





# Coca-Cola Europacific Partners

## GB's Accessibility Journey



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Mohammad  
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# CCEP's Journey To Date

2020

Launched  
Everyone's Welcome



Identified executive  
sponsor



José Antonio Echeverría

2021

Ran listening  
sessions

Formed catalyst  
group



Established  
partnerships

Disability inclusion  
reviews

2022

Support tools to  
build confidence



1st Global  
Inclusion Survey

2023

International Day  
of Persons with  
Disabilities



External  
commitment and  
Charter



2024

2nd Global  
Inclusion Survey

Launched the  
Global  
Accessibility  
Maturity Matrix



Upskill country  
disability sponsors

# The Global Accessibility Matrix

### The Principles

Each principle represents a key area that can impact how accessible CCEP is to underrepresented groups, particularly those with disabilities.

#### Attitudinal

To ensure that everyday interactions are positive ones, and to challenge common misconceptions. This is often a base point in action planning and a key contributor to other barriers. For example, the language we use, the assumptions we make on a person's ability to undertake tasks and the support we offer.

#### Communication

To empower employees to carry out their work effectively efficiently, independently and with dignity. Going beyond producing documents and includes such things as pre-arrival information for employees and candidates, website and intranet, training and learning, signage and wayfinding, and formal and informal engagement.

#### Physical

To enable all employees and visitors to move around freely, identify structural obstacles within the working environment that pose or block mobility or access. Know who you are designing at providing for and ensure ample are included in the workplace design. Examples include main doors, lighting levels, quiet spa.

## Accessibility Maturity Matrix

Partnering for an accessible and inclusive workplace

### Attitudinal

- Has everyone received disability awareness and disability inclusion training?
- Do our priority policies and procedures ensure that our workplace is free from discrimination and harassment?
- Do we promote and celebrate our disability employees and/or visitors?
- Do we promote disability positive attitudes within our workplace?
- What information do we share with prospective and new employees about their work environment?

### Establishing a working group

To help you to assess and progress through the stages of the maturity matrix, we suggest creating a working group made up of the following representatives:

- Disability Sponsor
- Disability Network
- Health & Safety
- Facilities Management
- Engineering
- Finance/Procurement
- People & Culture
- Communications

## Disability Smart Awards 2025

### Winner

Physical	Comments
Consistent and accessible format for signage / wayfinding. Route to main entrance and key facilities (e.g. toilets, stairs, lifts) clearly signed	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>
Accessible parking bays provided for visitors (2%) of car park plus 1 for each employee who needs one	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>
Routes from parking to entrance are level or ramped (i.e. no steps) and with a firm surface and a suitable width (minimum 1800mm)	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>
Reception desk at two heights (for seated and standing visitors) and wheelchair accessible WC near reception for visitors. Emergency alarms installed in all accessible sanitary facilities	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>
Height adjustable workstations and ability to obtain basic ergonomic items via an internal catalogue. Variety of seating available, some with high backs and arms (and height adjustable on request)	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>
Good natural light levels particularly where operating machinery	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>
Designated quiet areas	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>
Suitable width access routes between equipment and machinery (minimum 1200mm except permanent obstructions over a short distance). Access routes used by vehicles clearly marked on the floor (with dual contrast)	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> <div><input type="checkbox"/> In-progress</div>



## The Business Case

People with  
Disabilities are

**x2**

likely to be  
unemployed

**24%**

Working People with  
a Disability are  
in the UK

**12.6%**

CCEP employees  
self-declare a  
disability  
(2023 inclusion survey)

People with  
Disabilities face

**x2**

living costs

**80%**

disabilities occur  
during the working  
age

**50**

Members of the  
CCEP GB  
ThisAbility group

## Our Disability Partners supporting us on our journey



Department  
for Work &  
Pensions



# Mohammad Koheeallee

Quality, Environment, Safety and Health Co-Ordinator  
& Lead Accessibility Ambassador GB

- ▶▶ Support the organisation to become more inclusive
- ▶▶ Challenge the status quo by asking the difficult questions
- ▶▶ Research approaches and innovations on accessibility
- ▶▶ Connect the network with right people to create success
- ▶▶ Be a vocal, visible advocate for accessibility





**ThisAbility**

**Employee Resource  
Group**



# The CCEP GB #JustBe ThisAbility Team



**Andrew Matthews**  
ThisAbility Co-chair



**Chris Goodall**  
GBLT Sponsor



**Mohammad Kohealtee**  
ThisAbility Co-chair

**Accessibility**

**Accessibility**



**Awareness & Tools**

**Talent**

**Events**

# GB ThisAbility Strategy 2025



## Goals

- GB continues to be recognized as a Disability Confident Leader and Innovators for people with a disability within Fast Moving Consumer Goods (FMCG) industry.
- **Retain, develop** and recruit talent to ensure **15% of the workforce** are represented by people with a disability
- Ability awareness embedded everywhere
- CCEP customise roles to meet individual's needs

### Accessibility

Ensure CCEP sites, products, tools & communications are Inclusive & Accessible to everyone

### Awareness

Promote awareness & understanding of Ability needs at CCEP and how our people can be supported to be their best at work

### Talent

Ensure we **retain**, develop and recruit those with diverse abilities at CCEP, and that our processes and ways of working maximise the potential of our all our talent

### Events

Ensure all CCEP GB conferences, events and meetings are accessible for all our colleagues, customers and visitors



## What is Hacking?

The definition of hacking is the act of exploiting system vulnerabilities and compromising the security of digital devices and networks to gain unauthorized access to data.

# Example of Hacking a session

## Our aim:

To ensure **accessibility** is embedded and prioritised, to ensure **accessibility** concerns for all colleagues are being addressed.

## Hacking session:

What **accessibility** challenges do you think a person with a visible or invisible disability might face in field sales?

How could we best support them?

1. Break into groups to discuss and brain dump (Nothing is off limits)
2. Each group presents back ideas to the wider group
3. Individual Role Reflection; reflect on the role you could play in promoting inclusivity; awareness within the CCEP and local communities based on the session today.

  
**Alice Wethey**  
Field Sales Representative

"Life felt like a rollercoaster after I was first diagnosed with chronic fatigue and PoTS. But, getting involved with initiatives at CCEP like our Just Be allyship network has empowered me to speak up when I'm struggling."



  
**Donna Allbrighton**  
Production team leader

"The pandemic really forced me to slow down and prioritise my health as I navigated a whole new layer of my chronic obstructive pulmonary disease (COPD) diagnosis. My colleagues' support and kindness during this time and since then really meant a lot to me."



  
**Eugene Josephine**  
Field Sales Merchandiser

"I love to be on the go and keep busy, so being diagnosed with chronic fatigue syndrome was challenging to navigate. I'm grateful to work in a role I love with a team that makes me feel welcome and safe enough to share my story."



  
**Jo Appleton**  
Customer Finance Management

"When I was interviewing for the role at CCEP, I was worried about what the response to my disease would be. I was pleasantly surprised with how supportive and understanding managers have been of the symptoms of my condition from day one, and throughout the last decade."



  
**George Boor**  
Sales Representative

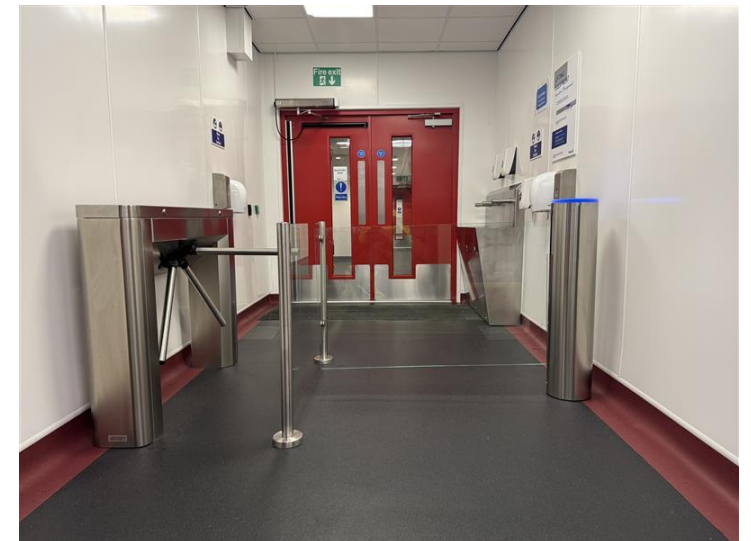
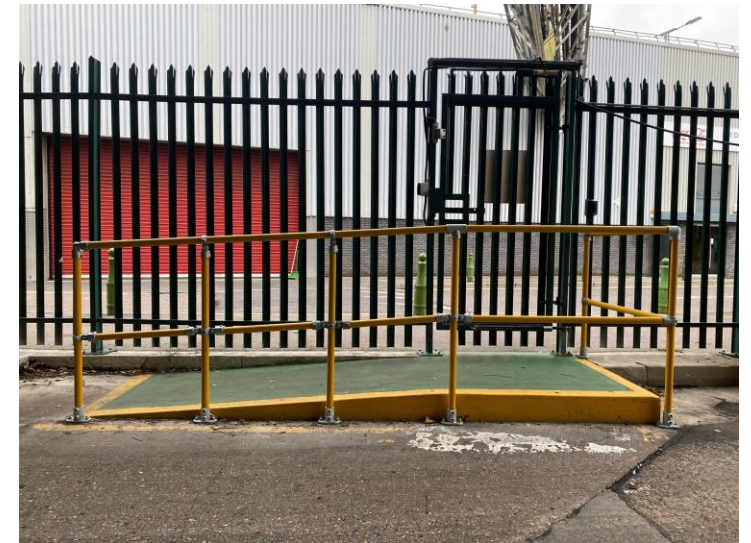
"Learning how to manage my ADHD and communicate my needs at work has been a learning curve, but I've started to really embrace my condition and see the positives it can bring to the workplace."



# Accessibility



# Edmonton's Accessibility Journey





# Building in Accessibility By Design



# Awareness



# Employee Stories and Manager Resources

## Alice Wethey Field Sales Representative

"Life felt like a rollercoaster after I was first diagnosed with chronic fatigue and PoTS. But, getting involved with initiatives at CCEP like our Just Be allyship network has empowered me to speak up when I'm struggling."



## Richard Cunningham ASRS team leader

"After enduring a life-altering accident that drastically shifted my physical abilities, I'm left feeling truly grateful for how far I've come on my healing journey, and for the incredible support and encouragement I've had from colleagues."



## Top 10

things you can do now to communicate more accessibly

Everyone's welcome | Coca-Cola EUROPAIC PARTNERS

1

Always assume that people with disabilities are part of your audience

2

Use simple and clear language

3

Don't use all capitals for whole words

4

Avoid special characters, symbols and emojis

5

Use simple colours with good colour contrast

6

Provide 'Alt text' for all images

7

Make captions available on all videos

8

Use a minimum of font size 12 for all written communication and size 18 for presentations

9

Run all written communication through an accessibility checker

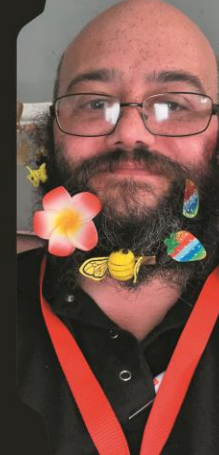
10

Slow down when presenting

Getting started with accessible communication

## Eugene Josephine Field Sales Merchandiser

"I love to be on the go and keep busy, so being diagnosed with chronic fatigue syndrome was challenging to navigate. I'm grateful to work in a role I love with a team that makes me feel welcome and safe enough to share my story."



## Donna Allbrighton Production team leader

"The pandemic really forced me to slow down and prioritise my health as I navigated a whole new layer of my chronic obstructive pulmonary disease (COPD) diagnosis. My colleagues' support and kindness during this time and since then really meant a lot to me."



## GB ThisAbility factsheet

### Dyslexia

Dyslexia is a common learning disability that affects up to 1 in 10 people in the UK. It is usually characterised by:

Difficulty reading and writing (e.g. spelling and letter formation/orientation)

Struggling to meet deadlines

Difficulty following sequences of instructions

### What do I need to know?

Dyslexia is a lifelong condition and may come with other related conditions such as ADHD or Autism.

Words may appear to move around on the page or get mixed up in the wrong order

Frustration or fatigue (potentially to the point of eye strain) due to the extra effort involved in reading

Certain fonts, text styles or background colours may make reading easier

Difficulties with executive functioning skills especially planning and organization

Short-term/working memory struggles

Creative skills or tactile activities may feel easier to master

Good problem solvers and out of the box thinkers

Often have strong visual-spatial skills and lateral thinking

### What's it like to have dyslexia?

### How can I support someone with dyslexia?

Everyone will have different things that best help them to succeed so it is important to discuss what adjustments will help the person most. They may include:

Allowing extra time for processing information especially when written

Provide a space with few distractions for quiet work

Screen readers or colour filters to reduce eye strain

Give clear priorities on important tasks

### Where can I find out more?

[British Dyslexia Association](#)

[NHS - Information on Dyslexia](#)

# Breaking Barriers





**When everyone's  
welcome, they should feel  
seen, heard, valued,  
respected and safe.**

# Top Tips

**1**

**Identify your  
success partners**

**2**

**Upskill and  
enable allies**

**3**

**Invest in awareness  
and capabilities**

**4**

**Think big, start  
small**

**“By breaking down barriers to inclusion, we’re not just transforming our workplaces; we’re taking steps to transform society as a whole.**

**Together, we can create a legacy that’s worth fighting for. Join us on the journey towards a more inclusive future.”**

**José Antonio Echeverría**

Chief Customer Service and Supply Chain Officer and  
Executive Sponsor for Disability Inclusion at CCEP



