

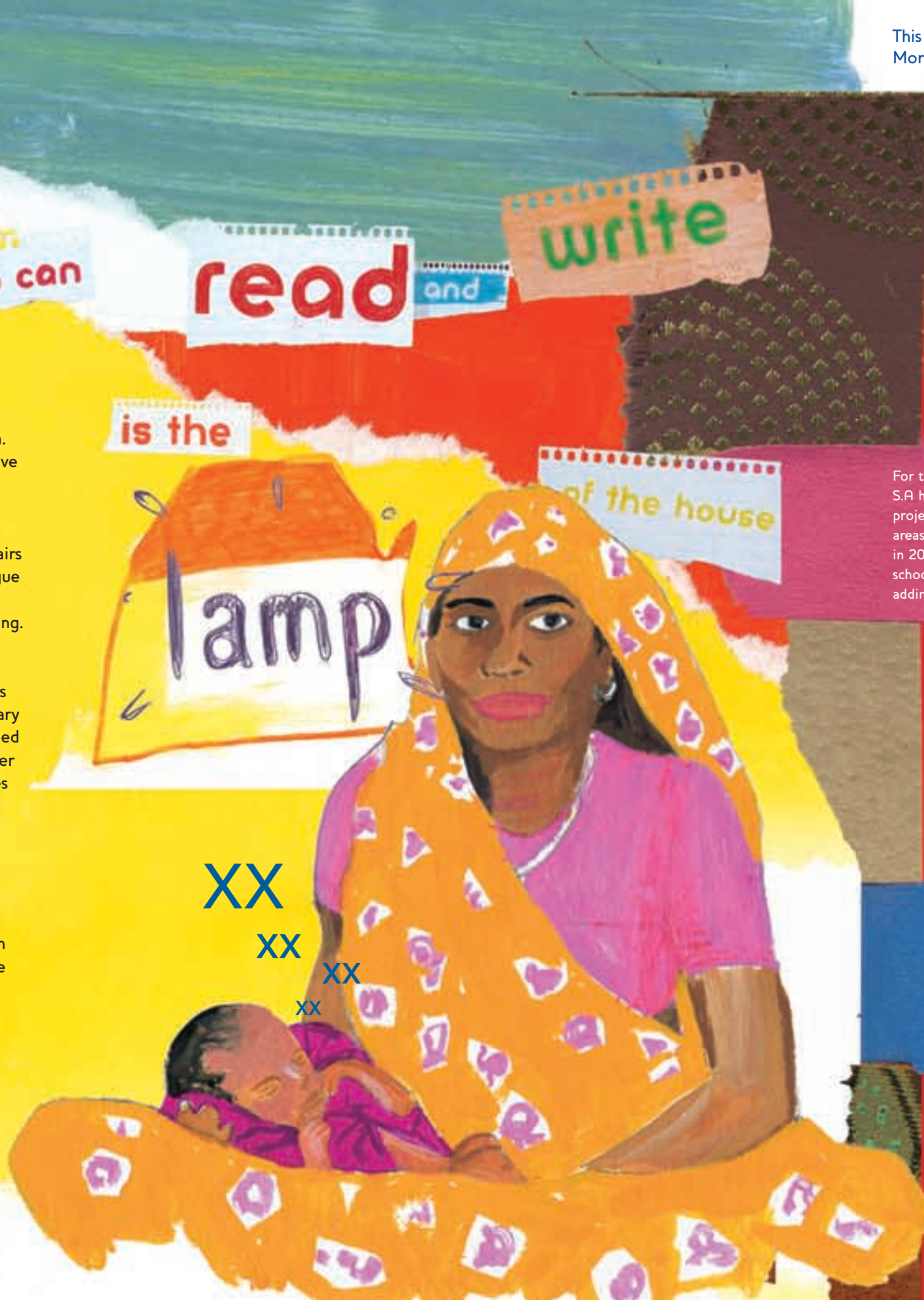
Nutrition, Education, Security and Love

Cadbury India has a large factory in Malanpur, one of the most under developed districts in Central India. In 1999, we launched the Cadbury Community Initiative Programme under the banner: Nutrition, Education, Security and Love.

In setting up the programme, our local Corporate Affairs Manager, Narender Katoch, initiated a long-term dialogue with local stakeholders to engage them in helping us identify what community support we should be providing.

As a result, we focused on healthcare and education in the nearby village of Gurikha. A nursery school was started and key improvements were made to the primary school. The consultation and a bit of lateral thinking led to some real social improvements: fresh drinking water from a new village pump, a doctor's clinic, vet services for milk-producing animals and fruit trees for each household to plant during the rainy season. They also helped to increase school attendance levels.

Last year, the education programme supported the Indian Government's Year of Women Empowerment. Special focus was given to the rights and contribution of girls and to the counteraction of female infanticide through a variety of initiatives, including awareness generation and gender sensitisation programmes leading to the formation of women self-help groups.



Since 1972, millions of school children across Asia have tested and improved their knowledge by tuning in to the Bournvita Quiz Contest. Sponsored by Cadbury India, it is the longest running and possibly the biggest on air quiz show in the world.

Educating around 200 students a year through 5th grade, providing athletics, tutoring and literacy programmes to children and adults alike, acting as the local distribution point for over 250 Meals on Wheels a day – the St Philip's School & Community Center is a hive of good work in an impoverished area of south Dallas. For over 16 years, Dr Pepper/Seven Up has provided financial support and donations in-kind to the Center.

Since opening our factory in Chudovo, Russia, six years ago, we have been helping to improve the health, education and day-to-day life of children in the local orphanage. Our contribution ranges from sponsoring health improvement programmes to supplying books for the library. We are also working closely with the Chudovo community to combat drug abuse.

Whether it's Cadbury Trebor Basset's Managing Director mentoring a head teacher on culture change or one of our R&D experts running a Design Your Own Chocolate Bar project for young students – working closely with local schools is a big part of our community activity in the UK. Our focus on Enterprise in Schools has led to our sponsorship of the Young Enterprise Primary Programme delivering citizenship and key skills to over 7,000 pupils, and The Prince's Trust's xl club programme.

For the last three years, Schweppes, S.A has been participating in a project to build schools in rural areas of Ecuador. The money raised in 2001 paved the way for six new school rooms in the Cayambe area, adding to the five built in 2000.

In Tehuacán, where Cadbury Schweppes Bebidas Mexico has its main plant, we work closely with the local community on a number of initiatives – from funding firemen's suits and breathing equipment for the local fire service to supporting the Special Education Héctor Lezama School.

Working in partnership with the French Union Nationale Sports Scolaires, Orangina sponsors a contest for schools. Called Orangina secoue ton AS (Shake up your sports club). It awards bursaries to pupil-led ideas for original and audacious sports events that also involve the wider community.

In Nigeria, we set up the Bournvita Teachers Awards to promote and celebrate excellence in teaching. The winners receive a cash prize, six months' supply of Bournvita, an award certificate, sponsorship of a self-improvement course as well as books.

The Snapple Twisted Cap Tricks Tour visits Starlight Foundation hospitals across the US and culminates in a £100,000 award to pay for a Snapple Nintendo Video Centre for their children's ward.

So far, over 500,000 young soccer players have taken part in our Chappies Little League. Beginning in South Africa in the mid 80s, it now also covers Botswana and Swaziland. Open to all boys and girls under the age of 12, it's one of a number of grassroots sports initiatives sponsored by Chappies.

Since 1995, Cadbury Ireland has been running a Business Education Links Programme to help local schools prepare their students for the world of work. It ranges from a two-day course for students to learn about every aspect of our business to a two-week placement for teachers undertaking career guidance.

Since 1997, the Maison Orangina has been opening its doors to French community associations, schools and youth groups so they can make free use of the multimedia equipment and expertise on offer. Around 400 associations visit the Maison each month.

Cadbury India has set up the Bournvita Nutrition Centre to advise on healthy eating for children.

Mott's is working with Save the Children to help improve the health and education of underprivileged children in the US, Canada and Mexico. Other initiatives being explored include opportunities for Mott's volunteers to sponsor a child or become a mentor.

For their collective work supporting the victims of September 11, the people of Snapple received the inaugural American Red Cross Community of Heroes Award.

Cadbury Schweppes South Africa is supplying seed-funding and organisational help for a school development programme designed to upgrade and re-furnish clusters of existing schools. Three clusters of ten schools will benefit from the programme.

In Australia and New Zealand, we donate all our excess seasonal product to the Variety Club so they can pass it on to disadvantaged people.

Cadbury Asia Pacific has been participating in a Student Scholarship Program since 1992. So far, the business has sponsored 13 students in Japan, Malaysia and Thailand.

Cadbury South Africa provides ongoing support to the Nelson Mandela Children's Fund. Around November every year, company representatives travel with the great man to visit pre-primary schools in disadvantaged communities – the sweets and other donations in-kind go down a treat.

Each year, Dr Pepper/Seven Up sponsors the Imagination Celebration Festival. The largest free children's arts extravaganza in north Texas, it creates a weekend of arts events, performances, workshops and more for children to take part in and enjoy.