You can find one of Coca-Cola’s products just about anywhere in Africa …..

…… 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
Egypt 1942
Morocco 1947
Kenya 1948
Zimbabwe 1948
Liberia 1948
Tunisia 1948

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

Employees in Africa: 70,000
Bottling/ canning plants: 140
Products: 500+
Retail Customers: 1M+
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…

SKILLS & IDEAS

DISTRIBUTION EXPERTISE

MARKETING KNOW-HOW

BUSINESS SKILLS

TO HELP GET LIFE-SAVING MEDICINES and MEDICAL SUPPLIES THE “LAST MILE” TO THOSE THAT NEED IT MOST
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
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 ongoing coaching relationship

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Our Methodology

- Engage
- Deploy
- Sustain
Learning by doing ….

**Ghana**

Focused on two priorities in vaccines:
- Improving vaccine refrigerator uptime
- Building marketing skills to improve update 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 Salam District as a truck offloads 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

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...