

Initiatives Aimed at Creating Shared Value (CSV) with Society

Our CSV Policy

With Creating Shared Value (CSV) at the core of our management, and taking the respective importance of society and our business into account, our Group identifies three key themes : contribution to people's health, evolution to an environmentally leading company, and strengthening collaboration with communities.



Contribution to the Achievement of SDGs

In September 2015, "Transforming our world: the 2030 Agenda for Sustainable Development" was adopted as a position document at the "United Nations Sustainable Development Summit", with over 150 participating member nations. At the center of the agenda are the Sustainable Development Goals (SDGs), consisting of 17 goals and 169 targets.

Taking on the SDGs is vital for us as we aim to achieve CSV. Under this recognition, we look to the SDGs as resource for identifying and evaluating our CSV program.

SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Priorities for Achieving CSV

Contributing to People's Health

Examples of initiatives

- Rigorous quality control
- Support of customers' needs with diverse products
- Awareness, education and nutrition labeling

Basic principles concerning health

As a company closely tied to people's everyday lives, we provide valuable products and services matched to the needs and preferences of a range of generations, always focusing on quality and health first. In addition, through education on proper dietary habits and opportunities to enjoy sports, we will work to maintain and promote people's health as we advocate active and healthy lifestyles.



Evolution to an Environmentally Leading Company

Examples of initiatives

- Water resource management and replenishment
- Reduction of greenhouse gas emissions
- Promotion of recycling
- Adoption of low environmental impact containers

Basic principles concerning the environment

We view the effective use of natural resources, including the water that is indispensable to our business activities, and the protection of the environment for the next generation as our vital mission. By engaging in environmental conservation through innovation that balances the reduction of environmental burdens with business growth, as well as environmental protection and awareness-building activities in local communities, we will achieve Creating Shared Values (CSV) together with those communities.



Strengthening of Collaboration with Communities

Examples of initiatives

- Sports clinics led by the Coca-Cola Red Sparks
- Summer Schools
- Environmental clean-up activities
- Let's learn from the forest and other programs

Basic principles concerning the community

We will continue to deepen the ties to local communities that we have nurtured over the years, and will grow together with society toward a sustainable future. As a company loved by all, we will continue to address issues in society and local regions while reinvigorating those regions, and will achieve Creating Shared Value (CSV) with communities and our Group.



Ichimura Shizenjuku Kyushu

Health

Launch of Foods for Specified Health Use (FOSHU) and Foods with Function Claims

As a company closely tied to our customers' varied lifestyle scenarios, we deliver refreshing moments together with a full lineup of delicious beverages that meet the needs of the times. In response to customers' growing health orientation, we are expanding our lineup of Foods for Specified Health Use (FOSHU) and Foods with Function Claims. In line with this, in 2018 we launched Ayataka Tokusencha green tea. By providing products that aid the promotion of health while refreshing mind and body, we offer support for our customers' lifestyles.



Foods for Specified Health Use

Foods with Function Claims

Please refer to the link below for details on label permissions and notifications regarding FOSHU beverages (in Japanese only). <https://www.cocacola.co.jp/inryoguide/lineup>

Holding of Seminars on Hydration

In order to promote proper hydration in a variety of scenarios in everyday life and sports, we hold seminars on hydration for schools, groups, and companies. In 2018, we held 44 seminars with about 7,000 participants. Comments from seminar attendees include "I realized the importance of a well-regulated life once again" "I learned the importance of minerals," and "I understood the importance of timing in hydration."



Community

Plant tour program

Through our plant tours, we aim to clearly explain our production processes and food safety initiatives, so that we can be a partner trusted by persons of all generations.

We position plant tours as an important opportunity for direct communication with customers, consumers and other stakeholders. In 2018, at our plants in Zao (Miyagi Prefecture), Tama (Tokyo), Tokai (Aichi Prefecture), Kyoto, Komatsu (Ehime Prefecture) and Ebino (Miyazaki Prefecture), about 167,000 visitors enjoyed our plant tour.



Sports clinics, rugby and field hockey classes

CCBJH owns the Coca-Cola Red Sparks men's rugby team and women's field hockey team.

To contribute to the sound physical and mental development of youth while demonstrating active and healthy lifestyles to people in our communities, we hold sports clinics and classes for rugby and field hockey by the Coca-Cola Red Sparks. We held such events 38 times in 2018, with about 4,400 participants.



Environment

Aiming to realize a "World Without Waste"

2030 Packaging Vision

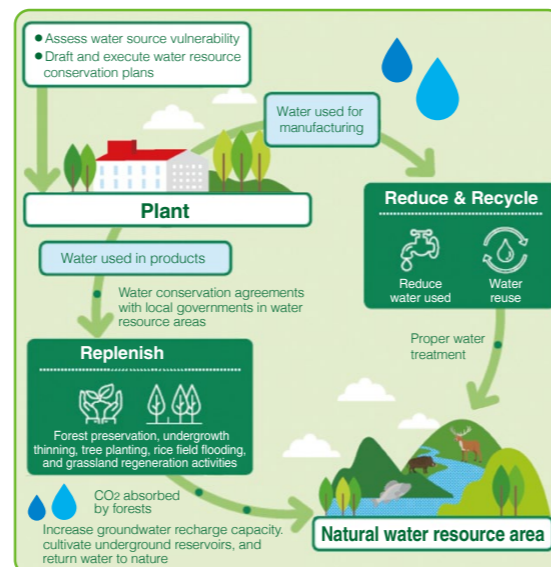
In January 2018, the Coca-Cola system in Japan announced its 2030 Packaging Vision, based on the global initiative to realize a "World Without Waste" announced by The Coca-Cola Company. As a member of the Coca-Cola system, the CCBJH Group will further accelerate its initiatives to realize the 2030 Packaging Vision.

Three core elements of the 2030 Packaging Vision

- Whenever possible, avoid using non-renewable, petroleum-based raw materials for PET bottles. Promote the use of recycled PET resin or plant-based raw materials, aiming for, on average, 50% or more of either in each PET bottle.
- Help achieve even further improvements to recycling rates and PET bottle/aluminum can collection in Japan by collaborating with national and local governments, the beverage industry, and local communities to build and maintain a more robust packaging collection and recycling scheme. Aim to collect and recycle an amount of packaging equivalent to the volume used for Coca-Cola products sold in Japan.
- Help keep communities looking beautiful through cleanup campaigns and actively participate in awareness activities related to plastic waste in oceans and rivers.

Promotion of Water Resource Protection Activities

The Company forms agreements with regional governments, forestry cooperatives, and other organizations and engages in water resource protection activities for most of the water sources of our manufacturing facilities. We engage in conservation and regeneration of forests, grasslands, as well as the flooding of paddy fields with high cultivation capability. We currently have about 6,974 ha (+391 ha vs prior year) under water resource cultivation.



Respect for human rights and employee motivation: Promotion of diversity

Human rights awareness activities, promotion of active participation by women

We conduct training and e-Learning for promoting an understanding of human rights, fostering a culture of respect for diversity and raising awareness of human rights. We are also strengthening awareness-building activities for managers in order to eliminate harassment. We provide career support for women and support for balancing work and childcare, to promote active participation of women in all facets of our corporate activities. As a result of these initiatives, we have been selected in 2019 as a "Semi-Nadeshiko Brand," a government designation for listed companies that excel in promoting participation by women.



Woman's Leadership Program



Introduction of the new "Sawayaka Style" dress code

Our Company has introduced a new dress code to create workplaces that are work-friendly, starting with comfortable wear. By welcoming and respecting individuality and positive thinking, we aim to create an environment in which people can work pleasantly together.

In addition to business suits and our company uniforms, we advocate a casual business style appropriate to the time, place, and occasion, such as polo shirts and jeans.



Example of Sawayaka Style dress