola HBC Greece) conducted an educational event at the **environmental sensitization park "Antonis Tritsis"**, to highlight the value of parks, as ideal areas to exercise (walk, run, bicycle), but also highlight the importance of protecting them. In cooperation with non governmental organizations, approximately 350 elementary students, employees and volunteers cleaned up the park, played games and walked across the 1.5 km hiking area "Forest Way".



Students, employees and volunteers cleaning up the park during "Active Lifestyle Program".

Amongst others, our company has supported in 2009, also the following activities within the **Diet-Balanced Way of Life Sector**:

- Nutrition Campaign «Live in Harmony with 5 per Day».
- 26th Tour of Athens, with the participation of 6,000 athletes.
- Bicycle Tour in Patras and Volos.
- 5th International Football Games for children aged 9-15 in Thessaloniki.

### Sector

## Sensitive Social Groups

Our company aims to provide materials, resources, time, know-how and moral support to underprivileged people, in collaboration with Non Governmental Organizations and institutions.

Amongst others, our company has supported in 2009, the following activities within the **Sensitive Social Groups Sector**:

- Activities of various orphanages in Greece and re-habilitation units (e.g. Strofí, Diavasi).
- Exhibition "Heartscapes", with art of patients with neyro-muscular from around the world of the Greek MDA Association.



- Presentation of the volunteer program 2011 Special Olympics World Summer Game and support of the Pan-hellenic Special Olympics in Thessaloniki.
- Conference for children with Down Syndrome, by the organization "Sunshine".
- Conference for children's cancer by the organization "Floga".
- Games between children with and without special needs, by the Schimatari Municipality and the Special School in Helion.
- Food banks of various Municipalities (Athens, Marathon, Marousi, Patras, Thessaloniki).

### Sector

## Sports

Setting children and young people as a priority, Coca-Cola HBC Greece supports sports and exercising as important factors for a balanced life style and cultivation of proper role models.

Amongst others, our company has supported in 2009, the following activities within the **Sports Sector**:

- Basket and Football Tournament in Athens (organized by the Athens Youth and Sports Organisation - ONA) (for the 2nd consecutive year), with 27,000 children participating.
- 27th Classic Marathon of Athens (for the 4th consecutive year), with 10,600 athletes participating.
- Athletic Rewards of the Pan-Hellenic Association of Athletic Media (PSAT) (for the 17th consecutive year).
- International Hyper-Marathon Festival (for the 2nd consecutive year), with 760 athletes participating.
- Golf Tournament "Aegean Pro-Am" (for the 4th consecutive year).
- Elounda Resort Golf Tournament (for the 3rd consecutive year).
- Support of small Athletic Teams (like Arditos), the Hellenic Federation of Horse Ridding, Heracles Kifisias etc.
- Support of the athletic events Schiniathlon and 3rd Sfindami Mountain Festival in Pieria.

SPORTS

## Sector **Culture**

Believing that Arts and Culture play an important role for Greek society, our company supports cultural life in Greece:

Among other, our company has supported in 2009, the following activities within the **Culture Sector**:

- 50th Cinema Festival in Thessalonica.
- Cultural events of Municipality Kifisias Menandrias.

## Sector **Emergencies**

Beyond programs which are annually deployed (within our overall support program), our company strives to contribute to emergency situations, as a responsible corporate citizen. For this reason, we contributed in 2009, to re-building the areas influenced by the devastating fires during the summer of 2009.



### Supporting regions affected by Fires

During the devastating 2009 fires in Attica, we offered **48,384 litres of water** to residents and fire fighters, with the help of 21 company volunteers and in collaboration with Greek Samaritans, the Red Cross, the Fire Brigade and the local authorities of 10 municipalities, which were affected by the fires. Also, we offered **3 water reservoirs (of 60.000 lt capacity)** to the Viotia Municipality, in order to improve fire safety of a region frequently affected by fires.



Among other, our company has supported in 2009, the following activities within the **Emergencies Sector**:

- Acquisition and installation of 11 water tanks in villages of the Falesia Municipality.
- Design-verification of the Leontariou housing
- Study to rehabilitate traditional buildings affected by fires (the Nikitopoulou & Michalou stable houses and the Anagnostara stone build house), as well as renovation of the building square, entrance and yard.
- Book issue for the Leontari architecture.
- Christmas Festivals in 23 villages in Achaia (affected by last year's fire).
- Recreation of children's camps in Aegio
- Offered 90,000 lt of water to the victims of the earthquake in Achaia.

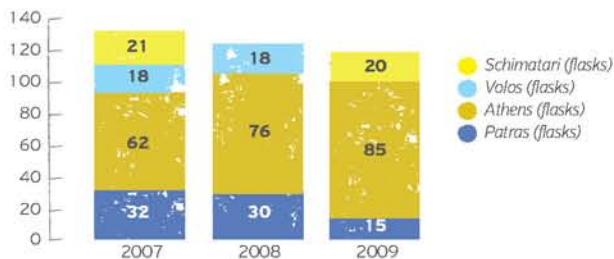
## 3. BLOOD DONATION

### A. We cultivate the importance of blood donation



In our company, voluntary blood donation has become an institution. Within 2009, we implemented five blood drives programs, in collaboration with mobile hospital units from Patra's Saint Andreas, Athen's Laiko and Chalcis' General Hospitals. We gathered in total 120 blood bags, to support needs of employees and their families (in order of precedence), but also needs of society in general.

#### Employee Blood Donation



for further information on Social Programs please visit [www.coca-cola3e.com](http://www.coca-cola3e.com)



## 4. BUSINESS ENTERPRISING

### A. We support professional growth of young people

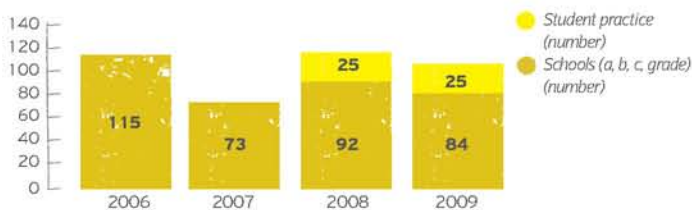
Within 2009, in order to familiarize young people with the job market, we:

- Provided 25 students and graduates with the opportunity to acquire professional experience, by conducting their practice in our plants and functions.
- Supported the Pan-Hellenic Competition "Virtual Enterprise", organized by the Association of Young Entrepreneurs. 712 students (from 28 Public and Private schools of Attica and the Greek province) were offered the opportunity to acquire knowledge about the marketplace, in order to establish their own enterprise.
- Supported the Conference "I Study What I Want", organized by the Journalist Group Macedonia, in order to inform young people of Thessalonica regarding professions with a growth potential.

## B. We welcome visits in our plants

Every year, we guide thousands of students and pupils in our plants, in order to familiarize them with production processes and the way multinational enterprises function. In 2009 we received 84 visits from 3,877 students. More specifically, school visits (which constitute the majority of visits) take place once every 15 days, while the responsibility to monitor the number of visitors lies with the HR Department of each plant.

### School Visits and Student Practice



At the same time, our company recognizes the need of safety for these visits to be safe. For this reason, the company has developed a procedure defining that:

- All guides have been trained on how to conduct a tour, what messages to communicate, about operations of our company and plants, but also on safety systems.
- The Coordinator (being the person in charge), ensures that all our Health and Safety procedures are followed.

- 21 volunteers supported 10 municipalities of Attica, which were influenced by the 2009 fires.
- 12 volunteers contributed to establishing 2 children playgrounds at the Venizeleio Hospital in Heraklion Crete.
- 6 volunteers supported the recreation of the Evosmos Park in Thessaloniki.
- 12 volunteers participated in cleaning up of the Mallia beach in Crete.



Students, employees and volunteers contributed to the reforestation of Assiros-Thessaloniki.

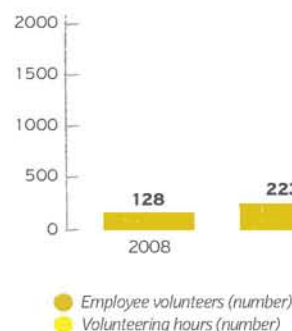
# 5. VOLUNTEERING

## A. We cultivate volunteerism

In Coca-Cola HBC Greece we believe, that the role of a corporation is also to deploy the spirit of volunteerism to its employees, in an effort to utilize their skills for the wider wellbeing and at the same time integrate the principle of responsibility in their way of thinking and acting. Therefore, we organize a series of events and facilitate our employees' active participation. Indicative events are listed below:

- 120 volunteers contributed to the reforestation of 500 trees, at Kalybia in Attica.
- 12 volunteers participated in cleaning up the Kerkini lake.
- Volunteers visited various NGOs, to support people in need.

### Employees Volunteering



We increased the number of employee volunteers by 74%

WE SAID - WE ACHIEVED - WE AIM

## 6. WE SAID-WE ACHIEVED-WE AIM

We said	We achieved	Progress	We aim	By
To implement a "Medical Mounting" program (at least to 5 mainland regions of the country).	Expanded to 5 regions. See Section IV-2C	100% ✓	To implement a health program in 10 regions of Northern Greece and 4 islands (first aid seminars etc, preventive medicine, preventive medical exams to students).	2010
To support activities of 10 institutions for Sensitive Social Groups (supporting at least 300 people).	Expanded. See Section IV-2C	100% ✓	To support activities of 15 institutions for Sensitive Social Groups (supporting at least 500 people).  To implement 3 programs in cooperation with MDA.	2010
To implement a scholarship program (at least 2) and brief students (at least 40).	Offered scholarships to 2 higher education institutes.  See Section IV-2C	75% ↗	To help high school children understand business operations (5 activities annually).	2010
To support the Aegio municipality to re-build the Children Camp (for approximately 200 children).	Completed. See Section IV-2C	100% ✓	To implement a study of our socio-economic impact.	2010
To implement 4 employee volunteering program (with at least 40 participants).	Over 10 programs implemented. See Section IV-5	100% ✓	To implement 6 employee volunteering programs (with at least 60 participants).	2010
To implement 4 programs on the topic of balanced nutrition (affecting at least 10.000 young people).	Programs implemented. See Section IV-2C	100% ✓	To train 60,000 students and 3,000 school teachers, through our "Balance-Moderation-Variety-" program.	2011





## B. We apply Internal Audit systems

Our Internal Audit systems analyse risks proactively, determine auditing activities and include briefing on financing questions and conformity to regulations. Within the Group and the company, our top management:

- is explicitly committed to apply and maintain a robust internal auditing system, throughout all company activities
- Follows the Code of Professional Conduct
- has defined a BoD Group Auditing Committee, which constitutes of independent, non executive board members
- applies concrete financial policies and processes, as well as a policy on information systems' security.

Since 2007, our separate Internal Audit Department reports functionally to the Group Internal Audit Department and administratively to the Financial Director. The Group Internal Audit Department reports to the Board of Director's Group Auditing Committee and administratively to the Group's Financial Director. This structure ensures independence of the Internal Audit Department, but also application of robust internal auditing systems. Responsibilities of the Internal Audit Department include:

- maintaining a complete annual audit plan, for all company operations
- assessing audit efficiency, as far as internal operations, accountant models, financing reports and management practices are concerned .
- participating in the development of Policies and Procedures developed, in cooperation with Management, in order to simultaneously handle identified areas for improvement.

## What we believe

For the last 41 years, Coca-Cola HBC Greece is a significant supplier for shops, restaurants, supermarkets and other companies selling our products, a preferred choice for roughly 10 million end consumers, as well as an important customer for over 4,500 suppliers located in Greece and abroad. The scope and size of our business activities proportionately increases our obligation to operate responsibly, but also to disseminate the principle of Social Responsibility in our sphere of influence, namely our consumers, the business community and our value chain.

## What we aim for

We aim to develop products and services which are safe and correspond to the needs of our consumers, to operate responsibly internally, as well as to facilitate the responsible operation of customers, suppliers and markets, in which we operate.

# 2. CORPORATE GOVERNANCE

## A. We follow Corporate Governance Principles

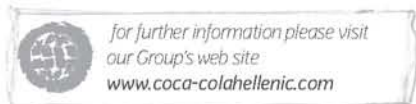
We follow respective practices of our Group, believing that our responsible internal operation define our business success. Our company designs models and processes, following the principles of proper Corporate Governance, as defined by the Group and internationally recognised standards. Indicatively:

- The Group BoD President does not have an executive role within Coca - Cola Hellenic.
- The 11 member Group BOD, consists of 4 independent non-executive, 1 executive and 6 non-executive members.
- The Group BoD has established a number of Committees, such as the Internal Audit, Social Responsibility and Compensation Committees (each of which consists of three non executive Board members).

for more information regarding the BoD structure, please visit [www.coca-colahellenic.com](http://www.coca-colahellenic.com)

- preparing periodic reports and continuously briefing the Auditing Committee and management, as far as audit results and respective corrective actions are concerned.

It is worth mentioning that our Internal Audit department covers annually all activities and departments and therefore all our employees, while through this process business areas with potential corruption risks are also identified and further analysed.



### C. We precisely determine obligations of our executives

Coca-Cola HBC Greece's Chart of Authority constitutes an extension of our Group's Chart of Authority, which is used to:

- clarify competences and responsibilities within the decision-making process
- check and manage the use of resources and professional services
- ensure suitable models of corporate governance.

According to the Chart of Authority:

- The Group Board of Directors (BoD) provides authorizations and approval rights for management, both at Group level, as well as country, region and Plant level. This way, potential conflicts of interest between shareholders and executive members are avoided.
- Describes cases where members of the Board of Directors, Committees and Management should be informed, with regard to decisions taken at various levels, in all functional areas.
- Failure to comply with the Chart of Authority constitutes a violation of our Code of Professional Conduct and can lead to disciplinary actions, including even dismissal from the company.

## 2. ETHICAL COMPETITION

### A. We collaborate with Greek & EU Competition Authorities

The Group's companies, in all European countries are committed to align their strategies with the EU's Competition Committee requirements. This line of engagement is known with the term "Undertaking". Within this frame, the Group has applied an extensive training program for competition laws and regulations, has developed a Competition Handbook (in order to inform properly employees) and has defined a compliance office, in each country it operates. At a local level, Coca-Cola HBC Greece, is fully compliant with these obligations, since the program started in 2006. Compliance is incorporated in all new agreements with our customers, while all sales people have received and have been trained on the Group's Competition Handbook.

As a result, within 2009 Coca-Cola HBC Greece was not accused by the Greek Anti-Competition Committee, while no case of legal prosecution, negative court decision, temporary fine or final fine was imposed, for environmental or product related issues (including health and safety, pricing, labelling and communication issues). A Committee decision (issued in 2006), is still pending at the Supreme Administrative Court of Greece, whereas two cases related to environmental fines (since 2005 and 2006) are pending at the respective Court of Appeal.



## 3. PRODUCT QUALITY

### A. We offer safe and qualitative Products

Coca-Cola HBC Greece, invest systematically to offer the right product, in the right packaging, at the right point of sales and in the right price, with its fundamental concern being the safety of the product itself.

As a bottler of The Coca-Cola Company's products, the company applies to The Coca-Cola Company Quality System (TCC-QOS), which defines strict specifications for quality of products and completeness of packaging.

- All our Plants are certified according to ISO9001 and ISO22000 (applying HACCP-Hazard Analysis and Critical Control Point system) for food health and safety, throughout the products' life cycle.
- In each bottling Plant, the quality control laboratory checks raw materials, packaging and final products.
- We apply regular chemical and microbiological controls (in each stage of production, transportation and storage processes), to check specifications of both packaging and products (for water products, microbiological and organoleptic controls are also conducted at sales points).

- All required labeling obligations are applied, as defined by the Food and Beverage Code.



### B. We collaborate with Scientific Institutions to ensure product quality

Like every year, within 2009 our company conducted millions of quality checks, in laboratories of all seven production Plants and throughout our supply chain, following our internal quality standards, which are stricter than respective legal and ISO22000 requirements.

- In order to ensure the quality of water products, our Aegio Plant (where the products AVRA and WaterBlue are bottled), applies "Equase", the European program of internal control for Microbiological laboratory faculty, which is implemented under the auspice of the Ministry of Health and Social Solidarity. The program includes monitoring microbiological water quality at all production stages (from drilling up to final production).
- We monthly assemble samples of all products located in points of sale, which are then examined both at our own laboratories, as well as at independent laboratories, in order to confirm their proper quality.



### C. We destroy preventively reserves (writte offs)

Coca-Cola HBC Greece implements a concrete process to ensure that inadequate or possibly inadequate products are not forwarded to the market. More specifically, the company has defined specifications for storage and management of reserves, as well as actions to be taken to destroy reserves, according to the respective legal frame.

Reserves are considered deficient, when these can not be forwarded in the market (for products) or be used in production (for raw materials, packaging) because:

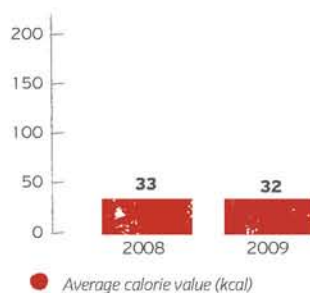
- consumption date has expired
- packaging is defective
- products are damaged during distribution (loading, transportation)
- quality control indicates inappropriateness.

Following this procedure, over 4 million liters of products were destroyed, within the year 2009.

### D. We offer choices for each nutritional need

During the last years our company acts upon market trends and consumers' expectations, by increasingly focusing on water, sport beverages and functional drinks, with less or no sugar content at all. As a result, since last year, the average calorie content of our products decreased by one unit, providing consumers more options, which will not overload their diet, from a calorie perspective.

#### Calorie Content of Products



\* The calorie value reported refers to Group products in total.



### Promoting the principle of Healthy Nutrition

Our strategy is to continuously upgrade both variety and quality of products we offer, in the non-alcoholic beverage market, but also to sensitise consumers on the principle of healthy nutrition. During 2009, we managed via our "5 a day" nutrition program to:

- Inform consumers on the benefits of consuming 5 portions of fruits, vegetables and juices per day.

- Promote the daily consumption of fruits, vegetables and juices.

The program is based on the dynamic presence of Amita, which includes:

- Communicating respective nutritional information (via Television and Press).
- Strategic alliance with the "Sklaenitis" retail chain, with respective messages being communicated to consumers via two retail stores (utilising nutritionists, promotional material and discounts for juices), informing approximately 9,000 citizens.
- Promoting respective messages in two street markets of Athens, informing approximately 2,000 citizens.
- Participating in events like «Living in Harmony» in Thessaloniki, Christmas Village of «The Mall Athens» and Conferences, informing over 108,000 citizens.
- Briefing and sensitizing our 2,400 employees, by offering a healthy breakfast in ecological packing.

Overall, it is estimated that over 1 22,00 citizens were informed on the benefits of a healthy diet.



## New products

Our strategy is to contribute covering the daily nutritional needs of Greek consumers, but also to continuously improve the variety and quality of products in the market of non alcoholic beverages, in which we operate. Consequently, during 2009, we offered products, covering every need and expectation.

### Juices

A portion of fruits and vegetables has significant benefits for our body. According to the U.S. National Institute of Cancer, a portion of nutritional balance is defined as the quantity of fruits contained in a 200ml glass of 100% natural juice, a fruit of mediocre size or a small salad bowl. Therefore our company offered consumers the Eyzin by Amita line of juices:

- **Efzin by Amita with Orange and Omega-3 unsaturated vegetal fatty acids:** the Omega-3 known as "good grease" (which our organism cannot

compose by itself), have beneficial attributes for the human organism, mainly with regard to our cardiovascular system and reduction of "bad" cholesterol in our blood (LDL - cholesterol). Moreover, the Omega-3 greasy acids have been related to improving our memory and our cerebral operation. The juice contains also an important quantity of Vitamin C, covering the Recommended Daily Intake, as well as a variety of antioxidants.

- **Efzin by Amita, with green apple and Chios Mastic:** the juice of green apples, a fruit with high nutritional value for energy and hydration of our body, is combined with the beneficial attributes of the Greek Chios Mastic, known for its antimicrobial and anti-inflammatory action.

- **Efzin by Amita, with plum, fig and Natural Fibre:** red fruits contained in the juice (red grape, blackberry raspberry, strawberry, plum and fig) constitute an exceptional source of antioxidant substances. The juice is enriched with natural fibres and contributes to a balanced daily diet, supporting at the same time our digestive system.

- **Efzin by Amita, with apple, orange, calcium and Vitamin D:** this new product (launched within 2009) offers the nutrition of the benefits of fresh fruit, as well as benefits of calcium and Vitamin D. Vitamin D helps the human organism to absorb calcium, whereas the quantity of calcium within the product is 38% of the Guideline Daily Amount (GDA).



## E. We provide information about our products' nutritional elements

Our company uses only ingredients which are approved by the responsible Authorities at a Global, European and Greek level. At the same time:

- We do not use any ingredients which are genetically modified or emanate from genetically modified micro-organisms.
- We do not conduct animal testing, as part of our product development process.
- We recognize even limited concerns expressed by the public and monitor closely respective trends in Greece and abroad. For instance, aspartame continues to be categorized as safe for consumption based on European Food Safety 2006 decision and American Anti-Cancer Society report.

- We inform and educate the public, regarding the nutritious value of our products. An example is the 7th Pan-Hellenic Obesity Congresses, organized by the Greek Medical Obesity Association: we communicated, among other, the value of functional juices. In parallel, the Coca-Cola system (Coca-Cola HBC Greece and Coca-Cola Hellas), communicated through our program "Change Tactic Be Active" and distributed informative material, including the brochure «What is in our Favourite classic Coca-Cola», while respective publications were included in newspapers.



### Nutritional Information Indication

Our company within the self-regulation frame of the food industry and its official institution for food industries (SEVT), responded in 2007 to consumer queries, regarding nutritious elements of products, by quoting main nutritious elements of products on all our packagings. More specifically, on each label the following information are displayed:

- the calorie value per unit of product and the percentage of calories which correspond to each product, in comparison to the recommended daily consumption (for a daily diet of 2,000 calories)
- the quantity of 8 most important nutritious components (Big 8), more specifically calories, sugar, fat, saturated fat, carbohydrates, sodium/salt, fibers and proteins per unit of product, as well as the percentage of Guideline Daily Amount (GDA), which covers the consumption of each product.

The Guideline Daily Amount is a guideline which refers to the quantity of calories (Energy content) and main nutritious components, which are contained per portion of product, as well as the portion an average adult needs to cover his daily nutritional needs (within the frame of a balanced 2,000 calories diet). This way, our Company provides consumers useful information make conscious nutritional choices.

Component	per 100g (g/100g)	per 100g (kcal)	per 100g (EJ)
Energy	2000	2000	2000
Carbohydrates	40	160	160
Proteins	10	40	40
Fat	10	90	90
Saturated fat	5	45	45
Trans fat	0	0	0
Sodium	10	10	10
Fiber	5	5	5

## 4. RESPONSIBLE MARKETING

### A. We advertise our products with responsibility

Coca-Cola HBC Greece aims to follow responsible practices for advertising and marketing activities. Therefore, we follow the Advertising Principles, developed by the Hellenic Federation of Advertisers (SDE), based on which we ensure that our communication material is legal, proper, fair, sincere and corresponds to reality. It also ensures that our communication material respects people's diversity in terms of age, gender, race, religion and natural or mental condition. To further guarantee the above, our company's marketing department conducts audits of advertising messages before their final launch, whereas in those cases, where no prior experience and knowledge on potential restrictions and elements that should be checked exists, audits are conducted by the legal office. As a result, neither withdrawal of communication messages (after launch) took place within 2009, nor were any corresponding fines imposed, by respective and responsible authorities.

for more information regarding the Code of Marketing, please visit [www.coca-cola3e.com](http://www.coca-cola3e.com)



### B. We communicate respecting to children

Coca-Cola HBC Greece pays particular attention to the potential impact communication could have on children. For this reason, our company follows for all products an additional marketing policy, which refers specifically to children. It is worth mentioning, that we focus on promoting juice and water products in schools (which contribute to a balanced nutrition), a practice which is further promoted via our distribution chain.

for more information regarding the Code of Marketing to Children, please visit [www.coca-cola3e.com](http://www.coca-cola3e.com)



## 5. RESPONSIBLE SUPPLIES



### A. We positively influence our value chain

Our 4,500 suppliers are located all over Greece and abroad and Coca-Cola HBC Greece recognizes the role it can and should play in disseminating the Social Responsibility principle within its value chain.

Our suppliers are separated in two large categories: the direct or basic suppliers and the indirect or secondary suppliers. This categorization is based on the quantity of materials, the type of materials (e.g. if it is an essential material or services for our company's products and activity), as well as the amount spent for the particular acquisition.

We have developed, at a Group level, "Supplier Guidelines" for all our suppliers, in order to positively influence our supply chain. The "Supplier Guidelines" include our requirements towards Suppliers, as far as their responsible operation is concerned on issues such as labour, environment, health and safety, child and forced labor etc.

## B. We select systematically and support our suppliers

The majority of purchases is conducted through suppliers approved by the Group, whereas in case of smaller purchases, we include in contracts and selection processes respective requirements for issues such as environment, health and safety, human rights. In parallel, allocation of projects is conducted only to suppliers who:

- have been selected via market analysis and following competition of bids, while in cases that the project exceeds the amount of €20,000, a contract is signed to ensure transparency
- have successfully passed a Social Audit within the last 3 years (conducted by 3 independent Certification Bodies), in case the contracted amount exceeds annually the amount of €60,000
- adhere to the quality and safety guidelines and have signed the Group's Guiding principles..

Our company strives to conduct payments according to our contractual obligations, an important issue considering the financial instability, with the average payment time in 2009 being 72.9 days. At the same time, the majority of our purchases, is conducted from suppliers in Greece (71%), while even more important is the fact that 42.6% of our purchases is conducted from local suppliers, supporting the national and local development.

### Allocation of Purchases per Region

2009

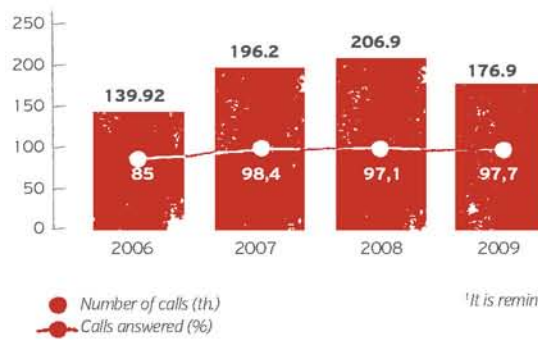


# 6. CUSTOMER & CONSUMER COMMUNICATION

## A. We reply to customers' requests

Customers of Coca-Cola HBC Greece can easily contact the company, in order to ask about product orders, to request technical support for installed cooling equipment or simply to make comments and proposals. Consequently, the Center constitutes a communication link between customers, salesmen, but also with the company itself, facilitating and accelerating cooperation. Overall, the Center received 176,910,986 incoming calls within 2009, with the corresponding answered calls being 97.7%.

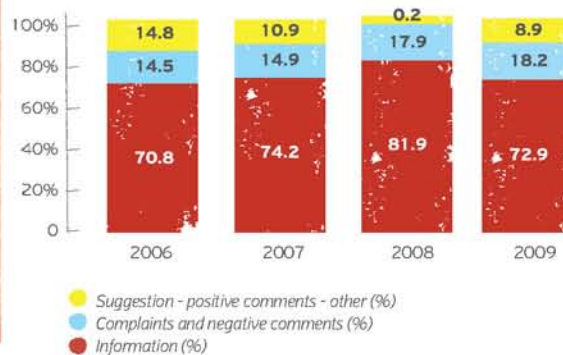
### Incoming Calls and Replies



<sup>1</sup>It is reminded that Customers are the resellers of our products, while Consumers are the final users.



### Call Categories

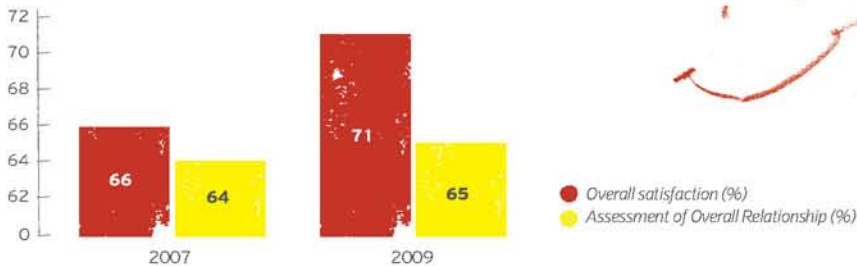


# 7. MARKETPLACE COMMUNICATION

## B. We monitor satisfaction of our Customers

Our company monitors systematically satisfaction of our Customers, in order to improve and enhance the flawless operation of our value chain. For this reason, we carry out a survey every two years. In this survey, a series of questions lead to an overall integrated "total quality of relationship" index, with our customers.

### Assessment of Overall Satisfaction and Relationship with Customers



According to this survey, the percentage of our Customers with an "excellent relationship" has improved by 1%, while the respective percentage that states "overall satisfied" from our cooperation improved by 5%, within the last two years.

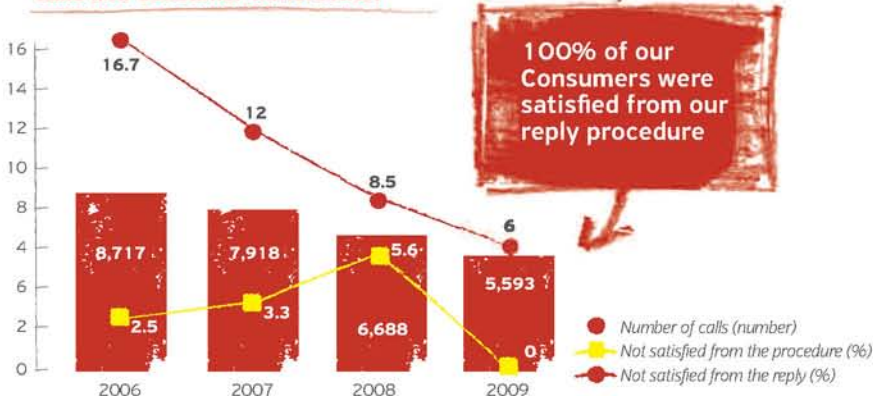
## C. We reply to consumers' requests

The Consumer Communication Department receives, evaluates, records and replies to consumer requests and remarks, being the communication link between the company and consumers. The department:

- Operates from Monday till Friday (09:00 a.m. - 17:00 p.m.), with five free of charge dedicated lines.
- Conducts every year a consumer Satisfaction survey. This survey completes the process of complaints handling and the results are used to continuously improve our products and services.

Within 2009 we served 5,593 consumers and it is worth mentioning that 7 calls were related to environmental-recycling issues, while no calls occurred for violations of privacy or loss of personal data.

### Calls and Consumer Satisfaction



At the same time, consumer satisfaction from the replies given in 2009 improved, since only 6% claimed "not satisfied from the answer received" (in comparison to 8.5% in 2008), whereas nobody claimed "not satisfied from the process that was followed" (in comparison to 5.6% in 2008).

## A. We participate in business associations

Coca-Cola HBC Greece seeks an active role in organizations and institutions, which publicly express positions on corporate and sector issues of interest to us, or promote the principle of Social Responsibility. For this reason, we participate in institutions and associations, as described below, with members of our company participating in the BoD of the first 7 organizations:

- \* SEV  
Hellenic Federation of Enterprises
- \* SEVT  
Federation of Greek Food Industry
- \* SEVA  
Federation of Greek non-alcoholic beverages Industry
- \* ESVEP  
Greek Association of Branded Products Manufacturers
- \* ECR  
Efficient Consumer Response
- \* EIM  
Hellenic Marketing Institute
- \* HNCSR  
Hellenic Network for CSR
- \* SEFYMEN  
Federation of Green Bottled Water Industry
- \* SDE  
Hellenic Federation of Advertisers
- \* EIEP  
Hellenic Customer Service Institute
- \* UNESDA  
Union of European Beverages Associations
- \* CIAA  
European Confederation of Food and Drink Industries
- \* HMA  
Hellenic Management Association
- \* Global Compact  
Greek section of Global Compact



**B. We ensure data reliability**

Our data protection policy defines the proper use of Data and Systems by our employees and includes requirements and obligations which are common for all users within our company and the Group. All Information Systems (and any data or messages stored, created, sent or received through them) are company property, while the responsibility and obligation to ensure that these systems are used properly, lies with each user.

At the same time, within the process of annual recertification of our company's management systems and respective audits by the Group, environmental, financial, as well as health and safety data and information are checked, before publication, by our company or the Group.

**C. We sensitize our consumers**

Information is described in section III-2 (Environment - Water - We sensitize the Public).

**8. WE SAID-WE ACHIEVED-WE AIM**

We said	We achieved	Progress	We aim	By
To expand our program "AVRA, it's so easy being Green", by supporting 3 reforestations and train pupils in 400 schools.	«Some forests have their own AVRA» campaign launched. See Section III-2C	100% ✓	To continue the program by planting 9,000 trees in three areas.  To conduct educational seminars on "Protecting the Forest", in Athens and Thessaloniki.	2010
To continue our briefing campaign for the public, on the issue of balanced lifestyle and healthy nutrition.	See Section I-4, V-3D	100% ✓	To continue our briefing campaign for the public, on the issue of balanced lifestyle and healthy nutrition.  To utilize local suppliers, at least by 40%.  To receive zero regulatory fines of any kind.  To maintain the percentage of customers with which we have an excellent relationship.  To launch at least one product with health aspects.  To implement at least one social program, in cooperation with a customer.	2010  2010  2010  2010  2010



# VI. CARING FOR

## THE WORKPLACE



## 2. WORK POSITIONS

### What we believe

We believe that the success of our company is based on our People. These are the ones who think, create, decide, initiate and therefore materialize on a daily basis our vision and values into action, supporting simultaneously our responsible operation.

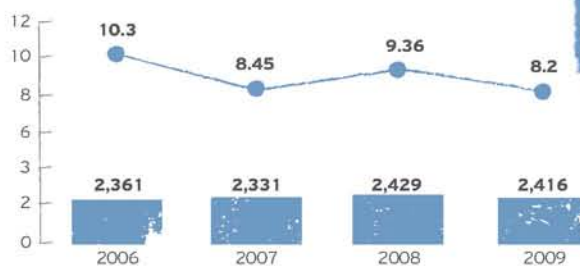
### What we aim for

We aim to create a workplace which is safe, fair and focuses on the involvement and development of our employees.

### A. We support employment

Coca-Cola HBC Greece employs directly 2,416 employees all over Greece, while our operation creates indirectly tens of thousands more work positions at partners and suppliers who cooperate with us, contributing to our country's economic development.

#### Human Resources

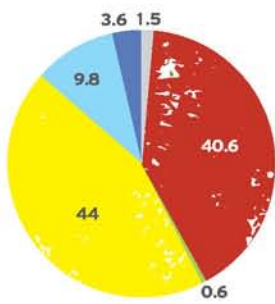


Employee turnover remains below 10%

● Number of employees (th.)  
● Employee turnover (%)

## Allocation of Employees per Function

2009



- Human Resources (%)
- Supply Chain (%)
- Information Systems (%)
- Sales & Marketing (%)
- Finance (%)
- Management Support (%)

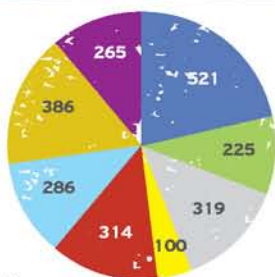
These 2,416 employees:

- have an average age of 38 years
- stay within our company for 10.7 years on average
- 93% is occupied with full time contracts, while 7% with part time agreements
- 20 employees are non-Greek and 11 employees have special needs.

The number of employees shows a slight increase over the last years, while the turnover rate has been stabilised below 10%, without remarkable differentiations in the turnover ratio according to age, gender or region of employment.

## Allocation of Employees per Region

2009



- Athens
- Schimatari
- Patra
- Aegio
- Islands
- Headquarters
- Thessaloniki
- Volos

It is worth mentioning that the hiring processes within Plants outside Athens take into consideration also the local origin of applicants, in case of course they fulfill set requirements, as described in the respective job positions.

# 2. HEALTH AND SAFETY

## A. We ensure the safety of our employees

Coca-Cola HBC Greece, as a manufacturing company, sets employees' Health and Safety as an absolute priority. This concern is reinforced in our official Health & Safety Policy, approved by the General Manager of Coca-Cola HBC Greece.

Our objective is the eradication of accidents and the creation of a workplace environment, where occupational risks have been identified, understood, evaluated and eliminated. Main actions our company implements, in order to achieve the above objective are the following:

- All Plants of Coca-Cola HBC Greece are certified according to OHSAS 18001 (Occupational Health and Safety series - OHSAS 18000) for Health and Safety at the workplace.
- Moving a step further, Coca-Cola HBC Greece decided to certify all Plants, according to an even more advanced system, The Coca-Cola Company Safety Management System (TCCC SMS).
- The company identifies risks for all production Plants, which are recorded in Written Studies, the Risk Assessments. Furthermore it eliminates or reduces identified risks, by taking appropriate actions. In cases that risks still exist, our company educates employees and provides all suitable Means for Individual Protection.
- We apply the System of Zero Accidents (SY.M.A.), which functions preventively, by recording and analyzing practices which need to be improved, in order to identify and eliminate root causes.

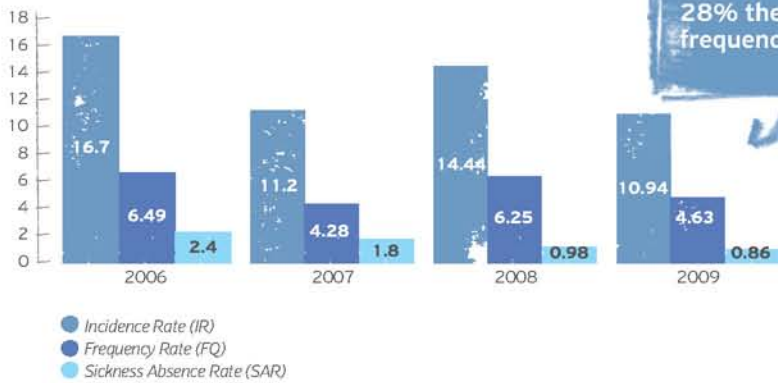


- Utilizes questionnaires to proactively assess Health and Safety practices followed in all our Plants.
- In all production Plants, representative delegates have established Health and Safety Committees and meet quarterly, in order to discuss issues concerning the Workplace. Our company's Management replies to all proposals of these delegates.
- In all production Plants, medical areas have been established to provide first aid and further facilitate occupational doctors' visits.
- Since early 2008, we expanded the methodology used to analyze accidents, including a separate analysis for each accident (per Plant, nature, importance) and monthly reporting to our Group's headquarters in Vienna.

The result of these activities is visible in the following table, where incidents related to Health and Safety for the last years are presented:

	Fatal Losses in Employees and Collaborators	Number of Accidents (absence > 1 day)	Number of Accidents (absence > 3 days)	Total days of absence from Work	Total number of Work Days
<b>2006</b>	0	39	39	14,507	600,492
<b>2007</b>	0	26	26	11,507	607,265
<b>2008</b>	0	39	35	13,139	627,659
<b>2009</b>	0	28	36	11,599	620,384

Health & Safety at Work



We reduced by 28% the accident frequency rate



According to the above internationally used indicators, Coca-Cola HBC Greece maintained an excellent performance in 2009, while the accident level was the lowest achieved within the past four years, according to all relevant indicators. Even more important is the fact that no human loss occurred for the last six years, within Plants of Coca-Cola HBC Greece, which covers both employees of our company, as well as employees of our suppliers. However, our company decided to continue investing in its Health & Safety training program.

**B. We take care of our employees' health**

Coca-Cola HBC Greece provides employees with optional medical examinations (blood test, thorax radiography, cardiogram etc.), in an effort to contribute to the quality of their life, both inside and outside the workplace environment, within the relative legislative and regulatory frame.

**B. We commit ourselves to be fair**

Our workplace Policy and Values address our commitment not to make any discriminations within the workplace (e.g. due to race, political beliefs, religion, origin, sexual orientation, age, special needs, gender), in any employment related topics (e.g. promotions). It is worth mentioning that:

- Once again within 2009, no discrimination incidents occurred within Coca-Cola HBC Greece's workplace.
- The proportion of men-women salary is almost equal, with statistically insignificant variations.
- The proportion of women employees is 18.7% in total. However, as a result of our equality policy, the corresponding proportion of women First Level Managers is 23.4%, while at the First Level Director grade (Directors reporting directly to the General Manager) the proportion is 30%.

3. FAIR EMPLOYMENT AND DIVERSITY

**A. We condemn, coercive, abusive and child labour**

Our company strictly follows the internationally recognized principles of human rights (as described within UN's International Declaration of Human Rights and the ten UN's Global Compact Principles). Through our "Workplace policy", which has been internally communicated and practically implemented, we commit ourselves not to follow (or even tolerate) coercive work in any of our premises and Plants. In parallel, we are committed to proceed with employing individuals, only if they are above the legal work age limit (as defined by the Greek labour legislation), and under no circumstance will we engage employees below the age of fifteen years. These commitments are also prolonged to our suppliers, as we expect them not to follow or tolerate physical harassments, exploitation or use of coercive work in any of their premises, as well as to strictly occupy individuals above the legal work age.

Indicator	Percentage of Women (numerical)	Average Salary Difference (in comparison to men of same grade)
Total employees	18.7%	-3.83%
First Level Managers	23.4%	-6.36%
First Level Director (reporting to the General Manager)	30.0%	-3.69%

for further information regarding the "Workplace Policy", please visit [www.coca-cola3e.com](http://www.coca-cola3e.com)



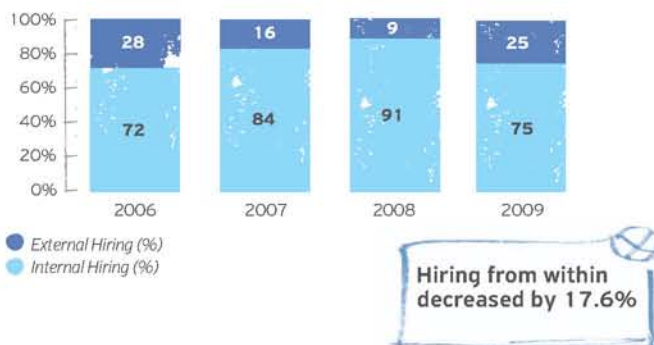
### C. We ensure meritocracy in career development

Coca-Cola HBC Greece offers all employees the same career development opportunity, by promoting mainly from within. The implementation of our company's Policy and Procedure for Internal Cover of Job Positions (Personal Initiative for Career, PIC) began as a pilot in 2004, and includes among other the following aspects:

- All employees are informed about internal vacancies, as well as the respective selection criteria.
- The program is linked with the Performance & Development System, as well as our succession planning process, in order to ensure holistic management of our peoples' career development.
- All applicants which are evaluated (even if not selected for the position), receive feedback from the supervisor of the position they applied for and the HR representative, regarding both his/her strengths and areas for improvement, in relation to the position they applied for.
- During the process the HR representative provides candidates with feedback about his/her interview skills and indicates issues he/she could address in future interviews.
- At the end, an overall discussion takes place, addressing the applicant's career aspirations and alternative career paths, which exists in our company.

As a result of this policy, 75% of all job openings announced within 2009 (which correspond to 57% of all job openings, with the 43% referring to entry level positions which can not be filled internally), were covered by internal candidates, representing however a decrease of 17.6% (due to the high participation rate in previous years, the internal supply and pool of talent gradually decreased).

#### Job Opening Hirings



### D. We ensure meritocracy in compensation

The compensation and benefit plans of our company are designed to follow market trends. They ensure competitiveness of compensation packages, and at the same time support the principles of equal opportunity and transparency, setting no discrimination per company function, family condition, gender, origin, nationality etc. of employees.

- Salary raises are based on achievement of agreed annual individual objectives, as well as on achievement of team objectives. This combination sets the Salary Objective for each employee (Targeted Position), in relation to the internal Salary Levels (Salary Ranges), which are set for our employees (taking also into consideration aspects of the market)
- All employees (starting from foreman grade), participate in bonus programs, according to their performance versus agreed objectives.
- An employee appraisal (evaluation) is carried out annually, with the exception of employees within the Sales Department, where appraisal is conducted quarterly.
- In any case, the lowest salary in our company is equal or higher than the legal basic salary (or the higher collective agreement salary), as defined by local legislation.

## 4. LABOUR RIGHTS

### A. We respect the freedom to form Labour Unions

Coca-Cola HBC Greece respects the right of employees to participate in Employee Unions and to discuss through their representatives topics of reciprocal interest. Consequently, local Employee Unions have been established and collaborate closely with the company:

- Each year, our Management conducts negotiations with Employee Unions (which represent our employees), to sign the annual labour agreement.
- The annual labour agreement also addresses Health & Safety issues at the workplace, a topic also addressed by the Health & Safety Committees.
- Through Employee Unions that assemble once a year, the representatives of Employee Unions are informed about plans and strategies of our company, by Top Management itself.
- Every month, Top Management meets with Employee Unions, in all local production Plants, in order to discuss labour issues.

It is estimated, that approximately 40% of Coca-Cola HBC Greece employees participate in Employee Unions, while our company follows as a minimum regulatory requirements regarding operational changes.

## B. We respect the right to participate in strikes

Coca-Cola HBC Greece respects the right of employees to participate in strikes and labour activities. With the exception of 2006 (strike mobilizations took place, due to a company restructure), within the last years all strikes that took place within our company, were due to national issues (e.g. national pension scheme) and no labour strike took place, due to issues related to Coca-Cola HBC Greece itself.



## 5. EMPLOYEE DEVELOPMENT

### A. We train our employees

Coca-Cola HBC Greece invests systematically in planning specialized training programs, which cover the needs of employees, regarding both technical, as well as management skills. For the long term empowerment of employees, our programs are not restricted to developing skills required for working within Coca-Cola HBC Greece only. On the contrary, our programs offer life-long knowledge and skills, commonly required within the business community and are conducted by recognized universities, such as Harvard Business Publishing.

Important programs our company implements are:



### Graduate Development Program

On an annual basis, our company hires a team of young graduates (in 2008 it hired 10 alumni) with limited work experience, aiming to develop them to become the future leaders of our company, through a program called **Graduate Program**. The program begins on the day of engagement, is completed after one year (with the placement of each graduate in specific job positions) and consists of 5 main phases:

- **Extensive induction process (on-boarding)**, the induction lasts for 2 months and includes, besides the basic induction program, detailed presentation of all functions, visits to our Plants, visits to advertising companies and suppliers, as well as one month work in sales. During this induction, graduates are extensively briefed about our company's Social Responsibility program.
- **Network development**, each graduate is assigned to a "buddy" (which is a former graduate), who's role is to be the graduate's "friend", providing easy access and guidance on issues such as culture and "informal" way of operation in our company and the program.
- **Project assignments**, each graduate is assigned to a project leader and works on a project important for the division. During the year, the graduate will work in 3-4 projects, in order to gain understanding and knowledge of the division he/she will be placed.
- **Presentation of projects** at the end of this educational year, the graduate makes a presentation of his/her projects and work, in front of an executive team of his/her division. The graduate's performance in each project (assessed after completion), as well as the performance in this presentation will determine the job placement.
- **Final placement**: each graduate is placed in a job position, taking into consideration the needs of the division.

During the program, the Training & Development Manager, who is in charge of the program, functions as a mentor for graduates, guiding them on issues such as growth and professional behaviour.



### Core Curriculum - Learning and Growth of Management and Technical Capabilities

Our company has designed a series of internal training programs, which aim to provide the main managerial and technical capabilities, and are linked to the hierarchical position of each participant (e.g. Passion to Lead, Leadership Excellence, Junior Talent Excellence, Excellence in Performance, depending on whether the employee manages a team, manages managers etc). Following the basic principles of adult learning, we follow the facilitation method to embed knowledge which already exists inside trainees. The development of capabilities is achieved via exercises, practical applications and case studies which are discussed, while we use a combination of e-learning and in-class learning.

#### Leadership Excellence

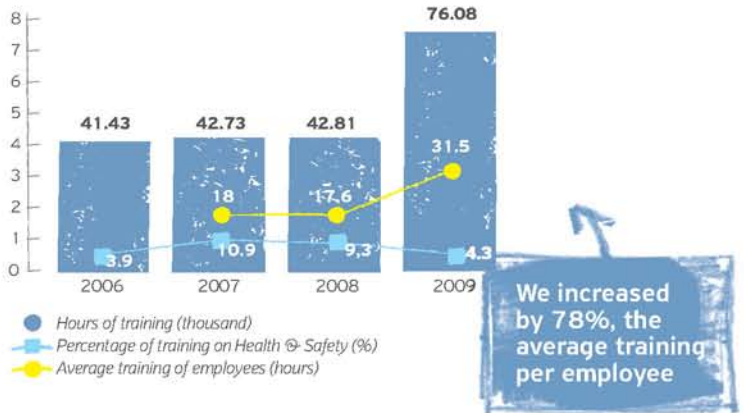
As part of the Core Curriculum, the program refers to our employees who manage people, who themselves are managers (managers of managers), our company established in 2008 a new program called "Leadership Excellence", in order to develop their leadership and management skills. It is worth noticing, that this program also includes a one day module, on the issue of Social Responsibility.

#### Sales academy-Sales

Our company has developed a Sales Academy, where each newly hired salesman is enrolled and has to complete successfully. The course aims to educate participants on sales strategies and tactics applied by our company, starting from basic sales competencies up to specialized activation of each sales point.

To further support talented salesmen, our company has created a program of rapid growth, called SPEC (Sales Potentials Excellence Center). The program helps salesmen to familiarize themselves with effective leadership, management skills, but also to learn in depth sales techniques. After the successful completion of SPEC (and when a suitable job position is open in sales), the SPEC "alumni" constitutes the most suitable pool for candidates to cover of this opening. It is worth mentioning that 25% of 34 people, which participated in the 2007 and 2008 programs, have already been promoted.

### Employee Training



In 2009 we materialized 76,076 hours of education, which correspond roughly to 31.5 hours of education for each employee. From these hours, a large proportion was dedicated to trainings on our new SAP system, while the rest covered technical dexterities of various operations and Leadership Skills, according to the particular requirements of each career stage. At the same time, our company being committed to the principle of workplace safety, invested over 3,000 hours of training on health & safety issues (with the proportion decreasing to 4.3% of total, due to the overall increase of SAP related training hours).

### B. We develop our employees

For the selection, maintenance and development of our people, we have developed and operate a holistic Performance and Development Management System.

#### Performance Appraisal

Employees conduct a self-assessment and are assessed by their supervisor, according to criteria which are related to their grade. The Performance appraisal includes:

- objective setting and assessment of achievements regarding previous year's objectives
- assessment of all result areas (assessment of performance results versus performance standards)
- assessment of competencies required for each role
- assessment of overall performance.

#### Personal Development Plan

After the assessment is conducted, a personal development plan is prepared and agreed (by the employee and his/her supervisor), in order to achieve the highest performance levels feasible in each employee's current position, and secondary as a means of preparation for a new position, with more responsibilities. The Performance Development Plan is developed annually for each employee and its implementation is reviewed during the year.

**Recording of Professional Aspirations / Career Evolution Dialogue**

Employees have the option to discuss and register with their direct supervisor their future career aspirations. The discussion focuses on the steps to take, in order for an employee to achieve his/her aspirations (career path, career advice). These aspirations are taken into consideration in our company's Succession Plan, if they are aligned with our company's strategy.

6. REWARD AND SATISFACTION

**A. We measure engagement of our employees**

Since 2001, Coca-Cola HBC Greece carries out, in regular intervals, employee satisfaction surveys and takes corrective actions at local and national level, based on the outcomes. Starting in 2006, the annual survey was expanded and renamed "Employee Engagement Index", with the questions included focusing on the following topics:

- **Effort:** "Being member of this company, I am prompted to exceed performance and expected to deliver results"
- **Advocacy:** "I would recommend Coca-Cola HBC Greece as an excellent work environment".
- **Retention:** "It would be difficult for me to leave Coca-Cola HBC Greece"

Since 2009 our Company decided to participate in the competition Best Workplace Greece. As part of this competition, an Employee Satisfaction Survey was conducted, with participation reaching 89% (out of 250 employees randomly chosen as a sample). Indicative answers on subjects related to our responsible operation are:

Question	% Answering "frequently true" or "almost always true"
✓ Management performs its duties with ethics and honesty	92%
✓ My workplace is safe	87%
✓ There is fair treatment to everyone, irrespective of age	80%
✓ There is fair treatment to everyone, irrespective of ethnicity	95%
✓ There is fair treatment to everyone, irrespective of gender	91%
✓ There is fair treatment to everyone, irrespective of sexual orientation	93%
✓ There is fair treatment to everyone, irrespective of special needs	96%

**B. We reward our employees**

Our company applies an employee recognition process, called "Extra Mile". Through this process employees have the option to propose various ideas to Top Management. These ideas are in accordance to our company's strategic priorities and are based on issues such as innovation, cost saving, promotion of Social Responsibility etc. Our employees' participation in "Extra Mile" was very positive, with proposals rewarded by the company in 2009 being 10. Out of these 10 proposals, two were related to Social Responsibility issues and were awarded with the 2nd Prize, while four more were awarded with the 3rd prize.



Best Workplaces 2009 award ceremony.



The "Extra Mile" competition Awards, with the winner employees.

7. ADDITIONAL BENEFITS

**A. We offer voluntary benefits beyond legislation**

Within the overall frame of a competitive benefit package, our company offers to all employees a number of voluntary benefits. With the exception of benefits which are linked to duration of employment (e.g. vacation days, private insurance), benefits are offered to all employees (either with permanent or temporary contracts).

## 8. WORK-LIFE BALANCE

We believe we have an obligation to support our employees in maintaining a balance between their work and life. A step towards this direction is the fact that within 2009, 76% of our employees received their entitled vacation, as initially scheduled. Some programs our company implemented within 2009 were:

### Taking care of employees

- Employees' chairs were changed.
- Ventilation and air-conditioning was improved.
- Office space was expanded, in order for employees to be more comfortable.
- Old monitors were replaced with flat ones.

### Information on influenza A (H1N1) virus

- Posters, accredited by the Hellenic Center for Infectious Diseases Control (HCDCP), were placed in all our premises.
- Specific hygiene advices were provided to all employees.
- Specific hygiene materials (e.g. gloves, masks, antiseptic fluids) were placed in all pharmacies and premises.
- Doctors visited our premises twice a month, in order to provide useful advice and information.

### Anti-Smoking campaign

- Daily emails were sent to employees, prompting them to quit smoking.
- Posters were placed in frequently visited areas of our premises (e.g. entrances, lifts, canteens).

## 9. WE SAID-WE ACHIEVED-WE AIM

We said	We achieved	Progress	We aim	By
To improve further the Employee Engagement Index.	Survey conducted during the Great Place To Work contest. See Section VI-6	100% ✓	All employees to use their regular leave.	2010
To achieve for the sixth consecutive year, the objective of zero fatal accidents.	(0) fatal accidents. See Section VI-2A	100% ✓	To achieve for the seventh consecutive year, the objective of zero fatal accidents.	2010
To utilize a Social Responsibility Workshop for First Level Directors.	Utilized. See Section II-2A	100% ✓	To utilize a Social Responsibility Workshop for First Level Managers.	2010
To increase internally covered job postings by 90%.	Covered by 75%. See Section VI-3C	75% ↑	To increase internally covered job postings by 90%.	2010
To inform and involve employees further, on Social and Environmental programs.	Informed through internal magazines. See Section IV-5A, II-2B	100% ✓	To inform and involve employees further, on Social & Environmental programs.	2010
			To conduct an Employee Engagement Survey.	2010



# VII. SUMMARY AND TABLES

## I. SUMMARY DATA

UNIT	2006	2007	2008	2009
<b>ORGANIZATION</b>				
Quantitative indicators within the Report (number)	62	114	126	166
GRI indicators within the Report (number)	36	69	74	77
<b>ENVIRONMENT</b>				
Environmental investments (€)	NR	4,629,310	599,568	1,306,500
Total Energy consumption (million MJ)	NR	NR	1,673.62	1,810.56
Energy consumption (from distribution vehicles) (million MJ)	NR	NR	7.13	91.97
Energy consumption (from plants and offices) (million MJ)	377.38	443.42	465.96	438.52
Energy consumption (from points of sale) (million MJ)	NR	NR	1,200.52	1,280.070
Renewable energy use (million MJ)	0	0	0	0
Total direct CO <sub>2</sub> emissions (tn)	NR	228,205	501,942	498,250
Direct CO <sub>2</sub> emissions (from distribution vehicles) (tn)	NR	4,381	6,139	7,255
Direct CO <sub>2</sub> emissions (from plants and offices) (tn)	61,754	71,191	223,921	212,324
Direct CO <sub>2</sub> emissions (from points of sale) (tn)	NR	152,633	271,882	278,671
Water consumption (m <sup>3</sup> )	1,680,727	2,023,368	2,061,400	2,021,672
Consumption of chemical substances (HCl, caustic soda) (kgr)	2,440,731	3,014,453	2,069,375	1,879,364
Consumption of glass (bottles) (kgr)	8,974,395	13,000,297	17,900,416	14,125,907
Consumption of resin (kgr)	14,494,914	16,337,406	17,103,737	14,665,000
Consumption of sugar (kgr)	37,801,472	40,463,081	39,521,037	34,238,674
Consumption of aluminum (kgr)	7,434,076	7,508,098	7,143,967	7,420,723
Consumption of paper (office, cardboard) (kgr)	3,017,000	4,786,000	4,842,510q	4,412,076
Consumption of labels (items)	676,751,985	748,700,846	414.9 (tn)	426.2 (tn)
Hazardous Waste for recycling (tn)	NR	NR	33	166
Solid Waste for recycling (tn)	8,852	11,586	16,374	11,661
Solid Waste for disposal (tn)	5,375	6,496	6,305	4,244
<b>COMMUNITY</b>				
Social contribution value, according to LBG (€)	NR	2,189,219	1,599,301	2,009,247
Value of insurance payments (million €)	NR	NR	195	196
Social contribution value, monetary (€)	NR	1,989,526	1,497,977	1,736,883
Social activities (number)	NR	118	198	409
Employees' blood donation (flasks)	NR	133	124	120
Employees Volunteers (number)	NR	NR	128	228
<b>MARKETPLACE</b>				
Product sold (million lt)	NR	NR	927.79	910.7
Own trucks (number)	149.4	159.8	54	66
Leased cars (sales, employees) (number)	149.4	159.8	887	1200
Certified production plants (percentage)	100%	100%	100%	100%
Suppliers (number - estimate)	NR	4,500	4,500	4,500
Local Suppliers (% - financial)	NR	NR	NR	42.6%
Consumer calls (number)	8,717	7,918	6,688	5,593
Customer calls (thousand)	NR	196.2	206.9	176.9
Regulatory fines (environment, competition etc) (€)	0	0	0	0



UNIT 2006 2007 2008 2009

**WORKPLACE**

Number of employees (number)	2,361	2,331	2,429	2,416
Health and Safety Committees (number)	7	7	7	7
Fatal accidents (number)	0	0	0	0
Accidents with absence > 1 of day (number)	39	26	39	28
Women First Level Directors (number/total)	2/6	2/6	2/6	2/6
Women First Level Managers (number)	21	27	30	23.4%
Cost of wages without insurance (million €)	67.6	75.8	76.7	76.4
Training (hours)	41,432	42,731	42,810	76,080
Employee participation in Unions (%)	NR	36	36	40
Internal recruiting (%)	NR	84	91	75

NR = Not reported data

## 2. GLOBAL COMPACT AND GRI TABLES

The correspondence between the content of this Report and the 10 UN Global Compact's Principles, as well as the Global Reporting Initiative's (GRI - G3) Profile and Performance Indicators is presented below.

- Additional GRI Indicators are indicated in grey background, while Core GRI Indicators are indicated in white background.
- Coverage of Indicators is characterized as Full (F), Partial (P), Not Reported (NR) or Not Applicable (NA).

### A. GRI Principles Table

GRI Paragraph	Report Section	Coverage/Omission
1.1	I-1	F
1.2	I-1, II-1A	F
2.1	I-2	F
2.2	I-4	F
2.3	I-2	F
2.4	I-2	F
2.5	I-2	F
2.6	I-2	F
2.7	I-2,4	F
2.8	I-2	F
2.9	I-2	F
2.10	II-6B	F
3.1	A	F
3.2	A	F
3.3	A	F
3.4	A	F
3.5	II-1A	F

GRI Paragraph	Report Section	Coverage/Omission
3.6	A	F
3.7	A	F
3.8	A	F
3.9	A	F
3.10	A, V-6B	F
3.11	A, I-2	F
3.12	VII-2	F
3.13	A, V-7B	F
4.1	V-1A, I-2, II-3A	F
4.2	V-1A	F
4.3	V-1A	NA BoD stands at Group level
4.4	V-1A	F
4.5	V-1A, II-2A	F
4.6	V-1A	F

GRI Paragraph	Report Section	Coverage/Omission
4.7	V-1A, II-3A	F
4.8	II-2A	F
4.9	II-3A, V-1A	F
4.10	II-3A	ME  NA BoD stands level
4.11	II-2A, I-1, V-3E	F
4.12	II-6A, V-7A	F
4.13	II-6A, V-7A	F
4.14	II-4A	F
4.15	II-4A, II-1A	F
4.16	II-4A	F
4.17	II-4A	F

## B. GRI Indicators Table

GRI Indicator	Report Section	Coverage/Omission
<b>ECONOMIC</b>		
Goals and Performance	IV-0	F
Policy (commitment)	IV-0, I-2	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	IV-1,2, I-2	F
EC1	IV-1A	F
EC2	III-3, I-1	F
EC3	VI-7A, VI-3	F
EC4	II-2A	F
<b>EC5</b>	VI-3B,D	F
EC6	V-5, IV-1A	F
EC7	VI-1A	F
EC8	IV-1A	F
<b>EC9</b>	IV-1A	F
<b>ENVIRONMENT</b>		
Goals and Performance	III-0,8	F
Policy (commitment)	III-0, II-1A, III-1A	F
Organizational Responsibility (operational structure)	II-1A	F
Training and Awareness	II-2A,B, VI-5A, III-2C	F
Monitoring and Follow Up (supply chain, certifications, auditing)	II-5A,V-5A,B, III-1A	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	III-1-8	F
EN1	III-4A, VII-1	F
EN2	III-4A	F
EN3	III-3A,B, VII-1	F
EN4	III-3A,C, VII-1	F
<b>EN5</b>	III-3B,C VII-1,	F
<b>EN6</b>	III-3B,C VII-1	F
<b>EN7</b>	III-3B,C	F
EN8	III-2A	F
<b>EN9</b>	III-2A,C	F
<b>EN10</b>	III-2A,B	F
EN11	III-7A	F
EN12	III-7A	F
<b>EN13</b>	III-7A	F
<b>EN14</b>	III-7A	F
<b>EN15</b>	III-7A	F
EN16	III-3A, VII-1	F
EN17	III-3A, VII-1, III-5B	F
<b>EN18</b>	III-3A, VII-1	F
EN19	III-2B,5A	F
EN20	III-5B,6A	F
EN21	III-2B	F
EN22	III-4B, VII-1	F
EN23	III-2A	F
<b>EN24</b>	III-4D	F
<b>EN25</b>	III-2B	F
EN26	III-4A,E	F

GRI Indicator	Report Section	Coverage/Omission
EN27	III-4A,E	F
EN28	VII-1	F
<b>EN29</b>	III-3A,6A	F
<b>EN30</b>	III-1A	F
<b>LABOUR PRACTICE</b>		
Goals and Performance (link to universal standards)	VI-0,8, VII-2	F
Policy (commitment, link to universal standards)	VI-3A, II-1A, VI-0	F
Organizational Responsibility (most senior position)	II-3A	F
Training and Awareness	II-2A,B, VII-5A	F
Monitoring and Follow Up (supply chain, certifications, auditing)	V-5A,B, II-5A	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	VI-0-8	F
LA1	VI-1A	F
LA2	VI-1A	F
<b>LA3</b>	VI-7A VI-3D	F
LA4	VI-1A	F
LA5	VI-4A	F
<b>LA6</b>	II-2A	F
LA7	VI-2A	F
LA8	VI-2A,B	F
<b>LA9</b>	VI-4A, VI-2A, II-2A	F
LA10	VI-5A	F
<b>LA11</b>	VI-5A	F
<b>LA12</b>	VI-5B	F
LA13	VI-1A	F
LA14	VI-3A,B,D	F
<b>HUMAN RIGHTS</b>		
Goals and Performance (link to universal standards)	VI-0,8, VII-2	F
Policy (commitment, link to universal standards)	VI-3A, II-1A, VI-0	F
Organizational Responsibility (most senior position)	II-3A	F
Training and Awareness	II-2A,B, VII-5A	F
Monitoring and Follow Up (supply chain, certifications, auditing)	V-5A,B, II-5A	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	VI-0-8	F
HR1	V-5A	NR Investments abroad are conducted at Group level
HR2	V-5A,B	F
<b>HR3</b>	V-5A,B	P
HR4	VI-3B,C	F
HR5	VI-4A,B	F
HR6	V-5A, VI-3A, V-1B	F
HR7	V-5, V-1B, VI-3A,B	F
<b>HR8</b>	II-2A	F
<b>HR9</b>	VI-1A	NA No indigenous present

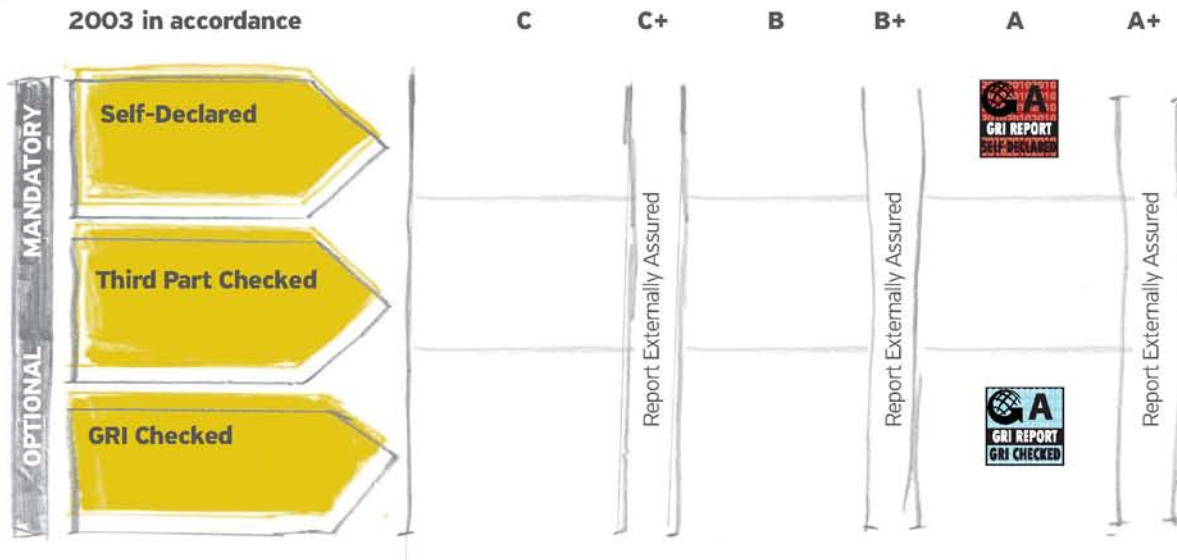
GRI Indicator	Report Section	Coverage/Omission
<b>SOCIETY</b>		
Goals and Performance	V-0, IV-0,6	F
Policy (commitment)	II-1A, V-0 IV-0	F
Organizational Responsibility (most senior position)	II-3A	F
Training and Awareness	II-2AB, V-1C	F
Monitoring and Follow Up (supply chain, certifications, auditing)	II-5A, V-5AB	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	IV-0,6	F
SO1	IV-2AB,C, IV-3A,4A,5A	F
SO2	V-1AB,II-2AB	F
SO3	II-2A,V-1B	F
SO4	V-1A	F
SO5	II-2A, V-7A	F
SO6	II-2A	F
SO7	V-2A, VII-1	F
SO8	V-2A, VII-1	F

GRI Indicator	Report Section	Coverage/Omission
<b>PRODUCT RESPONSIBILITY</b>		
Goals and Performance	V-0, V-8	F
Policy (commitment)	V-0	F
Organizational Responsibility (most senior position)	II-3A	F
Training and Awareness	V-3A,C,D,E, V-4AB	F
Monitoring and Follow Up (supply chain, certifications, auditing)	V-5AB,II-5A	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	V-0-8	F
PR1	V-3A,B,C, III-4E	F
PR2	V-3A,B,C, V-6AB	F
PR3	V-2A,3A, III-4E	F
PR4	V-2A,3C,VII-2	F
PR5	V-6AB	F
PR6	V-4AB, VII-2	F
PR7	V-2A,4AB, VII-2	F
PR8	V-6B	F
PR9	V-2A, VII-1	F

### C. Global Compact Table

Issue	Principle	Report Section	Coverage
<b>Human Rights</b>			
1.	Support and respect protection of internationally proclaimed human rights	VI-3, V-5	F
2.	Ensure not to be complicit in human rights abuses	VI-3, V-5	F
<b>Labour Standard</b>			
3.	Recognize freedom of association and right to collective bargaining	VI-4	F
4.	Eliminate all forms of forced and compulsory labour	VI-3, V-5	F
5.	Abolish effectively child labour	VI-3, V-5	F
6.	Eliminate discrimination in respect to employment and occupation	VI-3	F
<b>Environment</b>			
7.	Support a precautionary approach to environmental challenges	III-2-7, V-3E	F
8.	Promote greater environmental responsibility	III-2C	F
9.	Encourage development and diffusion of environmentally friendly technologies	III-1-7	F
<b>Corruption</b>			
10.	Work against all forms of corruption, including extortion and bribery	V-1,2,5,VI-3	F

### 3. GRI APPLICATION LEVEL



### 4. GLOSSARY

**Carbonated Soft Drinks (CSDs):** Carbonated non alcoholic drinks, such as Coca-Cola, Fanta and Sprite.

**Coca-Cola HBC Greece:** The largest Non Alcoholic Beverages company in Greece, producing, distributing and trading products of The Coca-Cola Company, as well as own brands, such as Amita, Frulite, AVRA, Tsakiris etc.

**Company:** Refers to Coca-Cola HBC Greece.

**Corporate Social Responsibility or Corporate Responsibility (CSR, CR):** The voluntary commitment of companies to include in their corporate practices economical, social and environmental criteria and activities, which are beyond legislative requirements and are related to their impact on Stakeholders.

**Consumers:** The end users of Coca-Cola HBC Greece's products.

**Customers:** The resellers of Coca-Cola HBC Greece's products.

**European Foundation for Quality Management (EFQM):** A non for profit organisation, based in Brussels, which promotes Business Excellence, and within this frame also Corporate Responsibility. EFQM has more that 800 member organisations all over the world, including corporations, public institutions, universities etc.

**Full time Equivalent (FTE):** Equivalence of all employees with the number of full time employees.

**Group:** Refers to Coca-Cola Hellenic, a member of which Coca-Cola HBC Greece is.

**International Organisation of Standardisation (ISO):** The largest organisation in the world, developing internationally accepted standards, such as ISO9001.

**Litres of products produced (ltp):** Measurement unit, which corresponds to one litre of produced product. It is also described with the term lbp.

**Non-Carbonated Beverages (NCBs):** Non carbonated, non alcoholic beverages, such as water (with or without additional flavour), juices, sports drinks, energy drinks, ready to drink and coffee etc.

**Percentage of waste (gr/ltp):** The main indicator used in bottling factories to measure the production of solid waste as a by-product; expressed in grams of solid waste produced per litre of produced products.

**Rate of energy consumption (MJ/ltp):** The main effectiveness indicator used, in order to measure energy consumption; expressed in megajoules of consumed energy per litre of produced products.

**Rate of water usage (lt/ltp):** The main effectiveness indicator used to measure water consumption in bottling factories, representing the ration of water used in relation to products produced; expressed in total litres of water used for production per litre of produced products.

**Sustainable Development (Sustainability):** The philosophy of achieving economic development, without undermining the potential of future generations to satisfy their own needs.

**Plant/Unit:** Each one of the 7 production factories in Greece, operated by Coca-Cola HBC Greece.

**Polyethylene Terephthalate (PET):** A form of polyester used to produce light and durable bottles for beverages, foods and other products. PET is recyclable and is used after recycling to produce new packaging, clothes, car parts and industrial materials.

**The Coca-Cola Company (TCCC):** The largest company worldwide producing, marketing and distributing non alcoholic concentrates and syrups, used to produce almost 400 branded products. The company is active in over 200 countries ([www.coca-cola.com](http://www.coca-cola.com)).

**The Coca-Cola system:** This business model refers to the collaboration of The Coca-Cola Company with its bottlers worldwide. Within this Report the term refers to the collaboration of Coca-Cola HBC Greece with Coca-Cola Hellas, which is the subsidiary company of The Coca-Cola Company in Greece.

**The Coca-Cola Quality System of (TCCQS):** The world wide quality management system of The Coca-Cola Company, which has also been adopted by large bottlers. Today, in its third stage of evolution, it meets the requirements of international management standards such as ISO 9001:2000 (Quality), ISO 14001 (Environment) and OHSAS 18001 (Health and Safety).

# 5. FEEDBACK QUESTIONNAIRE

In order to support the improvement of Coca-Cola HBC Greece's Corporate Responsibility Report, you are invited to complete this questionnaire and forward it, along with comments you might have:

## 1. What is your impression, about the following elements of this Report?

Subject	Excellent	Good	Neutral	Mediocre	Bad
Sections have the right balance					
Important topics are covered					
Structure supports easy reading					
Texts are comprehensive					
Quantitative elements are complete					
Graphs included are comprehensive					
Layout is attractive/pleasant					

## 2. What is your impression, about the following areas of this Report?

Area	Excellent	Good	Neutral	Mediocre	Bad
II. Organizing Social Responsibility					
III. Environment					
IV. Community					
V. Marketplace					
VI. Workplace					
VII. Summary and Tables					

## 3. What is your overall impression about this Report?

In comparison to other Reports	Excellent	Good	Neutral	Mediocre	Bad
Greek ones					
Foreign ones					

## 4. Are there any topics, which are not answered (or not adequately covered) in this Report; do you have questions you would like to be answered in our next Report?

## 5. Are there any other comments/proposals you might have?

## 6. To which Stakeholder category do you belong?

Employees <input type="checkbox"/>	Consumers <input type="checkbox"/>	Local Community <input type="checkbox"/>	Media <input type="checkbox"/>
Suppliers <input type="checkbox"/>	Customers <input type="checkbox"/>	Non Governmental <input type="checkbox"/>	Other <input type="checkbox"/>
Public <input type="checkbox"/>	Government <input type="checkbox"/>	Organizations <input type="checkbox"/>	

Please forward the form to the:

**Coca-Cola HBC Greece**, Attn. Mrs S. Eliopoulou  
 Kifisias 60, 15125 Athens, Greece  
 Email: csr@cchellenic.com, Fax: +30210 63.81.900

*All information on this form will be used only for evaluating this Report, through statistical analysis. Personal data are protected, as defined by the respective law regarding private information.*

Personal Data (optionally)

Name \_\_\_\_\_ Organisation \_\_\_\_\_

Address \_\_\_\_\_

Phone/Fax \_\_\_\_\_

E-mail \_\_\_\_\_



CORPORATE  
RESPONSIBILITY  
REPORT  
2009

The Report is available in soft copy  
at [www.coca-cola3e.com](http://www.coca-cola3e.com)



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