



WHY COCA-COLA HELLENIC IS INVITING COMPANIES TO JOIN THE “BUSINESS FRIEND of the DANUBE FUND”

Coca-Cola Hellenic supports the “Business Friends of the Danube Fund” as part of its strong commitment to the protection and preservation of water resources throughout all 28 territories in which the Company operates.

Protection of the environment is one of the key policies pursued by Coca-Cola Hellenic in line with its efforts to behave in a socially responsible manner. The Company believes that the “Business Friends of the Danube Fund” presents many other businesses with a significant means of demonstrating their own Corporate Social Responsibility (CSR) commitments.

The Fund is an initiative of “The Green Danube Partnership”, which unites Coca-Cola Hellenic, The Coca-Cola Company (TCCC) and the International Commission for the Protection of the Danube River (ICPDR) in conservation and awareness-raising efforts related to the Danube River and its environs.

Since the establishment of “The Green Danube Partnership” in 2005, a considerable amount of progress has been achieved in joint efforts to educate and inform people about the importance of keeping the waters of the Danube clean and of protecting the regions through which it flows. Danube Day celebrations have been heightened, clean-ups along the river banks have been encouraged, and a valuable educational tool, The Danube Box, has been created.

Coca-Cola Hellenic, and its fellow members of “The Green Danube Partnership” believe that companies that join “Business Friends of The Danube” will help to greatly extend existing Danube programmes, through funding as well as by their active involvement.