

# **Health and Wellness**

**Our Proactive Approach** 

#### **Joan Prats**

**Corporate Responsibility Director Health & Wellness** 

**The Coca-Cola Company** 



#### **Overview**



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

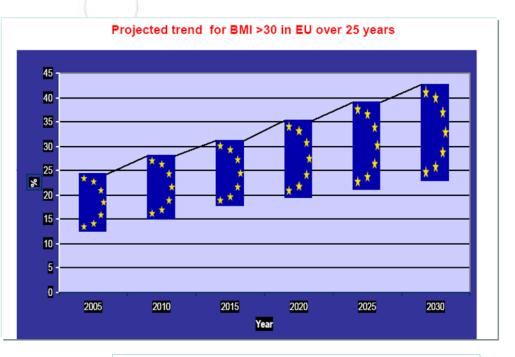
Our approach





### **Obesity in Europe**

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

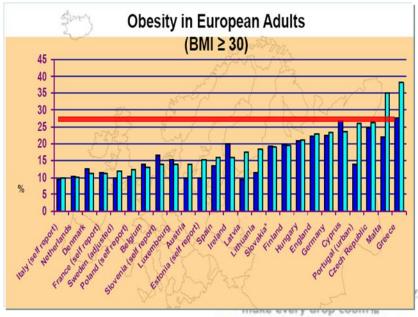


74m school-age children estimated 21m overweight increasing by 1m per year

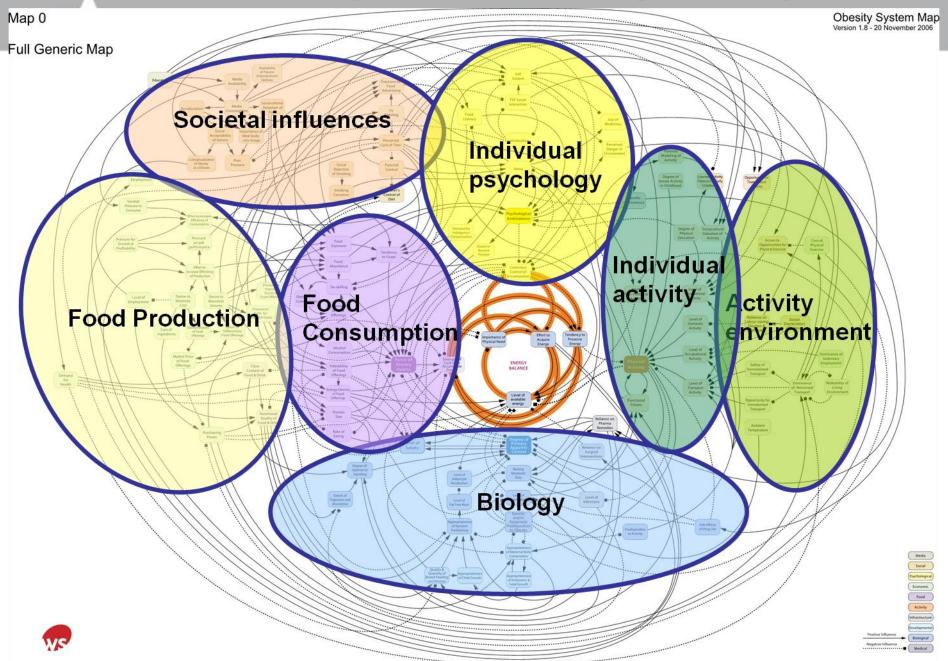
of whom over 5m obese increasing by 250,000 per year





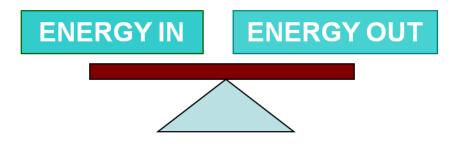


## The development of obesity is complex



## The importance of energy balance

Obesity sions: restyle of the ath



VS.

### <u>In</u>

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

#### <u>Out</u>

- 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





# **E.g. TV Viewing Vs Exercise**





227 TV minutes per Day

171 Walking minutes per WFFK

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





#### 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** 





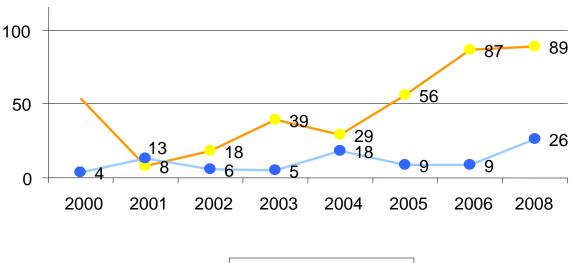
Regular

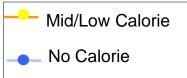


# ....With increasing numbers of new low or mid calorie beverages per year



#### TCCC new product launches & acquisitions (excl. reformulations)





The number of mid/low calorie launches/acquisitions has more than tripled since 2003



### **Our Innovation**



#### **Packaging Choice: Smaller Sizes**











250 Bubble bottle



250 ml Bottle















**Recent Examples of** our Beverage Innovation

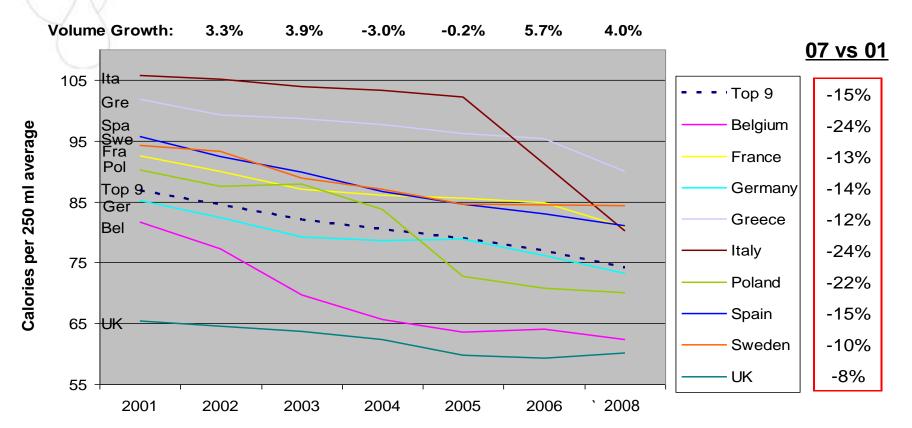


### **Average Calorie Portfolio Evolution**



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



# Voluntary on-pack labelling – nutritional information



















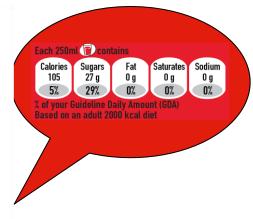
#### **Back of Pack:**

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.



Energy (calories) per serving & Guideline Daily Allowance (GDA) energy percentage information on the front of the pack on all their branded products







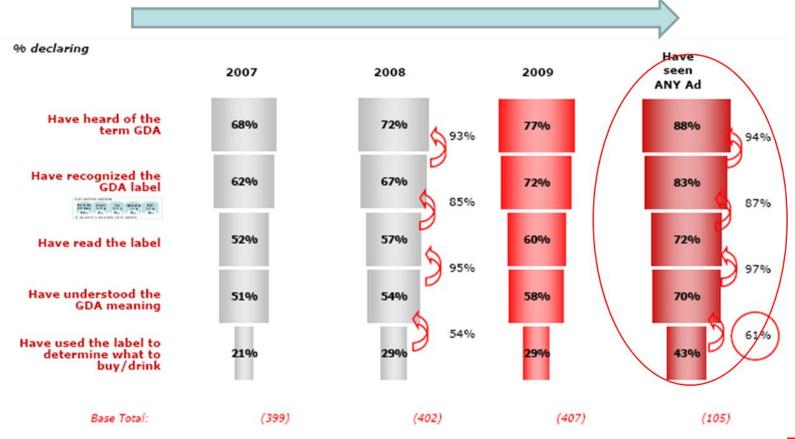


# Increase use of GDA information Poland

The Coaleta Company

MillwardBrown

Awareness, understanding and usage of GDA-General Population 2009





#### **EDUCATING WITH INFORMATION, TRAINING & PARTNERSHIPS**







#### Fit For the Future The Coca Cola Company







everage Calorie Comparison Tool **Links & Educational** 

The Beverage Institute is part of The Coca-Cola Company's ongoing commitment to beverage innovation

campley in healthy, activ Mestyles. That's what use he have fait We've got all the info you need to stay fit and feel good.



The Court of Company

agement?

nutrition for



**Theart** 

Coke



**Active Healthy Living** A guide for parents

# 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

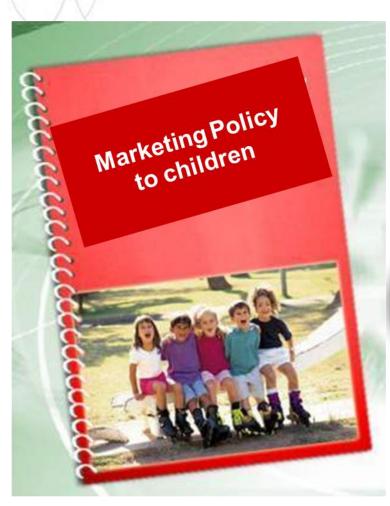




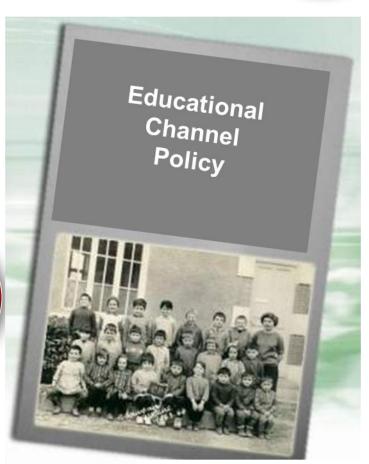


## We Operate in a Socially Responsible Way











#### **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 healthy active lifestyles.

#### Consumer information

- Provide in a consumer-noticeable way nutrition information as defined in current EU Insistation. 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. 210ml, 310ml, 500mb in all products.
- . Start market tests with on pack guideline daily amounts (CDAs) is 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 calorie intake.
- . Provincetly advertising on park the low or neu-ratoria content of houseages with each 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 communication in printed media, websites or during breadcast programmes specifically almed at children\*.
- . Avoid any direct appeal to children to persuade perents or other adults to buy products for them or to do anything else that gues expressly against the wishes or authority of a perent, quardian 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 edu and parenty, a full range of beverages (including water, juices and other beverages in regular and low-calorie/calorie-free versions), is made available in appropriate coetal that allow for person control.
- · Respect the commercial-free character of schools by providing, where directly res for final distribution of products, unbranded vending machines, preferably including images and messages promoting balanced diets and healthy active lifestyles.
- . Nake third-party distributors aware of these commitments in such cases where we directly responsible for the final distribution of their products to schools.
- . Ensure that premotional activities (e.g. redemptions, under-the-cap efferings, SMS corrects, ext) offering prizes or rewards will avoid requiring consumers to excessive quarrities of products in order to participate.

#### Penmotions and choice

- . Increase the number of new beverages with low- or no-caloria content an of existing beverages, where technologically possible, safe and acceptable to
- Increase the choice and availability of individual packaging sizes and pursu appropriate cup downsizing, to help reduce individual over-consumption.

- . Costribute, within the limits of what is appropriate to our role, to public an linto consumer behaviour and responsiveness to educational compalgre air healthy eating and healthy lifestyles.
- . Share with other stakeholders our consumer research insights as the health and wellness.



"The signatories to the commitments consider 'tridition' to be defined as 'below 32" and that 'programs' armed at children' to be defined as those programmes whose viewers are mostly children if a more than \$80.

ENESDA's epetribution to the EU Platform for Action on Diet. Physical Activity and Health is available in download from transactious

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## **Results of monitoring, 2007**



No vending in primary schools

93.9% 6.1%

TV advertising – UNESDA signatories

99.79% 0.21%

Vending machines are neutral or display health messages rather than product advertising







### ...with recognized efforts...



\* 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 eay 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 reate 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



# **Participating communities**









# **Our Active Lifestyle programmes**



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

**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

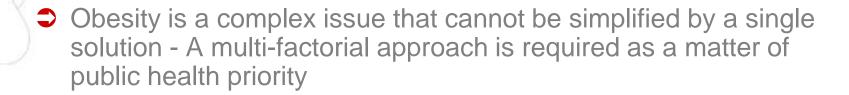
- Healthy Lifestyle importance energy balance sport for children from different traditions
- BMI, WC, dietary intakes, mental well-being

### **⇒** TAPAS – CREAL – Spain - \$1.4mill

- Relationship between physical activity (cycling), health and environmental benefits
- BMI, health, environmental



## **Conclusions**



- ⇒ 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

