



Coca-Cola: Creating Possibilities

SIFE Partnership Profile



We see that with SIFE we can do more good together than separately and that is important to Coke.”

– Sandy Douglas Jr., president Coca-Cola North America

For Coca-Cola “Live Positively” is more than a tagline, it represents the company’s commitment to making a difference in the world by helping to build and support a sustainable business and communities where it operates. One way Coca-Cola is fulfilling this pledge is through a partnership with SIFE. This collaboration provides a means for Coca-Cola to advance its objectives as well as enhance SIFE’s work to improve lives and develop socially responsible business leaders. “Pairing with SIFE is an opportunity for one plus one to equal three,” says Sandy Douglas, president of Coca-Cola North America. “We want to support the good work they are doing and we feel strongly they can help us achieve a greater impact than what we can do on our own.”

A Mutually Beneficial Relationship

Started in 1994 with an annual donation aimed at supporting each organization’s U.S. initiatives, the Coca-Cola and SIFE collaboration has since grown to reach across worldwide borders. The company and its bottler associates act as mentors to university teams and serve as judges at regional and national competitions in the U.S., Canada, Europe, Africa, Asia, Middle East and Latin America. Today Coca-Cola actively leverages this partnership throughout its global operations to help achieve its corporate social responsibility, employee engagement and hiring goals. “We have built our brand around inspiring optimism and being part of uplifting moments and SIFE is one more way we are accomplishing these ideals and goals every day,” says Douglas. Now one of SIFE’s largest global supporters, the company sponsors the SIFE World Cup, training conferences and special competitions, as well as regional and national competitions. Leadership at Coke is quick to point out that not only are these events and competitions good causes to support to foster the next generation of business leaders, they are a natural platform for the company to achieve its objectives.

Collaboration Helps Target Efforts

Wanting to address specific needs and coordinate social investments in Africa, the company established a targeted partnership through The Coca-Cola Africa Foundation. In 2007 the company committed to a three-year \$1.3 million sponsorship of SIFE Entrepreneurship competitions in Egypt, Morocco, Ghana, Kenya, Nigeria, Senegal, Swaziland, Tunisia and Zimbabwe. More than 120 teams from across these countries have created more than \$300,000 in new economic opportunities in Africa, which directly aligns with Coca-Cola’s business philosophy and their Foundation’s mission to invest in areas with stagnant economies, a lack of employment opportunities and abject poverty. Due to the enormous impact of these teams’ efforts in their local communities, in 2010 The Coca-Cola Africa Foundation renewed the grant for another year. “Together with SIFE we have impacted the lives of thousands across Africa, which really demonstrates the idea of creating a better world through the positive power of business,” says William Asiko, TCCAF president. “We are pleased to be aligned with such a well-run company that supports social responsibility and integrity.”



An Inspired Workforce

For Coca-Cola, SIFE is also a vehicle for the company to engage its employees and involve them in a worthwhile cause. Top Coke executives participate with SIFE, including Sandy Douglas, president of Coca-Cola North America, who serves on the Executive Committee of SIFE Worldwide Board of Directors. Also serving on the SIFE Worldwide Board of Directors from Coca-Cola is Dave Pollard, VP of Sales Walmart, Coca-Cola Enterprises; William Asiko, president of The Coca-Cola Africa Foundation; and Julie Hamilton, president of Global Walmart Group for Coca-Cola. The company is active in judging at SIFE competitions, sending 15 judges to Atlanta Regional where the company is headquartered in the U.S., and to competitions in the United Kingdom and China. Members of Coke participate as judges at SIFE World Cup and many employees are also active as members of SIFE team Business Advisory Boards. “The first time our employees went to judge a SIFE event it was because they were asked, now they want to go and they consider it a great use of their time,” says Hamilton.

Maximizing the Partnership Potential

Tapping into SIFE's global network of company supporters also provides an opportunity for Coke to connect with potential customers and partners. SIFE events and competitions bring together some of the world's top business leaders and it is through this global network of company supporters that Coke also is able to interact with other businesses that have similar values. “SIFE has really cornered the market on business networking. I would tell any company looking to make connections while doing something positive at the same time to be a part of SIFE,” says Hamilton. In addition, the company is now using this network to identify future talent for their company. “Working with SIFE has created a robust bridge to our customers, associates and local communities as well as our future employees and leaders,” says Douglas.

The Bottom Line

SIFE remains a fundamental partner to Coke as it continues its focus on initiatives that protect the environment, conserve resources and enhance economic development. By strategically advancing and strengthening their partnership, Coke is supporting a global organization with common goals and fulfilling its business and philanthropic priorities. “For Coke, SIFE helps us work and live so sustainability and positive change is part of everything we do,” says Douglas.

About Coca-Cola

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Consumers in more than 200 countries enjoy the company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information, visit www.thecoca-colacompany.com.