

CASE STUDY – Corporate Responsibility – Report Improvement



**Profit
Athens**

**The leading non-alcohol
beverages industry in
Greece with over 50%
market share**

The Challenge

COCA-COLA HBC Greece requested to upgrade its CSR Report to reach the existing European level standards.

The Solution

- We designed a 3 year plan for the stepwise improvement of the company's CSR Report.
- First year the Report contained over 114 indicators (doubling the number since previous year).
- Second year the Report covered 63 GRI Indicators
- Third year the Report achieved GRI "A" Level.
- The structure followed a CSR Framework, specifically designed for Coca-Cola HBC, and practices from systems such as AA1000, GRI, EFQM, LBG etc.
- Target setting was segmented per area of Report (management, Society, Environment, Workplace).

**Best CSR
Report 2007,
2008 –
CEO & CSR
Awards**

**First "A" level
report
(according
to GRI
Guidelines),
checked by
GRI**



<http://www.coca-cola3e.com>

"STREAM exceeded our expectations in delivering on time a high quality CSR Report, showing significant experience and noteworthy professionalism."

**S.Heliopoulou - Communications Manager
Coca-Cola HBC Greece**