



**The Socio-Economic Impact Study of Coca-Cola System in BiH in 2023**



## Foreword of General Manager Coca-Cola HBC Adria

Dora Strezova-Nikolova,  
General Manager Coca-Cola HBC Adria



With sincere appreciation for our valued customers, suppliers, partners, and friends, all who have been integral to our business journey spanning 55 years, I am honored to share these introductory lines.

Since we first launched our operations in Bosnia-Herzegovina in 1969, our brands have consistently remained consumer favorites and over the years, the Coca-Cola system's impact on the economy and society of Bosnia-Herzegovina has steadily grown, firmly establishing us as a vital part of the community.

This has been, once again, confirmed by the results shown in our latest, 5th consecutive Socio-economic impact study. The 2023 results, achieved independently and in collaboration with numerous partners, customers, and suppliers, highlight our commitment to transparency, collaboration, and continuous growth, aiming to positively impact the economy and society of Bosnia and Herzegovina.

In 2023, the total impact of the Coca-Cola system, including wages, taxes, and profits, amounts to **303 million BAM**. This represents **0.65% of the GDP of BiH**, a statistic that fills us with pride and appreciation as we continue to play a vital role in fostering growth and prosperity in B-H society.

Coca-Cola system in Bosnia-Herzegovina directly creates **39 million BAM of added value**, while indirectly supporting another **264 million BAM** in the B-H economy. In 2023, the sold volume **grew by 19 million liters, or 16%**, while revenues grew by 32 million BAM, which is 44 % compared to 2021.

As one of the leading employers in the country, Coca-Cola HBC B-H Sarajevo **directly employed 271 individuals** in 2023. Additionally, it supported 10,665 jobs within its value chain, accounting for **0.8% of the nation's total workforce**.

In the 2 years since our last study, the Coca-Cola system in Bosnia and Herzegovina has also innovated, achieving **record production in 2023, exceeding 120 million liters of beverages**, demonstrating exceptional operational efficiency and continuous growth. Notably, this growth is underscored by the fact that **83% of the beverages sold originate from local production in our Hadžići Plant**.

In line with our sustainability agenda, Coca-Cola HBC B-H Sarajevo has also achieved a **3% reduction in energy consumption, a 9.1% decrease in CO2 emissions, and a 23% drop in waste production** over the past five years, underscoring our commitment to reducing our environmental footprint.

We extend our heartfelt gratitude to our customers, suppliers, consumers, employees, and partners, whose unwavering support and dedication have been instrumental in our journey thus far.

As we turn the page to the next chapter, we invite you to join us on our mission to create a more sustainable future.

Thank you for your continued trust and partnership.



## Foreword of General Manager Coca-Cola Adria

Gjorgji Hristov,  
General Manager Coca-Cola Adria

Dear friends and partners of Coca-Cola in Bosnia and Herzegovina,

It is my pleasure to be part of the local Bosnian-Herzegovinian team as we present a new edition of the socio-economic study of Coca-Cola's impact in Bosnia and Herzegovina for the past year. Various global changes we are witnessing make our business and daily tasks challenging, but they also open up a whole range of opportunities where we find exceptionally successful ways to grow and progress, for both our employees and the company itself.

At Coca-Cola, we are focused on our consumers, their changing needs, and we continuously adapt to them. We have created a focused portfolio, delivering the ultimate excellence in ingredients, innovation, design, experiences and marketing. This makes our brands globally recognizable.

The jubilant 55th year of our operations in Bosnia and Herzegovina, as you will read on these pages, has illustrated our mission: "To refresh the world and make a difference" in Bosnia and Herzegovina with a record sales of over 150 million bottles of our beverages. We are part of creating memories, special events, and enjoyment with loved ones, but we also respect and celebrate the tradition that we share with the local community, of which we are extremely proud. By supporting our partners' projects, through donations and sponsorships, our impact on the local community is greatly multiplied.

Coca-Cola is one of the first partners of the Sarajevo Film Festival. We are happy that this cooperation has been going on for more than two decades and that we have also contributed to building SFF into one of the world's most famous film festivals. This year we marked the 40th anniversary of the Winter Olympic Games held in Sarajevo in 1984. Even then, Coca-Cola was the official drink of the Games. We also continuously support the Youth Sports Games project, the biggest grassroots sports event in Europe. In addition to domestic production at our factory in Hadzici, supporting important local projects is another way for Coca-Cola to be an active member of the community in Bosnia and Herzegovina.

And as the study reflects on past achievements, we are committed to continuous successful, sustainable, and responsible business operations to further contribute to the development of the Bosnian-Herzegovinian community.

Thank you for being with us and for inspiring us to be better every day.

# Coca

Distribution of Coca-Cola products in BiH has started back  
in **1969.**

The bottling plant started its operation in BiH back  
in **1975.**



# Cola®

Coca-Cola significantly contributes to economy and society  
of Bosnia and Herzegovina through cooperation with

**352 local suppliers**

**and 15.651 customers**

Coca-Cola in BiH is comprised of two companies: subsidiary **The Coca-Cola Company** and **Coca-Cola HBC B-H Sarajevo**, both seated in Sarajevo.

The production of Coca-Cola HBC B-H takes place in the bottling plant in **Sarajevo**, whereas distribution is carried out via three sales-distribution centers in **Banja Luka, Mostar and Tuzla**, which, alongside to sales-administrative center in **Bihać**, ensures the distribution of Coca-Cola products throughout all regions of BiH.



**Coca-Cola**®

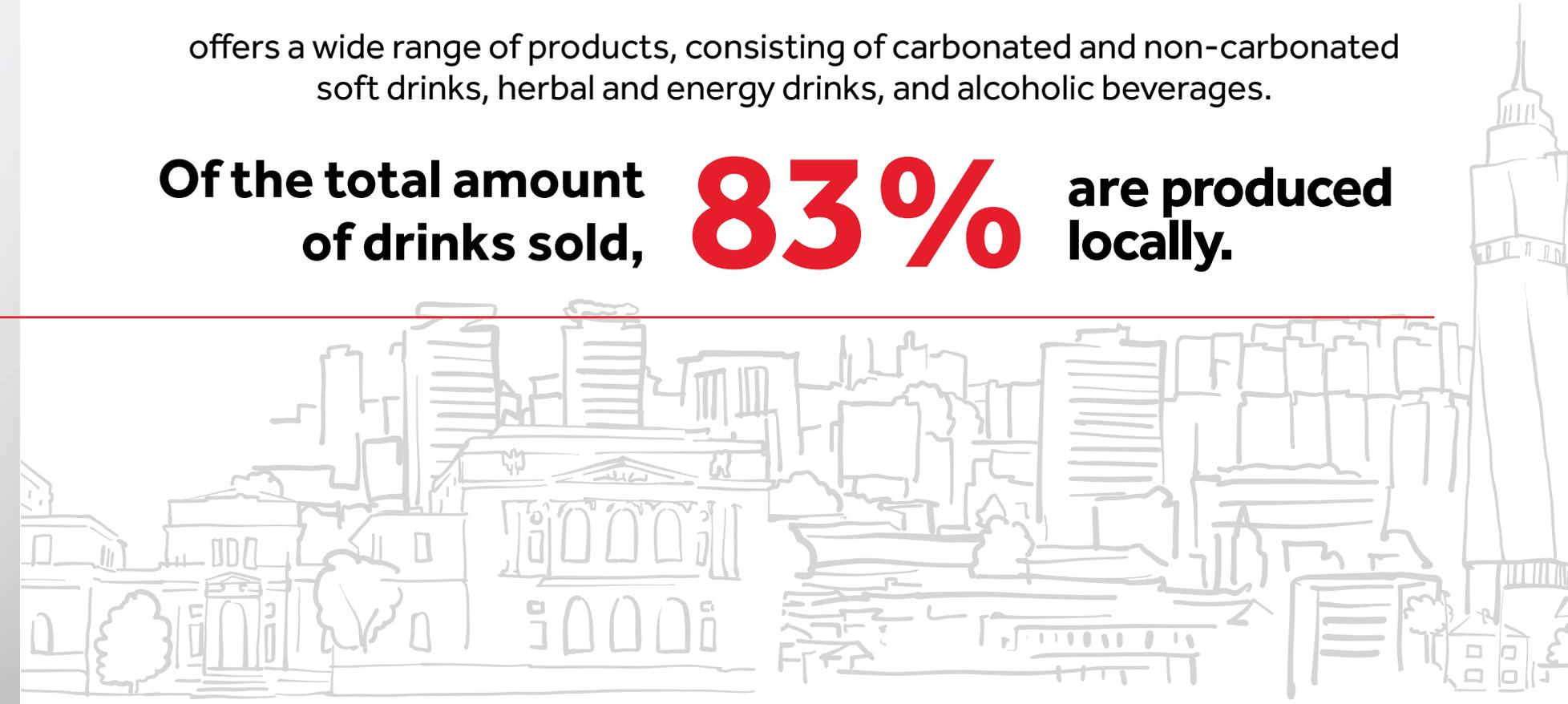
On the BiH market



**Coca-Cola HBC  
B-H Sarajevo**

offers a wide range of products, consisting of carbonated and non-carbonated soft drinks, herbal and energy drinks, and alcoholic beverages.

**Of the total amount  
of drinks sold, 83% are produced  
locally.**



# Coca-Cola®



creates

**39 mil. BAM**

of added value  
directly



**264 mil. BAM**

in the BiH economy  
indirectly



the volume sold increased by

**19 million liters (16%)**

compared to 2021.



revenues increased by

**32 million BAM (44%)**

compared to 2021.



The total value of the direct and indirect impact of Coca-Cola in the form of wages, taxes and profits in **2023** was

**303 mil. BAM**

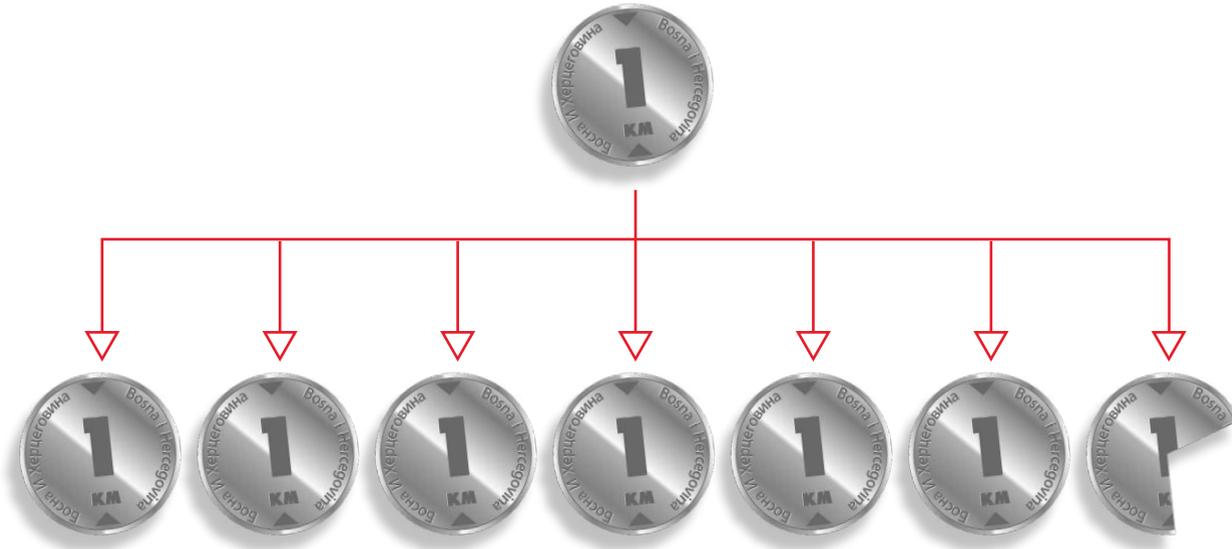
which is

**0,65%**

of the GDP of BiH.

## Each convertible Mark

of added value created by Coca-Cola supports the creation of another



**6,7 BAM**

**of added value**

in the economy of Bosnia and Herzegovina.



On Coca-Cola products, consumers spend a total of **475 million BAM**

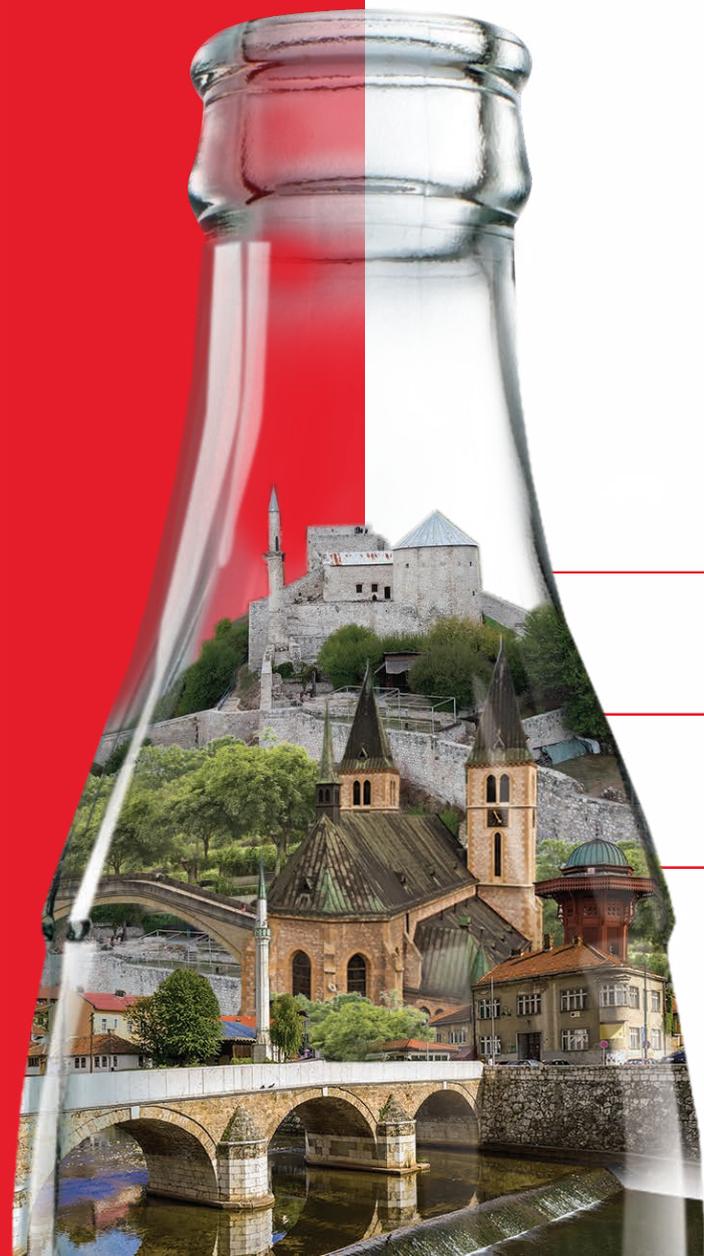
For every Convertible Mark spent, in the BiH economy remains **64%**

The state benefits the most from Coca-Cola's operations in the local market. Coca-Cola directly and indirectly supports the creation of **153 million BAM** in tax revenues, representing **50%** of its total added value contribution in BiH.

With its direct and indirect contribution,  
Coca-Cola provided

 **1,7%**

of the total tax contributions  
paid in BiH in 2023.



**Coca-Cola**® in BiH

directly employs **271** workers

in its value chain,  
it supports in total **10.665** jobs

 **=39**

which makes up **0,8%** of the total number  
of jobs in BiH

Coca-Cola supports employment opportunities for all sectors of society, including high-skilled and low-skilled workers. Most jobs are supported in the **trade sector (6.860)**.

## In the past five years, Coca-Cola

kept its water usage at the same level

by **3%** reduced its energy consumption

by **9,1%** reduced its CO2 emissions

generated **23%** less waste compared to 2017.

Coca-Cola HBC B-H Sarajevo is the only certified company in BiH according to the EWS standard of the European Agency for Water Management and Conservation.



## By using **HFC-free** cooling systems, Coca-Cola aims to contribute to the reduction of harmful effects on the climate.

In the year 2023 **82%** Coca-Cola's refrigeration systems were HFC-free

In the year 2021 **74%** Coca-Cola's refrigeration systems were HFC-free

In the year 2019 **64%** Coca-Cola's refrigeration systems were HFC-free



# 55 YEARS OF

BUSINESS IN BOSNIA AND HERZEGOVINA

In 2023, **Coca-Cola HBC B-H Sarajevo** achieved record production:

**21.138.512 UNITE CASES**

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**12.011.517 PHYSICAL CASES**

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**120.024.469,5 L**

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**151.220.028 BOTTLES**

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# Our values

Our four values determine how we behave every day



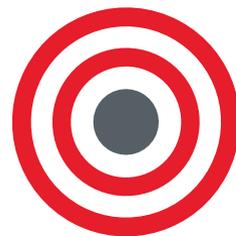
Customer First



We Over I



Deliver Sustainably



Make It Simple



## Contributing to our communities

Coca-Cola in Bosnia and Herzegovina is a leader in socially responsible business, continuously investing effort into environmental care and contributing through projects aimed at enhancing community life. We strive to engage all stakeholders in our sustainable activities, especially the local community. A key aspect of our strategic approach is our commitment to investing in the local community and improving the quality of life for its members.



### From Source to Sea

The "From Source to Sea" project was launched in Bosnia and Herzegovina in 2021, focusing on environmental care and raising awareness about the responsible disposal of packaging waste. In 2022, Konzum, one of the leading retail chains in Bosnia and Herzegovina, joined the project.



### Raise the Bar Youth

Coca-Cola HBC B-H Sarajevo actively invests in local communities through sustainability, education, and youth development projects. The "Raise the Bar Youth" program aims to collaborate with all secondary hospitality schools, offering additional education and content to students. This project also seeks to increase young people's interest in hospitality industry professions by enhancing the sector's quality and improving the image and reputation of these careers.



### Youth Empowered

The Youth Empowered project is a national program of the Coca-Cola HBC B-H Sarajevo company, which, since 2017, recognizes, develops, empowers and motivates participants to succeed, making them more competitive on the labor market. Unemployed motivated individuals, open to new knowledge and opportunities, are offered by the program the learning of life and business skills necessary for employment and better positioning on the labor market. By 2023, more than 3,860 young people have received education within this project.

Investments in community projects 2019-2023.

**786.000 BAM**

Investments in community projects 2023 alone.

**174.000 BAM**

**98.000 BAM** in the environmental protection projects

**76.000 BAM** in the youth support projects

# World without waste

Recycle me.  
Give me  
a new life.

The "Recycle me. Give me a new life." initiative is part of Coca-Cola's long-term, comprehensive plan "World Without Waste." Through this plan, Coca-Cola has committed to collecting and recycling the equivalent number of bottles and cans it places on the market by 2030, and ensuring that at least 50 percent of its primary packaging is made from recycled materials.

## Coca-Cola's partnership with the Sarajevo Film Festival

Since 2021, Coca-Cola in Bosnia and Herzegovina, in cooperation with the Sarajevo Film Festival, has been continuously working on creating new habits, educating and raising citizens' awareness of the importance of proper disposal, sorting and recycling of waste. From 2021 to 2023, during the Sarajevo Film Festival, more than **112 tons of waste** (PET packaging, cans, glass packaging and mixed waste) **were collected**.

## Partnership between Coca-Cola and Mercator for a World Without Waste

As a socially responsible company committed to sustainability, partnerships, and innovation, Coca-Cola in BiH has continued its efforts to raise awareness about the importance of responsible and proper disposal of packaging waste. In 2023, Coca-Cola's "Recycle Me. Give Me a New Life." project, in partnership with Mercator, was launched as the first pilot. Plastic waste packaging was collected in six selected Mercator supermarkets, and for each plastic bottle, regardless of size, consumers received an additional 5 Pika points on their card, equivalent to 0.10 BAM. Over the course of nine Saturdays, **a total of 108,225 bottles were collected**, with 2,208 consumers participating and earning a total of 541,125 points.





## About authors and methodology

The 2023 study on the socio-economic impact of Coca-Cola in Bosnia and Herzegovina was prepared by Steward Redqueen consulting company, which specializes in advising companies on their impact and sustainability. The socio-economic impact assessment conducted for Coca-Cola in Bosnia and Herzegovina determines its contribution to the economy in terms of employment and income. The presented results were obtained on the basis of the input and output data analysis based economic model. It is a recognized model, developed by economist and Nobel Prize winner Wasilly Leontief. Within this model, the entire economic impact is divided into direct (arising from the company's operations), indirect (arising from the operations of suppliers, trading partners and their suppliers) and induced (arising from household consumption). A more cautious approach was applied in the preparation of this study, which does not include household consumption, because the opinion of economic experts is divided on this model link. Therefore, the direct of Coca-Cola's operations in Bosnia and Herzegovina and the indirect impact on domestic suppliers and trade partners and their suppliers were taken into account.

## THE SOCIO-ECONOMIC IMPACT STUDY OF COCA-COLA SYSTEM IN BIH IN 2023

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