

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

TEMPLATE FOR COMPANIES

COCA-COLA

REPORT SUBMITTED ON (30 JULY 2025)

Type of business/sector <i>(E.g. retail, dairy)</i>	Sustainability dimension <i>(E.g. environmental, social)</i>	Code aspirational objective <i>(1-7)</i>	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional) <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
Beverage	Social- Health & Nutrition	1	Signatory of UNESDA's commitment to reducing average added sugars in soft drinks by another 10% by 2025 vs 2019 in the EU-27+UK;	Reporting through UNESDA;		

			Signatory of UNESDA's commitment not to sell soft drinks in primary schools and only sell no/low calorie soft drinks in secondary schools in unbranded vending machines across the EU; Signatories of the enhanced responsible marketing commitments from the EU Pledge and UNESDA to not market any of our beverages to children younger than 13 years with an audience threshold of 30%; Signatories of the responsible marketing pact from the World Federation of Advertisers	Reporting through UNESDA bi-annually (2023 results available); Reporting through WFA- EU Pledge & UNESDA; Reporting through WFA-RMP		
Beverage	Environmental-Climate	3	In 2021, Coca-Cola Europacific Partners and Coca-Cola HBC set Net Zero 2040 goals, including interim science-based targets for 2030. This will result in a reduction of 2.5 million tons CO2 equivalent annually in Europe by 2030 compared to 2015 – a reduction of 30% – including all Scope 1, 2 and 3 emissions.	By the end of 2024, across Europe, CCEP reported an absolute reduction in total value chain GHG emissions (Scope 1, 2, 3) of 17.9% since 2019. By the end of 2024, CCH has reduced the absolute emissions from Scope 1 and 2 by 31%, and in all three scopes (total value chain emissions) the reduction is by 18% vs 2017 (all data excluding Egypt).		

Beverage	Environmental-Packaging	4	Signed up to UNESDA's circular beverage packaging vision; The Coca-Cola Company will reduce its use of virgin plastic derived from non-renewable sources by a cumulative 3 million metric tons over the next five years globally.	Reporting through UNESDA		
Beverage	Environmental-Water	4.3	The Coca-Cola Company has set a global strategy to increase water security for its business, communities, and nature	156% of the water used in our finished beverages returned to nature and communities in 2023		
Beverage	Environmental-Sustainable Agriculture	6	Committed to uphold our global Principles for Sustainable Agriculture	The Coca-Cola Company and its bottling partners are committed to sustainability and the preservation of our planet's natural resources. As such, we support the implementation of the recently approved EU regulation to minimize EU-driven deforestation and forest degradation while also respecting commodities producing countries' laws and anti-deforestation strategies.		