Coca-Cola EuroPacific Partners GHG emission goal

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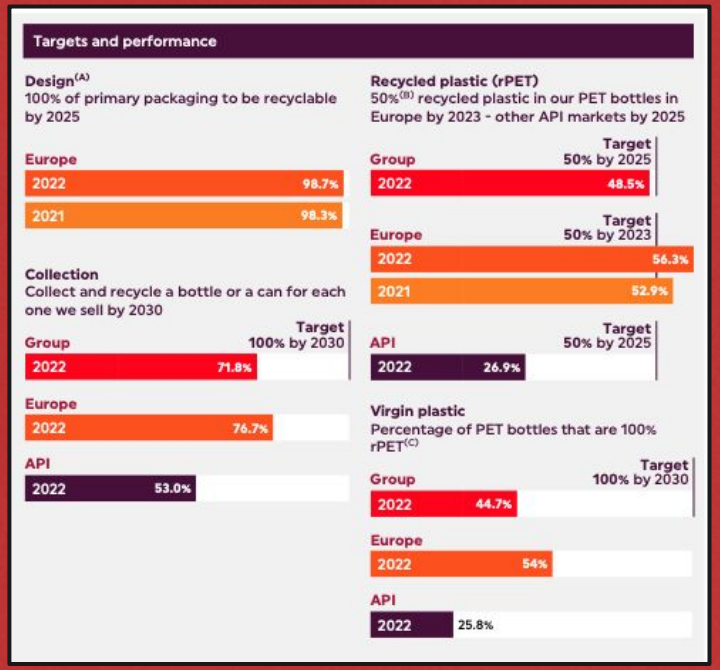
Overview of CCEP

- Merger of three main bottling companies of Coca-Cola
  a. Western Europe
  b. Asia Pacific
- Involved in marketing, producing, distributing of non-alcoholic beverages under the Coca-Cola Company's brand portfolio
- Committed to achieving **30% reduction in GreenHouse Gas emissions** across
  a. Packaging
  b. Ingredients
  c. Operations and commercial sites
  d. Transportation
  e. Cold Drink Equipment
- Invested 300 million euros in the sustainability

Current State: Problem/Opportunity

- Packaging accounts for the highest carbon footprint, **38%**, across the value chain
- CCEP aims to achieve the sustainability packaging goal by following below strategy:
  a. Removing unnecessary packaging
  b. Innovating in refillable and package solutions
  c. **Conducting 100% collection**
  d. Increasing the recycled content
- Collection percentage
  a. 76.7% in Europe
  b. 53% in API
- Complex collection infrastructure
- Develop Deposit Return Schemas (DRS)



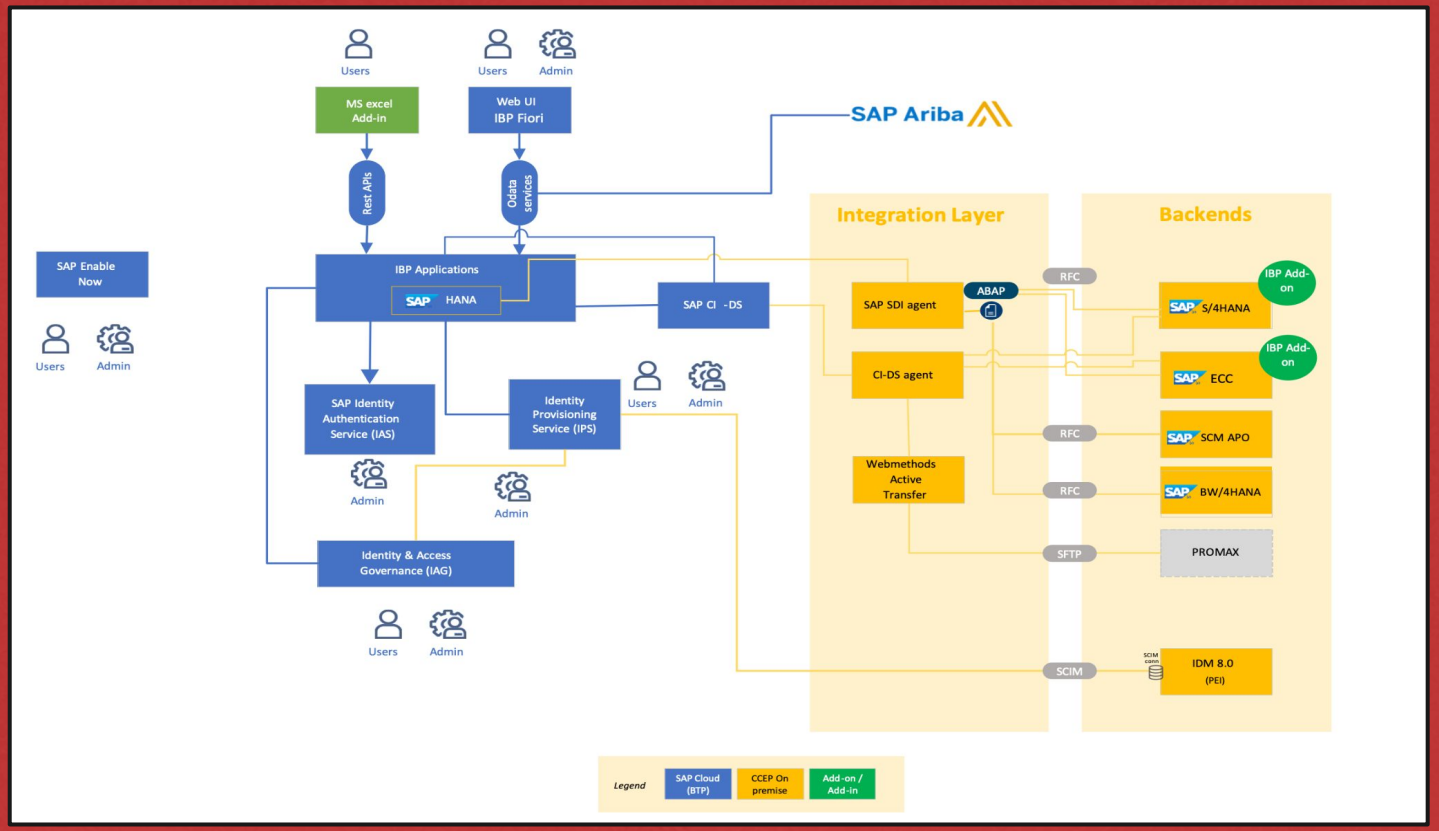
Current State: Project Background

Packaging accounts for 38% of Greenhouse Gas (GHG) emissions.

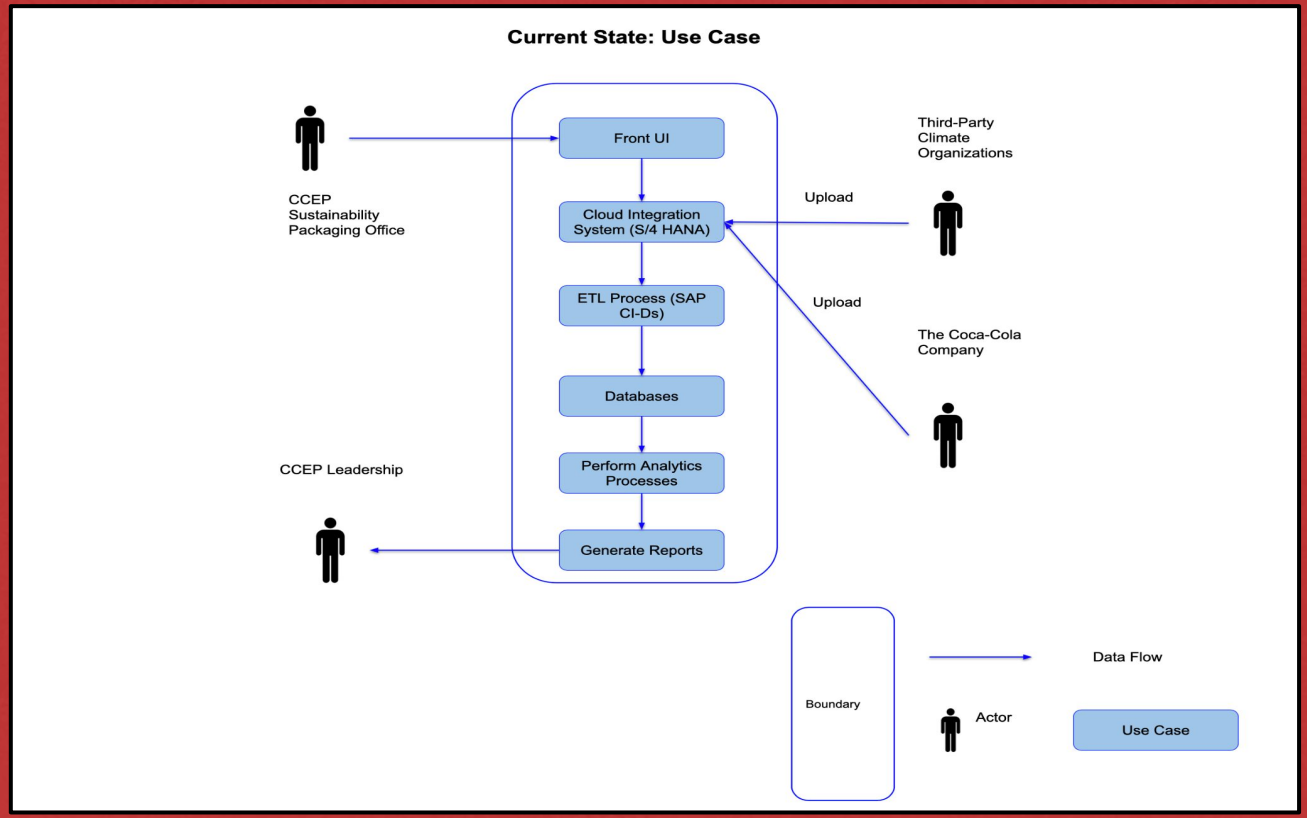
CCEP and climate organizations define metrics independently.

CCEP Sustainability Leadership places a 15% weighting on sustainability metrics.

Current State: Process Flow



Current State: User Case



Current State: Risk Assessment

Data Extraction

Incomplete or inaccurate information

Business Planning Timeline

Difficulties in integrating sustainability objectives with CCEP's strategic planning

Impact of climate

Rising expenses due to climate change

Competitive Advantage

Competitors with strong reputations for sustainability may draw customers and acquire market share

Future State: Recommendation

Requirements Listing

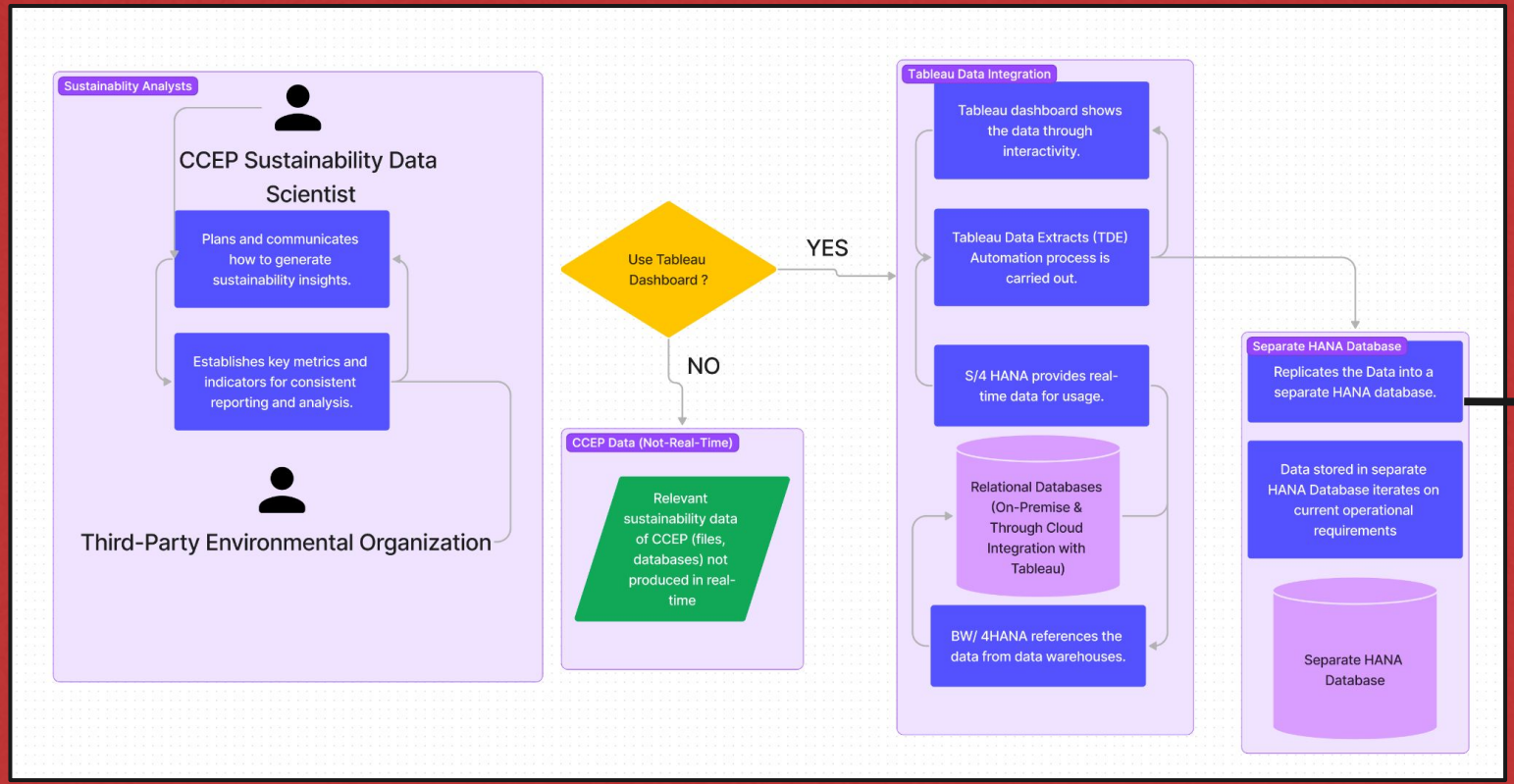
Assess compatibility of packaging system with Tableau	Centralized data repository for common format	Data experts to understand existing infrastructure	Insights from Sustainable Packaging Office (SPO)	Survey to gauge employee understanding of tableau

Future State: Recommendation

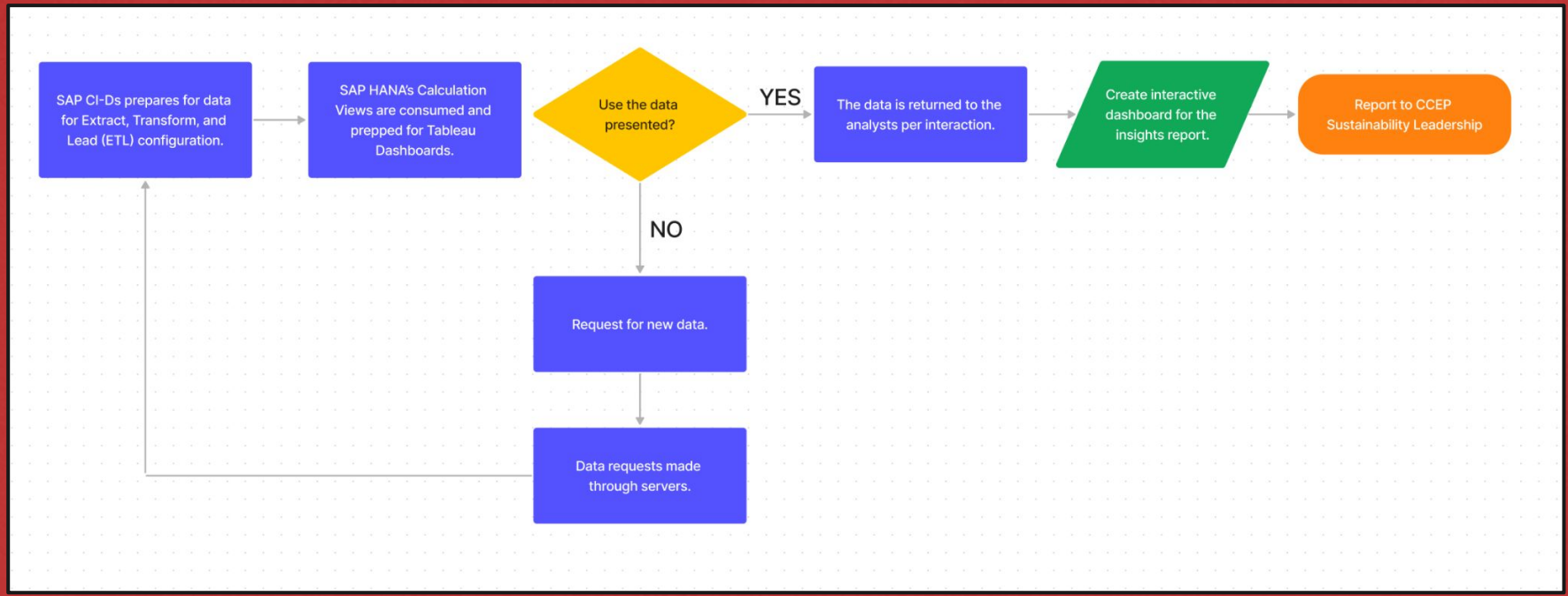
Systems Overview

- Integrate Tableau with CCEP's SAP products (S/4 HANA and BW/4 HANA) and using Tableau's HANA connector
- Seamless connectivity and collaboration between internal Data experts
- Measure and track sustainability goals by analyzing carbon footprints associated with different packaging materials and combinations
- Create targeted dashboards and reports for better visualization
- Create Tableau Hyper Extracts in analyzing SAP operational data

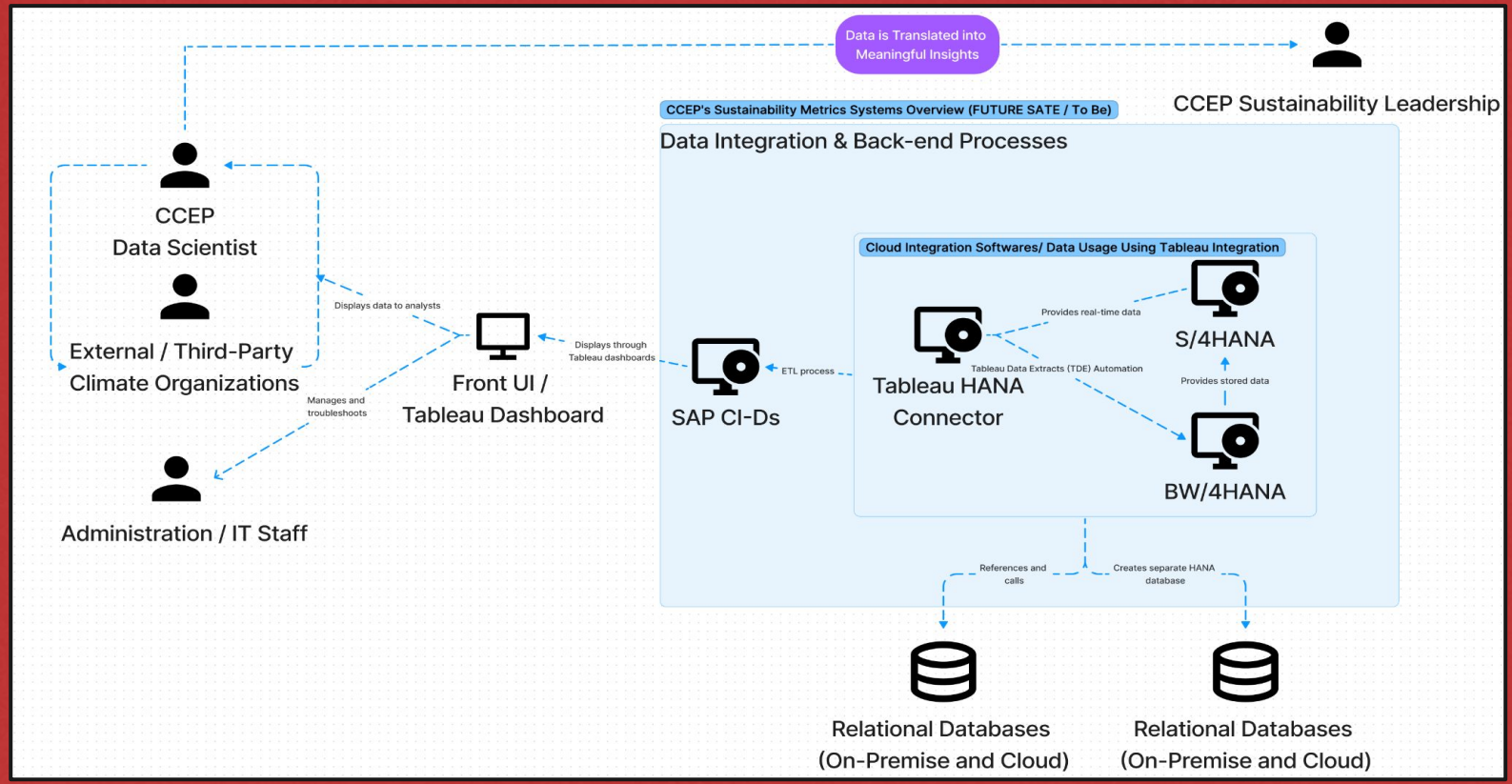
Future State: Process Flow



Future State: Process Flow



Future State: Use Case



Future State: Risk assessment

Data Privacy Unauthorized access or data breaches	**Data Accuracy and Quality** Inconsistent data sources, erroneous visualizations	**Biases in Data Analysis** Data collection and interpretation biases
Technical challenges Difficulty in connecting several data sources or large amounts of data	**User resistance** Tableau proficiency and user adoption resistance	**Data Governance** Data ownership and access restriction transparency

Summary

- Across the value chain, packaging accounts for the highest carbon footprint
- Recommend Tableau to assist CCEP in GreenHouse Gas emission reduction by 30%
- Integration of Tableau into existing system, SAP, will provide powerful data visualization capabilities
    - **Interactive dashboard**
    - **Create standardized reports**
    - **Visualizations to gain valuable insights on packaging strategy**
    - **Real-time data access**
    - **Combine and analyze data from multiple sources**
- Determine shortfalls and optimized packaging strategy

Questions?

Thank you!