

Annual Stakeholder Forum

Budapest
4th November
2014



Coca-Cola
Hellenic Bottling Company



Facilitator: László Radácsi, Ph.D.
SmartLab Consulting

Graphic recording by
Kata Máthé & Grafarita

BACKGROUND

On November 4th 2014, the Coca-Cola Hellenic Bottling Company AG (CCHBC AG) organised and hosted a stakeholder engagement forum in Budapest (Hungary).

The objectives of this Forum were to:

- 1** Solicit inputs from stakeholders regarding material issues for CCHBC.
- 2** Identify new problems and social trends for CCHBC to manage in the future.
- 3** Propose new ideas to manage CCHBC's material sustainability issues.

Forum participation was limited to invited stakeholders, taking into account the AA1000 Stakeholder Engagement Standard (AA1000SES) and the GRI G4 Standard.

The Forum was organised as per the “World Café” methodology that enabled participants to generate and capture ideas, opinions and comments about some of the most pertinent issues for the company, including but not limited to:

- 1** Stakeholder engagement
- 2** Health & Nutrition
- 3** Energy & Carbon
- 4** Employee wellbeing
- 5** Sustainability communications

During the Forum the “Graphic Recording” technique was applied for note keeping, a methodology that uses drawing and imagery to convey ideas, capture information, and promote understanding.

This E-book is a visual summary of the Annual Stakeholder Forum.
It was prepared by Coca-Cola HBC AG in partnership with SmartLab Consulting (Hungary).

**WELCOME TO THE
9TH ANNUAL STAKEHOLDER FORUM
OF COCA-COLA HBC**

ANNUAL STAKEHOLDER FORUM



**Coca-Cola
Hellenic Bottling Company**



AGENDA OF THE FORUM



Agenda of 'Café in a bottle'

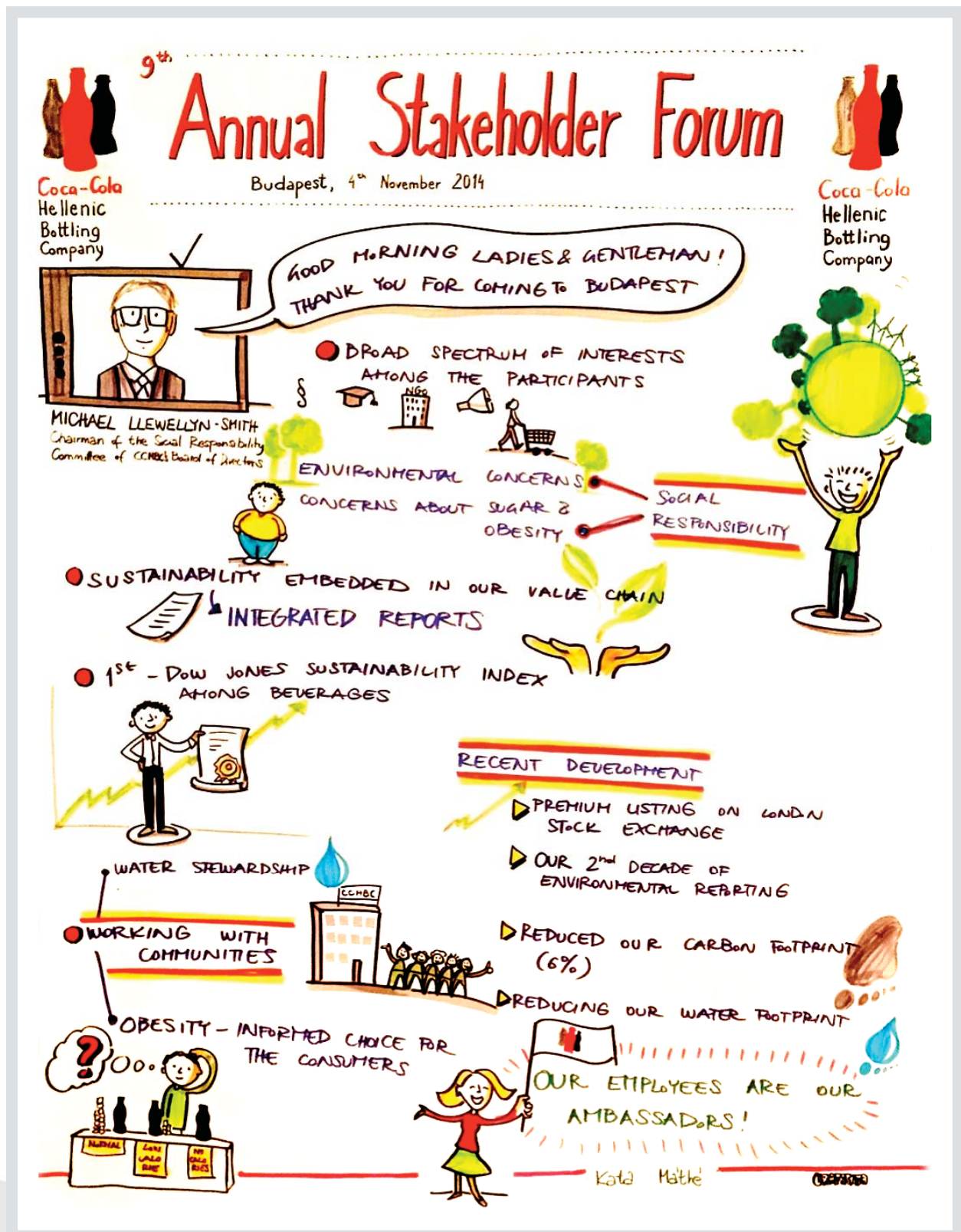
Coca-Cola HBC AG Annual Stakeholder Forum

- | | |
|-------------|--|
| 9.00-10.00 | Registration, networking |
| 10.00-10.30 | Opening Session |
| 10.30-12.00 | Café in a bottle [working in small groups] |
| 12.00-13.00 | Lunch, networking |
| 13.00-14.00 | Café table hosts report on results [plenary session] |
| 14.00-15.00 | Discussion, Q&A |
| 15.00-15.15 | Closing Session |
| 15.15-15.30 | Feedback |



VIDEO MESSAGE OF SIR MICHAEL LLEWELLYN-SMITH

(CHAIRMAN, SOCIAL RESPONSIBILITY COMMITTEE OF
THE BOARD OF DIRECTORS COCA-COLA HBC)



OPENING SPEECH BY GARY BREWSTER

(GROUP SUSTAINABILITY DIRECTOR)



Opening
Speech
by
Gary
Brewster



● 29 YEARS WITH COCA-COLA SYSTEM

↓ I'M THE PRODUCT OF COCA-COLA, SYSTEM

● CO-CREATING THE SUSTAINABILITY STRATEGY OF COCA-COLA HELLNIC



● UNDERSTANDING & LISTENING TO OUR STAKEHOLDERS



● 12 YEARS - PART OF CHELLENIC FAMILY



MY COLLEAGUES:

KLASKE DE JONGE
GROUP PUBLIC AFFAIRS
& COMMUNICATION
DIRECTOR

ÉDA G. POGÁNY
GROUP
SUSTAINABILITY
COMMUNICATIONS
DIRECTOR



WE ARE HERE TO
LEARN FROM
YOU!



Please help us understand what we could do better!
Have fun & be candid, please!



Kata Máté

GRATIA

TABLECLOTHS FROM THE CAFÉ

SUMMARY OF THOUGHTS, NOTES, OUTCOMES OF THE DISCUSSIONS AT EACH TABLE

TABLE 1.

How could we effectively close the gap between sustainability performance and perception?

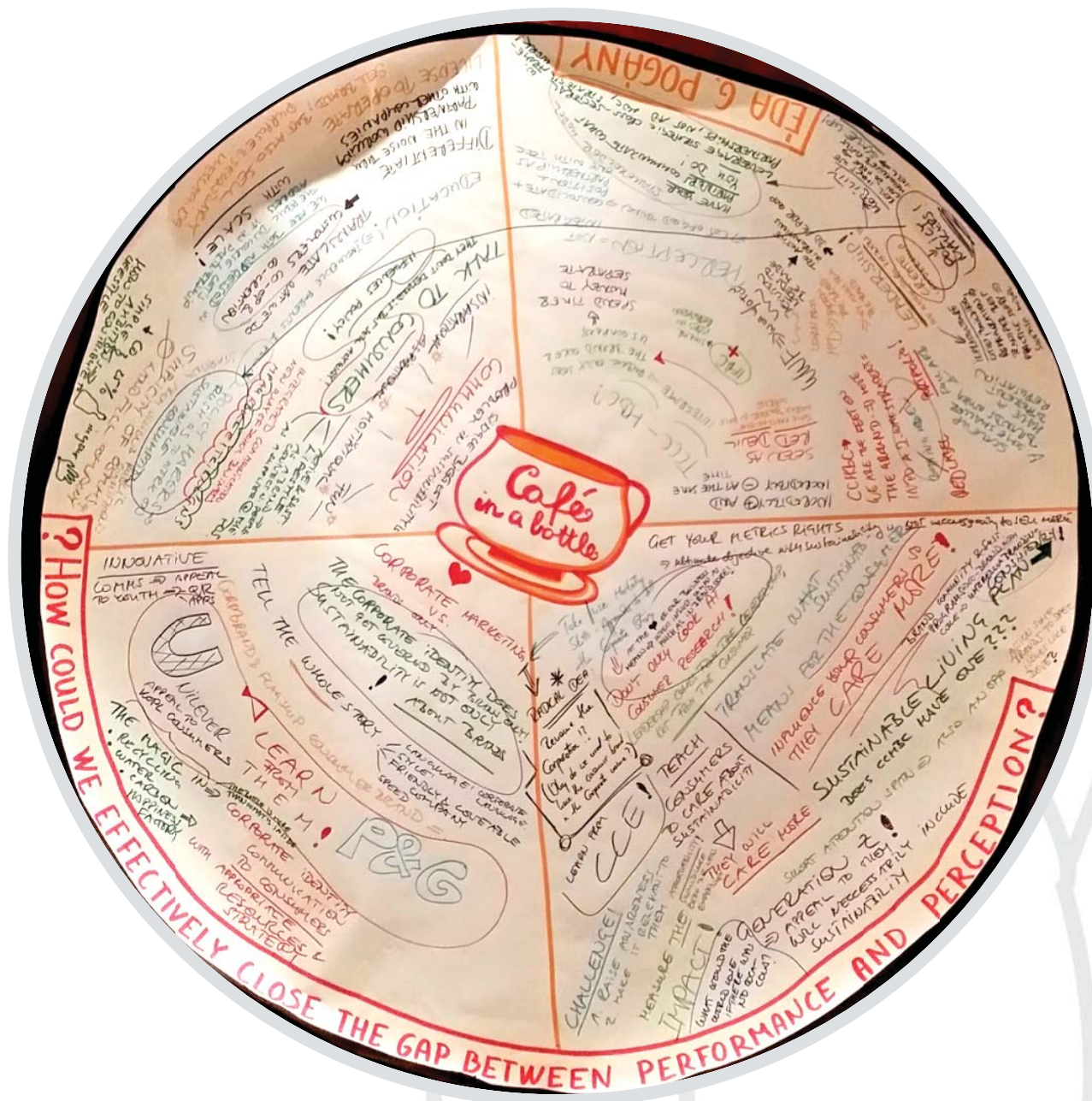


TABLE HOST: ÉDA G. POGÁNY
 Director, Sustainability Communications, CCHBC

TABLECLOTHS FROM THE CAFÉ

SUMMARY OF THOUGHTS, NOTES, OUTCOMES OF THE DISCUSSIONS AT EACH TABLE

TABLE 2.

How could we improve our approach to carbon and energy issues?

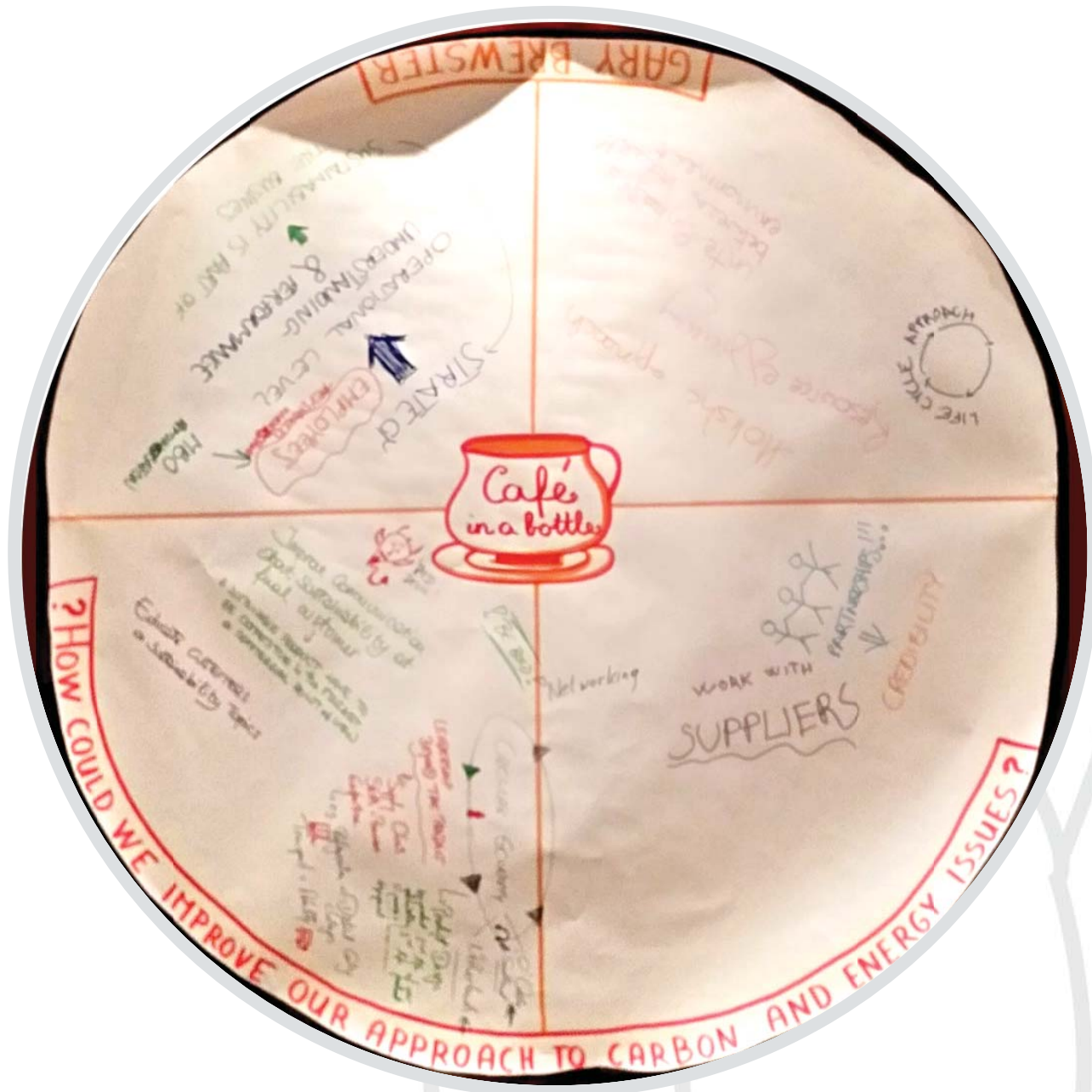


TABLE HOST: GARY BREWSTER

Director, Operational Sustainability and Resource Recovery, CCHBC

SUMMARY OF THOUGHTS, NOTES, OUTCOMES OF THE DISCUSSIONS AT EACH TABLE

How could we improve our approach to health and nutrition issues?



Director, Public Affairs & Communications, CCHBC

TABLECLOTHS FROM THE CAFÉ

SUMMARY OF THOUGHTS, NOTES, OUTCOMES OF THE DISCUSSIONS AT EACH TABLE

TABLE 4.

How could we better understand emerging trends in our social environment and employee wellbeing?



TABLE HOST: SÁRA CSILLAG, Ph.D.

Head of Department of Management and Human Resources
Budapest Business School

SUMMARY OF THOUGHTS, NOTES, OUTCOMES OF THE DISCUSSIONS AT EACH TABLE

How could we improve our responsiveness to stakeholders?



Head of the CSR Section, Hungarian PR Association

REPORT BACK FROM TABLES IN PLENARY SESSION

1ST TABLE:

How could we effectively close the gap between sustainability performance and perception?

2ND TABLE:

How could we improve our approach to carbon and energy issues?




REPORT BACK FROM TABLES IN PLENARY SESSION

3RD TABLE:

How could we improve our approach to health and nutrition issues?


4TH TABLE:

How could we better understand emerging trends in our social environment and employee wellbeing?




Coca-Cola
Hellenic
Bottling
Company

How could we improve our approach to health and nutrition issues?




KLASKE DE JONGE


- BROAD TOPIC
- INFORMATION GAP
- ACTIVE LIFESTYLE
- PORTFOLIO MANAGEMENT
- SOCIAL EQUATION
- LET'S MAKE HELLENIC A MOBILITY-ORIENTED COMPANY?
- OBESITY - WE DON'T HAVE MEASURABLE OBJECTIVES

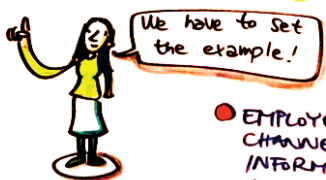


THE ROLE OF RETAILERS..?




Let's encourage customers to burn them out!

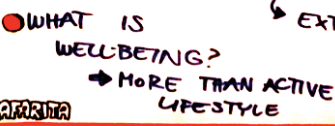





LEADING POSITION → RESPONSIBILITY




CRITICS
SUPPORTERS



→ MORE THAN ACTIVE LIFESTYLE



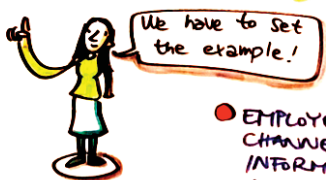
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SARA GSILAG

How could we better understand emerging trends in our social environment and employee wellbeing?

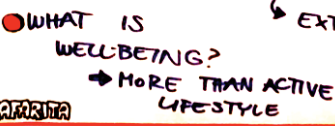
- SOCIAL TRENDS
- THINK GLOBALLY, ACT LOCALLY!
- EMPLOYEES AS CHANNELS OF INFORMATION ON LOCAL ISSUES
- GENDER ISSUES
- WHAT IS WELL-BEING?
- CHALLENGE YOURSELF!




LEADING POSITION → RESPONSIBILITY




CRITICS
SUPPORTERS




→ MORE THAN ACTIVE LIFESTYLE



4



GRAMMA



Katie Harte

REPORT BACK FROM TABLES IN PLENARY SESSION

5TH TABLE:

How could we improve our responsiveness to stakeholders?

Plenary discussion capturing all related comments

Coca-Cola Hellenic Bottling Company

How could we improve our responsiveness to stakeholders?

- BASIS OF DISCUSSION: MATRIX
 - LINKED TO THE CORE BUSINESS?
- PRIORITIES → x5 IN THE MATRIX
 - LET'S STRUCTURE THE VALUES BETTER!
- HOW CAN WE CREATE A SHARED VALUE?
 - WHAT IS THE BEST METHOD TO DO THIS?
- ALLOW STAKEHOLDERS TO MANAGE ISSUES!
- HOW TO INTERCONNECT ISSUES?

Discussion

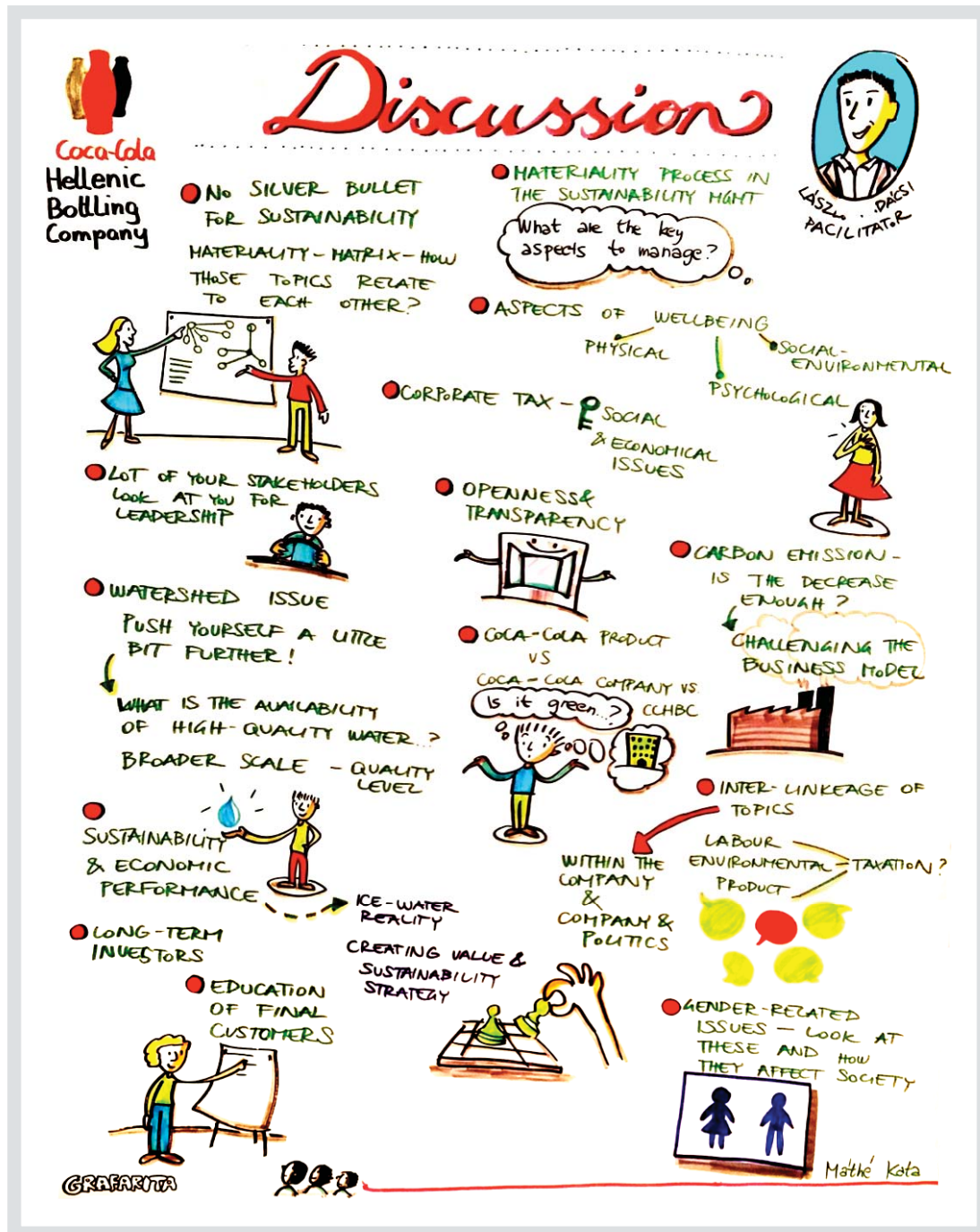
- CONSUMERS ARE NOT REPRESENTED HERE
 - I WANT TO KNOW MORE ABOUT THE PRODUCT I BUY!
- MISSION - INVOLVE THE STAKEHOLDERS
 - IT'S NOT ENOUGH TO BE GOOD AT WATER
- REFRIGERATION ISSUE → COOLING IN DEVELOPING COUNTRIES IS IMPORTANT → CAN WE DO SG. FOR THEM?
- REAL LEADERSHIP IS BEYOND THE PROFIT
- LET'S REDEFINE OUR MATERIALITY MATRIX!
 - What is material?
- WE ARE GOING TO FOCUS ON OUR VALUE CHAIN
 - CLOSING THE LOOP

SCORPITA

Matthé Kata

REPORT BACK FROM TABLES IN PLENARY SESSION

PLENARY SESSION DISCUSSION CONTINUED



REPORT BACK FROM TABLES IN PLENARY SESSION

PLENARY SESSION CLOSING AND WRAP-UP



GROUP PHOTOS

