Public policy risk matrix & lobby focus

Business impact (vertical axis)

Likelihood to materialize (horizontal axis)

PREPARE

FIGHT BACK

MONITOR

- EU initiatives on "health taxes"
- EU restrictions on caffeine
- Advertising restrictions for „sweet" beverages
- Health-related VAT system
- New or increased product taxes in Member States
- Advertising restrictions for HFSS foods
- Restrictions on use of plastics packaging
- Disruptive/unfair EPR schemes
- EU ban of BPA
- No or delayed Allulose approval
- Discriminatory nutrient profiles for claims
- Plain packaging for "unhealthy" products
- Discriminatory nutrition labelling schemes
- Increased collection and recycling targets
- Misleading nano labelling provisions
- Mandatory BPA labelling
- EU scheme for deposit systems
- Ban of advertising to children >12y
- Refillable quotas
- Restrictive novel foods regulation
- Restrictive health plan packages
- EU definition of "children" >12y
- National restrictions on caffeine
- EU initiatives on corporate taxes
- Restrictions on bottled water
- Protectionism against sugar imports
- National restrictions on BPA
- Restrictive data protection rules
- Restrictive sugar Market management
- Mandatory trading provisions (UTP)
- EU initiatives on "product quality" (sugar vs. HFS)
- Mandatory provisions on packaging sizes
- Mandatory environmental labelling
- Health-related criteria for public procurement
- Carbon pricing
- EU definition of portion sizes
- Introduction of new PET trade remedies
- Mandatory water efficiency provisions
- Introduction of ecolabel on food
- Introduction of new sweetener trade remedies
- Mandatory criteria for green public procurement
- Mandatory CO_2 emission reduction targets
- Disruptive country of origin labelling provisions
- Mandatory recyclability
- Mandatory energy efficiency provisions
- Restrictive Eco-Design for coolers
- Mandatory country-by-country financial reporting
- EU ban of advertising to children ≤12y
- Mandatory provisions for lobbying activities

Legend (right side):
- CSR and other
- Trade & competition
- Taxation
- Environment
- Health & consumers

Coca-Cola Europe