

The Coca-Cola Africa Foundation
Citizenship Report



The Coca-Cola Africa Foundation

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Foreword

Helping to build stronger communities and businesses in Africa

In Africa, for more than 75 years, The Coca-Cola Company has worked in partnership with our bottlers both to develop our business and to help support the communities where we live and work.

The Company and our bottling partners always strive to conduct business and serve our consumers, responsibly and ethically. We have long been committed to enriching the workplace, preserving and protecting the environment, and strengthening the communities where we operate as we serve the marketplace with high-quality beverages.

This Africa Citizenship Report provides information and case studies in four key areas: marketplace, workplace, environment and community.

We appreciate the commitment of our African associates, bottling partners, suppliers, customers and retailers in helping us to make progress in these four areas as we grow our business sustainably. We recognise that it is because of their efforts, and our partnerships with governmental and non-governmental organisations and the African people themselves that we are able to contribute to communities in a meaningful way.

Spurred into action to help fight the HIV/AIDS pandemic across the continent in recent years and to benefit from a more coordinated approach to its other citizenship activities, in 2001, the Company decided to create The Coca-Cola Africa Foundation (TCCAF).

The Foundation has a mandate to assist in three vital areas of community development - healthcare, education and the environment. Throughout the African continent, the Foundation is making a significant contribution to the everyday lives of thousands of African people.

Since our African operations began we have dedicated approximately \$40 million to citizenship programmes in Africa.

Furthermore, we expect to allocate a further \$50 million worth of time, money and resources within the next decade to continue these efforts.

HIV/AIDS is now the biggest threat facing Africa's development and future. According to UNAIDS - the United Nations agency coordinating efforts to combat the HIV/AIDS pandemic - an estimated 34 to 46 million people worldwide are infected with HIV, up to 70 percent of whom are living in Africa. For those of us who have resources available to help

combat the disease, the moral argument could not be stronger.

HIV/AIDS is both a threat to our business and to the continent as Africa embraces strong economic growth as a critical engine of its continuing successful development.

For The Coca-Cola Company which, together with its bottling partners, is Africa's largest consumer-products employer, this is especially relevant. We operate throughout Africa's 56 countries and territories and employ some 60,000 staff, with many times this number of people indirectly employed in related support and service industries.

If we fail to act, our business, our employees and the communities where we live and work will all suffer. However, if we join forces with national and local governments, NGOs, civil society and our bottling partners, we can help to stem the tide of HIV/AIDS.

Our joint Company and bottler workplace programmes are helping to manage the increased costs resulting from the effects of HIV/AIDS, alongside initiatives designed to support the communities where we live and work.

Since November 2000, we have run a comprehensive HIV/AIDS programme for our employees and their families. This incorporates a prevention and awareness course which all employees and their dependants have now completed, and voluntary counselling and testing for those employees who request it. Antiretroviral drugs (ARVs) are also available free to those who need them.

In September 2002, working with our bottling partners and funded by The Coca-Cola Africa Foundation, we took the decision to extend this programme to cover the 60,000 employees of these companies – as well as spouses and children – making it the biggest employee HIV/AIDS programme in Africa.

The Foundation is channelling significant resources to help fight the scourge of HIV/AIDS in Africa. Our workplace programmes to date have cost approximately \$5 million in grants and human resources.

The Company's business assets are also helping to provide a powerful resource for tackling AIDS on a continent where transport and communications infrastructure is scarce. Through the use of our haulage transportation system for example, we are capable of distributing condoms, health leaflets and other supplies right across the continent.

By financing and supporting sustainable community programmes, we are helping communities to develop to their fullest potential. It is with this in mind that the Foundation has supported several programmes to help

eradicate polio, and the construction of a multi-million dollar children's cancer hospital in Egypt.

Helping to improve education and the environment

Education is one of the single most powerful ways to alleviate poverty, not just in Africa, but throughout the world, as it increases knowledge, assists skills development and increases working opportunities.

Through the Foundation, we are assisting many local education initiatives, including literacy drives, supporting the renovation of schools and providing books and teaching materials.

Many of our community programmes focus on equally important issues, such as the promotion of physical activity through sports development programmes in schools and in the community.

We are also cleaning up the environment through smart recycling programmes and through land cleaning and improvement schemes including: plastic and aluminium can collection and recycling, beach-cleaning, tree-planting, water bore-hole development and storage. The Foundation also steps in to offer flood, drought and earthquake relief when possible.

The Coca-Cola Company, its bottling partners and The Coca-Cola Africa Foundation are committed to Africa for the long-term. Central to our efforts to uphold this commitment are the citizenship initiatives we undertake every day. You will find a selection of highlights in the following pages.

Alexander B. Cummings
Executive Vice President
The Coca-Cola Company

President and Chief Operating Officer
The Coca-Cola Company in Africa

Chairperson
The Coca-Cola Africa Foundation



CONTRIBUTING to the marketplace

Our business and our relationships are built on trust.

To maintain this trust, we must provide products of the highest quality that anticipate and meet the needs of our customers and consumers. We must conduct our marketing in ways that are not only innovative, but also responsible. In doing this, we provide sound and rewarding business opportunities and benefits for our customers, suppliers, distributors and local communities.

Creating Local Economic Benefits

While our Company is global, our business in each country is local, with significant benefits accruing to local economies and communities. Our beverages are produced locally at more than 160 plants across Africa, employing primarily local people and representing hundreds of millions of dollars in facilities, marketing and purchases from suppliers. We also contribute to local economies through taxes and the sale of our products through local and regional retailers.

Our distribution system reaches into the heart of even remote communities. This, together with the relatively simple and affordable nature of our products, means that we provide opportunities for myriad small businesses and microenterprises to sell our products or supply our business.

Independent studies have examined the impact of our business on economies and employment. Studies in

emerging and developing economies have consistently documented the significant job multiplier effect of our business. A 2004 study in South Africa found this figure to be a ratio of one job in our system creating 17 additional jobs in the country's informal retail sector.

In Kenya, our system stimulates entrepreneurship and employment opportunities by providing people with the opportunity to run kiosks selling our products. The program was established in 1990 in Nairobi and now extends nationwide, with more than 1,000 small businesses.

Servicing our retail customers in remote African communities has also led to innovative approaches and new employment opportunities. Our system has helped local people establish small-scale distribution centres to meet these customers' needs in Ethiopia, Kenya, Tanzania and Uganda. Our partnership with the International Finance Corporation, part of the World Bank Group, has helped provide these entrepreneurs with access to funding. A similar program in Nigeria has created a network of more than 550 small businesses, 70 percent of which are run by women.

Economic empowerment



“Buy One Help One” Expands

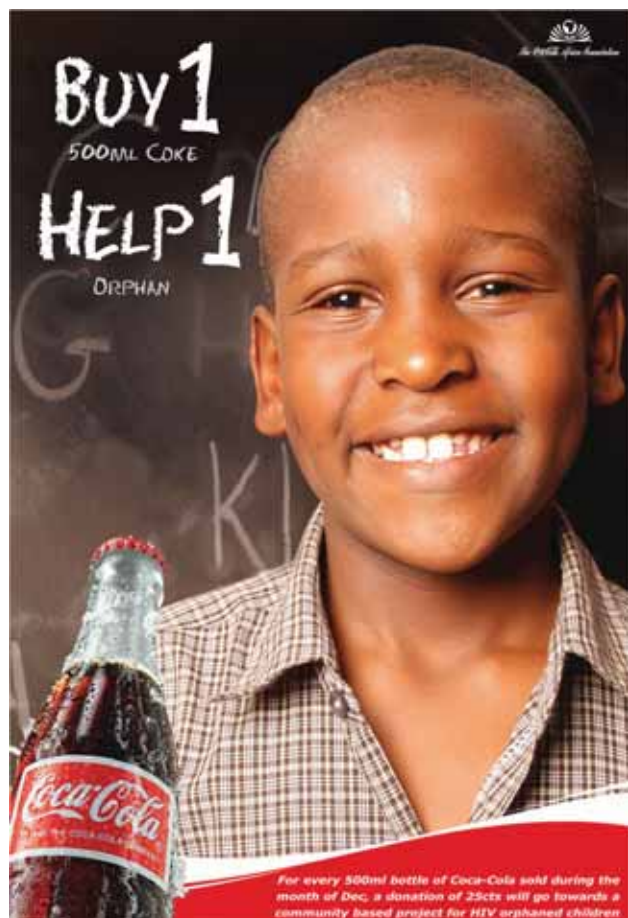
Following success in Uganda and Tanzania, The Coca-Cola Company launched ‘Buy One Help One’ in Kenya on World AIDS Day. For every soft drink sold The Coca-Cola Company donated money to a charity in the local community – as in Uganda, Kenyan bottlers chose to support AIDS orphans. The project raised KSh 3.4million in its first year and the list of beneficiaries is growing. In Uganda, the initiative raised US\$ 16million in 2002 and this year’s target is US\$ 50million. The scheme is closely supported by the Ugandan First Lady, the Founder of Uganda Women’s Effort to Save Orphans (UWESO), a Buy One Help One beneficiary.

In Tanzania, where 40% of total deaths are caused by Malaria, the Coca-Cola Kwanza Company used Buy One Help One proceeds to purchase treated mosquito nets for those otherwise unable to afford them. The Buy One Help One initiative has shown rapid growth and provides flexible support to the communities in which Coca-Cola goods are produced.

Creating Economic Opportunities in South Africa

As part of an evaluation of the impact of the Coca-Cola System on South Africa’s economy, Coca-Cola South Africa enlisted the help of the Moore School of Business, South Carolina, USA to undertake a comprehensive survey of the informal retail sector. The survey found that more than 166,000 jobs are supported directly and indirectly by the Coca-Cola System in South Africa, representing 1.4 percent of employment in the country. This figure includes 72,000 people in the informal retail sector who depend on Coca-Cola products for employment. The study also revealed that 34.5 percent of respondents were unemployed before they started their business and 79.4 percent felt that Coca-Cola products attracted people to their businesses, stimulating the sales of other products. The Company is considering providing training on how to run a business and increasing refrigerator provision to the sector after the study revealed that only 8.2% of respondents had received formal business training and around 40% of respondents did not have refrigerators.

The development of the informal retail sector is a key focus of the Coca-Cola System’s Black Economic Empowerment (BEE) Charter, which aims to assist in the development of black entrepreneurs at the retail level. Understanding the make-up of these businesses and the challenges they face assists in the development of processes and procedures of the Coca-Cola System. In this way, solutions and opportunities are brought about that can effect real benefits for all involved.



West Africa takes a shine to Coca-Cola refreshment carts

In Spring 2003, the Mayor of Plateau (the central business district in Abidjan, Ivory Coast) decided to implement a “clean-up” policy which included forbidding the presence of all informal business activities in the Plateau district. As a side-effect of this new policy, all 100 Coca-Cola pushcarts and 200 ice box informal outlets that had been providing ice cold refreshment to thirsty consumers had to be removed.

Coca-Cola Operations in Cote D'Ivoire quickly went to the Mayor to look at creative ways of fulfilling consumer demand whilst at the same time respecting the new policy. The Abidjan “Shoe Shiners” program was born out of this opportunity. Working with the Mayor, The Coca-Cola Company and its bottling partner, Solibra, set up a strategically placed network of 80 “shoe shiners” who in addition to their normal activities have been provided with the opportunity to earn additional income through the provision of a Coca-Cola ice box. The shoe shiners – all previously unemployed – were presented with a “shoe shiners” kit which consisted of a fixed shoe cleaning unit and equipment together with a decorated Coca-Cola umbrella and ice box.

The shoe kit operators average sales of 2.5 cases (approx 60 x 8oz bottles) per day. Furthermore, The Coca-Cola Company and its bottler have demonstrated that they are responsible members of the community and that business and community objectives can be strongly aligned. Coca-Cola has also donated 50 litter bins which have been strategically placed in the area to encourage consumers to keep Plateau neat and tidy.



Ghana's Livelihood Support Initiative

In summer 2004, working in association with non-governmental organisations, The Coca-Cola Company in Ghana piloted the ‘Livelihood Support Initiative’. The Company provided groups of People Living With HIV/AIDS (PLWHA) and under-privileged or disadvantaged people with Coca-Cola products and the necessary sales equipment to set up their own business – all at no cost. Area managers then supervised the individuals, like other Coca-Cola employees. After selling the initial products, revenue was reinvested and the individuals were able to increase stock levels and make a wage from the profits. In collaboration with the Wisdom Association, a group of PLWHAs in Accra was offered the chance to go into business and following the success of the initial trial, the project was extended in 2005. Since then, the initiative has provided livelihoods for four groups of PLWHAs through Hope for African Child Initiative (HACI) which works to raise awareness and reduce stigma, and two groups of female-reporters through Family Outreach Ghana (FOG) which works to improve the quality of life of under-privileged women.

Vending Trolleys in Egypt

In summer 2005, Coca-Cola Egypt hired 128 unemployed young people in Lower Egypt and Alexandria as part of a youth employment project. Coca-Cola Egypt supplied these young people with branded mobile kiosks, uniforms and caps to make them feel part of the team. The Company gave them the opportunity to purchase Coca-Cola products at a discount and to sell them on themselves from mobile kiosks in rural areas. Coca-Cola Egypt dedicated a store for the stocking and supply of these products and employed additional young people as store managers.

The Company also supplied the individuals with trolley licences and dedicated a special support car to supply products used in the project. During the summer trial period, unit case sales averaged 10,000 per month. As a result of this success the scheme will be repeated during 2006.

EMPOWERING OUR PEOPLE in the workplace

Our Company is built on two core assets: our people and our brands. The success of our business depends on every employee in our global enterprise. We are committed to fostering an open and inclusive work environment where all employees are valued, inspired, equipped to be the best they can be, and rewarded for contributing their talent and ideas to the achievement of our Company's business goals.

Workplace Environment and Human Rights

We seek to develop relationships with our employees that reflect dignity, fairness and respect, and that demonstrate our fundamental commitment to human rights.

Through the development of *Our Manifesto for Growth*, we have identified seven core values which we strive to live each day in our workplace: leadership, passion, integrity, accountability, collaboration, innovation and quality.

The Company's *Policy for Work Environment Responsibility* lays out global standards and expectations for a safe, fair and inclusive environment for all employees of The Coca-Cola Company and for operations that the Company owns or in which it holds a majority interest.

The policy requires compliance with all applicable local labour laws where we do business, including laws on working hours, working conditions, compensation and employees' rights to choose whether to be represented by third parties and to bargain collectively. It lays out specific expectations related to the following:

- Health and safety, including required training and accident prevention;
- Workplace fairness, including:
 - Equal opportunity and non-discrimination
 - Prohibition of under-age labour, abuse or harassment, and forced or compulsory labour
 - Freedom of association and right of representation for employees;
- Compliance with legal and industry standards on working hours; and
- Fair and competitive compensation and benefits.

The policy states the Company's commitment to investigate, address and respond to the concerns of employees or third parties about conformance with the policy and to taking corrective action in response to any non-conformance.

Partnering with Our Suppliers

We seek to work with suppliers who share our values and commitment to the highest standards of quality, integrity and excellence, compliance with the law, and respect for the customs and cultures of communities. At a minimum, our suppliers must meet all local laws and regulations with respect to their operations.

Uganda's AIDS Awareness Programme

In recognition of its HIV/AIDS Awareness Programme Uganda's Century Bottling Company Limited (CBC) was presented with an "Employer of the Year" award. CBC was selected for this award on the basis of its best practice and the extensive hands-on approach the Company takes to combat the problem of HIV/AIDS in the workplace. CBC's programme incorporates awareness and education initiatives. It also conducts anonymous saliva testing and implements an AIDS treatment and prevention scheme. Initiatives include:

- Awareness conducted for over 200 employees
- Fortnightly poster promotions on all company notice boards
- Monthly campaigns championed by peer educators in all capabilities
- Intensive communications on the objective of saliva tests to get employee buy-in
- Voluntary saliva tests carried out for 395 employees
- Database at Mild Mary Treatment Centre with personal information for all employees
- Voluntary counselling and testing at Mild Mary Treatment Centre for 17 staff members
- Condoms available in all convenience rooms

Employee Literacy Program in Egypt

The Coca-Cola Company introduced a pioneering literacy program for its employees. Launched in 1997 with the support of the Ministry of Education, the scheme was the first of its kind in Egypt offering free tuition in reading and writing to employees who missed out on basic schooling. To date, more than 3,000 employees have graduated from the program.

Health and Wellness Initiative

Egypt has the world's highest prevalence rate for Hepatitis. While treatable, it often goes undetected and is the country's most common cause of liver disease. Therefore, on World AIDS Day in 2004, Coca-Cola Egypt launched a voluntary testing program for all its employees for Hepatitis, HIV, cholesterol and blood sugar. To ensure confidentiality, employees' names were coded and the codes used to process all tests and communicate results. Doctors made repeated visits to company facilities to take blood samples

and follow up with diagnoses and treatments, which were covered by Company medical insurance. The program achieved a 76% participation rate.



Zambian Community Programme

In May 2002, Zambian Breweries, a bottler, embarked on an HIV/AIDS programme for staff. Partnering with an NGO, to fund medical tests for all employees and their families, they formulated a policy for 'Chronic and Life Threatening Diseases' including cancer, heart disease, TB, Diabetes, HIV/AIDS and Hepatitis B. To encourage participation, a confidentiality pledge was signed by management and health personnel. A Peer Educators Group was created and as a result, take-up of voluntary counselling and testing (VCT) at a newly created centre far exceeded previous counts. Over a period of 3 months, 133 employees had been tested at the Zambian Breweries Plc site centre alone. This compares with only 57 employees volunteering to be tested over a period of 2 years before the programme. As a result, similar VCT centres have been set up elsewhere and the goal for the future is 100% VCT for all employees.

Health: HIV/AIDS initiatives

According to UNAIDS, between 23 and 28 million people are today infected with HIV in Africa. As a result, the Foundation was keen to be at the forefront of efforts to provide ARVs through the introduction of a universal healthcare programme for its staff.

Protecting the Workforce

Since November 2000, The Coca-Cola Company in Africa has provided its employees, their spouses and children with comprehensive healthcare benefits, including full access to ARVs following the strict guidelines of the World Health Organisation.

These expanded healthcare benefits represent the latest initiative in a campaign by the Foundation and Africa's bottlers to fight the continent's AIDS pandemic.

In September 2002, the Foundation, along with its 40 Coca-Cola Bottlers announced a comprehensive HIV/AIDS healthcare programme aimed at expanding employee healthcare.

It is one of the most extensive business-initiated HIV/AIDS efforts rolled out across Africa and has led to partnerships with, PharmAccess International, Population Services International and the National Association of People Living with HIV/AIDS (NAP+).

The Foundation has allocated some US\$4m – US\$5m per year to the continent-wide programme which features prevention campaigns at all bottling sites, voluntary counselling and HIV testing of 60,000 employees, their partners and children.

The commitment

Although pharmaceutical companies have reduced the price of anti-retroviral therapy from US\$800 per month in the industrialised world, to US\$40 – US\$100 for developing countries, the number of people being treated today in Africa is still very limited. Currently, there are more people who can afford to buy treatment than facilities where they can have access to the drugs. Hence the humanitarian – and economic – importance of bringing ARVs to affected areas. PharmAccess (a not-for-profit company active in the

health sector) is providing guidelines for treatment, on-site project assistance, trained healthcare workers, and ensuring monitoring and evaluation in all participating countries.

The Foundation has also commissioned PharmAccess to assess, train and accredit the treatment centres, which in time may become training and referral centres for other clinics. In this way, the initiative will provide an opportunity to further expand access-to-treatment facilities.

The first bottlers to operate the programme are in Egypt, Morocco, Burundi, Congo, Democratic Republic of Congo, Reunion, Angola, Rwanda, Kenya, Tanzania, Ethiopia, Mozambique, Namibia, South Africa (some), Uganda, Botswana, Lesotho, Swaziland and Zambia.

The Foundation remains committed to working closely with all bottlers in Africa to expand participation in the programme.

The challenges

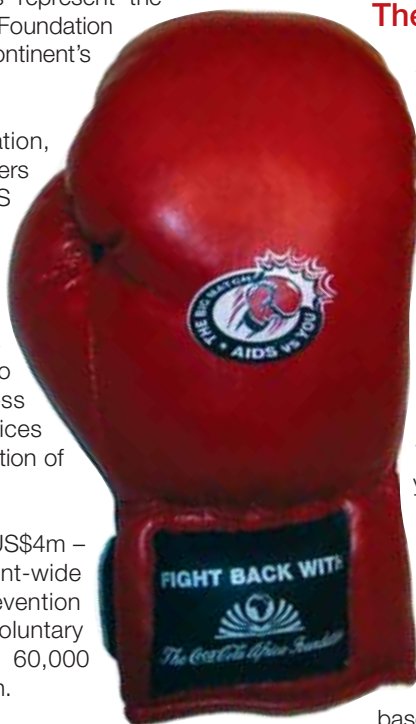
The sheer size of Africa complicates the dissemination of preventative messages across the continent. It is one of the many challenges that Coca-Cola is confronting in the AIDS battle.

Heterosexual activity is the predominant method of AIDS transmission, the deadly virus is growing at alarming rates. This fact underlines the importance of effecting behavioural change, and influencing attitudes at social and cultural levels.

There is also a requirement to build youth awareness about heterosexual AIDS transmission, and to address the enormous social problems created by parents dying of AIDS and leaving their children orphaned to face life alone.

Recognising these challenges, the Foundation, is initiating extensive and broad-based anti-AIDS efforts, which include:

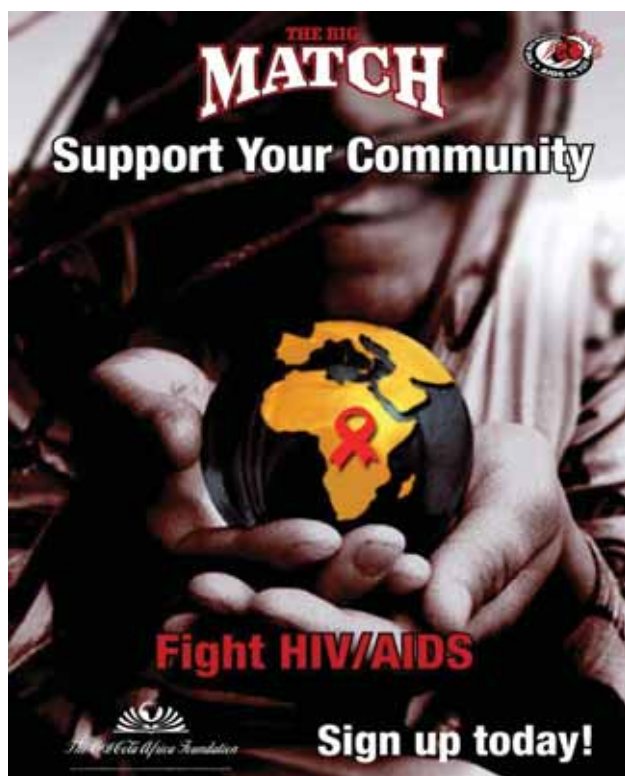
- utilising The Coca-Cola Company's unique distribution network to provide AIDS education materials
- launching programmes to help pay for AIDS – related healthcare benefits, (including ARVs) for all 60,000 bottler employees, their spouses and children



- working with local and international NGOs to leverage marketing and communications expertise in the development of awareness and prevention programmes
- investing in other HIV/AIDS community efforts in countries across the continent

The Coca-Cola Company's support for UNICEF through a US\$200,000 grant over 3 years saw the Foundation and Company bottlers working with community groups and non-profit organizations in a battle to slow the spread of the disease.

A Memorandum of Understanding (MOU) signed by TCCAF and UNICEF in Nigeria guaranteed support for local youth awareness and prevention campaigns. The Coca-Cola Company has donated billboards carrying President Obasanjo's message on HIV/AIDS. The Company has also donated radio time – "jingles" and distributed educational materials nationwide.



"The Big Match" was launched on World AIDS Day – December 1, 2003. "The Big Match" is an Africa-wide internal employee programme that enables Company employees to contribute to and participate in the local HIV/AIDS community initiatives of their choice. The Coca-Cola Africa Foundation matches the funds raised by employees up to a maximum of US\$500 per annum.



The Abidjan-Lagos corridor initiative

In support of a four-year, World Bank funded initiative targeting the high risk corridor along the Lagos-Abidjan travel and transportation route, the Foundation is donating US\$120,000 and is working with local organisations to support HIV/AIDS information and education activities, providing condoms and setting up health services targeting the transportation business, travellers and people in the sex trade.

Overall HIV/AIDS prevalence rates are still relatively low among the five project countries of the Corridor (Côte-d'Ivoire 10.8%, Ghana 3.6%, Togo 6%, Benin 4.1% and Nigeria 5.1%). However, some of the 14 million people who each year cross the borders of the five countries, exhibit 'high risk' behaviour – which is a cause for concern. Representatives of the five project countries have agreed to conceive and implement, with the support of the World Bank, a regional HIV/AIDS prevention project targeting the 50 million strong indigenous population, migrants and the local communities living and working along the Corridor.

A number of sites will be installed near the borders for the sale of condoms. Furthermore, articles, advertising and educative media such as banners, posters, t-shirts, caps and leaflets will be produced in English, French and eventually in the main languages spoken along the Corridor (Yoruba, Fon, Ewe, Akan).

OUR COMMITMENT TO environmental excellence

As a responsible environmental steward, we continually strive, together with our business partners, to minimise our impact on the planet at every step along our value chain. Our commitment to protecting and preserving the environment extends beyond Company-owned concentrate and syrup production plants. It includes setting standards and providing leadership for our system.

Environmental Management Systems and Standards

Protecting the environment is an integral part of The Coca-Cola Quality System. The environmental portion of this System is known as eKOsystem. This environmental management system provides common operating standards for all Company operations and for our bottling partners around the world. It ensures that environmental concerns are incorporated into our day-to-day operations and are used to improve performance, reduce costs and increase efficiencies.

Our Environmental Performance

In 2004, our environmental performance improved in all key impact areas – water, energy and emissions, and solid waste – for the third consecutive year. Our system's water use continued to decline, as did energy use and emissions of greenhouse gases. Average solid waste generation also declined further, while recycling rates improved.

Additionally in 2004, having identified water as a global environmental priority for our business, we launched the Coca-Cola Global Water Initiative to establish a road map for water resource management. We initiated a comprehensive

global water risk assessment to help us build a clear understanding of water risks facing our businesses and the communities where we operate. The results of this are helping us develop solutions in three key areas – operational excellence, technological innovation and community projects.

Packaging and Our Business

Packaging is a critical part of the network that delivers products to consumers and is an essential feature of public health and modern life. Unlike waste generated from manufacturing processes, consumer packaging adds value by extending shelf life, reducing breakage, minimising transportation and handling costs, improving safety, and providing important product information and convenience to the consumer.

Packaging is also a key point of differentiation and source of competitive advantage for our brands. For that to continue, our customers and consumers must have confidence in the environmental integrity of the packages we offer. We have a long history of analysing and minimising the environmental impact of our consumer packaging and we continue our commitment to this task. Most of the materials can be recycled and, in many markets, represent the most widely recovered and reused consumer product packages.

Focus on the environment

Environmental Stewardship

The Coca-Cola Company in Africa recognises its responsibilities in preserving and improving the natural environment in which it operates. For this reason, the Company is concentrating its expertise, resources and marketing skills in areas of society that it can directly influence, including the provision of water supplies (often in rural communities), recycling operations, beach cleaning and the provision of suitable housing. The Foundation also promotes conservation with prize-giving in schools, and sponsors waste water treatment plants.

Southern Africa

Investing in a rural water supply

The Foundation is helping to bring clean, fresh water to thousands of people in rural South Africa and Mozambique.

In South Africa, the Foundation's US\$150,000 grant enabled the Company to construct 54 water systems throughout the country.

Run by Roundabout Outdoor, the project involves using children's roundabouts to pump borehole water into large water storage tanks above the ground.

In areas where families have to travel excessive distances, and in some extreme cases, spend almost a full day walking to communal water spots, the Roundabout Play-pumps are making a real difference to people's lives.

The Play-pumps are also fulfilling an important role in the fight against cholera and other water-borne diseases.

As an added benefit, the large water tanks can be utilised to communicate important social messages on topics such as HIV/AIDS awareness.

Building homes across Africa

The Foundation has helped the Jimmy Carter Work Project (JCWP) to build 1,000 houses across Africa with a US\$100,000 contribution to the continent's largest home-building project.

Countries helped included Egypt, South Africa, Ghana, Kenya, Uganda, Zimbabwe, Tanzania, Central African Republic, Zambia, Ethiopia, Ivory Coast, Lesotho, Liberia, Madagascar, Malawi, Mozambique, Botswana and the Democratic Republic of Congo.

South Africa was chosen as the host country for the project, whose theme was "Ilima Africa", the Zulu for "working together." The project is benefiting townships where apartheid has left its mark.



One hundred houses were built during the final week of operation, with over 2,000 volunteers helping out at the main JCWP site in Durban.

Collecting cans for a cleaner countryside

The Collect-A-Can Project for Angola will attempt to collect and recycle some of the 600 million cans purchased there annually.

The project, dubbed “Reclatas Ida” (“Collect the Cans”), is based on a successful collection operation in South Africa which saw the recovery of between 60 and 70 percent of discarded cans.

It is estimated that the Angolan project will take five years to clear the backlog.

The initiative is a practical demonstration of the Foundation’s commitment to a clean and safe environment. It will economically benefit the local community, which will participate in the collection process.

Raising environmental awareness

A nationwide environmental and conservation campaign was launched by Coca-Cola Egypt in an effort to raise the environmental awareness of all employees, and to make environmental conservation an internal priority throughout the country.

The campaign aims to educate Coca-Cola Company employees on environmental conservation, and to ensure cleanliness at all company plants and depots, and surrounding areas.

The Company’s civic programmes are among the most important serving the Egyptian community, and have been recognised in the past with numerous accolades, including the prestigious 2002 Award for Corporate Excellence by the US State Department when Coca-Cola Egypt was selected from 56 companies globally.

Other initiatives supported by the Foundation include an Alexandria schools environmental contest involving 50,000 students and successive Clean-Up-the-World campaigns.

East Africa

Planting 1000 trees in Kenya’s Mau Forest

The long awaited Mau Forest rehabilitation programme began in earnest when representatives of The WWF Eastern Africa Corporate Club, together with members of the community, spent the day planting trees in the Napuyopui swamp, the source of the Mara River.



The choice of the swampy section of Kaptunga Forest on the borders of Nakuru and Narok districts was crucial as it forms one of what has come to be known as the Water Towers – an important source of river water. In the case of Napuyopui, Mara River owes its existence to this area.

Chief executives and company representatives drawn from across the business community – among them The Coca-Cola Company – participated in the field day with a promise to return the depleted forest to its former glory.

Inspirational initiative

The WWF Eastern Africa Corporate Club’s three-year rehabilitation programme is a private sector initiative to conserve the environment that has drawn support from government.

The Mau Forest, while characterised by high levels of bio-diversity, has long suffered from intense human pressure, unsustainable harvesting, fragmentation, deforestation, soil erosion and resultant siltation downstream, among other threats.

It is one of the five main water-catchments and forest bio-diversity centres in Kenya, providing direct and indirect benefits and livelihoods to over 3 million people. Despite this, loss and degradation of the forest continues unabated through unregulated human activities such as settlement, farming, and over-exploitation of the forest resource.

Other than just planting trees, the Corporate Club plans to engage in advocacy and lobbying of government and legislators for development of robust policy and legislative instruments, capacity building and mobilisation of local communities in forest conservation efforts and environmental awareness.

The ultimate aim is to promote forest restoration through effective management of the remaining forest catchments in Eastern Africa.

PET Recycling in South Africa

In 2000 the former Minister of Environmental Affairs and Tourism, Valli Moosa, warned that “as a nation we have to start to recover a higher percentage of our waste lest we drown in our own garbage...litter and poor waste management constitute a major social evil of our time.”

Funded by Coca-Cola South Africa, South African Polyester Recyclers (SAPR) began collecting used polyethylene terephthalate (PET) containers and recycling them in 2001. To date, a partnership between the two companies has led to the recycling of 15,100 tons of PET, the equivalent of 453 million bottles. This represents recovery of more than 12% of South Africa’s annual consumption rate of 100,000 tons of PET, compared with a 2% recovery rate before 2000. This recycling process has spawned additional benefits of job creation and consequent poverty alleviation as well as a reduction in the volume of landfill waste and oil reserve dependence. Coca-Cola’s total financial investment in PET recovery and recycling programmes in South Africa since the project began four years ago has now reached R13.7million.

A communications campaign was initiated to begin the process of educating consumers on the potential for PET product recycling. Activity began with a launch event attended by PET industry executives, stakeholders from the beverage and retail sectors and officials from the Department of Environmental Affairs and Tourism. Coca-Cola South Africa and SAPR also launched ‘PET Refreshed’ – a publication to accelerate environmental awareness and report on the advances made in the collection of PET during the past four years.

Coca-Cola South Africa created a PET recycling company, dubbed PETCO to sustain and develop industry efforts directed at national collection and recycling. PETCO’s initiatives include education and awareness programmes, where partnerships with schools, retailers, communities and municipalities play an integral part in achieving the recycling goals of the PET industry. PETCO’s mandate is to change consumers’ behaviour and encourage them to separate waste at source. In addition, media and advertising campaigns were launched to communicate the recycling message to consumers at large.

As part of the recycling initiative, Coca-Cola South Africa and local bottlers joined forces with non-governmental organisation The Fairest Cape and a local school to carry out a cleanup of Mandela Park in Hout Bay. The project was part of a strategy of encouraging environmental awareness in the home, amongst family and friends and in the community at large. Participants in the cleanup learned facts about PET recycling, such as how it could be made into fiberfill for pillows and coats, fabrics for T-shirts and shoes, automotive parts and industrial strapping. They also learnt that PET is a by-product of crude oil and therefore increased recycling efforts would save oil reserves and money otherwise spent on importing oil for PET goods.





West Africa

Cleaning the beaches

A new environmental initiative dubbed the Clean Zone campaign began with a beach cleaning operation initiated by The Coca-Cola Company in Ivory Coast in collaboration with the State Ministry of the Environment and the Municipality of Grand Bassam.

About 80 volunteers participated in cleaning a two kilometre stretch of the beach in the popular resort of Grand Bassam, near Abidjan. The volunteers were provided with t-shirts, gloves and masks.

The Coca-Cola Company, through the Foundation, has implemented numerous programmes to reduce waste from packaging and litter disposal, and to help save water and energy.

North Africa

An ambitious project, dubbed the National Competition for the Artistic Use of Plastic in Schools, saw The Coca-Cola

Company win a prestigious ECOLEF prize from Tunisia's Ministry of Environment and Territorial Planning.

The competition, organised by The Coca-Cola Company in Tunisia and supported by the Foundation, was held to raise schoolchildren's awareness of the problem of plastic waste, as well as helping government efforts to introduce computers and internet facilities into schools.

The response to the initiative exceeded expectations and drew record entries, with 400,000 students from Tunisia's 700 medium schools being invited to participate. They were encouraged to recycle plastic PET bottles and other plastic materials into artworks, rather than discard them as street litter.

In Tunisia, The Coca-Cola Company has for many years been a leader in adhering to environmental strategies, and clean manufacturing is a given as far as the country is concerned. It has built up a reputation for operating within the framework of the ECOLEF Project, a national fund which assists enterprises in anti-pollution programmes, including the collection and recycling of used packaging.

Among its many environmental enterprises are beach cleaning operations, one of which – the Summer Beach Tour – was organised with The Coca-Cola's Company's help.



Coca-Cola Clean Zone Nationwide Campaign Help Keep Egypt Tidy

As part of an on-going environment conservation exercise, Coca-Cola Egypt carries out a nationwide clean-up campaign in zones around its plants and depots. By involving employees, their families, neighborhood communities and schools The Company aims to raise environmental conservation awareness across the country. The Coca-Cola Clean Zone campaign was launched in 2003 and virtually maps out areas to keep clean. The campaign will be extended to other plants, depots, beaches and football stadiums nation-wide and meets many requests from NGOs to take part in environmental campaigns.

Alexandria Schools Contest

Coca-Cola Egypt firmly believes in making younger generations aware of the importance of the environment as

the only means to ensure sustained interest in environmental protection. As part of this belief, we supported the Alexandria schools contest, a unique program to raise environmental awareness among students. The contest was held under the supervision of the Governor of Alexandria, Abd El Salam El Mahgoub, and in conjunction with the Ministry of Education.

From an initial total of more than 1,500 schools, 84 schools were selected, representing 50,000 students, to receive lectures on the environment. Coca-Cola Egypt sponsored the lectures as well as a grand ceremony at the Palestine Hotel, which was attended by student representatives from all participating schools.

Coca-Cola handed out certificates of honor, and the winning school received a grant to invest in facilities. Representatives from the ministries of education, environment and youth, as well as journalists and government officials attended the event.

Disaster relief



Relief for Algerian earthquake victims

Disaster relief funds totalling US\$100,000 were set up by The Coca-Cola Africa Foundation to help victims of a devastating earthquake which struck Algeria in May 2003, claiming an estimated 3,000 lives and injuring thousands more.

The relief programme included temporary or permanent shelters for over 60 families who were left homeless.

The Foundation delivered over 6,000 cases of fresh drinking water, milk and soft drinks to the Red Crescent. The Company's extensive fleet of trucks was mobilised to help deliver essential supplies where needed.

When mobile blood units visited the Company's plants in Skikda and Oran, more than 300 associates helped relieve blood shortages. Many personal contributions were donated to the victims.

Flood relief in Mozambique

A relief fund totalling US\$1.5 million was set up by The Coca-Cola Africa Foundation to help flood victims in Mozambique.

Thousands were forced to relocate to safer areas, causing widespread disruption to community life. Safe drinking water became one of the resettlement programme's main priorities.

The fund provided urgent relief for victims in the districts of Mabote and Boane. A new primary school, costing US\$90,000, has also been funded by the Foundation. It is educating 500 children in addition to providing accommodation for teaching staff.



Work in progress



The finished school

Waste \$mart Training

The Coca-Cola Company organised a 'Waste \$mart' training initiative in West Africa, with the aim of reducing the environmental impact of operations. Eighteen attendees identified numerous waste and energy minimisation opportunities, amounting to over US\$100,000 in potential economic savings, namely:

- Water leaks totalling 7,470 m³/year, could save US\$5,730/year.
- Improvements to the boiler system such as limiting steam losses in the condensation recovery tank, revising the condensation purge system, using flue gas to pre-heat boiler feed water, and reducing excess heat in the bottle washer. A 20 percent efficiency improvement could save \$85,000/year.
- Repairing leaks in the ammonia compressor system of water, glycol, ammonia, oil, and fungicide could save \$8,591/year.
- Simple improvements in Standard Operating Procedures for the CIP system could save \$3,207/year.
- Electrical savings from excess lighting in production and warehouse operations could be realised by cleaning skylights or replacing opaque translucent panels, moving light fixtures from under skylights and installing photocells to activate light fixtures when needed.

Managers committed to improve environmental performance and implement the findings of the exercise in their plants. By implementing these tools and increasing awareness of wastewater, energy and solid waste minimisation, the team was able to minimise the environmental impact of its operations, while simultaneously maximising performance.

Egypt Coral Reef Protection Programme

Coca-Cola Egypt launched the biggest and most comprehensive mooring operation in the world as part of an initiative to protect and preserve Coral Reefs. The sea bottom cleaning operation focused on the Sharm El Sheikh and Hurghada regions and included the installation of 280 mooring buoys for coral reef protection. The campaign also involved several awareness programmes targeting locals, schools and visitors to the area. It incorporated a full environmental signage campaign including signage within 6,000 rooms in various hotels in both areas. Working with the Professional Association of Diving Instructors (PADI) volunteers were able to register for participation in sea bottom cleaning activities online. This resulted in the involvement of one hundred and twenty diving centres throughout the six day event. In partnership with the Hurghada Environmental Protection and Conservation Association (HEPCA) The Coca-Cola Company will ensure continued environmental awareness and action to protect the unique coral reefs of the Red Sea.



Kenyan Millennium Water Alliance

The Coca-Cola Company in Kenya launched a community water initiative in partnership with the Millennium Water Alliance (MWA) – a co-operating group of international non-governmental organisations helping poor communities to gain access to safe water and sanitation. Strong collaborative effort between Coca-Cola, Government officials and NGO partners has given birth to a community water project which is exploring the best possible methods of supplying much needed clean water to communities. In partnership with Safe Water Systems (SWS) the project addresses the availability, accessibility and quality of water supply. The partnership will deliver modern water supplies to 45 primary schools and across a number of communities, affecting some 22,500 individuals. In addition, CARE Kenya is supporting local pottery groups tasked with manufacturing improved water storage vessels. Sustainable Aid in Africa (SANA) is also giving attention to the provision of water for household gardens through drip irrigation and this programme will benefit at least 2,000 people.



A CONTINUED PARTNERSHIP with the community

Having operated in Africa for more than 75 years, the Coca-Cola business has deep roots in local communities across the continent. We cannot expect to maintain a sustainable business if we do not contribute to the sustainability and well-being of these communities.

We are committed to maintaining an open and constructive dialogue with people in our communities, understanding their needs and aspirations, and investing our time, expertise and resources in collaborative initiatives that respond in a meaningful way to community needs and priorities.

Funding

Funding for community investments by the Coca-Cola system comes from a variety of sources:

- Corporate contributions by The Coca-Cola Company in countries around the world
- Grants from The Coca-Cola Africa Foundation
- Contributions by our bottling partners
- Matching gifts from employee contributions.

Types of Contributions

Our system's contributions take the form of cash, product donations, the use of resources such as trucks and advertising space, employee volunteer activities, and the time and expertise of system staff at all levels.

Some charitable donations are in response to specific requests to sponsor local community events. Others represent strategic community investments targeted at helping to address critical issues facing a community. We also

undertake commercial initiatives designed to benefit both our brands and a community cause or partner organisation.

Our bottling partners have their own community programs, and partner with the Company on joint projects. We are endeavouring, along with our bottling partners, to measure and monitor our combined community contributions.

Addressing Local Needs

The Company and our bottling partners contribute to a wide range of community causes. In keeping with the local nature of our business and the differing needs of individual communities, our approach is primarily a local one, with community investment priorities determined on a market-by-market basis.

Partnering for Sustainability

Our system works in close partnership with local communities, national and local governments, multilateral institutions, and local and international non-governmental organisations and expert groups, to correctly identify community needs and to formulate appropriate, locally relevant responses. These partnerships are an invaluable and essential part of finding solutions to the issue of sustainability.

Community

Medical Caravan of Hope

In March 2004 The Coca-Cola Company supported the 'Kenya Express Medical Caravan'. Working with local health groups, this initiative set-up medical camps and provided free treatment to 28,000 Kenyans in the central region of Kenya, including the lakeside city of Kisumu and the coastal town of Mombasa. Through regional associates, The Coca-Cola Company also delivered thousands of litres of Dasani bottled and purified water supplies to medical personnel as they set up base in the rural villages each day. The project was supported by the Equator, Rift Valley, Coastal and Mount Kenya Bottlers.

Ramadan Charity Program

Across the Muslim world, Ramadan is a time for family and for compassion towards the less fortunate. Throughout the holy month, Coca-Cola Egypt implemented a 'Buy One Help One' project to collect donations for sick children at the Aboulrich Hospital, one of the most important health institutions for the treatment of children in Egypt. For every case of 1 litre Coca-Cola bottles sold, Coca-Cola Egypt donated 40 piasters. The project was promoted through point-of-sale material, advertisements in local newspapers and a radio campaign. More than 1,000 Coca-Cola trucks also displayed a special bank account number for those wishing to make additional donations to the hospital. Transparent charity Coke bottles were specially designed to collect donations and distributed to around 800 outlets all over Egypt.



Blood Donation Program

North and West Africa Division President Curt Ferguson led a major health drive in Cote D'Ivoire at a time when there was a critical shortage of blood. Responding to appeals from the authorities, 967 people came forward during the drive, in total providing more than 345,000ml of blood. It is estimated that this helped to save the lives of over 2,300 anaemia-affected children. Coca-Cola West Africa worked closely with the Centre National de Transfusion Sanguine and the Solibra plant in Treichville to launch the project with the support of the Minister of Health. Every donor was provided with a T-shirt bearing the message "Giving blood is saving a life".

Orphans Get 'Home Of Joy'

The Coca-Cola Company in Morocco established a partnership with the non-governmental organisation 'Home of Joy'. The Company and its bottlers in Morocco equipped a home for six orphans and have committed to meeting the costs for the children and the salaries of two educators from the Moroccan League for Child Protection. The League takes care of deprived, abandoned and mentally ill children and orphans, providing them with a safer environment and insuring good social integration. The goal is to enable six children to live under the same roof as a family in a safe environment, and to give them access to education and hope for a brighter future.

HIV/AIDS projects across Africa

The Foundation is working with a wide range of non-profit groups to support HIV/AIDS prevention activities in Africa.

Southern Africa



Hope Worldwide

The Foundation is a key partner in the Men as Partners (MAP) programme, which is being run by Hope Worldwide and aims to help men of all ages to identify the role they can play in fighting AIDS.

The US\$55,000 grant covers the development and distribution of marketing communications materials, and the provision of research support. The Foundation is also assisting in executing a major communications campaign by contributing billboard space and delivering programme materials.

MAP is encouraging men to take responsibility in the fight against AIDS in South Africa. There are plans to roll out the programme in other African countries.

AIDS orphans

Twenty five thousand Coca-Cola customers pledged support for the Starfish Foundation through its "Permission to Give Life" campaign, raising more than RA1.5 million for AIDS orphans



These funds, combined with a US\$230,000 grant from the Foundation, supported the establishment of three Star Centres across the country. Located in residential areas near secondary or primary schools, the centres exist to allow AIDS orphans to drop off siblings on the way to school and have them looked after in a safe environment.

Day care centre

A US\$80,000 Foundation grant has assisted the construction of an AIDS orphanage and day care centre for abandoned and orphaned HIV+ children in Roodeport, South Africa. Services are provided by the Sparrow Rainbow Village and the Paediatric and Adult HIV/AIDS Hospice.



The International Candlelight Memorial

An International Candlelight Memorial is commemorated globally to pledge solidarity with those infected and affected by HIV/AIDS. The event is held in the hallway of Park Station, the largest commuter train station in South Africa.

The Coca-Cola Company together with Gauteng Province charity coordinators, designed and donated 5,000 special posters for the occasion, and helped with the distribution of leaflets and pamphlets at the station's doors.

An estimated 8,000 people attended the event, supported by 14 local gospel music groups. It reached an audience of one million via coverage on national television.

Assisting townships

Informing lower income groups and offering counselling, testing and other services free of charge was the objective of a Health/AIDS Day in Lenasia, a predominantly Indian township servicing underprivileged people living in neighbouring townships.

The Foundation has supported Lenasia Hospital by designing and distributing materials, including posters and pamphlets. In collaboration with our bottling partner ABI (Devland Plant), the Foundation also provided free refreshments for guests and volunteers.

Swaziland centre targets social stigma

Through a US\$350,000 grant the Foundation has supported the construction of a specialised counselling centre in Manzini, Swaziland.

The Hlanganani Centre, which aims to reduce the stigma surrounding AIDS, is a valuable anti-AIDS tool for Swaziland, which suffers from an alarming 34 per cent HIV prevalence rate among its adult population.

The centre provides counselling, awareness and lifestyle education, and advocacy and legal aid to those infected with and affected by HIV/AIDS. It also operates as a testing and treatment facility for patients with opportunistic infections associated with the disease.

Youth clubs project

An anti-AIDS educational project operating under the Family Health Trust, which works with youth through anti-AIDS clubs, is proving to be of real benefit to young Zambians.



The Foundation is working with Family Health International to distribute AIDS education materials to 3,000 such clubs across Zambia.

Beneficiaries include more than 110,000 young men and women across Zambia who are members of the anti-AIDS clubs. Adult facilitators at the clubs are also benefiting from this initiative.

Condom initiative helps prevent spread of HIV

Increasing the sale of male and female condoms to prevent the spread of HIV/AIDS and other sexually-transmitted diseases is the strategy behind the Population Services International (PSI) 'Protector Plus' Campaign in Zimbabwe.

The Foundation's ongoing partnership with PSI, which includes countrywide distribution, is concentrating on Zimbabwe's major cities of Harare, Bulawayo, and Mutare.

Educational materials aimed at awareness and prevention, in addition to storage of prophylactics for distribution to various parts of Zimbabwe, is being supported by the Foundation.

The initiative saw an average of 100,000 boxes of condoms delivered to the public each month

The Foundation has also partnered with PSI and Studio 363, a drama group, to direct awareness messages to the youth of Harare, Bulawayo, Mutare and Chitungwiza.





East Africa



Maisha project gives hope to millions

“Maisha”, which means “life” in Kiswahili, has become a rallying cry in the fight against HIV/AIDS in East Africa.

It is also the name of a campaign which aims to reach out and educate millions of urban and rural consumers on the dangers of the epidemic.

An initiative of Kenya’s National AIDS Control Council, Maisha is building hope in affected communities. People are being told that they have a choice and that by taking responsibility for their behaviour, they can make a difference to the lives of their loved ones.

The campaign is backed by the slogan “Wewe Ndiye Uhai Wao” (“You Are Their Life”).

The Coca-Cola Company organised a multi-media campaign in support of Maisha, utilising radio, print media, posters and outdoor advertising. It also provided technical support in the development of a thought-provoking TV commercial carrying the message “One decision could affect your entire life... make sure it is the right one.”

The Foundation provided research on the impact and effectiveness of the campaign.

The twenty-first International AIDS Candlelight Memorial (IACM), renewed calls for the acceleration of prevention and awareness programmes to protect 93 per cent of people who are uninfected.

Hon. Danston Mungatana, Deputy Minister for Regional Development, led the candlelit vigil during a well attended IACM where the theme of “Turning Remembrance into Action” was symbolized by lighting 3 candles, one for every 100 persons that die of AIDS in Kenya every day.

A memory pot was specially prepared from Kisii Stone to enable individuals to write short messages about people they knew who had died from AIDS.

In his speech, the Deputy Minister hailed private sector collaboration as being critical to successfully combating the disease.

Coke's orphan donations

Coca-Cola East Africa associates donated tonne-loads of personal belongings to orphaned homes currently manned by 'foster parents' some of whom are only 16 years old.

The excitement that characterized this activity among the locals in Mukuru slum symbolised the hope that persists in the human heart despite the challenging social and financial conditions there.

Local community-based organisations, Hope Worldwide, PSI, SOS and GTZ, partnered with Coca-Cola East Africa and General Motors to identify practical ways in which that hope can be shared through activities enhancing public awareness.

In an attempt to heighten peoples' interest in AIDS prevention and awareness, a beauty pageant was conducted exclusively for residents of Mukuru. Two young women – trained HIV/AIDS peer educators who spend part of their time with AIDS orphans – were nominated to represent the "Faces of Mukuru."

Informative books for school children

150,000 Ministry of Education books entitled "Bloom or Doom: Your Choice" were delivered to 28 school districts by the Foundation as part of an ongoing HIV/AIDS programme.

Secondary school boys and girls in rural and urban areas of Kenya, as well as teachers, were the main beneficiaries of the books, which were printed by UNAIDS.

An estimated 600,000 secondary school pupils now have access to life skills information as part of their curriculum.

Community collections

As part of the Foundation's workplace community outreach programme, The Coca-Cola Company's Nairobi office introduced library grant boxes to encourage the offering of clothes, shoes, books, magazines, toys and food to those in need.

The Grants were channelled through Hope Worldwide to 900,000 eligible families and orphans.

Converted health centres

Containers converted to health centres by GTZ (German Technical Co-operation) were transported by the Foundation to rural communities in Kenya, as part of an imaginative project to provide essential healthcare information.

The centres are located close to national hospitals and give the public immediate access to general health information, especially on HIV/AIDS.

The project was piloted in Mumias and Kuria, but there are plans to roll out other centres in three additional districts – Migori, Rachuonyo and Machakos.

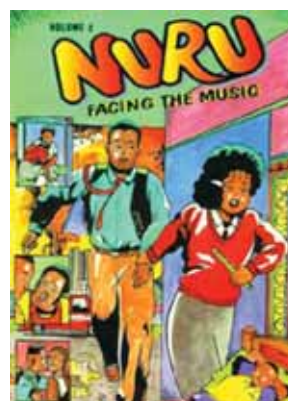
Edutainment TV mini-series

TCCAF is one of four corporate sponsors of "Heart and Soul", an 'edutainment' soap opera that provides education through entertainment.



Launched in Kenya through the combined support of 24 United Nations agencies, including UNAIDS, the programme is being used to encourage behavioural changes.

"Heart and Soul" focuses on five broad themes: HIV/AIDS, health, poverty alleviation, the environment, human rights and gender.



New comic inspires exemplary behaviour

A special comic book series aimed at inspiring quality relationships and positive sexual behaviour received the full backing of the Foundation when it sponsored production and school distribution costs.

Funded by USAID, Family Health International (FHI) and the Ford Foundation, and with support from other organisations including the University of Nairobi, the comic Series, entitled "Nuru", targets 12-19 year olds. It was produced in English and Kiswahili, and is being circulated in Kenya, Tanzania and Uganda.

The Foundation plans to continue to support the Nuru project, including the development of an animated version of the comic.

Presidential support

Working in partnership with UNAIDS and the Ethiopian President's office, the Foundation leveraged The Coca-Cola Company's infrastructure in Ethiopia to deliver a letter from the President as well as posters and HIV/AIDS awareness materials to over 100 agencies, NGOs and embassies in Addis Ababa and the southern regions of the country.

"Ishi" campaign promotes life

In Kiswahili, "Ishi" means "Live". In Tanzania, a campaign bearing that title is being actively supported by the Foundation through the development and dissemination of educational materials that emphasise the preservation of life.

The campaign is targeting 15-19 year old urban youths, and combines mass media advertising, community mobilisation and sports programmes to send out a precise and direct message: "You can't tell by looking – one of them has the virus. Abstain or use a condom."

The Coca-Cola Company is also donating billboards in support of the campaign.



West Africa



A West African AIDS coalition

Leading Ivorian companies, including Unilever, Total, Shell, Mobil, the IPS Group and MSD, have entered into a Coca-Cola Company-inspired coalition aimed at fighting HIV/AIDS.

The coalition, which includes Coca-Cola West Africa, organised a one day "Mobilisation of Enterprises against HIV/AIDS" for its 6,000 employees and dependants on World AIDS Day 2003.

This collaborative effort was honoured by the presence of Dr. Mabri Toikeuse, the Minister of Health, and leading NGOs such as Lumière Action, Amepouh, RETROCI and Ruban Rouge.

A total of 37,000 condoms were distributed to the general public and a further 10,000 to employees of participating companies. Employees also received information on testing and treatment. The event received extensive television and press coverage.

Poster campaign for students

The Foundation is working closely with Hope Worldwide to support a social marketing programme aimed at youth and university students in Nigeria.

The Coca-Cola Company is providing marketing and communication expertise for the design and production of awareness raising posters targeted at tertiary institutions and containing the message that 'AIDS is real'.

Other activities include supporting UNAIDS, UNICEF and the Nigerian government in HIV/AIDS prevention campaigns.

Over the past two years, Coca-Cola Nigeria has implemented several initiatives focused on improving awareness and understanding of HIV/AIDS in the workplace, such as the Peer Health Educators programme and Hope Walk. A Spouse Health Educators' forum is coordinating the development and dissemination of HIV awareness programmes in homes and the immediate community.

TCCAF Medical Grant

The Coca-Cola Africa Foundation has granted US\$400,000 over a five-year period to MedShare International, a US-based non-profit organisation to supply selected hospitals in Africa with much needed hospital equipment and medical supplies. The first project funded by this grant is a special programme to support the urgent needs of the Buchanan hospital in Liberia and the Connaught hospital in Sierra Leone.

A 40ft container was delivered at Buchanan hospital via the port in Monrovia on June 28, 2004 and a second container arrived on December 2, 2004. The delivery of the vital hospital equipment and medical supplies is part of a programme which identifies the most pressing needs of Buchanan Hospital. The programme installs the equipment, trains hospital personnel in repair and maintenance and provides follow-up support.



Inspecting the medical supplies delivered to the Connaught hospital in Sierra Leone.



TV drama focuses on AIDS

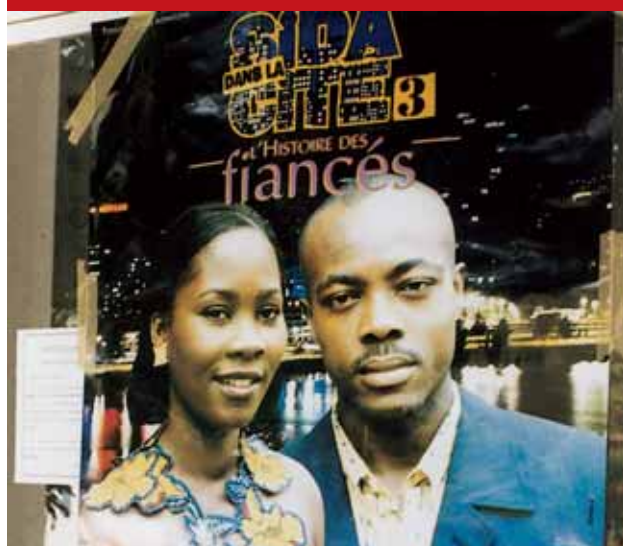
The Coca-Cola Africa Foundation has donated US\$50,000 to Population Services International-Cote d'Ivoire (PSI-CI) for the promotion, broadcasting and duplication of the TV series "Sida Dans La Cité 3" (AIDS in the City 3) in 10 African countries – Côte d'Ivoire, Senegal, Cameroon, Gabon, DRC, Mali, Niger, Burkina Faso, Togo and Benin.

"Sida Dans La Cité 3" is a series of 18 episodes, each of twenty-six minutes duration, portraying in a "soap opera" style the real drama and dilemmas created in families and relationships by the spread of the HIV/AIDS virus. It addresses key issues in realistic, and often very moving situations, heightening awareness and helping to reduce the social stigma faced by people living with the HIV virus.

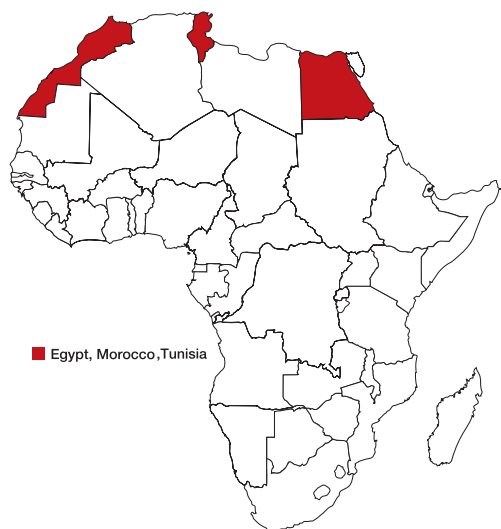
The series deals with previously taboo issues in a frank and challenging way and is having an impact on the millions of people who follow it across West and Central Africa. The production of "Sida Dans La Cité 3" has been funded principally by the US Centers For Disease Control (CDC), RETRO-CI, KfW and UNAIDS.

The Foundation utilised the bi-annual African film festival Fespaco, which is held in Ouagadougou, Burkina Faso, to premiere the series. The film was greeted enthusiastically by the national and international press and received substantial media coverage.

"Sida dans la Cité 3" was aired in Côte d'Ivoire in April 2003 and was then quickly rolled out across West and Central Africa.



North Africa



From cafeteria to classroom

As part of an AIDS awareness campaign, Coca-Cola Company plant employees in Morocco were invited to discuss the disease frankly during their tea breaks. This initiative led to surprising results when one of the plant's employees subsequently shared what he had learnt with his 15-year old daughter.

Utilising an AIDS awareness brochure given to her by her father, she discussed the subject with her fellow students. An impressed teacher borrowed the brochure and used it to educate two other classes on the issue.

In this way, a Coca-Cola Company inspired campaign spread AIDS awareness from a workers' cafeteria to a children's classroom.



Investment in UNICEF

In collaboration with UNICEF and the Egyptian Health Ministry, the Foundation has developed a unique "protection" programme aimed at raising AIDS awareness in Egypt and other North African countries. The Foundation is spending US\$200,000 to ensure effective communication and execution of the programme.

Launched in cooperation with the Ministry of Health, the campaign features HIV/AIDS lectures at 25 plants and depots. Delivered by AIDS experts, the lectures cover AIDS policy and practices, prevention, standard diagnosis, anti-viral agents, vitamins and immunisation.

Posters to promote the campaign carried slogans such as "Those that love you have to listen to you...", "Egypt loves you" and "There is no cure for AIDS, except to protect yourself from it."



"Business Excellence in the Community" Award for The Coca-Cola Company in Egypt

The Coca-Cola Company in Egypt was recently selected from more than 40 entrants for its outstanding work in the fight against AIDS through its workplace and community programmes. The Company was presented with the "Business Excellence in the Community" award at the Global Business Coalition on HIV/AIDS (GBC) Annual Awards, held on 21 April 2004 in Berlin.

The Coca-Cola Company in Egypt's recent work has involved a nationwide campaign of AIDS education and awareness sessions. It collaborated with AIESEC, the international business students' association, to specifically target Egyptian universities.

Other healthcare initiatives

Helping to eradicate polio

The global eradication of polio involves both halting the incidence of the disease and the worldwide eradication of the virus that causes it – poliovirus. This eradication strategy is based on the premise that poliovirus will die out if it is deprived of its human host through mass immunisation.

In Nigeria the challenge is enormous due to the size of the country, the number of children targeted and the low level of immunisation coverage. National Programme on Immunisation (NPI) officials estimate the number of Nigerian children under five years of age at 40 million, making Nigeria a major reservoir for wild poliovirus.

Coca-Cola Nigeria, on behalf of The Coca-Cola Africa Foundation, signed a three-year Memorandum of Understanding with the Ministry of Health in Nigeria aimed at the eradication of polio in the country, through a mass immunisation programme.

This collaboration built on existing models of public-private partnerships to strengthen private sector involvement in tackling global issues. The move is considered by health officials to be significant in supporting the campaign to defeat polio in Africa generally and in Nigeria specifically under the “Kick-out Polio in Africa” programme.

During the lifetime of the partnership, Coca-Cola Nigeria is supporting NPI in the transportation of materials (excluding vaccines) to all parts of Nigeria, especially to hard-to-reach communities within the range of

The Coca-Cola Company’s distribution network, which reaches every corner of the country daily.

Coca-Cola Nigeria is also sponsoring advertisements informing the public of the dates of upcoming immunisation rounds. The NPI has use of Coca-Cola Company trucks installed with public address systems to mobilise people on immunisation days.

Overcoming obstacles

The transportation of materials constitutes a major obstacle to the success of the polio eradication programme. Dr. Dere Awosika, the NPI coordinator, has formally acknowledged The Coca-Cola Company and its bottlers for their contribution in overcoming this barrier.

Egyptian campaign

The Foundation was also instrumental in a national polio vaccination campaign in Egypt aimed at eliminating the disease from Egyptian society.

Campaign proposals put forward by the Foundation received the support of Egypt’s First Lady, Suzanne Mubarak. Her participation has added impetus and prestige to the campaign. Al-Ahram newspaper, Egyptian radio and television and more than 60 NGOs are all helping to raise awareness in local areas.

Two hundred youth centres were utilised for the campaign, which used slogan banners, flyers and branded t-shirts, to publicise the dates of vaccinations. Music was also used to attract the public to selected centres.

Major support for children’s cancer hospital in Egypt

The Coca-Cola Africa Foundation has donated US\$220,000 to the National Cancer Institute to help build a children’s cancer hospital.

The proposed new building, a project of The Association of Friends of the National Cancer Institute (AFNCI), will be the first paediatric oncology hospital to be built in the Middle East and North Africa Region.

The Coca-Cola Company in Africa is a sponsoring partner with MobiNil, HSBC Bank Egypt, McDonald’s Egypt, Adidas, Ceramic Cleopatra, Juhayna and the Baghat Group.

All-Africa Health Care Clinics

The Foundation has taken a lead in an ambitious ‘teleclinic’ project aimed at developing a family of health care clinics across Africa, mainly in remote and impoverished communities. The teleclinics involve both the retro-fitting of existing institutions and the establishment of new centres in areas where healthcare is badly lacking.

Inspired by Rhode Island-based MediTeq (an offshoot of the Fraunhofer Centre for Computer Graphics Research), the clinics employ modern telecommunications and universal medical expertise.

The Foundation is playing a pivotal role in the lift-off process and has donated US\$25,000 to the project.

Focus on education

Advancing educational excellence in the classroom

Education is a passport to progress. It is the cornerstone of personal success and central to the development of nations. In Africa, there is a continuing need to update and improve facilities and to provide the essential tools of learning for students, especially in remote areas.

The Coca-Cola Africa Foundation supports private sector schemes aimed at promoting literacy and participation in schools. Examples of its work include updating educational facilities through the construction of schools and libraries, sponsoring scholarships (such as its Fulbright programmes), donating computers and books, and helping to educate young people on the role of business in their lives and in their communities.

Education matters to the Foundation, which is why it actively promotes life-learning both inside and outside the classroom. It also fosters educational programmes which promote understanding and supports children deprived of adequate opportunities. Cultural education is also central to the Foundation's mission; its sponsorship of the now famous Robben Island being a significant example.

The following selected projects give an indication of the depth and breadth of the Foundation's contribution to educational progress across Africa.

Southern Africa

Helping literacy in primary schools

In collaboration with Southern Bottlers Limited, the Foundation launched a US\$20,000 Chalkboards Rehabilitation Project aimed at fighting illiteracy in primary schools across Malawi.

Appealing to the private sector to assist the government in its fight to reduce the country's illiteracy rate, Minister of Education, George Mtafu, commended The Coca-Cola Africa Foundation for its sensitivity to the needs of both rural and urban pupils.

“Your gesture shows how concerned you are for the future of the children of this country,” he said.

Over 100 primary schools will ultimately benefit, with 500 chalkboards targeted for rehabilitation under the project.



Robben Island: symbol of freedom

Perched on the water's edge in the Clock Tower Precinct of Cape Town's V&A Waterfront lies The Nelson Mandela Gateway to Robben Island, preparing visitors for a journey through a series of absorbing experiences.

With its floating jetty, restaurant, museum, auditorium, information centre and exhibitions, the triple storey glass façade gives an intriguing insight into Robben Island's prisoner past and its present day role as a National Monument and World Heritage site.

The Foundation spearheaded a major fund-raising drive to support the construction of this magnificent centre – a milestone in the country's cultural education, tourism and job creation efforts.

Robben Island has come to symbolise a triumph of the human spirit over hardship and adversity, not only for South Africa and the African continent, but for the entire world.

The concept of the Gateway was inspired by a range of contextual factors – ideas, themes and metaphors – all aimed at portraying a distinct and different experience typical of the buildings within the area. These factors promote an image of the building from the perspective of an island, a vessel, a transitory space, a place of contrasts.

The Robben Island Gateway Development projects a world still troubled by division, social injustice and intolerance, but also with hope for the future.



East Africa

Kenya's "Foundation of Hope"

The Coca-Cola Foundation, in collaboration with its eight bottlers in Kenya, has launched an ambitious educational project aimed at providing equal opportunities for HIV/AIDS orphans and other disadvantaged children.

Dubbed The Coca-Cola Foundation of Hope, the initiative – inaugurated by Kenyan Vice President, Hon. Moody in partnership with the Rotary and Rotaract Clubs of Kenya – has a strategy for upgrading dwellings in underprivileged communities.

Schools selected to participate in the project are required to meet specific criteria to ensure they do not discriminate against AIDS orphans and other vulnerable children in their acceptance practices. The Rotary Clubs are providing desks, books and other learning materials and monitoring progress over a period of five years to ensure the viability and sustainability of the project.

Thirty AIDS orphans were the first beneficiaries of the project. They are being accommodated in a newly-constructed classroom in the Pumwani Learning Centre, officially opened by the Vice-President earlier this year. The centre is located in the South-East of Nairobi and caters for 250 pupils.

The Coca-Cola Africa Foundation and its Kenyan bottlers have entered into a commitment to provide US\$150,000 in the first year of the 3-year project. A typical classroom is constructed at a cost of US\$2,500 and completed in five days using technology developed for The Coca-Cola Africa Foundation in conjunction with Lafarge, the international cement company.

Beyond providing the necessary infrastructure, the project also involves adopting the targeted schools for a period of five years to monitor progress and related developments.

Initially rolled out in Nairobi, the project will extend to all other bottler territories across the country in Machakos, Kisumu, Mombasa, Nakuru, Eldoret and Nyeri.

Coca-Cola Education Awards in Tanzania

Coca-Cola East Africa has awarded cash prizes totalling US\$40,000 to the best students, heads of schools and learning institutions with long service and demonstrable track records across the country's educational sector.

The awards were presented at the Coca-Cola Education Awards ceremony held earlier this year at Benjamin William Mkapa School.

In his speech, Honourable Pius Ng'wandu (MP) Minister for Science, Technology and Higher Learning, commended The Coca-Cola Company for its assistance in the provision of quality education to primary level students and their counterparts in institutions of higher learning.

He noted that the Coca-Cola Education Awards, among other factors, had accelerated Tanzania's academic advancement. "This shows that the Award policy has given a positive effect to students, teachers and schools" he said.

To prove his point, he pointed out that O level Division 1-3 passes had increased by 13 percent from 2000 to 2002 while the failure rate dropped by 9 percent over the same period.

West Africa

Book boost

TCCAF has made a US\$15,000 grant to the Ivorian educational system with a massive grant of schoolbooks to primary students.

More than 6,000 books were donated to 1,594 schoolboys and schoolgirls from 40 primary schools in the districts of Toumodi, Didievi and Tiebissou, in the central region of the country.

The books were handed over at special ceremonies in the villages of Bendressou, Attien Kouassikro and Koubi.

The Foundation received tributes from the country's education minister, district mayors and village chiefs for supporting the country's educational revival.

The books cover the subjects of French, History & Geography, Mathematics, and Sciences & Technology, and target third year level primary schools in three of the remaining 43 districts that have not yet benefited from donors' funds.

Coordinators, comprising local authorities, teachers and villagers, are handling the books with extra care and attention, so they can be reused annually by students

entering from the lower grades, a process which is maximising the Foundation's contribution.

Sponsoring better education in Ghana

Ensuring that more Ghanaian students receive quality education was the rationale behind the Foundation's recent US\$10,000 grant to the Otumfuo Education fund.

The money has accelerated government efforts to halt a critical decline in Ghana's educational standards caused by inadequate facilities, shortage of teachers, parental financial hardship and central budgetary constraints.

Supplementing central government and local authority expenditure, the grant supports the construction and renovation of classrooms. It also provides equipment such as furniture, textbooks and teaching aids, and funds special teacher incentive packages and financial assistance to bright yet needy children.

Patron Otumfuo Osei Tutu 11, the Asstene (King) of Ashanti Land, praised Coca-Cola for its assistance.

Adding new classrooms to a damaged school

In an underprivileged area of Accra, the Foundation is helping to improve the learning environment of primary school children. It has financed the construction of six new 30-student classrooms in Samsam Odumase, a village in Amasama district, Greater Accra.

The local primary school, which caters to more than 200 children from surrounding villages, was badly damaged due to rain and the unsuitable construction materials used.



Children often attended classes without protective shelter, and were exposed to wind, rain and sun, often making learning difficult, if not impossible.

The Foundation reconstructed the school to provide six fully furnished classrooms, complete with desks, chairs, and office space for teachers and the headmaster through a US\$10,000 grant.

Encouraging young business leaders

In partnership with Junior Achievement of Nigeria, The Coca-Cola Africa Foundation has offered free economic education programmes to primary and secondary schools to help inspire and educate young people on the role of business in their lives and communities.

It has also sponsored the country's premier business school in Lagos, and has given funds to the new Pan African University. The combined grant is US\$120,000.

Orphans' school receives boost

The Coca-Cola Africa Foundation has donated funds to the Bethel House Orphanage project in Come, a small town in Benin situated near the Togolese border.

The funds are being used for the construction of a new school and residential buildings, and the provision of educational materials for 40 abandoned orphans aged between one and twelve.

The Bethel House initiative was the brainchild of Mrs. Pauline Doussou, the Orphanage Director, who, despite very limited resources, has been providing considerable support for the needy children in her care.



With the additional funds provided by the Foundation, the orphanage has been able to relocate to a new green field site well serviced by public utilities.

Mrs. Doussou expressed her appreciation to the Foundation for its generous support of US\$20,000. The children showed their gratitude in poetry and song, captured on national television.

North Africa

Tunisian village school gets refurbished

A Tunisian primary has been given a brand new look, thanks to refurbishment work funded by The Coca-Cola Africa Foundation (TCCAF), with assistance from Coca-Cola Tunisia.


Sidi Maaouia, a primary school located in a small village in the North East region of Cap Bon, was the first school to benefit from “Adopt-a-school” – a school refurbishment programme being funded by TCCAF.

The programme was launched in 2003, in co-operation with the Government’s “Fund for the Refurbishment of Educational Institutions” and identifies priority schools. The local Rotary Club is also involved in the programme.


The bulk of the work carried out involved building a fence surrounding the school and footpaths in the schoolyard. This is part of a complete refurbishment which includes roof repair, installation of adequate lighting, and sanitation improvements.




Environment & Education




Coca-Cola environment awareness coloring booklet distributed to public and private schools and bottlers' children



Children writing environment awareness messages and decorating a poster that was offered to the INSPIRE ! Yacht 2041 Team.



Abderrahim Harrouchi, President of the Moroccan Association for Civism and Development AFAK with children from the old medina of Casablanca during an environment awareness session before Aid Al Adha



2005 AND BEYOND

the next steps to sustainability

In this report, we have outlined our commitment to achieving sustainability for our business and to contributing to the sustainable development of the communities where we operate.

We acknowledge that there is still more we could do. As issues evolve and our stakeholder involvement deepens, we will take additional steps to extend our citizenship programmes. Yet our destination will remain the same: to be a responsible global citizen that makes a meaningful difference to Africans.

Our future priorities include:

- Continue the rollout of commitments and standards, and integrate into business planning
- Water Initiative: continue to improve plant water efficiency and further develop community and watershed partnerships
- HIV/AIDS: Continue community programs
- Stakeholder Engagement: continue to engage in a dialogue with stakeholders; and conduct further stakeholder forums on issues of shared concern
- Workplace: codify Global Human Rights Policy and develop implementation and monitoring processes;

expand independent assessment of workplace practices; and increase data collection on occupational health and safety

- Marketplace: extend training and auditing of suppliers based on our Supplier Guiding Principles on a regular cycle
- Environment: commercialise climate-friendly cooling equipment with industry partners; continue to develop global sustainable packaging strategy; improve data-gathering on environmental impacts of our value chain; and continue to improve performance on water, energy and emissions, solid waste and consumer recycling of our packaging
- Community: complete inventory and assessment of systemwide community programs and spending
- Reporting: evolve reporting in accordance with internationally recognised standards such as the Global Reporting Initiative (GRI)

Summary of TCCAF NGO projects funded from 2001- 2005

HIV/AIDS and Health

Angola

- Marie Stopes International

Cote d'Ivoire

- Lagos - Abidjan Corridor Project
- PSI (Population Services International)

Egypt

- Masters

Ethiopia

- FHI (Family Health International)

Ghana

- Ghana Aids Commission and UNAIDS

Kenya

- Heart and Soul
- HIV/AIDS Private Sector Business Council
- Hope Worldwide
- Kenya Business Council
- Kenya Express Medical Caravan
- Women's Aids Run

Mauritania

- Worth Thinking About
- World Vision International

Morocco

- Aboulrich Hospital

Nigeria

- Youth Empowerment Foundation
- UNICEF Nigeria

Multi-Country

- Funders Concerned about Aids
- Gede Foundation
- Global Business Council
- Laubach Literacy International
- Lovelife Caravan
- Medical Education for South African Blacks
- Medshare International
- Presidents & Fellows of Harvard University
- Proliteracy Worldwide
- PSI YouthAIDS
- Sida Dans La Cité 3
- UNAIDS
- UNESCO – Yaounde

Republic of South Africa

- AIDS Law Project
- Hope Worldwide
- La Poorta HIV/AIDS Centre

- Sparrow Ministries
- Starfish Greathearts Foundation

Senegal

- Society for Women Against AIDS in Africa

Swaziland

- Hlanganani Help Centre

Zambia

- Family Health International
- Kara Counselling and Testing

Education

Benin

- Bethel House

Burkina Faso

- Initiative Pour la Comoe

Cote d'Ivoire

- Carrefour Development Solidarite (CADRES)
- Ivory Coast School Books

Ethiopia

- Book-Link

Ghana

- Afrikids
- Otumfou Education Fund
- Samsam Odumase Primary School

Kenya

- Ambatana Educational Trust
- Kidz Alive
- Mount Kenya Academy Foundation
- Rotary Club of Muthaiga
- Starehe Girls Centre
- The Hope Trust Fund

Liberia

- College of West Africa

Mali

- The Children Foundation

Morocco

- Bayti Association

Multi-Country

- Africa American Institution
- UNICEF

Republic of South Africa

- Phambili Educational Projects
- St Teresa's Mercy
- Witwatersrand Foundation

Rwanda

- Nyanza Primary School

Tunisia

- The Rotary Club Of Kelibia

Disaster Relief

Algeria

- Croissant Rouge Algiers

Kenya

- Kenya Red Cross Society

Morocco

- Foundation Mohamed V Pour la Solidarite

Zimbabwe

- World Vision International

Employee Matching

Kenya

- Centre for Child Development
- Kenya Network of Women living with AIDS
- Kidz Alive
- Ruma Aids Program

Republic of South Africa

- Starfish Greathearts Foundation

Orphanages

Egypt

- Alexandria Today and Tomorrow

Ghana

- The Mother and Child Foundation

Kenya

- Food for The Hungry

Morocco

- Home of Joy

Republic of South Africa

- God's Golden Acre

Housing

Republic of South Africa

- Habitat for Humanity

Water

Kenya

- Millennium Water Alliance

Republic of South Africa

- Roundabout Outdoor

Micro Enterprise

Sierra Leone

- The Friends of Africa Foundation

Clinics

Multi-Country

- Mediteq

Tourism

Republic of South Africa

- The Nelson Mandela Gateway to Robben Island

Research

Multi-Country

- Trustees of Boston University

The Coca-Cola Company in Africa supported the Africa Investor Investment Award for Best Initiative in Support of the Millennium Development Goals in 2004 and will do so again in 2005.

Background on the Foundation

To achieve the greatest flexibility in fundraising, as well as ease the disbursement of funds, the Foundation was set up as a non-profit organisation.

Managed by a Secretariat, governed by a Board of Trustees, comprising of senior executives from The Coca-Cola Company's African business unit and complemented by a representative from the Company's Atlanta head office and the diplomatic community, the Trustees are key decision-makers who meet twice yearly to steer the Foundation's work and allocate funds. They are advised by a special advisory board which meets annually to review the work of the Foundation. For more information about our Citizenship programmes in

The board of trustees



Alexander B. Cummings

Appointed Africa Group President and COO in March 2001 and elected Executive Vice-President in July 2002, Mr. Cummings previously served as the Company's North and West Africa Division President. A board member of the African-American Institute and the Corporate Council on Africa, he holds a Bachelor of Science degree in Finance and Economics from North Illinois University and an MBA in Finance from Atlanta University.



Carl Ware

Mr. Ware joined The Coca-Cola Company in 1974 as an urban and governmental affairs specialist and was named Vice-President of Special Markets Coca-Cola USA in 1979. In 1982, he was elected Vice-President, Urban Affairs, being responsible for the Company's domestic and international external affairs and philanthropic programmes. He was elected Company Senior Vice-President in 1986 and became Deputy Group President, Northwest Europe/Africa Group in 1991. He is also a former Africa Group President.



Donald McHenry

A Distinguished Professor in the Practice of Diplomacy at the School of Foreign Service at Georgetown University, and President of the IRC Group, an international consulting firm, Mr. McHenry previously served as Ambassador and U.S. Permanent Representative to the United Nations. He is a Director of the International Paper Company, The Coca-Cola Company, Fleet National Bank and its holding company Fleet Boston Financial Corporation, Glaxo SmithKline P.L.C., and AT&T.



Ingrid Saunders Jones

As Senior Vice-President of The Coca-Cola Company, Ms. Jones directs the Company's vision and involvement in community, philanthropic and civic affairs. As Chairperson of The Coca-Cola Foundation, she leads the Company's philanthropic commitment to education. She serves on The Coca-Cola Scholars Foundation board, which provides scholarships to high school students. Under her leadership, TCCF has contributed US\$100 million to education.



Tim Doyle

Prior to his appointment as Vice-President Finance, Africa Group, Mr. Doyle was Vice-President of Finance for the Southern Africa Division. He previously served as Division Financial Planning Manager for the Northwest European Division, and has held positions of increased responsibility with the Business Development Group in Atlanta and The Minute Maid Company.



William Asiko

Mr. Asiko, as General Counsel, Africa Group, reports directly to the Group President, and has responsibility for managing the Group's legal affairs. This includes providing general legal advice to management, handling the legal aspects of business development transactions, coordinating renewals, extensions and amendments to bottling agreements; and dealing with external parties on behalf of The Coca-Cola Company.



Yvonne Muthien

Dr. Yvonne Muthien is Group Public Affairs and Communications Director for The Coca-Cola Company in Africa. Yvonne is responsible for the overall PA&C strategy and execution of communication programs to a range of stakeholders across the 56 countries and territories in Africa. She works with the Corporate and Africa Group leadership teams to build strong relationships with media and key external opinion leaders – such as the United Nations, the World Economic Forum and NGOs – leading our corporate citizenship and sustainability programs, and helping to manage the Company's reputation in Africa.

Yvonne joined The Coca-Cola Company from Mobile Telecommunications Network (MTN) in South Africa, where she was Group Executive, Corporate Affairs.

Yvonne was appointed by former President Mandela as the first female Public Service Commissioner charged with civil service reform and she currently serves as the chairperson of the Presidential Advisory Council on National Orders.

Yvonne holds an M.A. in Political Science from Northwestern University in Chicago and a PhD in Sociology and Politics from Christ Church College, Oxford University in England.

**Carole Wainaina**

Carole Wainana is President of The Coca-Cola Africa Foundation and formerly Group Director of Human Resources for The Coca-Cola Company in Africa. Carole started her career with The Coca-Cola

Company in July, 1998 in Nairobi, Kenya and has held a number of senior Human Resources positions throughout the Africa Group. Carole began her career as an HR consultant at Price Waterhouse in 1989. She also worked for the Kenya Wildlife Service where she supported the Executive Director through a major change initiative to transform a government department into an effective parastatal organisation. Just prior to joining The Coca-Cola Company, Carole was an independent consultant with a wide range of clients in both the private & public sectors across Africa.

Carole Wainana has a degree in Human Resource Management from the University of Southern Queensland in Australia. She likes to actively participate in community initiatives particularly in support of the education & development of girls & young women. She was, for two years, the President of Young Business & Professional Women's Club in Kenya and continues to actively participate in career counselling for girls in high school.

**Curt Ferguson**

Curt Ferguson is the new Division President for North and West Africa Division. Curt joined the Coca-Cola Company in 1983 holding various positions before his promotion to Manager of the Bottler

Operations Candidate Program in Atlanta. Curt was appointed Region Marketing Manager at Coca-Cola Thailand, moving to Bangkok in 1988 and was made Vice President, F&NCC Sales and Marketing in Singapore in 1994. He moved to Africa in 1998 as a Senior Regional Manager in Cairo. In 2000, Curt was named Managing Director of the Coca-Cola Bottling Company Egypt and then Senior Regional Manager, Western Africa Region, in 2003, based in Abidjan. Curt holds a BSc in Finance and Management from Indiana University and completed the Stanford University Executive Development Programme in 1993 and the Emory/Wharton KO Leadership Development Program in 2003.

**Larry Drake**

Larry Drake is Division President, Nigeria. Mr. Drake joined The Coca-Cola Company in 1980 as a part of the Bottler Operations Candidate Program and was named district manager for most of the state of Wisconsin,

with responsibility for 20 bottlers. From 1981 to 1990, he held various roles of increasing responsibility. Mr. Drake left the Company in 1990 but returned to The Coca-Cola Company in 1999 as Region Vice-President of the North America Mid-Central Region before becoming Vice-President, West Region, which covers four CCE divisions and 21 bottlers. Larry has a bachelor's degree from Georgia State University and an MBA from Rockhurst University in Missouri.

**David Lyons**

David Lyons is the new Division President for South Africa Division. David first joined The Coca-Cola Company in 1977, working in the Coca-Cola Bottling Company of New England. He joined Coca-Cola Africa in

1989 as Marketing Operations Manager. In 1994, David moved to Zimbabwe with Coca-Cola Central Africa as Region Manager and Managing Director before moving to South Africa in 1998 as Director of Operations for the South Africa Division. David has worked in South Africa for over six years and has been instrumental in delivering growth for our business in Southern Africa – results which helped the South and East Africa Division to win the Woodruff Cup in 2003 and 2004. He has a BSBA from Northeastern University, Boston and an MBA from Suffolk University, Boston, USA.

**Bill Egbe**

Bill Egbe is the new Division President for East and Central Africa Division. Bill joined The Coca-Cola Company as Deputy Region Manager, Coca-Cola West Africa, in Abidjan, Côte d'Ivoire in 1997. In 2000, he

moved to Nairobi after his appointment as Region Manager, Coca-Cola Mid-Africa & Islands. A year later he was made Region Manager for Coca-Cola East Africa. In 2002, Bill was named Region Director for Coca-Cola East Africa & Islands. During this time he has helped to grow systems volume and revenues by 5% each year (8% in 2004). Bill holds a BSc in Electrical Engineering and an MBA in Finance and Marketing from Howard University in Washington.

Conclusion

Today some 350 million people in Africa still live in poverty. As a business operating across the continent, we cannot afford not to be involved in this challenge since, in many ways, our prosperity is linked directly to theirs. More importantly, as a responsible business, it is our duty to ensure that we are a force for positive change in the 56 countries and territories in which we operate.

As you have read, The Coca-Cola Company's long-term commitment to Africa insists that our operations, actions and approach must be in partnership with our bottlers, employees and customers as well as Governments and NGOs. Above all, we need to maintain strong links with the communities in which we both live and work.

Responding to these common challenges requires collaboration between the public, private and civic sectors. Where there are issues that are critical for both our business and our communities, we have an opportunity and a responsibility to find ways to make a difference by offering the unique resources and capabilities of our Company – the technical and marketing expertise of our associates, the global reputation of our brands, and an unrivalled production and distribution system that reaches into communities across Africa's 56 countries and territories.

But it is not just soft drinks that have been distributed on our trucks. Recently, we have used this network to distribute condoms to rural communities in a number of countries. Similarly, our marketing expertise and resources have been put to use in HIV/AIDS awareness campaigns in and around towns and cities.

The Coca-Cola Africa Foundation aims to maximize the grants it makes by choosing the right partner to implement a particular community programme. In some cases, we might work through NGOs and registered charities to renovate schools, provide textbooks and engineer water supplies. In others, the Foundation can help best through providing direct funding to local projects. In the last three years alone, the Foundation has distributed more than \$3 million in grants and will allocate a further \$50 million over the next decade.

However, generating results such as the ones presented in this report require much more than financial contributions alone; they require commitment, patience, perseverance and creativity. These qualities underpin our everyday activities as we strive to make a tangible difference to the quality of the lives of people throughout the continent.

There will be many more opportunities for our involvement in future projects. We look forward to continuing to work alongside our fellow Africans to help improve their lives for good.

Carole Wainaina
President of The Coca-Cola Africa
Foundation



Generating partnerships such as the ones presented here require much more than financial contributions alone; they require deep commitment, patience, perseverance and creativity. This is happening every day in every region in which we work. As a result, the reputation and brands of The Coca-Cola Company and its bottling partners are widely known throughout African communities, not only for their products, but also for their leadership in helping leverage and promote many locally supported initiatives.

Africa, please visit:

www.africacommunity.coca-cola.com

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