

community

contributing to communities around the world.

We believe in doing everything we can to create prosperous, educated and socially inclusive communities – it's part of our heritage, it's the right thing to do, and it can only serve to strengthen the success of our business.

Our community contribution takes many forms – from straight cash grants and sponsorship to donations in-kind and the considerable time and effort our people put into the communities they live and work in.

Individual business units drive their own locally managed programmes responding to stakeholder needs. They are underpinned by a group-wide strategy of 'Creating Value in the Community' focusing on creating community partnerships which generate real sustainable added value in education and enterprise; health and welfare; and the environment.

-  EIRIS (the Ethical Investment Research Service) survey 2002 commended our very clear systems for promoting community involvement
-  We actively encourage employee volunteering, including directly linking some activities with our HR practice and people development programmes
-  We have a registered charity, the Cadbury Schweppes Foundation, which channels cash donations in the UK, as well as providing funding for significant seedcorn initiatives internationally
-  We are a member of the Business in the Community PerCent Club – and in the UK alone our community contribution was around 2% of UK pre-tax profits
-  Our businesses give in-kind – from work experience to meeting rooms, from surplus equipment to products

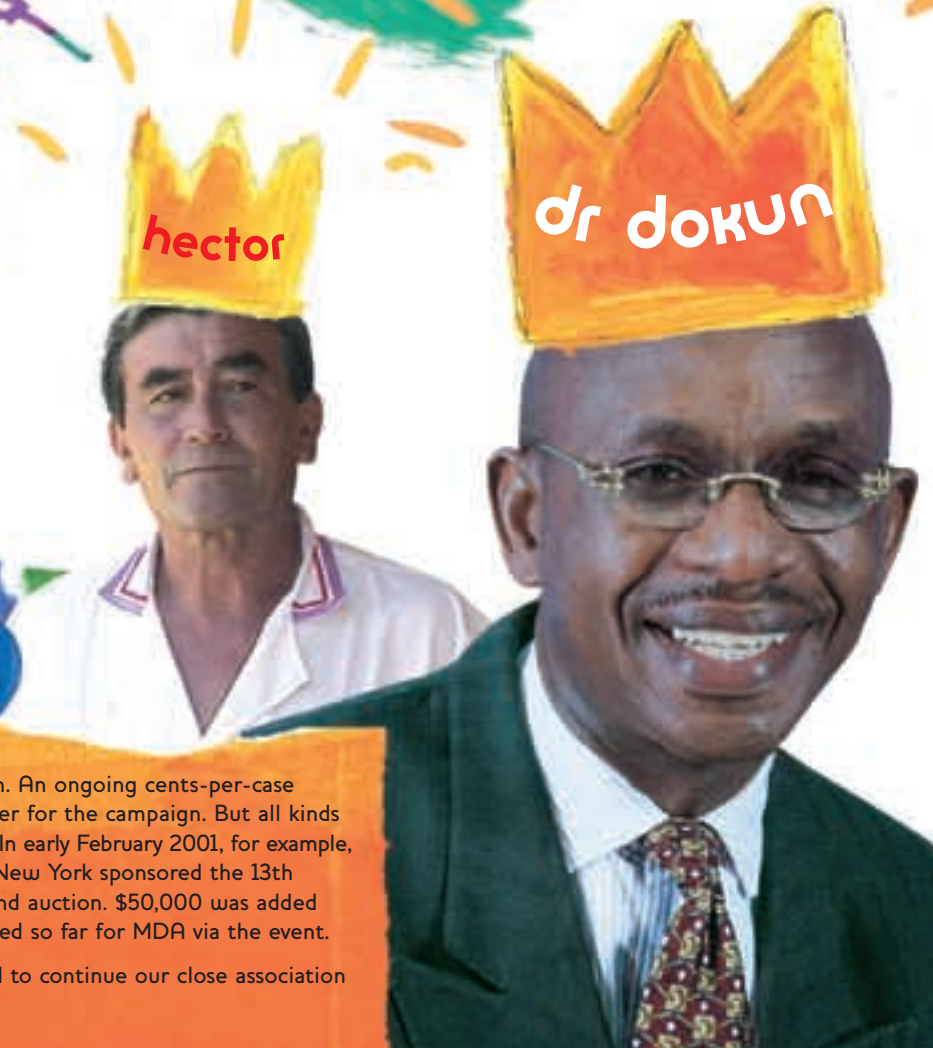


dr dokun and hector's house

Established in 1999, our Chairman's Award for Employee Community Involvement honours and supports the outstanding work of Cadbury Schweppes employees in communities around the world – and backs up that recognition with cash donations to their charities.

The 2002 Awards resulted in almost 100 entries from all our businesses. The overall winner was Dr Dokun Adedeji, Cadbury Nigeria's medical adviser. For nearly ten years, he has led a community team that has successfully rehabilitated nearly 300 drug addicts. Cadbury Schweppes Chairman, Derek Bonham, said judges were particularly impressed by how "his passion and commitment have really made a difference". On the 24th July 2002, Dokun will be taking a short break from his community work – he's coming to the UK, at the invitation of Cadbury Trebor Bassett, to carry the Baton in the Queen's Jubilee Baton Relay which opens the 2002 Commonwealth Games.

Hector Leiva, who works in our chewing gum factory in Argentina, won the Chairman's Distinction. He and his wife are volunteers for a network called 'Plan de Vida' (Life Plan) which provides cereals and milk to families in need. For the last four years, every Monday to Saturday, a milk truck has turned up at Hector's house in the early hours of the morning. Hector unloads the milk and from 8am to 10am local families come to his home to receive much needed daily provisions. The morning's good deeds done, Hector heads off to work.



an affair of the heart

In 1975, Jerry Lewis donned a Seven Up sales uniform to play a part in a commercial promoting his second Labor Day Muscular Dystrophy Association (MDA) telethon. It marked the beginning of a corporate-cause partnership that continues to go from strength to strength to this day.

Since 1994, the Seven Up campaign has raised some \$2 million a year for MDA. The money goes to helping more than a million Americans affected by the 40 neuromuscular diseases MDA is fighting. Funds are generated through a variety of initiatives and events undertaken by Seven Up bottlers and our Dr Pepper/Seven Up business unit. The annual

highlight is Jerry's national telethon. An ongoing cents-per-case programme is also a key moneymaker for the campaign. But all kinds of local initiatives also figure heavily. In early February 2001, for example, the Seven Up bottlers of Western New York sponsored the 13th annual Affair of the Heart dinner and auction. \$50,000 was added to the grand total of \$500,000 raised so far for MDA via the event.

Twenty-seven years on, we're proud to continue our close association with MDA's cause.

