“The true heritage of the Coca-Cola system is not its products, or its financial strength, or even its sales records. The true heritage of the Coca-Cola system is its character. We in business have an obligation to give something back to the communities that support us. That includes serving as an example of the way relations between people should be conducted.”

“The cynics will tell you that the good you do today will be forgotten tomorrow. Just do it anyway.”

- Roberto C. Goizueta
OUR SUSTAINABILITY FRAMEWORK

Well-Being  Women  Water

Coca-Cola Strengthening Communities
According to the World Health Organization (WHO), almost 50% of people in Africa lack access to essential medicines.
There is a significant opportunity to improve this situation leveraging private sector expertise and solutions through public-private partnerships.

**WHAT IF**

*WE ALL CAME TOGETHER AND SHARED...*

- SKILLS & IDEAS
- DISTRIBUTION EXPERTISE
- MARKETING KNOW-HOW
- BUSINESS SKILLS

TO HELP GET LIFE-SAVING MEDICINES AND MEDICAL SUPPLIES THE "LAST MILE" TO THOSE THAT NEED IT MOST.
Why the Coca-Cola System?

Coca-Cola has created one of the most widespread supply chains because of...

- Unparalleled reach and consumer connection insight & tools
- Global and local individual expertise & infrastructure
- Institutional knowledge to create success in African markets
- Engaged associates & bottlers (Global best practices but local presence)
- Convening power & credibility

To save lives, in-Country Health Distribution Services typically need...

- Route to Market skills & capabilities
- Supply chain processes
- Performance management & incentive processes & routines
- Demand side insight tools & communication & engagement ideas
- Mentoring & support (talent development)
Project Last Mile will improve the availability of essential health supplies in 10 African countries by transferring innovative private sector supply chain and strategic marketing solutions to the public health sector.
Ebola Crisis in West Africa

Water Sanitation & Health
Thank You