

# Coca-Cola European Partners - Diversity & Inclusion Consultancy

## Background

Coca-Cola European Partners (CCEP) is a market leader within the FMCG sector in Europe and is the world's largest independent Coca-Cola bottler.

CCEP offers consumers a wide choice of high-quality drinks, via some of the world's best-known and well-loved brands.

They have over 300 million customers and employ 23,500+ staff across 13 European countries.

## The Scenario

CCEP are committed to the selection, recruitment and retention of a diverse workforce, and to creating and sustaining a culture of inclusivity.

Gender representation is a current and prominent area of focus, and the business has stated an ambition to achieve 50:50 male / female candidate pools for all vacancies.

In support of the 50:50 ambition, and to expand CCEP's appeal to minority groups, The Curve Group was commissioned to conduct an unconscious bias audit of the Talent Acquisition (TA) Team's processes and ways of working, through the lenses of gender, race, and ethnicity.

## The Diversity and Inclusion Consultancy Project

In order to conduct a thorough audit, The Curve Group deployed a cross-sectional research approach which included a combination of qualitative interviews, quantitative data analysis and also desk based research including the following:

- Employee interviews, collating qualitative data and feedback from staff from across the business
- Extraction and analysis of quantitative data from the TA Team's attraction and recruitment tools and processes
- A desk-based review of CCEP's online presence to assess the effectiveness of all external messaging
- Research of industry best practice initiatives, drawing out examples of what other organisations are doing to attract (and retain) a diverse workforce

## The Result and Success Factors

The findings from our research were reported back to CCEP in a report and the key findings were presented to the Head of Talent Acquisition.

As part of the report, The Curve Group highlighted areas where the business was already making good progress, and also identified key areas for improvement.

Since the project, CCEP have:

- Focused on emphasising their commitment to Diversity and Inclusion internally and externally – raising the profile of this commitment both to existing staff and to the wider market
- Successfully piloted a number of schemes to remove bias from the recruitment process
- Expanded candidate pools by reshaping job descriptions in order to hire for potential and not just based on experience

CCEP has reported better staff engagement with the hiring process due to the initiatives above and are now making better use of data to monitor Diversity and Inclusion across the organisation.

CCEP now have plans to roll out more initiatives to further embed their focus on Diversity and Inclusion.

***"I chose The Curve Group to deliver this project after they were recommended to me by a connection of mine. The Curve Group are well connected in the Talent Acquisition space and are known for delivering good results.***

***The Curve Group did everything I asked of them - they came in, engaged with the business, they engaged with the Talent Acquisition team, they explored fully the process that we had and they made some clear recommendations on how we could improve.***

***What was pleasing for me was that they took the time not only to focus on the core brief but also to look more widely to make some broad recommendations about how we might engage the broader business with this initiative.***

***It was a very positive experience and I would happily recommend The Curve Group."***

**Nick Forkin, Head of Talent Acquisition GB - Coca-Cola European Partner**

**If you're interested in finding out more about how we can help you with the strategic and operational aspects of your Recruitment and HR management i.e. with your people, we would love to hear from you.**

**Give us a call on 01295 811486 today or find out more about what we do and other ways to get in touch via our website: [www.thecurvegroup.co.uk](http://www.thecurvegroup.co.uk).**

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[www.TheCurveGroup.co.uk](http://www.TheCurveGroup.co.uk)



[sayhello@TheCurveGroup.co.uk](mailto:sayhello@TheCurveGroup.co.uk)



+44 (0)1295 811486