

## Coca-Cola Europacific Partners and MWCcapital Select Ten Startups to Improve Sustainability in the Supply Chain



*Participants at the CCEP and MWCcapital's Open Challenge*

- **This initiative aims to support the innovation and development of advanced technological solutions for the company's supply chain.**
- **It is part of the company's climate action strategy to drive sustainability throughout the entire supply chain with the goal of achieving net zero emissions by 2040 across its value chain.**
- **With these challenges, MWCcapital delves into digital technologies that promote industrial sustainability and the circular economy within the framework of the United Nations' sustainable development goals.**

**May 30<sup>th</sup>, 2024.-** Coca-Cola Europacific Partners (CCEP) and Mobile World Capital Barcelona (MWCcapital) have launched their first 'Open Challenge' for European startups (European Union and Great Britain) and students to identify innovative technological solutions that help companies improve the traceability of their products and the sustainability of their supply chain. This call has been open to all types of startups, from those in the earliest stages to those in more advanced growth periods. Additionally, the challenge is also open to master's degree students and higher-level students who can work alongside startups to develop their projects.

Among all the interested startups, ten were selected and invited to participate in two working sessions on May 3<sup>rd</sup> and 4<sup>th</sup>, where they had the opportunity to turn their ideas into high-value

propositions using the co-creation and creativity methodologies of 'Let's Flow' and 'Garage Stories' at CCEP NXT Labs in Berlin and Barcelona – five in each location.

This week, the three finalists from each city presented their projects to a jury comprised of members from Coca-Cola Europacific Partners and Mobile World Capital Barcelona. The winning idea was Myneral, a solution that enables manufacturers, retailers, and consumers to track their goods along the supply chain, offering transparency, efficiency, and real-time information.

The winner of the challenge will receive funding to develop a minimally viable product (MVP) and support from CCEP to implement it.

*“We are very pleased with the response to this first Open Challenge. It shows that there are many innovative ideas that will contribute to more sustainable development. Betting on innovation and creativity is key for CCEP, and collaborating with startups and students allows us to continue our path to achieving our sustainability and decarbonization goals,”* says David Marimón, CIO and Vice President of Business Process and Technology for the Iberia division of Coca-Cola Europacific Partners and Global IT Lead Customer Service & Supply Chain globally.

For his part, Eduard Martín, CIO of MWCcapital, concludes that *“when technology is understood as a key tool for sustainability, a true disruption occurs in our industry, as it allows us to improve, for example, traceability, efficiency, or adaptability of processes.”* Martín adds that *“with projects like the one we have promoted with CCEP, we also bet on innovation and entrepreneurial talent, thus helping us unify our digital ecosystem.”*

CCEP aims to achieve net zero emissions by 2040, ten years earlier than the European Commission's target. As an interim step, it aims to reduce its greenhouse gas emissions by 30% across its entire value chain by 2030 (compared to 2019). Within this framework, the 'Open Challenge' was born, an initiative aimed at finding solutions that can be applied and replicated throughout the company's supply chain and that is part of its commitment to advancing towards a sustainable and digital transition and growth.

## **For more information**

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