**HIGHLIGHTS 2015**

- **£1.2 million** invested in education and community programmes.
- **11,176** visitors to our education centres.
- **88,900** students took part in the Real Business Challenge.

**HOW WE'RE DOING IT**

We support the communities in which we operate in a number of ways:
- Direct investment in community programmes and partnerships
- Opportunities for our employees to volunteer their time on our community programmes
- Giving in kind

**OUR COMMITMENT**

We will make a positive difference in our communities, work with local partners and support the active involvement of our employees.

**INTRODUCTION**

We have a long history of supporting our local communities. We invest in education programmes for young people and encourage our employees to get involved whether mentoring students, or hosting factory tours at our education centres.

**COMMUNITY PROGRAMMES**

In 2015, Coca-Cola contributed more than £1.2 million to community projects and partnerships, supporting the development of young people, protecting the environment and encouraging people to be more active.

The second day – the Grand Final – saw students tasked with a new challenge to design a product made mainly from recycled materials. This included developing a business plan on how to take the product to market, developing a brand campaign to communicate its sustainability credentials, and securing in-store visibility. Students presented their ideas to a panel of industry experts including Joanne Denney-Finch OBE, CEO of Institute of Grocery Distribution (IGD), the global food and grocery experts.

As overall champions of the 2015-16 Real Business Challenge, the team from Cramlington Learning Village were awarded a 3D printer for their school. All of the teams that took part in the Grand Final will also see their litter campaign poster designs developed and displayed at bus stops local to their school later in the year.

Now in its 12th year, the Real Business Challenge is designed to inspire and educate young people, helping them gain the skills they need to have a competitive edge in the job market. The number of schools participating in the competition increases year on year, with a record number of over 880 schools entering the 2015-16 challenge, reaching close to 89,000 students. Since 2008, RBC has reached more than 393,000 students.

Supported by a dedicated Education team, the RBC forms a core part of CCE’s CRS commitments. Our £4 million investment since 2011 in education initiatives such as the RBC, helps to provide a bridge between learning in schools and that next stage of broadening students’ horizons as to what opportunities are available to them.

It is in all of our interests to support the development of young people – to develop the skills that are central to success – not only in businesses such as ours, but in any line of work. It is inspiring to see our potential leaders of tomorrow tackle the challenges of the RBC head on, with remarkable results.

**The Real Business Challenge**

Students from Cramlington Learning Village (see above) were crowned champions following the Grand Final of Coca-Cola Enterprises’ (CCE) Real Business Challenge (RBC).

For this year’s challenge, student teams were tasked with designing a litter awareness campaign to encourage members of the public in their local area not to drop litter. The theme was built from the insight that positive peer pressure amongst under 25-year-olds is effective at reducing littering behaviour, a key finding from a recent joint research report by CCE and Keep Britain Tidy.

CCE partnered with anti-litter campaign groups including Keep Wales Tidy, Keep Scotland Beautiful, Hubbub, and Clean Up Britain. Representatives from these groups were on hand throughout the regional and national finals, mentoring teams and joining the judging panels.

This year’s Grand Final was split across two days, with students first attending a Parliamentary reception at the House of Commons. Here each team showcased their campaigns to a host of MPs and invited adult guests from NGOs, trade associations and businesses.
Education centres

Each of our five education centres is run by a fully qualified teacher, employed full-time by CCE. They provide secondary school students the chance to connect the skills they learn in the classroom to real-life experiences of the world of work.

In September 2015, the education centre at our Edmonton factory welcomed the 50,000th student through its doors as part of a visit from a local school. The facility, which opened in 2004, aims to host more than 200 school visits a year, giving students an insight into manufacturing processes and the opportunity to hear more about career options in the industry.

Education experience

In July 2015, CCE’s Vice President and General Manager, Leendert den Hollander, went back to school to help students understand how lessons learnt both in and out of the classroom can help them as they move into working life. This was part of IGD’s Feeding Britain’s Future Schools Programme to help 13 to 17-year-olds with the skills they need to find work. It’s the first time any industry has come together to provide a full spectrum of skills support, from schoolchildren through to older unemployed people.

In March 2016, to mark International Women’s Day (IWD), we opened the doors of our headquarters in Uxbridge, to a group of female students from six local schools, to offer first-hand insight into the business. The visit also involved meeting female employees from CCE to discuss their careers and experiences in the food and drink industry.

The initiative supports two of our core sustainability commitments of promoting workplace diversity and helping to provide young people with the skills and information they need to develop their future careers. Last year we expanded our sustainability targets, committing to support the skills development and learning needs of 250,000 young people each year by 2050 as well as an aspiration to have a minimum 40 percent of women in both management and leadership grades by 2025.

From 16-22 November 2015, we supported Global Entrepreneurship Week, a global celebration that aims to inspire people through local, national and global activities designed to help them explore their potential as self-starters and innovators. Our education centre in Milton Keynes hosted a group of 25 year-ten Business Studies students from Weavers Academy in Northamptonshire. Their trip focused on manufacturing and sustainable business. They heard from Trewin Restorick, the CEO and Founder of Hubbub, who partner with businesses to take a fresh approach to communicating environmental issues.

CASE STUDY

On 23 June 2015, we supported National Women in Engineering Day at each of our education centres by hosting a total of 156 students (girls accounted for 59 percent). Currently in the UK, only 7 percent of the engineering workforce is female. As well as enjoying a factory tour, students met with female engineers currently working for CCE. Feedback indicated that 80 percent of the participating students felt the visit helped them appreciate more about career opportunities within manufacturing for women, while a further 86 percent said this helped them understand more about the importance of gender diversity to business.

Below: A group of students taking part in International Women’s Day at our headquarters in Uxbridge.