

# Corporate Climate Advocacy in practise

April 2025

# WE ARE CCEP

One of the world's  
leading consumer  
goods companies

A global business,  
with a local footprint

Making, moving  
and selling some of  
the world's most  
loved drinks





# 31

Markets

# 4m

Customers

# 3.9bn

Unit cases sold each year

# €20.7bn

Annual revenue

# The RPE framework can help you achieve business goals

**From:** parallel, sometimes conflicting agendas.



**To:** public affairs & sustainability working on mutual agenda to support sustainable business growth.

# Corporate climate policy engagement aims to match corporate advocacy with the ambition of implementing climate commitments

1

**We are committed to decarbonisation but can't do it on our own:**

49% of our total reductions between 2024 and 2030 are dependent on external factors (Collection, Supplier Decarbonisation & Greening of Energy Grids).

2

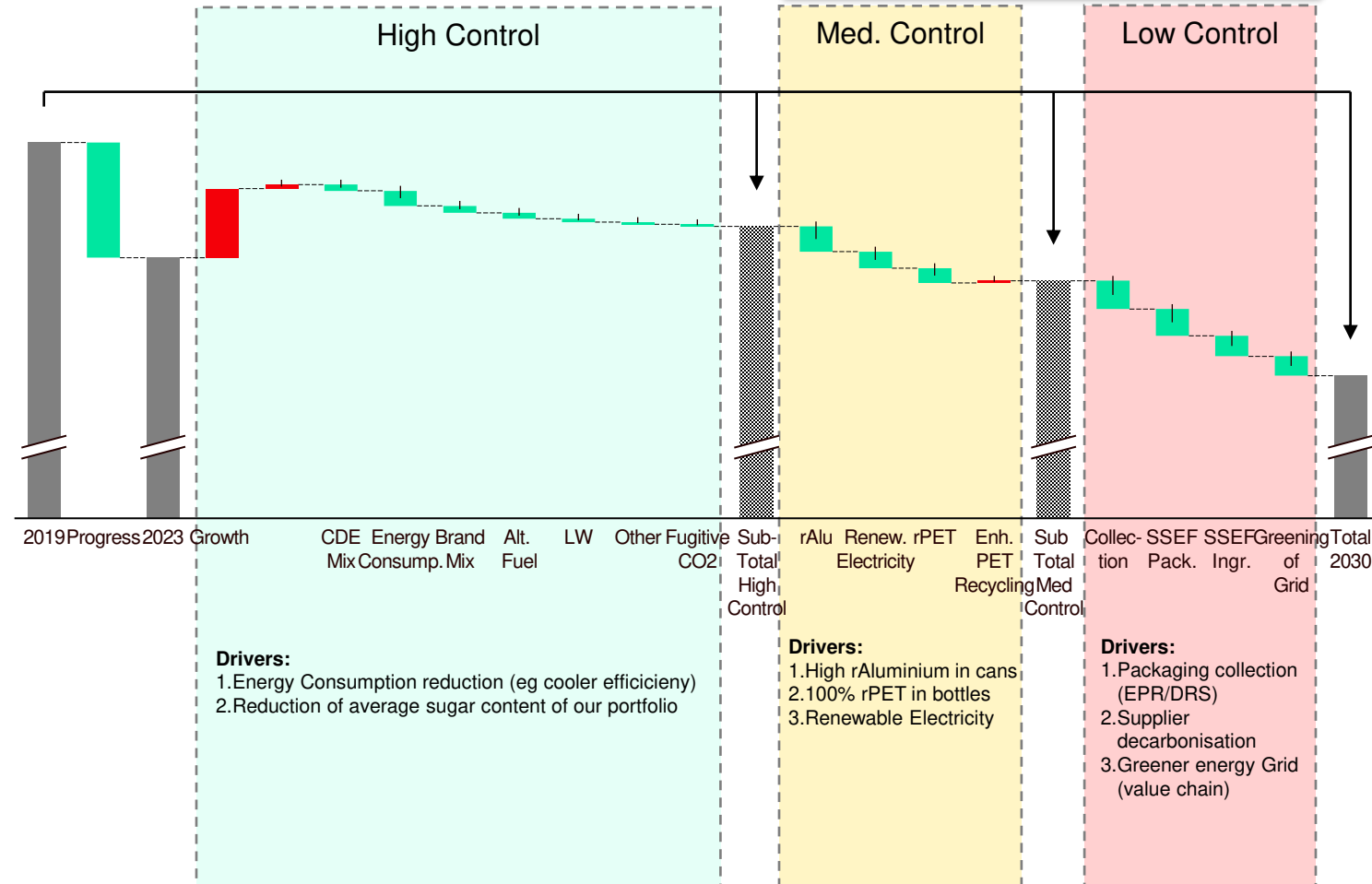
**Corporate climate advocacy supports long term sustainable business growth**

3

**There are clear business benefits of corporate climate advocacy**

Risk reduction\* cost reduction\* **regulatory certainty\*** a level playing field\* **business opportunity\*** a seat at the table\* reputation & stakeholder expectation

**CCEP's sustainable growth goal:**  
Create a pro-climate policy environment that enables the transformative change needed to deliver This is Forward



# Sustainability is baked into our business, and so is corporate climate policy

## Advocacy

**A clear point of view:**  
External policy position papers

**Advocacy partner for sustainability teams:**  
Enabling legislation to support delivery of carbon roadmap

**Active members of stakeholder coalitions:**  
Direct engagement with peers, NGOs, thinktanks, policymakers

**Adding our voice on priority topics:**  
Fossil fuel transition, Global Plastics Treaty

**Collaborating for progress:**  
World Economic Forum Reuse Metrics, WRI Clean Energy Accelerator, Indonesia, ReFresh Alliance

**Participating in international events to drive local action:**  
London Climate Action Week, NYCW, World Water Week, Hamburg Sustainability Conf.

1

## Our Climate Advocacy Principles

We know that the climate-related challenges the world is facing are greater than ever and we recognise that our future decarbonisation trajectory to reach net zero emissions by 2040 will also depend on the actions of those around us. Critically, the actions taken by governments to support the clean energy transition and create the right enabling conditions for decarbonisation across our entire value chain will be crucial. This is why we support progressive climate action and policies that align with the Paris Agreement and a 1.5-degree pathway. And it's why we engage in climate-related advocacy around seven key areas, designed to support the delivery of our net zero and zero waste goals:

1. Engaging suppliers and collaborating to decarbonise across our entire value chain.
2. Accelerating the transition to a circular economy by supporting the principles of reduce, reuse, recycle.
3. Investing in low carbon technology innovation.
4. Supporting the roll-out of renewable electricity and energy.
5. Enabling more sustainable logistics and transportation.
6. Implementing water stewardship principles and partnerships to protect watershed health.
7. Helping in the preservation and regeneration of biodiversity, including ending deforestation risk and sustainable agriculture.

## Accountability

**Disclosure:**  
Increased level of evidence on both direct and indirect corporate policy engagement required in CDP Disclosure

**Climate Advocacy Review:**  
Independent assessment of 'Policy Chasm' for Climate Transition Plan and alignment of CCEP's most material IAs with CCEP's climate advocacy priorities

**IA capability building:**  
Support capability building and informal coalition forming on key files & climate action milestones

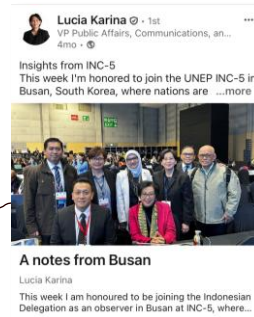


# What does using our voice mean to us?

**Collective voice.**



**Point of view.**



**Dialogue.**



# Climate advocacy is embedded within existing advocacy topics

Government Climate  
Action Plans

**Nationally Determined Contributions (NDCs)**

Government  
legislation

**Investible legislation**

Circular Economy

Renewable  
electricity/energy

Water security

Transport  
decarbonisation

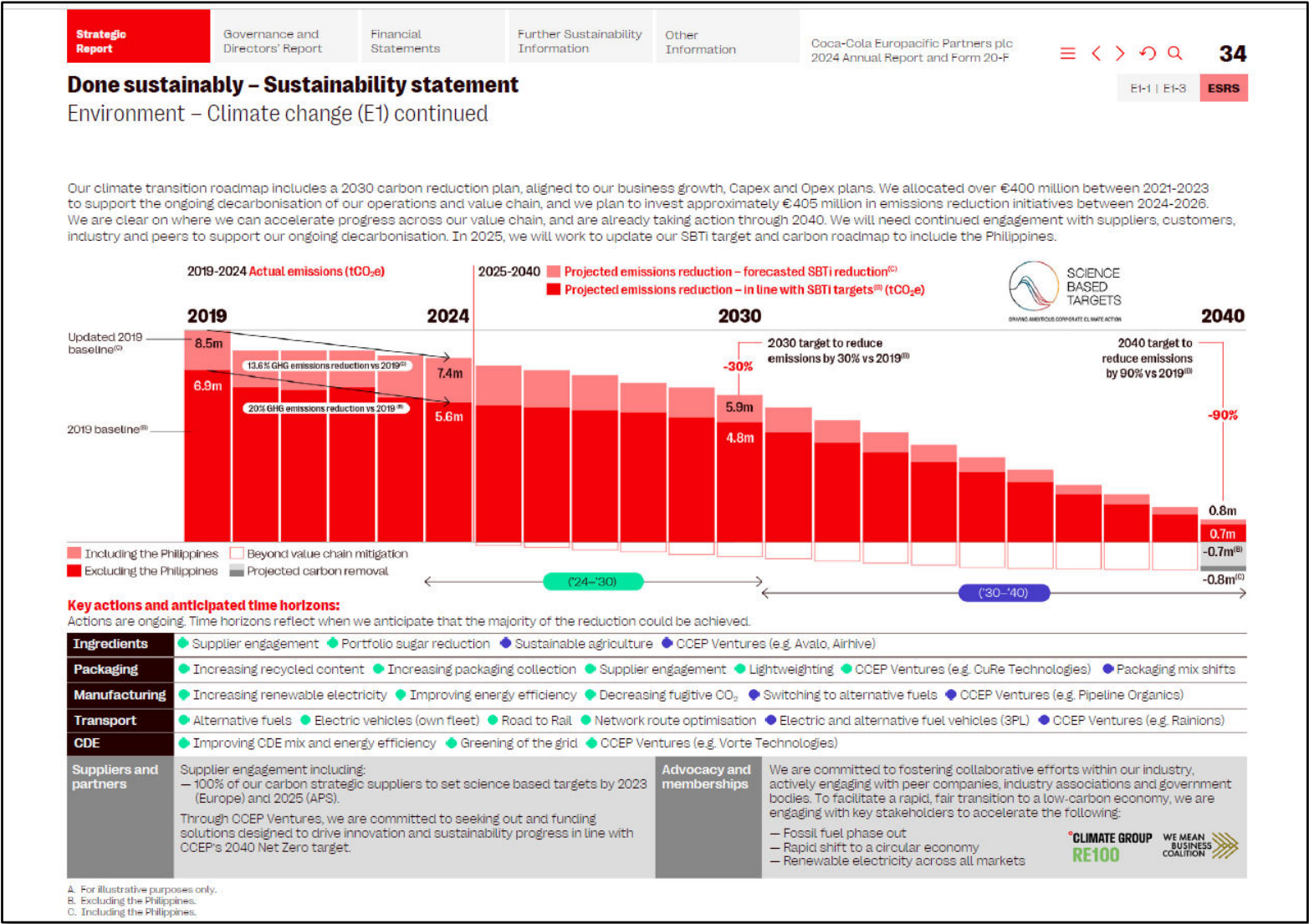
Supplier & value chain  
emissions reduction

Ingredients emissions  
reduction

Business & sectoral relevance  
Clean Industrial Deal: competitiveness & resilience



# Our first year of ESRS reporting provides business clarity in support of RPE

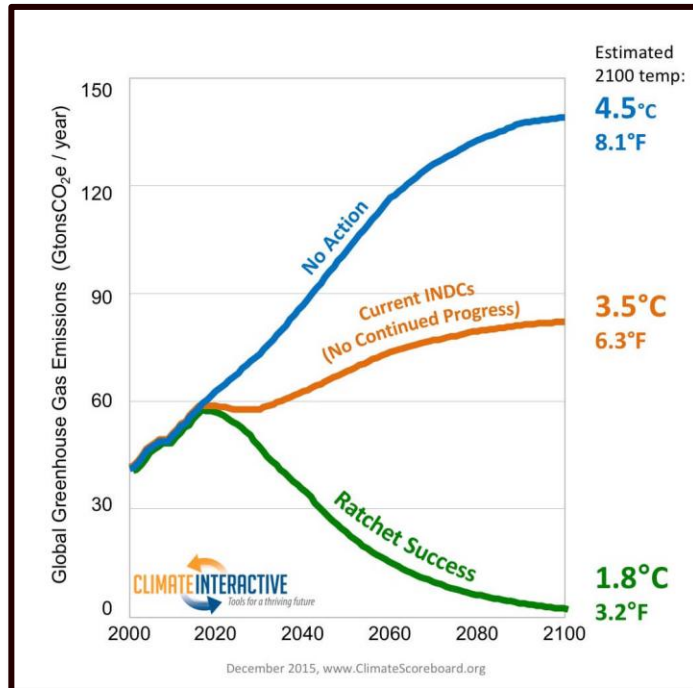


**Financial materiality**  
Climate mitigation  
Waste, including packaging

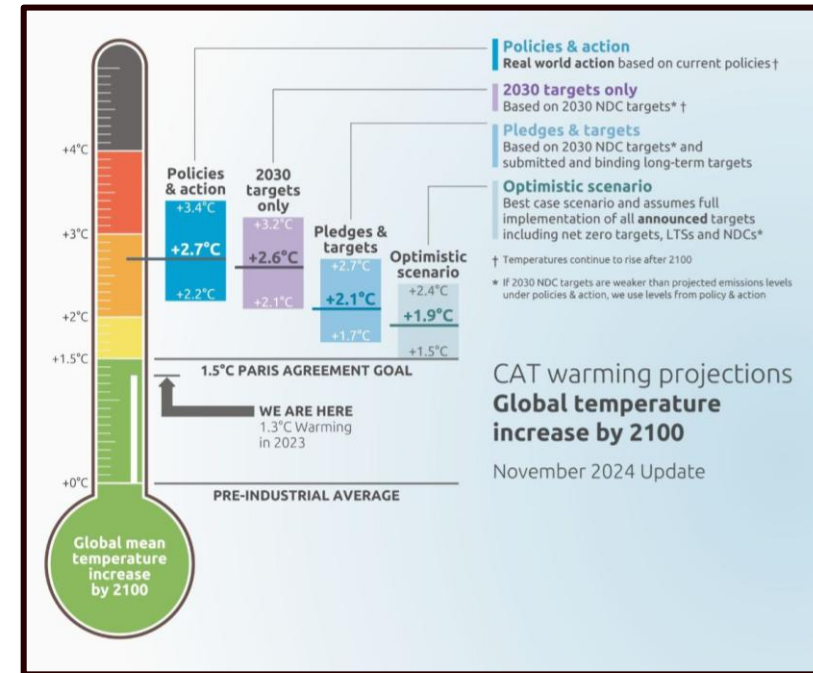
**Impact materiality**  
Climate change  
Pollution  
Water  
Biodiversity and ecosystems  
Resource use and circular economy  
Affected communities

# Why does corporate climate advocacy still matter? We can't do business on a dead planet

2015



2024



**Competitive sustainability makes business sense**  
**The voice of business helps create an ambition loop**  
**US policy creates bumps in the road but won't stop the momentum**  
*Recommended Reading: Cambridge Institute for Sustainability leadership ([link](#))*