

PRESS RELEASE

New Partnership Between Coca-Cola Switzerland and Pro Juventute

Fighting youth unemployment together: Coca-Cola Switzerland and Pro Juventute team up

A significant number of young adults cannot find employment: According to the International Labour Organization (ILO), in 2016, on average 8.6% of young adults were looking for work in Switzerland.* For many of them, the entry into the job market is posing a huge challenge. Experts at Pro Juventute and Coca-Cola Switzerland want to start right there with their Youth Empowered workshop and support youth aged 18 to 25 making the step from education into work.

"The step from the familiar learning environment into the first permanent job is difficult for some young adults. Often, they don't have any contact person and free counseling services are lacking. Together with Coca-Cola Switzerland, we have expanded our 'MyFutureJob' program by including the specially designed Youth Empowered job application workshop," explains Marco Mettler, manager of programs with Pro Juventute. The one-day workshop takes place at Coca-Cola in Brüttsellen and allows young adults to develop their best possible application documents together with Pro Juventute professional and career advisers. Volunteer Coca-Cola employees offer hands-on suggestions, practice job interviews and how to successfully employ social media for the job search.

Commitment to Social Responsibility

Coca-Cola Switzerland is dedicated to the future of coming generations within the framework of their social responsibility. "At Coca-Cola, we strongly believe in the potential of young people, and we recognize that not all young adults have the same chances for a successful career. As a partner with Pro Juventute, we offer young adults targeted support in their search for meaningful work that corresponds to their skills and potential," explains Rahel Raum, responsible for sustainability communication with Coca-Cola HBC Switzerland.

The workshop takes place on a monthly basis. Youth aged 18 to 25 can register on

www.projuventute.ch/bewerbungsworkshop

*Source: https://www.eda.admin.ch/content/dam/dea/de/documents/faq/schweiz-eu-in-zahlen_de.pdf

Additional Information

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Coca-Cola HBC Switzerland

Coca Cola HBC Switzerland is a leading beverage company in Switzerland. The company has been based here since 1936, employs more than 800 employees and produces locally in its bottling plants in Dietlikon and Vals. Together with more than 50,000 gastronomy and commercial partners, Coca-Cola HBC Switzerland offers the right beverage for every need and every occasion with a wide range of brand-name beverages.

For more information, please visit coca-colahellenic.ch or visitcoke.ch.