

# **BUILDING SUSTAINABLE COMMUNITIES AS FOUNDATIONS FOR SUSTAINABLE BUSINESSES: COCA-COLA BANGLADESH**



Coca-Cola has been in Bangladesh for over 5 decades, refreshing and spreading happiness through their most cherished beverages in every occasion and celebration. Keeping in mind both the local priorities and global strategic mandates, the company has driven initiatives that enhances skills and build local capabilities - crucial for national growth. In alignment with their global sustainability goals, Coca-Cola Bangladesh has taken commendable initiatives to ensure local sustainability through a variety of projects

The Coca-Cola Company is focused on doing business in an inclusive and sustainable manner by investing in communities. In Bangladesh the company is working in partnerships to help provide clean water access through our WASH & school RWH project with WaterAid. Coca-Cola Bangladesh engaged with 3,745 students through hygiene campaigns, menstrual hygiene management awareness with 2,161 adolescent girls, and hand washing facilities in 17 schools and many more. Coca-Cola in partnership with 2030 Water Resource Group- encourage and train 10,000 farmers to optimize water usage in Barind area where Water is in scarcity through IWET project Moreover, at the local bottling partner International Beverages Private Limited and Abdul Monem Limited - the organization set up Rooftop Rainwater Harvesting (RWH) projects.

In alignment with global 5by20 initiative, Coca-Cola Bangladesh established the country's first Women Business Centers (WBC) in 2015. working to empower 100,000 women in the rural areas through a unique Women Business Center Model in partnership with an NGO - United Purpose has been a key success for the company.



To tackle this global issue the Coca-Cola Company had taken an initiative under the banner of World Without Waste in 2018. Under this banner, supporting & working for a world without waste and building awareness about marine pollution for the past 10 years in the St. Martins Island with Ocean Conservancy's country coordinator- Kewkradong Bangladesh. The company has also initiated a pilot on Improving the Wellbeing of Waste-Workers in Dhaka City called "Bandhan" with international development organization BRAC.

Coca-Cola in Bangladesh is not limited to these only, during the trying period in 2020, as the world experiences pandemic and other disruptive challenges due to COVID-19, Coca-Cola has pledged towards helping the local health-care system and communities. These funds have addressed the most critical needs and positively impacted over 50 lakh lives. The company has invested to support Govt. in containing the spread of deadly COVID 19 in the country in Partnership with Bangladesh Red Crescent Society currently.

Apart from these key initiatives the company also has activities around promoting local procurement by investing in both bottling and distribution operations with two plants, the Coca-Cola system is creating a direct and indirect impact on the Bangladesh economy. Coca-Cola in Bangladesh will continue supporting initiatives for a better-shared future.