

Coca-Cola Enterprises

Issue sheet: Climate Change

How can we tackle the issue of climate change?

ISSUE INSIGHTS

2°C

To avoid the most dangerous impacts of climate change, we need to limit global temperature rises to no more than 2°C above pre-industrial levels.¹
IPCC

Rising levels

The rising levels of greenhouse gases from the burning of fossil fuels and land-use changes (such as deforestation) are causing a sustained and unequivocal rise in global temperatures.²
IPCC

40%

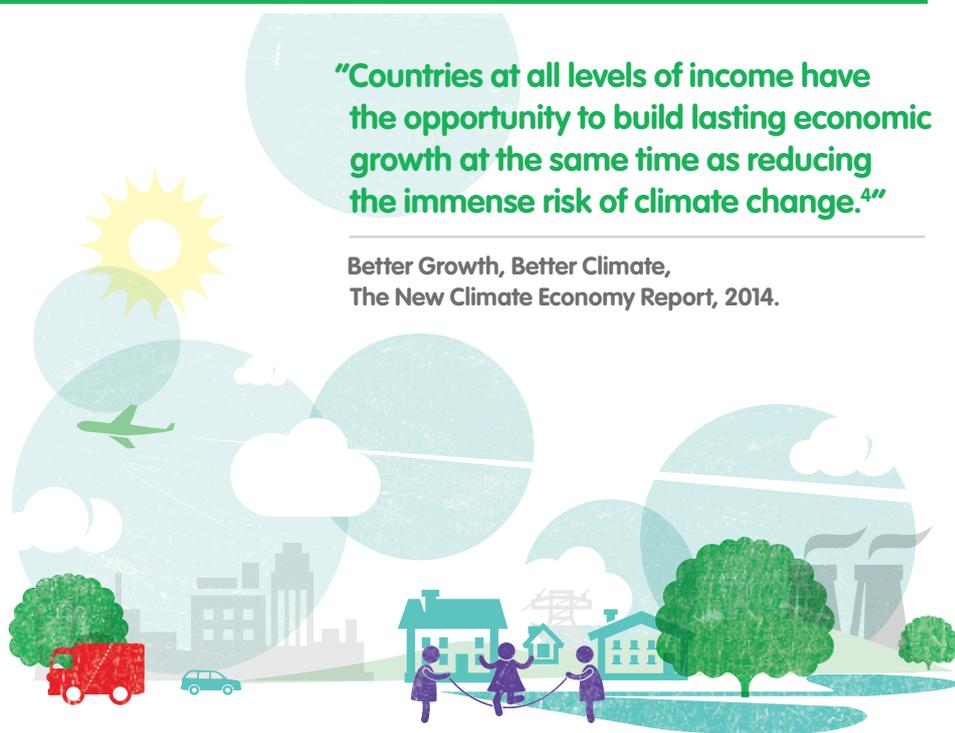
The European Union has agreed a 40 percent greenhouse gas emissions reduction target by 2030 and a long-term target to reduce GHG emissions by 80-95 percent by 2050.³
European Union

OUR COMMITMENT

We will reduce the carbon footprint of the drink in your hand by a third by delivering carbon reductions throughout the entire value chain by 2020.

“Countries at all levels of income have the opportunity to build lasting economic growth at the same time as reducing the immense risk of climate change.”⁴

**Better Growth, Better Climate,
The New Climate Economy Report, 2014.**



Climate change is one of the most serious and complex global challenges facing the world. Together with other related impacts including extreme weather events, biodiversity loss and water and food crises, it's among the top global risks identified by the World Economic Forum.

At Coca-Cola Enterprises we believe that urgent action must be taken to tackle climate change – one of the most significant risks for our business.

Gradual rises in global temperatures, due to increased greenhouse gases in the atmosphere, are linked to changing weather patterns and extreme weather conditions around the world – both of which could have adverse impacts on our manufacturing operations and distribution network. Climate change may also impact water, our primary ingredient, exacerbating water scarcity and causing a further deterioration of water quality in affected regions.

In addition, climate change could lead to decreased agricultural productivity in certain regions of the world and possibly limit the availability or increase the cost of the raw materials we use in our products.

As a result, we have strengthened our commitments to reduce the greenhouse gas emissions associated with our own business and our value chain. It is also why we continue to support a progressive policy agenda on climate change and carbon reduction and have supported the work of the Prince of Wales' Corporate Leaders Group on Climate Change and the Haga Initiative in Sweden.

We believe that the impact of climate change is both dangerous and costly. Yet economic growth and action on climate change can be achieved simultaneously. Decarbonization and the transition towards a low-carbon economy can be a driver of green growth and deliver significant long-term economic benefits. These include improved energy security, new jobs in the low-carbon sector, reduced air pollution and protection of the biodiversity and ecosystems on which we all rely.



Nina Ekelund
Programme Director,
Haga Initiative,
Sweden

A VIEW FROM THE HAGA INITIATIVE

I believe climate change is the biggest threat to the survival of humanity. Among young people, particularly, it's a cause of concern because it's their future at stake. Companies like Coca-Cola Enterprises, that seek to be close to their consumers, have to take a lead on this issue – and be seen to be doing so.

That means having an ambitious climate agenda with clear targets. It means recognizing the link between climate change and issues such as water security and biodiversity and taking action accordingly. It means investing in innovation and working with others to promote recycling, develop sustainable packaging and advance the circular economy. Progressive companies also need to be transparent in communicating what they are doing and the progress they are making.

The benefits are clear – not just cost savings through greater energy efficiency, but a better brand reputation leading to greater consumer loyalty, employees (especially the younger generation) who are proud to work for the organization and investors prepared to look more favorably on the business. Given that the costs of such an agenda will change over time, companies that take ambitious action now will have an advantage over those that wait.

With every step, CCE needs to be asking what it can do to be part of the climate change solution. That's what tomorrow's consumers will want to see.



Rein de Jong
Supply Chain Operations Director,
Dongen, Netherlands,
Coca-Cola Enterprises

A VIEW FROM COCA-COLA ENTERPRISES

I'm passionate about the issue of climate change. As a father, I feel that it's important to leave the planet in as good a state as it can be for our children. However, I know that everything I do on a personal basis – at home, on my way to work – can be done bigger and better at our factory in Dongen. By belonging to a company like CCE, I can make a big difference.

As the site director for our Dongen factory, I see first-hand the impact that climate change can have and the risks we face as a business. For example, over the past three years, we have had much heavier rainfall and have had to deal with issues such as flooding for the first time.

I'm proud that at CCE we are looking at the opportunities and the longer-term picture rather than just managing the risks. Our new target to halve the carbon footprint of our business and our commitment to reduce the carbon footprint of the drink in your hand by a third are the right things to do. At Dongen I'm proud that we have reduced the energy that we use at the site by 19 percent since 2007. Sometimes it means that our investments have a longer payback – for example when we look to source our energy from low-carbon or renewable sources, such as wind. It also provides some great opportunities for collaboration. At Dongen, we are working with our neighbor and supplier, Ardagh Glass, to capture the residual heat from their facility and use it to power our Dongen site.

I believe that by working together we can all make a big difference.



Wakefield packaging line.