Case Study: Coca-Cola Enterprises Ltd

Coca-Cola Enterprises Ltd is the world’s third largest independent Coca-Cola bottler and the sole licensee bottler for products of the Coca-Cola Company in Great Britain, Luxembourg, Belgium, the Netherlands, Monaco, Norway, Sweden and Continental France.

The University of Kent identified Coca-Cola Enterprises (CCE) as a strategic partner in 2011, resulting from its innovative approach for collaboration with businesses.

By engaging with the Employability Points (EP) scheme, CCE has been able to interact with a wide number of our schools and students, building a mutual knowledge of strengths and potential areas of collaboration which has been beneficial to both parties.

CCE have offered eight paid work placements through the EP Scheme, leading to recruitment of three students within an extremely competitive market.

Some of the placements offered by CCE included: two paid projects for the 2012 London Olympics, a four week paid internship in business technology, a three month internship in human resources and a one week work experience placement in talent acquisition which resulted in full time employment for the student.

Louisa Redfern, Senior Professional Talent Acquisition Agent for Coca-Cola Enterprises Ltd said:

“Coca-Cola Enterprises enjoys being part of the University of Kent’s Employability Points Scheme and we believe we get a lot of value out of offering students opportunities with us as it enables us to raise our profile amongst a group of high calibre (potential employees).

We’re looking for candidates who want to develop themselves and try something new – the EP scheme is a great foundation for them to do this and helps them prepare for their future graduate career.”

For further information on the Employability Points scheme and how you can benefit by offering corporate sponsorship, contact
Kent Innovation & Enterprise, University of Kent, T: +44(0)1227 824641 E: employabilitypoints@kent.ac.uk
www.kent.ac.uk/employabilitypoints