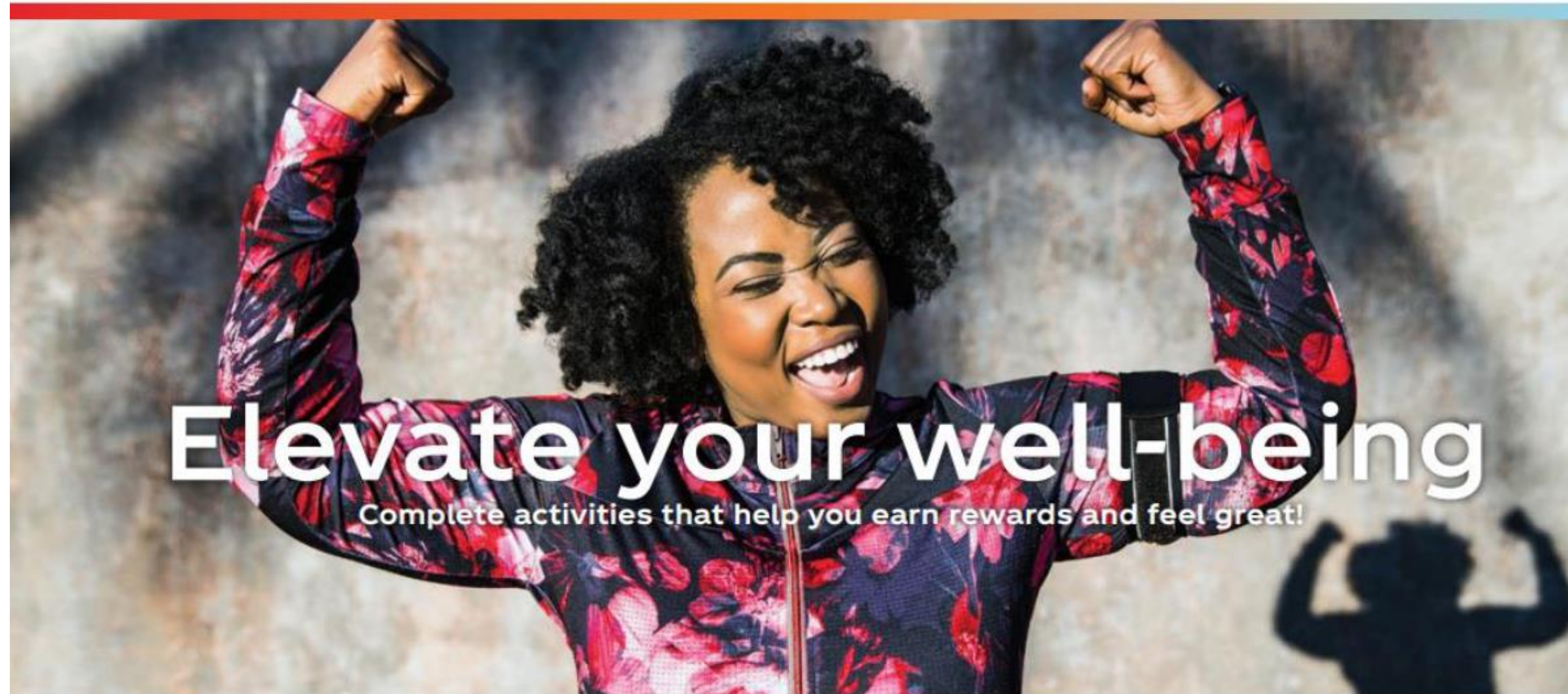




Be Well

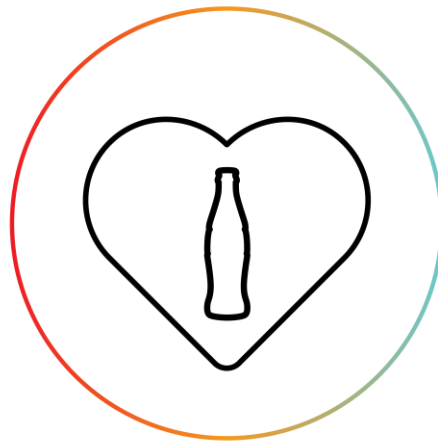


Elevate your well-being

Complete activities that help you earn rewards and feel great!

Well-Being Rewards Program

Refresh the World and Make a Difference



**Loved
Brands**



**Done
Sustainably**

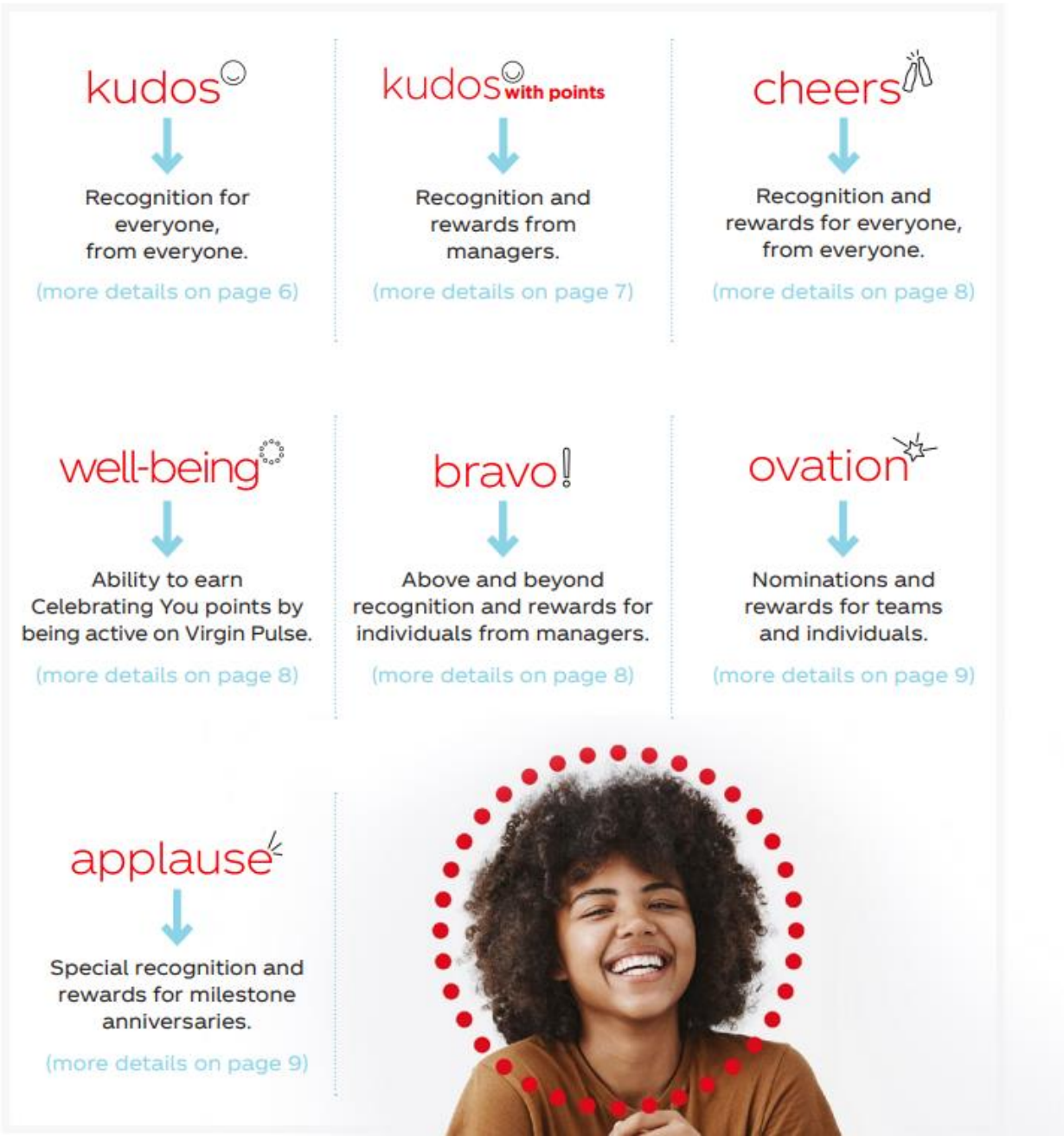


**For A Better
Shared Future**

Our vision is to craft the brands and choice of drinks that people love, to refresh them in body and spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

The core programs within Celebrating You.

The versatility of the Celebrating You platform is reflected in the variety of programs offered:



More Journeys®

Set out on a journey to your goals.

More Journeys® are added throughout the year on Virgin Pulse – continually looking for ways to help you on your path to your personal well-being goals. Check out the wide range of Journeys® topics available today:

PHYSICAL WELL-BEING		EMOTIONAL WELL-BEING	FINANCIAL WELL-BEING
Fitness <ul style="list-style-type: none">• Change Your Workout• Get Strong At Home• Walk Your Way to Fitness• Fit as a Family• Move to Lose	Managing Conditions <ul style="list-style-type: none">• Beat Lower Back Pain• Breathe Easier with Asthma• Live Healthy: Blood Pressure• Live Better with Coronary Heart Disease• Live Healthy: Cholesterol• Live Healthy: Diabetes	Stress/Happiness <ul style="list-style-type: none">• Beat the Blues• Choose a New Attitude• Find Your Focus• Make Time for Play• Stress Less in 10 Minutes• Three Ways to Lower Stress	Financial Readiness <ul style="list-style-type: none">• Financial Fitness: Plan for Emergencies• Maintain Financial Fitness• Organize for Financial Fitness• Shrink Your Debt• Stash Some Cash

Global Well-Being Programs



What It Is: Holistic well-being platform (website and mobile app) that allows people to track steps, participate in challenges, use digital guided coaching, track healthy habits, and more – all while earning points to reach milestones to earn Celebrating You points.

Access: member.virginpulse.com (Existing members), join.virginpulse.com/coca-cola (new to Virgin Pulse), Virgin Pulse app: App Store® and Google Play™ store



What It Is: Mindfulness app with courses on topics such as Build Emotional Intelligence, Focus & Grow, Improve Relationships, One-Minute Practices, Practice Yoga, Reduce Stress & Anxiety, Sleep Better, Manage Career Stress, Improve Your Mental Health, and Mental Health & Parenting. Sessions range from 1-minute up to 20 minutes depending on your preferences.

Access: Download the app from app stores, access initially through Virgin Pulse Programs page (to set up account); then access through the app or www.whil.com



What It Is: A platform to support employee financial well-being through a variety of courses, self-assessments, learning tools, calculators, and more. Topics include: Financial education for short and long-term planning; taking control of your finances and overcoming financial hurdles; and tools for learning how to stress less about money through better budgeting, saving, and planning

Access: Access via the Virgin Pulse programs page or at <https://cocacola.enrich.org/>



What It Is: An app with a variety of avatar personal trainers to walk you through multi-week fitness programs geared towards your goals and your current fitness level. Programs include: HIIT, strength, yoga, running, etc.

Access: Access via the Virgin Pulse programs page or at <https://corporate.withutraining.com/> (and use Coca-Cola e-mail address to sign-up!)



What It Is: The International EAP programs offers 1:1 counseling and support, referrals to local resources, and research assistance on a wide range of questions. As part of the EAP, there is an app iConnectYou available.

Access: Access EAP through: www.cigna.com/ieap Company code: coca-cola; iConnectYou app on Coca-Cola app store, local access phone number (ADDIN)

Feel great, earn rewards!



Move, learn, track, and be mindful in 2021.

Be empowered to live healthier in 2021 – and get rewarded for it! You can earn up to 880 Celebrating You points by moving, reading daily well-being tips, tracking healthy behaviors, practicing mindfulness, enhancing your financial literacy, and more.

As you complete activities on Virgin Pulse, you will earn Virgin Pulse points – that help you reach Levels 1-4. At each level reached, you earn 220 Celebrating You points – for up to **880 Celebrating You Points** total.

Level 1	Level 2	Level 3	Level 4
			
5,000 Virgin Pulse Points 220 Celebrating You Points	15,000 Virgin Pulse Points 220 Celebrating You Points	30,000 Virgin Pulse Points 220 Celebrating You Points	50,000 Virgin Pulse Points 220 Celebrating You Points

How to earn

Get rewarded for more activities in 2021.

In 2021, you can earn Virgin Pulse points for a wide range of activities including:

MOVING			
Take 1,000 steps/day Earn 10 points (max: 140 pts/day)	Complete a WithU workout session Earn 50 points (max: 1x per day)	Complete a WithU workout program Earn 300 points (max: 1x per quarter)	
TRACKING			
Track healthy habits Earn 10 points (max: 30 pts/day)	Take self-entered measurements Earn 450 points/month	Set a well-being goal Earn 200 points (max: 1x per year)	
MAKING A CHANGE			
Complete a Journeys® step Earn 60 points/day	Complete a Journeys® course Earn 350 points/month	Join a personal challenge Earn 100 points/month	Create a personal challenge Earn 50 points/month
BEING MINDFUL			
Complete a Whil session Earn 20 points/day	Complete 10 Whil sessions in a month Earn 100 points/month	Complete 20 Whil sessions in a month Earn 200 points/month	
LEARN MORE			
Read daily cards Earn 20 points (max: 40 points/day)		Complete an Enrich course Earn 250 points/week	

* A full list of ways to earn Virgin Pulse points is available on the Virgin Pulse website or app

4. LOCAL ACTIVATION & PROMOTION: IDEAS TO MOVE

During the six weeks of the challenge, help your workplace to make movement fun with a variety of steps-generating activities:

Lunchtime walking group. Start a lunchtime walking group and aim to meet 2 times per week to walk for 20-30 minutes at lunchtime.

Dance party. Reserve a large conference room or meeting space. Move the furniture out of the way and turn on the music. Have a dance party to help drive up those steps!

Special Fitness Class Programs. Host a variety of discounted or free fitness classes such as spin (wear your tracker on your shoe!), boxing (wear on your wrist), or other aerobic activities.

Train for a 10K. Identify a local 10K race towards the end of the challenge and start a Coca-Cola team to compete. Set up a training plan and hold weekly group runs.

Walking Meetings. Set-up your 1:1 meetings and check-ins as walking meetings for the 6 weeks – who knows? It might start a longer-term routine!

Elevator “Shut-Down”. Shut down an elevator for one day encouraging people to take the stairs (keep at least one running for anyone who is unable to do stairs)



WEBU COVID 5K

The WEBU team held a virtual 5K event that asked people to submit their best 5K time walking or running and then had people all run a “race” to try to beat their previous PR by the widest margin. Template bibs were provided for people to print out and use and people were encouraged to post pictures of their runs and final times on SeenIt.



Movember Challenge

World Bicycle Day – June 3rd



- World Bicycle Day = 3 June
- Triple Points Promotion: Take a cycling class on WithU on the 3 June
- Bike tips sharing
 - Videos
 - Tips
 - Other information
- Other
 - Go for bike ride and share picture on Yammer #WorldBicycleDay (100 VP points)
 - Encourage others to bike
 - Hold a virtual bike workshop
 - Set a biking route and encourage others to do the weekend after

International Yoga Day – June 21st



International Yoga Day: June 21st

Triple Points Promotion: Take a yoga class on WithU on the 21 June

Ways to activate locally

- Set up a live or virtual yoga class using the content on Whil or WithU
- Hold a virtual yoga class with local instructor
- Promote yoga content on Whil and WithU

Local activations



Creación de tres canales para seguir conectados durante la pandemia

- 1.- Wellbeing
- 2.- Cocina
- 3.- Música

Charlas Motivacionales / Gestión del cambio (stress)



Albert Espinosa



Marian Rojas

Actividades Navideñas Virtuales Solidarias



Actividades Navideñas Virtuales Corporativas

- Desayuno Navideño
- Concurso creación Árbol Navidad
- Fiesta Navidad Virtual
- Envío regalo Navidad



Regalo Navidad



Concurso árbol

Local activations

Mercadillo Solidario On-line



Sorteo 30 cenas benéficas virtuales Fundación Ronald McDonald



Otras actividades

- Sesión para prevenir el agotamiento digital
- Sesiones a nivel WEBU de Mental Health
- Se han agendado clases a nivel WEBU de Pilates / Yoga / Fitness

La labor del Wellbeing Champion es la de aterrizar las iniciativas y actualizaciones globales a nivel local así como la de proponer y promover acciones locales



<https://vimeo.com/11258106>

GRACIAS