

# The Secret Formula For Changing Lives In Africa

When Covid-19 struck, Coca-Cola, which has dominated FORBES' lists as one of the world's most valuable brands and innovative companies, deployed its resources and leveraged its distribution networks to make a difference in Africa's economies and communities. Here's how they did it.

▶ **C** **OCA-COLA. A NAME THAT HAS DOMINATED** FORBES' lists for years as one of the world's most valuable brands and innovative companies. A brand that has dominated pop culture and our collective consciousness for as long as we can remember. When the world encountered Covid-19, the company was quick to collectively mobilize its resources and swing into action, donating support and lending a helping hand to Africa's communities, where it was needed the most.

Across the continent, in partnership with NGOs, its bottling partners and The Coca-Cola Foundation (TCCF), The Coca-Cola Company has been deploying resources, including capabilities, funds and products to support governments, communities and local economies in their urgent efforts to contain the spread and impact of the coronavirus.

"We are a very human-centric company. We always try to understand people. The first thing we did was to stop advertising. We went off air. We went dark. We did this to free up funds to donate money – that was what was needed," says Stephan Czypionka, Business Unit Marketing Director: Southern & East Africa, who adds that this is the first time this has ever happened in the 15 years he has been working for The Coca-Cola Company.

And how is it doing it? By leveraging its extensive distribution networks to get much-needed items such as food parcels, personal protective equipment (PPE), beverages, relief water and hand sanitizers to vulnerable communities, and by applying marketing expertise to entrench life-saving behaviours.

During the pandemic, bottling partners of The Coca-Cola Company, Coca-Cola Beverages Africa in Uganda and Ethiopia, Bralima in the DRC, Les Brasseries du Congo in the Congo, and Nigerian Bottling Company in Nigeria also deployed their technical expertise and facilities to produce over 30,000 litres of alcoholic sanitizers in line with World Health Organization (WHO) standards and have been distributing it to governments and vulnerable communities free of charge. "A lot of work went into the background but the impetus was that this was a clear need because in many of the countries across Africa, the sanitizers were just too expensive," explains Camilla Osborne, Head of

Communications, Coca-Cola Southern & East Africa. "Hygiene and sanitation is one way to take a preventative measure against the virus."

For over a decade, the company has been working with various NGOs across 42 countries in Africa through the Coca-Cola Foundation's water and sanitation flagship program, the Replenish Africa Initiative (RAIN). Using RAIN's learned expertise, unique emergency hand-washing stations (some foot-operated, some using jerrycans), were developed and set up in high-traffic areas, at border points and in areas with vulnerable communities. In addition, the Coca-Cola System is providing funding and other forms of support to help bolster the small, medium and micro enterprises in the retail, hospitality and recycling sectors, who have been among the hardest-hit businesses across countries.

"We are not immune to the economic effects of this pandemic. Since the beginning of April, the Coca-Cola System globally has experienced a volume decline of approximately 25%... The impact for 2020 is not entirely clear for us at this stage. However, it depends on how quickly the local economies can get back up and running," says Jacques Vermeulen, CEO of Coca-Cola Beverages Africa. "We're confident we can emerge stronger and more resilient than we were before."

"We understand the level of impact that Covid-19 will have on communities, health systems and economies. We've partnered with governments and NGOs locally to make sure that we respond and support disadvantaged communities, primarily, to support themselves," explains Dorcas Onyango, Head of Sustainability, Coca-Cola Southern & East Africa. "We're already thinking how we can support small and medium enterprises which are very important, across Africa, going forward. Our commitment to communities will not go."

In total, the Coca-Cola System and The Coca-Cola Foundation have committed (approximately) \$17 million across Africa in response to Covid-19 to help those most vulnerable, preventing the spread of the virus and contributing to the recovery of the local economies.

"This is just the start of our fight. Once communities and people are safe, The Coca-Cola Company will work to get shop owners, retailers and other small businesses in the food and beverage sector back on their feet," says Bruno Pietracci, the President of Africa & Middle East for The Coca-Cola Company. In a world where compassion has become the new currency, this surely is a fitting example of corporate Africa stepping up for positive change. **i**

– By Tiana Cline



# Thinking Out Of The Box:

## Creating Shared Value And A Country Of Entrepreneurs

Coca-Cola Beverages South Africa's initiative, Bizniz in a Box, meaningfully empowers youth and women to create and scale viable micro-businesses in the country's communities.



up on the agenda for Coca-Cola to play its part in this ecosystem of 'coordinated solutions', empowering and mainstreaming the youth to make them valuable players in the country's economy and make sure they are fully integrated.

"Youth unemployment is very high in our country and it's untenable. While it isn't just a South African phenomenon, we have to work together as industry, government and civil society to manage it. We have to exploit our demographic dividend and give young people meaningful livelihoods for them to become productive members of society", says Velaphi Ratshefola, Managing Director at Coca-Cola Beverages South Africa (CCBSA).

Coca-Cola's approach to growing communities has always been through empowerment. To target the issue of youth unemployment, one of Coca-Cola's bottling partners, Coca-Cola Beverages South Africa's (CCBSA) Youth Entrepreneurship Programme created Bizniz in a Box, an initiative launched in 2015 specifically focusing on youth and women empowerment and which has, to date, trained over 700 young entrepreneurs and helped 122 of them take their businesses to the next level.

A report by Euromonitor International reveals that informal convenience shops, known locally as spazas, contribute an estimated R7 billion annually to South Africa's economy. Thus, using a spaza shop as the anchor, Bizniz in a Box aims to create an ecosystem of viable micro-businesses offering complementary products and services in a community. Each business operates out of a custom-designed container. "We want to do business the right way, not just to do business for the sake of business or sustainability as an exercise to tick off... we want to create shared opportunities. Bizniz in a Box is a start-up kit and it's very different. We go out to communities and put a call out for youth who are unemployed or who run their own small businesses. We want to help formalise this," explains Tsholofelo Mqhayi, Head: Enterprise and Community Development at CCBSA.

**T**HE ENGINE OF ANY COUNTRY'S ECONOMY are the small, medium and micro enterprises (SMMEs): they power the future and fortify the foundation of the present. So any effort to ameliorate the circumstances of the SMME sector and uplift the players in that space, especially in these times of a ravaging pandemic, can be a much-needed economic panacea.

With the unemployment rate among young South Africans sitting at more than 59%, as President Cyril Ramaphosa said in his 2020 State of the Nation address, it is a national crisis that demands urgent, innovative and coordinated solutions: "Of the 1.2-million young people who enter the labour market each year, approximately two thirds remain outside of employment, education or training. More than half of all young people are unemployed," said the President.

And with the Covid-19 pandemic, these numbers are getting exponentially worse, and is a problem that needs interventions from both the public and private sectors. As a company, it's high

Above: The Paradise Corner Cafe in Nelson Mandela Bay, owned by Asanda Ntsendo



**We need to collectively develop solutions that will not only uplift young people but bring much-needed structural change to communities.**

– Velaphi Ratshefola, Managing Director, Coca-Cola Beverages South Africa

In South Africa, Bizniz in a Box started in Welkom and has expanded to Rustenburg, East London, Mthatha, Port Elizabeth, Bushbuckridge, Newcastle, Merafong and Vosloorus. The journey to owning this business begins with a rigorous screening process to identify candidates within a community that CCBSA is targeting. Shortlisted candidates must be aged between 24 and 35, be resident in the community they want to conduct their business in and must have some form of entrepreneurial experience. Diversity is a vital component of the program as it forms part of a journey towards a diverse business and social environment – 30% of the program participants must be female.

“While there are no ‘institutional’ barriers that hinder women’s progression in the workplace in South Africa, we cannot ignore the fact that there are systematic and entrenched obstacles preventing young women from getting ahead in the world of work and business. For many, their brilliance, aspiration, passion and drive are not enough. Hence, our concerted effort to ensure women are included and supported throughout the journey,” adds Ratshefola.

The assessment process is robust and is conducted to give all candidates a chance to show their potential in a live environment. The shortlisted candidates are taken on a boot camp to acquire the basic entrepreneurial skills they need to manage their business. Those that proceed into the final phase will work in the micro-business they have chosen. Each business operates out of a specially-designed container stocked by CCBSA and its partners. The young entrepreneurs are assisted to comply with all legal and regulatory requirements. Once an agreement is signed, they take legal ownership of the container and commence their interest-free repayments.

“We are not looking to give out grants, we are offering an opportunity for committed young entrepreneurs to access the skills and funding they need to reach their potential. Loans are granted and ongoing business management skills are provided to ensure the success of their businesses. We believe that the willingness to take on the debt is an important indicator of the calibre of the person we want to support,” explains Mqhayi. An important element of the program is its ability to create employment, not only for the entrepreneurs but other young people in their communities as well.

Asanda Ntsendo is one of the beneficiaries of Bizniz in a Box. Her small shop, Paradise Corner Café, specializes in groceries, hot food and prepaid airtime. “I already had a little tuckshop. This is an upgrade from what I was already doing. My customers

really appreciate our service because it’s quick, the environment is clean and the food that we sell to them is freshly-made. I have two employees – one is part-time and the other is full-time,” says Ntsendo. “One of the things CCBSA had us do was a survey of where we wanted our businesses to be. We were able to identify from the customers what they would prefer. This is how we chose our menu. The ultimate goal for me is to have a coffee shop restaurant.”

“Our primary focus is to see these young entrepreneurs grow their own businesses as well as own multiple stores. To see them grow and not just do one thing – how do they become distributors? How do we contribute to the fourth industrial revolution? As a business, we would like to collaborate with more organizations and bring more partners on board. Youth entrepreneurship is not just a Coca-Cola priority, it’s a South African priority and contributes meaningfully to enhancing the quality of life and the Sustainable Development Goals in terms of poverty alleviation,” adds Mqhayi.

The impact of the coronavirus pandemic has had dire consequences on businesses including small businesses in the townships, while the South African government allowed for the reopening of spaza shops early on to cushion the effects of the crisis.

“To get spaza shop owners back on their feet, we’re looking at three areas of support: to provide safety and health equipment within the stores, the second one is around working capital – trying to build that critical mass of financial support. And lastly, to drive traffic – to make sure that consumers are aware that these stores are open and safe. They’re the small giants of these communities,” ends Camilla Osborne, Head of Communications, Coca-Cola Southern & East Africa. 

– By Tiana Cline



# Where All Routes Lead To Good Health

Through the Project Last Mile partnership, Coca-Cola works with African governments to leverage its extensive distribution network to deliver health commodities and life-saving medication to the continent's remotest regions.



Project Last Mile uses Coca-Cola's logistical, supply chain and marketing expertise to improve the reach of health services in Africa

**A** CROSS AFRICA, GOVERNMENTS AND DONORS are investing billions of dollars to strengthen health systems and make affordable medicines available. However, government supply chains often struggle to get medicines and supplies to the health facilities and people who need them most. Project Last Mile was created in 2010 to leverage and share core private sector expertise to improve health systems across Africa in a sustainable way.

In Africa, a Coca-Cola product is available almost everywhere on the continent, yet, according to the World Health Organization (WHO), nearly 50% of people lack access to life-saving medicines.

So when big names, ideas and purpose meet, life-changing initiatives result, and Project Last Mile is one such initiative.

"Project Last Mile is a unique blend of incredible partners. Our donor partners are The Global Fund, The United States Agency for International Development (USAID), PEPFAR and The Bill and Melinda Gates Foundation, The Coca-Cola Company and Coca-Cola Foundation, local implementing partners and health ministries," explains Adrian Ristow, Project Last Mile's Director.

To do this, Project Last Mile leverages the logistical, supply

chain and marketing expertise of the Coca-Cola system to improve the reach and uptake of life-saving medicines, including HIV medicines, and health services in Africa. By transferring the skills and knowledge from the Coca-Cola network to the health ministry partners and customizing solutions, Project Last Mile has, over the last 10 years, completed interventions in 10 different countries. They currently have active programs in the Kingdom of eSwatini, Mozambique, South Africa, Tanzania, Sierra Leone and Lesotho.

"Our areas of focus for Project Last Mile are two-fold. The first is around the concept of route-to-market. It's about distribution, ensuring you get a commodity in the most effective and efficient way to the point of need. We bring best practices, ideas and experiences from the way that Coca-Cola does its business on the continent to help ensure that life-saving medicines get to clinics and hospitals.... to wherever that point of need may be," says Ristow. "The second point is about strategic marketing and creating demand. It's not only important to make sure medicines are available, you need to make sure that people are accessing the services provided through the public health sector. Our focus is on supporting demand creation initiatives tied to HIV/AIDS-related health services."

In Mozambique, Project Last Mile supported the Central de Medicamentos e Artigos Médicos (CMAM) and local partners to design and pilot supply chain solutions. Project Last Mile has applied best practises in route-to-market and logistics based on what Coca-Cola would use to map distribution for a Coca-Cola product bringing together CMAM, the Global Fund, Village Reach, Coca-Cola service providers and Coca-Cola Beverages Africa (the local Coca-Cola bottler) to design and scale supply chain solutions that leverage private sector practises, methods and tools for the public sector.

“We are physically visiting every single health center and hospital in the country, not only to verify its GPS location but also to understand the condition of the roads and the high-risk points of interest in terms of the wet season versus the dry season in order to access those health centers,” explains José Neves, Project Last Mile’s Mozambique Country Lead. “To this stage, we have completed nine of the 11 provinces in Mozambique. Project Last Mile is committed to building CMAM’s capacity in a sustainable way through skill-building initiatives and equipping them with the necessary tools and software to strengthen their supply chain management.”

Project Last Mile’s activities have contributed to savings in the distribution costs of medicines and improved routing for vehicles according to seasonal needs. In-depth GPS data was collected to determine the optimal location for intermediary warehouses and ideal routes for vehicles and deliveries. Dr Brana Branquinho, CMAM’s Deputy Director, adds that Project Last Mile has helped to address some of the supply chain challenges. One of those challenges was in terms of evaluating and assessing the routes that are used and how these routes are being optimized.

“Distribution to the last mile is an important part of our revised pharmaceutical distribution strategy here in Mozambique. They also assist with the type of contracts where we might need to use a third party distribution model for the last mile,” says Branquinho. “This is where Project Last Mile has really helped in terms of the development of new capabilities and route optimization skills.”

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– Adrian Ristow,  
Project Last Mile Director

From the CMAM Zimpeto National Warehouse just outside of Maputo, medication gets distributed to the 11 provinces in the country. Project Last Mile’s support to CMAM has helped reshape the delivery of medicines across the country. Project Last Mile has also catalysed stronger collaboration and communication across public and private sectors, contributed to increased savings on distribution costs, and more timely and efficient deliveries of medicines. It has also developed innovative ways of working, including strategic use of data, and creative problem-solving to better serve patient needs and expand access to life-saving medicines.

With so many Mozambicans directly impacted by Project Last Mile, Neves’s ultimate wish for the country is the implementation of a long-term and strategic plan for the distribution of medication – also known as PELF (Strategic Plan for Pharmaceutical Logistics). From both a marketing and distribution perspective, Project Last Mile is delivering on its promise of making life-saving medications more easily available throughout many African countries, not just in Mozambique.

In Tanzania, Project Last Mile was piloted with the Medical Stores Department (MSD) of Tanzania in 2010 and has helped transform the delivery of medicines from 130 regional hubs to over 5,700 health facilities, including those in hard-to-reach areas.

“Given that Coca-Cola is widely seen as one of the best distributors of products across Africa, the Global Fund saw the potential to learn from Coca-Cola’s business models through a pilot in Tanzania,” adds Ristow.

Project Last Mile has also supported South Africa’s Department of Health’s Central Chronic Medicine Dispensing and Distribution (CCMDD) program to improve access to antiretrovirals for people living with HIV. This program has delivered medicines to more than three million people living with HIV across the country, and CCMDD’s pick-up points across the country have dramatically increased since 2016, from 180 to 1,800 in 2020.

Built on the foundation of The Coca-Cola Company’s business success in Africa, Project Last Mile has developed unique intellectual property, donor leadership and collaboration. With its strong local talent, public health experience and private sector insight, Project Last Mile is effectively supporting African governments to build their supply chain and strategic marketing capability.

“Our mandate is to build deep and sustainable solutions. A key principle of our model is to be demand-driven, and we rely heavily on our development partners to identify countries with both a need and the desire and commitment to make changes. Therefore, while we continue to explore new country opportunities, in the future, we are not going to put a specific number as a target because we are also highly committed to deepening and strengthening the engagement and support in our current countries,” says Ristow. “This allows us to continue to develop models for other private sector partners to become involved. We are extremely excited and committed to continue to expand the impact of Project Last Mile together with the Global Fund and our other partners.” 

– By Tiana Cline

# Going The Extra Mile In eSwatini

In the heart of landlocked eSwatini, Coca-Cola, through its partnership with Project Last Mile, is helping to reduce the incidence of HIV and turning young girls into empowered champions and leaders of the future..

**W**HILE GREAT STRIDES HAVE BEEN MADE IN the fight against HIV/AIDS, the Kingdom of eSwatini (formerly Swaziland) still has one of the highest rates of HIV/AIDS in the world. According to the World Health Organization, the HIV prevalence rate among pregnant women is currently estimated to be 43% and nearly a third (27%) of adults over 15 years old are living with HIV/AIDS.

Project Last Mile is a partnership between governments, donors and Coca-Cola to share the Coca-Cola system's experience in route-to-market and marketing to ensure the availability of life-saving medicines and access to health services takes place all the way to the 'last mile' and most vulnerable people.

In 2017, Project Last Mile initiated a partnership with the eSwatini Ministry of Health and the Global Fund to leverage The Coca-Cola Company's marketing expertise to create demand for HIV prevention, specifically among adolescent girls and young women. Project Last Mile enlisted The Coca-Cola Company's network of best-in-class creative marketing and consumer insight capabilities to conduct specialized neuroscientific research which revealed that while health education is readily available, safe spaces in which individuals can have meaningful conversations about the best treatment and prevention options are not.

Tapping into the Coca-Cola network, Project Last Mile worked with the Health Promotion Unit and its partners to create an innovative campaign to encourage healthy behaviours and improve health outcomes around HIV/AIDS.

Project Last Mile launched Girl Champ in November 2018. Girl Champ uses exercise and fitness (particularly 'boxercise') as a way to start conversations about health and well-being with young girls and women.

"What Girl Champ does is let us empower the girl. Even though the crux of the matter for us is behaviour change in terms of sexual and reproductive health (SRH), we decided to look at the girl holistically. Holistically, in the sense that you look at life skills, health and fitness and then you get into SRH," says Khabonina Mabuza, Project Last Mile's Country Coordinator for the Kingdom of eSwatini.

Project Last Mile took the concept of Girl Champ into the communities, inviting young girls through their schools and community influencers to come to the clinics with the goal of making healthcare spaces more welcoming, at the same time, engaging with frontline healthcare workers trained to reinforce messaging

and enable safe consultations to link girls to appropriate health services and support.

"With Project Last Mile Girl Champ, the learners want to learn. They come back from the sessions all excited, wanting to tell me what happened there. They've opened up, telling their parents they want to go to the clinic at any time; they don't mind, it's no longer taboo," explains Zanele Ndzinia, a Career Guidance Teacher at St Andrews Primary School in Malkerns.

Globally, nearly 1,000 girls and young women are infected with HIV every day. Young girls are the most vulnerable group in any society and therefore suffer the most – girls aged 15 to 25 are five times more likely to be living with HIV than boys their age. Thanks to Project Last Mile's Girl Champ events, more than 2,000 girls have registered for health services.

"In the last five years, we've reduced the incidence of HIV by over 50%..." says Rejoice Nkambule, the Deputy Director for Health Services at the Ministry of Health in eSwatini.

"When we got the opportunity of Project Last Mile and knowing that there is the partnership with Coca-Cola, we saw it as an opportunity because Coca-Cola is a well-marketed brand, you find it everywhere. If we are able to learn from the principles that are used to market Coca-Cola and attract young people and anyone to buy Coca-Cola, we can transfer those principles into health for young people."

Leveraging and adapting strategic marketing models from The Coca-Cola Company to improve the effectiveness of health communication campaigns, Project Last Mile's Girl Champ movement is enabling adolescent and young girls to become informed and empowered to consider their future and protect their health. **F**

– By Tiana Cline



# Good For The Environment, Good For Business

The Coca-Cola Company's World Without Waste program is an environmental initiative committed to tackling the packaging crisis by deploying the circular economy and creating a collect-and-recycle market for which there is increasing demand.

▶ **T**HE PLASTIC CRISIS IS ONE OF THE GREATEST environmental issues facing our planet. An estimated 12.7 million tonnes of plastic end up in our oceans each year which is why it should be no shock that the Ellen MacArthur Foundation stated that there could be more plastic than fish in our oceans (by weight) by 2050, in a business-as-usual scenario. Packaging like bottles, cans, and other containers which ends up in the environment, with no viable end-of-life solution, only adds to this waste problem and as the world's biggest beverage company, The Coca-Cola Company is sparing no effort to help resolve it.

The Coca-Cola Company's World Without Waste program is an ambitious environmental initiative launched in 2018 with the goal of collecting the equivalent of every bottle or can the company sells globally by 2030.

"World Without Waste is a clear commitment that The Coca-Cola Company has made globally. In each country, we have committed to making 100% of our packaging recyclable by 2025, and 50% recycled content in our bottles and cans by 2025. And by 2030, to achieve 100% collect and recycle in all of our packaging," explains Luis Avellar, Coca-Cola: General Manager Southern Africa Franchise. "It is a huge challenge but it is a commitment and we will have to get there. We believe across Africa and in South Africa, specifically, with the PETCO model which supports activities along the waste PET value chain in the transition to a more circular economy, including informal collectors and the formal recycling industry, that we will get there."

For decades, The Coca-Cola Company has sought to operate sustainably and in an environmentally-responsible way. The first goal was to make packaging recyclable, with a follow-up goal to ensure packages actually are collected and recycled. To date, 88% of The Coca-Cola Company's consumer packaging is recyclable — with a goal of 100% by 2025; 59% of the bottles and cans The Coca-Cola Company introduced into the marketplace in 2017 were refilled, collected, or recycled.

"We are striving to create a closed loop, so that old packaging can become new packaging. Whenever we sell an aluminium can or plastic bottle, we want to collect one back and make sure it has a second life as a new container or other useful item. Though we have made good progress, we are just getting started," states The Coca-Cola Company 2019 World Without Waste Report.



To achieve more sustainable end-to-end recycling, what is manufactured in a market must also be collected and recycled in that market. In 1998, the industry in South Africa organized themselves to start looking for solutions for PET (polyethylene terephthalate) plastic beverage bottles. They soon recognized that it was strategically good for business to find a solution for their products after they had served a useful life.

"This took about five years. The industry worked on a model that could work because you can't just collect material, you have to process it into an end-use that has an established market for which there is a demand. From the end of 2005, all of our members elected to pay a voluntary extended producer responsibility fee on every tonne of raw material and preforms that they purchase, both locally produced and imported. Companies who purchase PET resin (both virgin and recycled) or preforms/sheeting, pay the EPR fee to PETCO on a rand/tonne basis. This model presents the lowest risk to all stakeholders, negates the need for PET EPR funding becoming a drain on the national fiscus, and is the most cost-efficient solution for society. PETCO uses this funding to facilitate and support the recycling of the collected PET material together with its recycling partners," says Cheri Scholtz, the Chief Executive of PETCO (the South African PET Recycling Company). PETCO represents (on a volume basis) about 80% of the PET beverage industry in South Africa.

"This is a real indication of awareness and commitment. Some of the brands that still are at PETCO and that sit on the board include organizations like The Coca-Cola Company who have played a real

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- The Coca-Cola Company 2019  
World Without Waste Report

leadership role since the beginning,” she adds. To date, PETCO has trained thousands of entrepreneurs and supported hundreds of SMMEs with personal protective equipment, scales, cages, trailers and baling machines. In the South African context, job creation and small business support is a critical deliverable.

“We further support those businesses as they grow. We may start by simply training people, teaching them how to identify PET and sort it from other plastics. When they start doing that and start growing, we may go back and assist them with protective clothing or trolleys and as they get even bigger, we assist with a baling machine because it is not cost-effective to transport loose bottles from one end of the country to another,” says Scholtz, who adds that there are approximately 90,000 people who earn a living collecting PET every year.

According to Stats SA, South Africa’s informal recyclers – the ‘wastepreneurs’ – collect nearly 90% of used packaging and paper that are recycled, saving municipalities up to R750 million a year in potential landfill costs.

“With Covid-19, we’re working with PETCO to support these waste-pickers who haven’t been able to operate over the last two months and to provide them with extra PPE, extra funding, and to get the recycling value chain back up and running,” explains Camilla

Osborne, Head of Communications, Coca-Cola Southern & East Africa.

Today, South Africa has one of the higher audited PET bottle recycling rates in the world. PETCO, along with its members, grew purchases of bottles for recycling from 9,800 tonnes in 2005 to 95,879 tonnes in 2019; this corresponds to bottle recycling rates of 16% and 62% respectively. From an environmental perspective, 594,448 cubic meters of landfill space and 144,000 tonnes of carbon emissions were saved through PET bottle recycling in 2019 and 2.2 billion bottles were recycled, or 6 million bottles every day.

From one recycler in 2005 to six recyclers in 2019, PETCO has supported the growth of the recycling industry, resulting in approximately R1 billion of infrastructure investment in PET recycling. Over the past 15 years, since PETCO’s establishment, the local beneficiation of post-consumer bottles has grown significantly and is a valuable driver of job creation.

In 2018, The Coca-Cola Company successfully launched the same approach in Kenya, and is working to do so in Ethiopia and Tanzania as well.

“We believe that the PETCO model has clearly demonstrated the effectiveness of industry-led Extended Producer Responsibility, not only in terms of increasing collection but also in stimulating a local recycling industry. As Coca-Cola, we will continue to support Producer Responsibility Organizations like PETCO across both the region and the range of materials we use in our packaging,” says David Drew, Head of Sustainability, Packaging and Climate Change, Coca-Cola Southern and East Africa.

Today, South Africa’s PET beverage bottle recycling rate is at 62%, and the country and Coca-Cola remain committed to the 100% recycling journey. **1**

– By Tiana Cline

## SUSTAINABLE PACKAGING: SPRITE’S REFRESHED LOOK

Did you know that clear PET is more valuable than green PET? Clear PET can be made into a wide range of new products such as pillow and duvet inners, as well as new bottles.

Coca-Cola in South Africa currently uses an average of 8% recycled content in its plastic bottles but to meet its 2030 recycled content target, the company needs more clear bottles to be collected and recycled. Enter a new, cut-through Sprite look in clear, easier-to-recycle bottles. “We’re journeying to a World Without Waste and moving to clear Sprite packs, which

means more of our plastic can be collected, recycled and re-used to make new bottles,” says Stephan Czypionka, Marketing Director for Coca-Cola Southern & East Africa.

The new cut-through Sprite look includes a refreshed icon of the brand’s bold and iconic Sprite ‘spark’. To help consumers easily identify their favorite Sprite variant, each bottle will have a distinct label and different color closure.

“Moving to clear PET will also help in maximizing the use of recycled and renewable materials and minimize the use of virgin materials,” explains Czypionka. “We all have a role to play in protecting our planet... the future is clear.”



\*Pack visuals may differ per market regulatory requirements