Health and Wellness

Our Proactive Approach

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The Coca-Cola Company
Overview

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

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

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

of whom over 5m obese increasing by 250,000 per year
The development of obesity is complex.
The importance of energy balance

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

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

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

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**LIVE POSITIVELY** Coca-Cola
E.g. TV Viewing Vs Exercise

227 TV minutes per Day

171 Walking minutes per WEEK

Sofres Audimeter Panel
Media Habits Study
So what approach do we take at Coca-Cola?

- Every day we listen to consumers – gaining unique perspectives and insights regarding their attitudes and behaviour.

- European Science Advisory Council.

- Our consumers are diverse and distinctive – that is why we have over 180 brands in Europe.

- Remaining relevant to our consumers in changing times is the essence of our continued success.

- Therefore we know that obesity and the broader health and wellness debate is of major concern to many of our consumers and stakeholders.
4 strategic themes

- EVIDENCE Based
- Choice
- Responsible Marketing
- Informed Choice
- Active Lifestyles

Partnerships
Which resonate with our five commitments to WHO

1. **Product Composition & Availability**
   - Innovation
   - Guidelines/Strategies to reduce excess intake of nutrients of concern

2. **Nutrition Information for Consumers**
   - Ensure, at minimum, nutrition information for nutrients of concern on and off-pack

3. **Marketing & Advertising to Children**
   - Apply and monitor our marketing and advertising commitments

4. **Promotion of Physical Activity and Healthy Lifestyles**
   - Help raise consumer awareness on balanced diets and help promote physical activity and healthier lifestyles, including in workplace

5. **Partnerships**
   - Commitment of time, expertise and resources to support public-private partnerships to accomplish the objectives of the EU and WHO related to diet, physical activity and health
A total Beverage Company
More than 180 brands and +750 beverage products

Low/No Calorie

Mid Calorie

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

TCCC new product launches & acquisitions (excl. reformulations)

![Graph showing the number of mid/low calorie launches/acquisitions has more than tripled since 2003](image)

The number of mid/low calorie launches/acquisitions has more than tripled since 2003
Packaging Choice: Smaller Sizes

Recent Examples of our Beverage Innovation
Average Calorie Portfolio Evolution

Top 9 countries represent 80% of total EUG sales (YTD Dec 2008)

Total Non-Alcoholic Beverages

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

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

Source: Internal Sales, Optiva
Voluntary on-pack labelling – nutritional information

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

**Front of Pack**
Energy (calories) per serving & Guideline Daily Allowance (GDA) energy percentage information on the front of the pack on all their branded products.
# Increase use of GDA information

## Poland

**The Coca-Cola Company**

**Awareness, understanding and usage of GDA—General Population 2009**

<table>
<thead>
<tr>
<th>% declaring</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have heard of the term GDA</td>
<td>68%</td>
<td>72%</td>
<td>77%</td>
</tr>
<tr>
<td>Have recognized the GDA label</td>
<td>62%</td>
<td>67%</td>
<td>72%</td>
</tr>
<tr>
<td>Have read the label</td>
<td>52%</td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>Have understood the GDA meaning</td>
<td>51%</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>Have used the label to determine what to buy/drink</td>
<td>21%</td>
<td>29%</td>
<td>29%</td>
</tr>
</tbody>
</table>

*Base Total: (399) (402) (407) (105)*

**Millward Brown Nutrition Labeling research April 2009**
EDUCATING WITH INFORMATION, TRAINING & PARTNERSHIPS
Health and Wellness in the Workplace

**FFF Academy - Educational Workshops**

Present and discuss health and wellness

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

**Health and lifestyle coaching**

- Health check
- Nutrition consulting
- Stress management
- Participation into physical activity events
We Operate in a Socially Responsible Way

Marketing Policy to children

Educational Channel Policy
UNESDA Commitments

Our commitments to act responsibly

Public education, healthy lifestyles and physical activity programmes

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

Consumer information

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

Advertising and commercial communication

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

- Not engage in any direct commercial activity in primary schools, unless otherwise requested by school authorities.
- Ensure that in secondary schools, with the agreement and active participation of either parents or legal guardians, a full range of beverages (including water, juices and other beverages to provide regular and low-calorie/calorie-free versions), is made available in appropriate quantities that allow for portion control.
- Respect the commercial-free character of schools by providing, where directly responsible for the final distribution of products, unbranded vending machines, preferably including images and messages promoting balanced diets and healthy active lifestyles.
- Make third-party distributors aware of these commitments in such cases where we are directly responsible for the final distribution of their products to schools.

- Ensure that promotional activities (e.g. redemption, under-the-caps offers, SMS contests, etc) offering prizes or rewards will avoid requiring consumers to purchase excessive quantities of products in order to participate.

Promotions and choice

- Increase the number of non-beverages with low- or no-calorie content and replacement options for existing beverages, where technologically possible, safe and acceptable to consumers.
- Increase the choice and availability of individual packaging sizes and portion control measures, such as appropriate cup downsizing, to help reduce individual over-consumption.

Research

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

"The approaches to the commitments consider children as defined in "below 12", and that "programmes aimed at children" be defined as those programmes whose users are mostly children (i.e. more than 50%)."
Results of monitoring, 2007

No vending in primary schools

TV advertising – UNESDA signatories

Vending machines are neutral or display health messages rather than product advertising
UNESDA’s commitments are at the extreme end of best practice”.

Robert Madelin, Director General, DG Sanco, European Commission
Characteristics of our physical activity programmes

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

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

Total participants 2 720 852
BY PROMOTING PHYSICAL ACTIVITY FOR ALL AGES, EVERYWHERE
BULGARIA – FOOTBALL TOURNAMENT
Great Fun 2 Run – University Loughborough - UK – $500k
- Healthy lifestyle programme – Urban City – multicultural – 10000 children 7-11yrs
- BMI, waist circumference, fitness, dietary intakes, behaviour change model – what worked – what didn’t?

SPORT 4 LIFE University Ulster – N. Ireland - $330k
- Healthy Lifestyle – importance energy balance – sport for children from different traditions
- BMI, WC, dietary intakes, mental well-being

TAPAS – CREAL – Spain - $1.4mill
- Relationship between physical activity (cycling), health and environmental benefits
- BMI, health, environmental
Obesity is a complex issue that cannot be simplified by a single solution - A multi-factorial approach is required as a matter of public health priority.

It is vital that effective public policy be grounded on solid nutritional and behavioral science.

Health and Wellness is at the heart of our strategy in a practical and innovative way.

Beverages play an important role in healthy balanced lifestyles.

We are working together with other stakeholders to address the obesity issue.