Natural Communications

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What type of group?

What type of communication?

Strategic collaboration

Communicating the brand w/Consumers

Communicating the brand internally
Goal
Improve communications to do work that makes a difference

How?
Collaboration
Clarity
Communication
What works: Strategic Collaboration in Communication

...thereby Sparking Change
What type of group?
Institutional Communication

Individual Participation

Group Dynamic
What type of communication?
“Organization”

- Institutional Communication
- Individual Participation
- Group Dynamic

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Strategic collaboration
Strategic Collaboration

1. flexible & adaptable decisions
2. facilitates short- and long-term improvements
3. accounts for business changes
Strategic Collaboration via Communication

Emphasizes people first
Strategic Collaboration via Communication

Emphasizes people first

Work smarter, not harder
Strategic Collaboration via Communication

Emphasizes people first
Work smarter, not harder
Clarity
Example:
Johnson & Johnson
Communicating the brand with Consumers
Communicating the brand internally
Example:
Coca-Cola Enterprises
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**SCOPE OF REPORT**

COVER PHOTO: Mark Costa, Operations Manager, atop the solar powered roof of our Los Angeles, California, facility. This roof produces 3,290 kilowatt hours of energy each day, which is enough energy to power the average three-bedroom house for one year.
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SCOPE OF REPORT

The third Corporate Responsibility and Sustainability (CRS) Report for Coca-Cola Enterprises covers the calendar year 2007. We have followed the G3 Guidelines of the Global Reporting Initiative, using the guidance on defining report content, quality and associated principles.

There are no major changes in the scope, boundary, or measurement methods used in the report. Unless otherwise indicated, data in this report covers all of our operations: production, sales/distribution, and combination sales/production facilities, and offices.

Environmental data is for our production facilities only and does not yet include sales/distribution facilities or administrative offices. We believe the environmental impacts of these to be significantly less than those of manufacturing. Additionally, we do not include the production of beverages that we only distribute, for example, Evan water and glacial products.

We are committed to continuously improving our reporting. We do not yet seek external assurance as we are consolidating distingushing systems. We will continue to review this.

Further information can be found on our Web site at www.cokece.com. Feedback or requests for additional information can be sent to crs@cokece.com.

OUR FIVE STRATEGIC CRS FOCUS AREAS AND GOALS

WATER STEWARDSHIP
We are working to establish a water sustainable operation in which we use one liter of water for every liter of product we produce – what we call water neutrality.

We will:
• Reduce our plant water usage ratio by 10 percent by 2010.
• Help protect watersheds everywhere we operate.

SUSTAINABLE PACKAGING/RECYCLING
We are working to maximize our use of renewable, recyclable, and reusable resources, ultimately recycling the equivalent of 100 percent of our packaging.

We will:
• Avoid the use of 100,000 metric tons of packaging, or almost three percent of our projected usage, between 2008 and 2010.
• Recycle or recover more than 90 percent of materials at our production facilities by 2010.
• Lead the industry in package recovery.
• Increase recycled content in PET bottles to an average of 10 percent worldwide by 2010.

ENERGY CONSERVATION/CLIMATE CHANGE
We are working to reduce carbon emissions in our manufacturing, fleet, sales and marketing equipment, and facilities.

We will:
• Calculate our carbon footprint in every country where we operate in 2008 and set emission reduction targets.
• Reduce our absolute CO2, manufacturing emissions by five percent compared to 2004 level by 2010.
• Ensure that all new sales and marketing equipment is on average 20 percent more energy efficient by 2010.
• Ensure hybrid electric technology in our fleet.

PRODUCT PORTFOLIO/Well-Being
We are working to offer every consumer the right product and package in the right place, at the right moment, in the right way.

We will:
• Offer an expanded range of beverages and package sizes.
• Make information on products, nutrition, and hydration readily accessible.
• Conduct responsible sales and marketing by achieving 100 percent compliance with standards and establishing guidelines for consumer groups.
• Organize and support grassroots well-being programs.

DIVERSE AND INCLUSIVE CULTURE
We are working to establish a diverse, winning, and inclusive culture.

We will:
• Continue to build infrastructure to support our desired culture.
• Bring sustainability to our diversity commitment through employee engagement.
• Hold leaders accountable.
How can this year's historic election impact our business?
Strategic Collaboration

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