



Project  
Last Mile



**You can find one of Coca-Cola's products just about anywhere in Africa**

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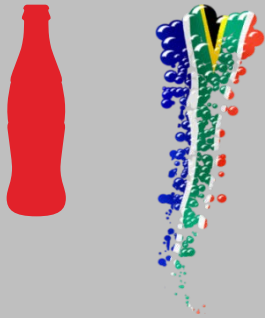
**..... yet despite stellar work in the health sector by donors and development agencies to get key medicines to countries, problems with in-country supply chains persist**

# Why Coca-Cola? - A long history in Africa

**1920s**

**South Africa**

**1928**



**1940s**

<b>Egypt</b>	<b>1942</b>
<b>Morocco</b>	<b>1947</b>
<b>Kenya</b>	<b>1948</b>
<b>Zimbabwe</b>	<b>1948</b>
<b>Liberia</b>	<b>1948</b>
<b>Tunisia</b>	<b>1948</b>

**1950s**

<b>Algeria</b>	<b>1950</b>
<b>Mozambique</b>	<b>1951</b>
<b>Tanzania</b>	<b>1952</b>
<b>Nigeria</b>	<b>1953</b>
<b>Mauritius</b>	<b>1953</b>
<b>Madagascar</b>	<b>1954</b>
<b>Benin</b>	<b>1954</b>
<b>Sudan</b>	<b>1955</b>
<b>Ghana</b>	<b>1956</b>
<b>I.Coast</b>	<b>1957</b>
<b>S. Leone</b>	<b>1957</b>
<b>Reunion</b>	<b>1957</b>
<b>Senegal</b>	<b>1957</b>
<b>Namibia</b>	<b>1958</b>
<b>Angola</b>	<b>1958</b>
<b>Burundi</b>	<b>1959</b>
<b>Ethiopia</b>	<b>1959</b>

**70,000**

Employees in Africa

**500+**

Products

**140**

Bottling/ canning plants

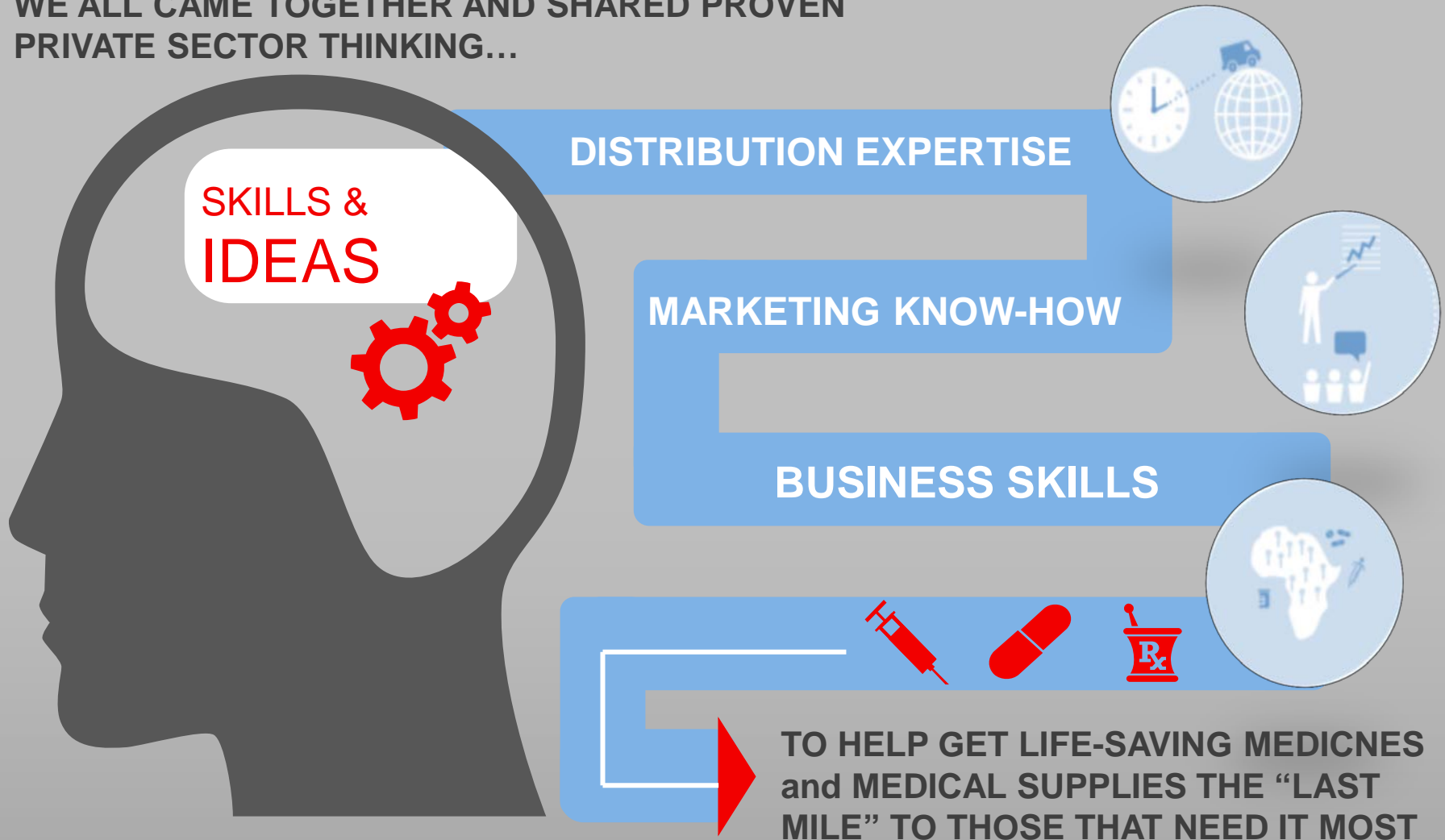
**1M+**

Retail Customers

# Project Last Mile – The beginning ...

- WHAT IF (taking Coca-Cola's core competencies into account)

WE ALL CAME TOGETHER AND SHARED PROVEN PRIVATE SECTOR THINKING...



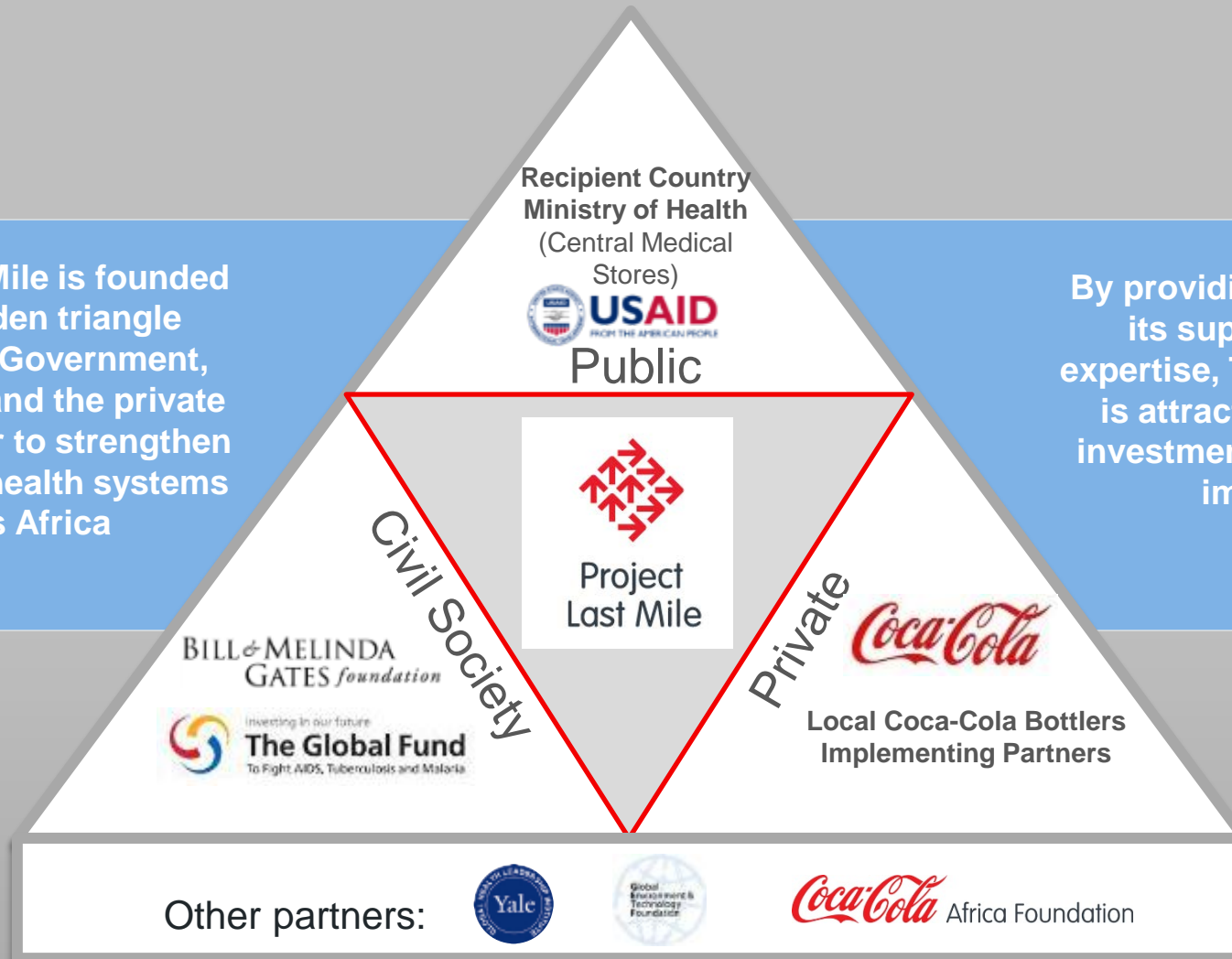


# Project Last Mile brings together a powerful coalition of donors and private sector that share a common belief that change is possible

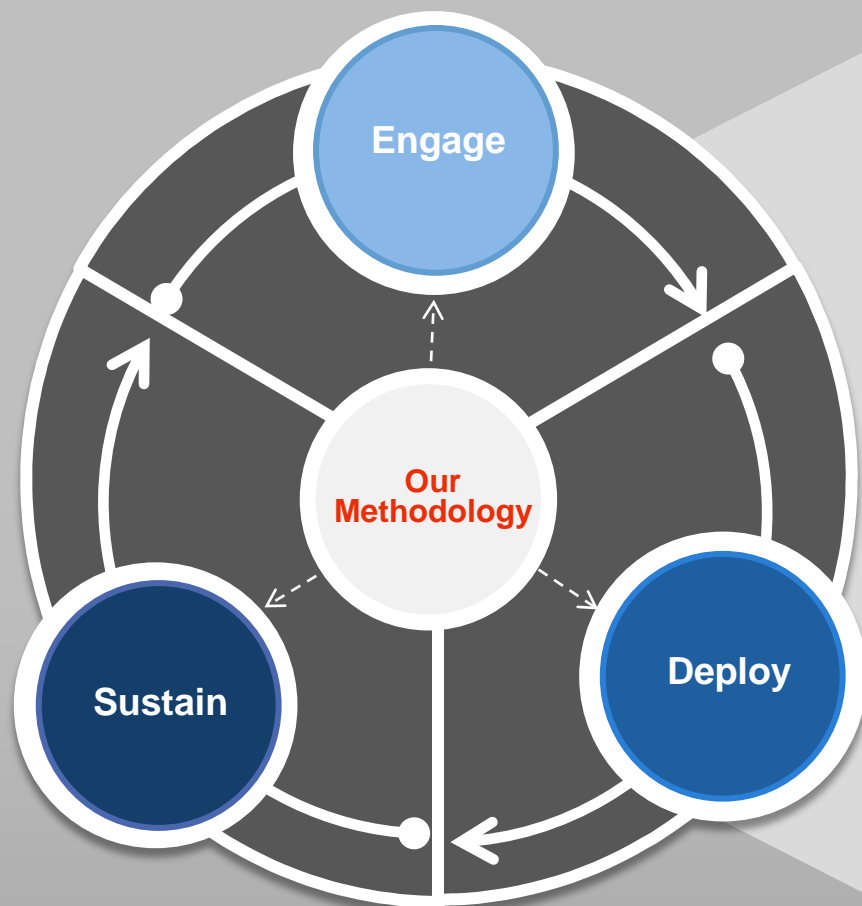
- A Golden Triangle Approach to Healthier Communities

Project Last Mile is founded on the golden triangle philosophy. Government, civil society and the private sector partner to strengthen the capacity health systems across Africa

By providing access to its supply chain expertise, The Company is attracting further investment for greater impact



# Our methodology



Engage



Understand the local context, need and willingness to change through engagement with key stakeholders and Partners

Deploy



Deploy resources to work with MoH and partners, injecting key private sector expertise to build capacity

Sustain



Deepen and enhance the model for local Coca-Cola and Ministry of Health linkages such that an on-going coaching relationship

# Learning by doing ....

## Ghana



Focused on two priorities in vaccines:

- Improving vaccine refrigerator uptime
- Building marketing skills to improve uptake and adherence for vaccines



Coca-Cola Lead Cooler Technician, Maxwell Ayisi (right), and Ghana Health Service Refrigeration Technician, Livingstone Modey (left), repairing a dual gas/electric cooler used to store vaccines at a clinic in Peki Dzake in the Volta Region of Ghana.

## Tanzania



Addressing priority supply chain bottlenecks in central Medical Stores Department (MSD):

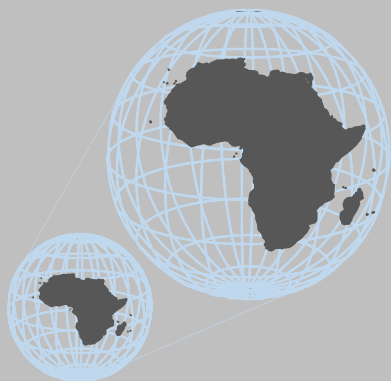
- decreased lead time for procurement of key medicines, reduced future stock out risk
- Implemented professional business practices
- Improved key medicine availability



Mother Nasra Ally and child are waiting outside a clinic in the Northern Zonal Area of Tanzania's Dar es Salaam District as a truck unloads medicine directly to the clinic. They await medical care that was not easily accessible prior to the launch of Project Last Mile.

## An ambitious vision to expand the initiative to 10 countries in Africa

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In June 2014,  
announced that Project  
Last Mile will be scaled-  
up to 10 countries by  
2019...

...Investing more than  
\$23 million (through a  
USAID GDA) over the 5  
years to ensure  
impact...

...Various levels of  
engagement, with a  
number of countries set  
to launch in 2016





Project  
Last Mile

