The Coca-Cola Africa Foundation
HIV/AIDS Report 2006

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In 2000, world leaders agreed on a set of eight Development Goals, setting out targets for the world to reach in terms of socio-economic development by 2015. One of these is to halt and begin to reverse the spread of HIV/AIDS. At the end of 2006, almost half way to the target, the joint UN programme on AIDS (UNAIDS) and World Health Organization (WHO) reported that “in the past two years, the number of people living with HIV increased in every region in the world.” In fact, only Oceania showed a decrease in the number newly infected, which should be tending to zero if we are to halt the spread of this epidemic.

Africa, the report goes on to say, “continues to bear the brunt of the global epidemic. (Almost) two thirds (63%) of all adults and children (living) with HIV globally live in sub-Saharan Africa, with its epicentre in southern Africa.” UNAIDS’ statistics also show that 65% of global new infections occurred in sub-Saharan Africa, so although the continent’s overall prevalence rate is declining. However, this pan-continental picture masks wide country diversity, with the epidemic stabilising or decreasing in some countries such as Zimbabwe, Burundi, Cote D’Ivoire, Tanzania and Kenya, but growing in others such as Uganda where “new research indicates a possible erosion of the gains made in the 1990s.”

As a proportion of those with HIV, UNAIDS’ report shows that women are increasingly vulnerable to the disease, approaching 60% of those infected. UNAIDS notes that “women bear a disproportionate share of the AIDS burden: not only are they more likely than men to be infected with HIV, but in most countries they are also more likely to be the ones caring for people infected with HIV.” This feminisation of HIV/AIDS can have severe social consequences, in particular impacting the family and leaving children open to infection, lack of food, education or stable family life – highlighting the need to care for these children, and to target youth to encourage behaviour change, areas where you will read later in this report that our Foundation is active.

Meanwhile, significant progress is reported by UNAIDS in the increasingly widespread provision of antiretroviral (ARV) drugs which has increased tenfold in this region in the last three years to around 1 million people. Although the WHO’s “3 by 5” target was missed, aiming to provide 3 million people access to ARVs by 2005 across the world, the UNAIDS 2006 epidemic update report observes that in Africa “access to treatment and care has greatly increased in recent years,” enabling those with AIDS to continue living a positive life.

The Coca-Cola Company and our bottling partners in the Coca-Cola System have witnessed a similarly shifting and varied picture, with progress being made in some areas more quickly than others. Most importantly, perhaps, we realised early on that this is not an issue just for our business or even our communities, but a much broader issue which requires a partnership approach. Therefore we have collaborated to build strong partnerships to tackle the epidemic, between The Coca-Cola Company and our bottling partners, with healthcare management organisations (HMOs), pharmaceuticals, medical treatment providers, and non-governmental organisations (NGOs) for prevention, awareness, orphan care, and voluntary counselling and testing (VCT). These are further documented in section 1, about our System’s workplace programmes and section 2, showcasing our Community Partnerships.

We are continually monitoring and evaluating these partnerships and our activities, to maximise their effectiveness and reach, using independent, objective measures and independent, objective organisations where possible. The results inform the data presented in this report, and also help us in the management and structure of our ongoing efforts to tackle this epidemic and to continue to improve the quality and impact of our programmes. As UNAIDS shows us, HIV/AIDS is a tough opponent, but there are rays of light, areas of progress, and we will continue to put our efforts, along with our bottler and community partners, to tackle and defeat it. It is a preventable epidemic, a treatable disease, a defeatable foe, and together we are making progress.

Alexander B Cummings
President and Chief Operating Officer
The Coca-Cola Company in Africa
Chairman
The Coca-Cola Africa Foundation

Our Mission

“The Coca-Cola Company and its bottling partners are committed to the well-being of their employees. Our mission is to reduce the impact of HIV/AIDS on our employees, their families and the Company through effective workplace programmes, innovative partnerships and community involvement.”

Our HIV/AIDS Charter

• The Coca-Cola Company in Africa is committed to nondiscrimination on the basis of an employee’s HIV/AIDS status.

• Every employee has a right to privacy. We will ensure that information relating to an employee’s counselling, care, treatment and receipt of benefits is kept strictly confidential.

• To enable employees to benefit from the Company’s social and medical programmes, we encourage voluntary disclosure by an HIV-positive employee.

• The Coca-Cola Company in Africa supports voluntary testing and, therefore, will not, at any point, require new or existing employees to be screened or tested for HIV/AIDS.

• We believe in the principle of reasonable accommodation. Therefore, employees with HIV/AIDS are free to continue with their work responsibilities until such a time as they are considered medically incapable of performing the inherent requirements of their job.

• We will encourage behavioural change and seek to minimize the implications of HIV/AIDS through comprehensive, proactive HIV/AIDS workplace education and awareness programmes.

• We will identify community outreach opportunities that can be offered on a voluntary basis to employees with full Company support. We will establish and foster partnerships and linkages with governments and nongovernmental organisations for the implementation of our HIV/AIDS programmes.

Overview

In Africa, we have developed and adopted a clear and formal Company HIV/AIDS Policy that sends a strong signal to our employees, our partners and the community of the importance this occupies within our Company. Its key elements and guidelines have been informed by the World Health Organization (WHO) and developed by technical specialists drawing from policies recommended by the International Labour Organization (ILO), as well as leading industry benchmarks. The policy has been widely disseminated throughout the Company and among relevant stakeholders, creating an important foundation from which to execute our workplace programme. It has been described in detail in earlier reports, so this report will outline it briefly and focus on the progress made in the last year.

Our HIV/AIDS Charter
This is supported by a standard set of criteria which include communication of an HIV/AIDS Policy; local HIV/AIDS committees comprising management, Human Resources representatives, employees and medical personnel; peer educators; monthly prevention and awareness campaigns; provision of free and confidential voluntary counselling and testing, antiretrovirals and medical coverage for all employees and their dependants; free condoms at the workplace; and the marking of key days such as World AIDS Day on 1 December.

Peer educators, trained with specialised skills, provide their colleagues with on-site counselling, support and guidance. They are also equipped with materials such as presentation slides, videos and guides to enable them not only to provide educational sessions for the workforce but also to represent the Company in community outreach efforts.

Education on proper condom use and the distribution of free condoms in our workplace is an important component of the prevention campaign. Trusted quality condoms are available through free vending machines in rest rooms, paycheck envelopes, during education sessions and in Company stores. Information on risky behaviour and safe sex is also provided.

2. Community Involvement
Our HIV/AIDS programme extends beyond the workplace through community outreach activities, in which employees are involved on a voluntary basis to employees with Company sponsorship and support. By reaching employees in their homes and communities, we are able to reinforce the messages delivered in the workplace.

The programme has used best-in-class guidelines for a standardised treatment regimen for all participants. Full antiretroviral treatment is provided through a comprehensive Company medical aid programme, where preferred providers manage delivery of care, support and treatment plans, and ensure adherence to treatment standards and quality. Where appropriate, supplementary treatment provision is managed through linkages with private health providers, insurers and public health systems.

4. Living Positively
Through the active implementation of our workplace programme, we encourage openness and acceptance, and provide support for those employees who disclose their status to help ensure that they are not discriminated against or stigmatised. We hope to continue to create a compassionate work environment, one where affected individuals have personal action plans and support groups, as well as confidence in their career continuity.

The Network of African People Living with HIV/AIDS (NAP+) acts as technical advisors to our programmes. As part of our training module entitled “Living Positively with HIV/AIDS,” NAP+ provided psychosocial counselling for employees and adherence counselling as they start treatment, as well as addressing issues of denial, stigma and discrimination.

5. Monitoring and Evaluation
In order to monitor and evaluate the success of our workplace programme, we gather both quantitative and qualitative data from all our key locations on a quarterly basis through a formal evaluation and data collection process. Programme information is gathered by regular internal reports including: minimum standards of sustenance, antiretroviral uptake, number of voluntary counselling and treatment coupons redeemed, number of education and awareness sessions, employee participation levels, healthcare costs, feedback on community outreach activities, mortality statistics, absenteeism and condoms distributed.

Behavioural information is also gathered by occasional “Knowledge, Attitudes and Practices” surveys. All of this information is used to generate reports and statistical analyses that are shared with a variety of audiences, including the leadership teams across our organisation. The information gained is also used continually to adjust and enhance the impact of the workplace programme.
Our Commitment for the Coca-Cola System in Africa

Following the rollout of The Coca-Cola Company in Africa’s workplace programme for its employees and their families, The Coca-Cola Africa Foundation (TCCAF) turned its attention and resources to its bottling partners, targeting their almost 60,000 employees as well as their spouses and children.

The move to expand our programme was generated from a strong interest in creating uniform standards and coordinated policies to ensure that all of our employees in Africa have equal access to the same level of care. Like the high standards behind our Company employee workplace policy, we worked with our bottling partners to create a formal set of guidelines that mirror The Coca-Cola Company in Africa’s HIV/AIDS Charter.

Launched in 2003, The Coca-Cola Company in Africa Bottling Partners’ HIV/AIDS Programme sought to work with all bottling partners to ensure that employees and their families had access to comprehensive education, care and treatment. Through this benefits programme, the expanded healthcare initiative offered access to antiretroviral drugs to the employees and families of any of our bottling partners in Africa that chose to participate.

The Coca-Cola Africa Foundation committed to reimbursing our bottling partners for up to 50 per cent of the costs of their HIV/AIDS programmes for a period of three years until the end of 2006. This was taken up by 26 bottling partners.

Some of our bottling partners have their own funding, and for some programmes co-funding was not available from TCCAF. The following bottling partners are implementing an HIV/AIDS Workplace Programme without co-funding:

- Angola Coca-Cola Bottling Southern (joint venture with SABMiller)
- Angola SABMiller – Coca-Cola Bottling Luanda
- Angola SEFA Limitada
- Botswana SABMiller – KBL
- Burundi Bralima Brasserie et Limonaderies du Burundi
- Congo Brasserie du Congo Brasco
- DR Congo Bralima Brasserie Limonaderie a Matarrie
- Kenya Beverage Services of Kenya
- Lesotho SABMiller – Motsholi Bottlers
- Rwanda Bralima Brasserie Limonaderie du Rwanda
- Seychelles East African Breweries Limited
- South Africa Scarlet Ibis
- Swaziland SABMiller – Swazi Bottlers
- Swaziland CONCO
- Zambia Zambian Bottlers

Bottler Workshops

In November 2006, the majority of bottlers attended workshops in Kenya and South Africa to give a final evaluation of their workplace programmes in Kenya. In a frank and open debate, these workshops re-stated the expectations of bottlers and The Coca-Cola Africa Foundation. They also identified the best practices, challenges and burning issues faced in the implementation of the workplace programmes.

Best Practices of Bottlers

- Continuing the programmes with retrenched or retired employees.
- Repeated knowledge, attitudes and practices surveys of employees to measure the impact of the programmes.
- Providing employees with videos or audio materials about HIV/AIDS to take home with them.
- Staging family fun days at bottling plants, where voluntary counselling and testing is offered to the spouses and partners of employees.
- Relaunching the workplace programmes annually at bottling plants to raise awareness among employees.

Challenges Faced by Bottlers

- Attracting employees to act as peer educators on HIV/AIDS issues at plants, partly due to the “burn-out” experienced by peer educators after a while.
- Encouraging spouses to go for HIV testing and then move on to treatment if necessary.
- Adhering to all the guidelines of The Coca-Cola Africa Foundation in the implementation of workplace programmes.
- Gathering accurate, timely data to report on the progress of workplace programmes.

Burning Issues for Bottlers

- Providing workplace programmes for suppliers and contractors.
- Creating new incentives and recognition for employee involvement in workplace programmes.
- Extending the workplace programmes to other diseases such as tuberculosis and malaria.
- Obtaining funding for nutritional support to accompany the healthcare provided with workplace programmes.
Changes in the Governance of HIV/AIDS Workplace Programmes for Coca-Cola Employees and Bottlers

At the end of our initial three-year commitment period, our Company and Bottling Partner workplace programmes are now soundly established in our System’s policies and practices. They are comprehensive, sensitive to local conditions and appreciative of the range of resources needed. Our employees and their families are learning and acting on their knowledge in an environment that is wholly supportive, professional and reliable. It is making a real difference in our business, and in the livelihoods of our team.

For these very reasons, 2007 marks a sea-change in the way our HIV/AIDS workplace programmes will be governed. We are proud to announce that the governance of these programmes will now be moved from The Coca-Cola Africa Foundation to the Human Resources departments of The Coca-Cola Company in Africa and our Bottling Partners. Given the success of our workplace programmes and the resonance they have had with our employees, it is now clear that they must be at the heart of our business operations.

The past three years have proven to us that HIV/AIDS workplace programmes are much more than just a matter of corporate social responsibility. Without them our very existence as a Coca-Cola Company in Africa, who will also report on their progress in the Corporate Citizenship reports of The Coca-Cola Company.

TCCAF will now dedicate itself solely to funding Community HIV/AIDS programmes and will continue to work with local partners on projects that fight HIV/AIDS. Given the change in our responsibilities, it now makes sense for us to include news of work in this field alongside news of our work on education, environment and entrepreneurship in our yearly Citizenship Reports. This report will therefore be the final one of its kind dealing exclusively with the HIV/AIDS initiatives of The Coca-Cola Africa Foundation.

The Coca-Cola Bottling Partner Programme – Progress at a Glance

- 100% of bottler employees covering almost 55,000 employees with their spouses and dependants in 56 countries and territories are either participating in existing healthcare programmes or joined our Bottling Partners’ HIV/AIDS Workplace Programmes.
- Prior to the launch of this programme in 2002, only two out of 44 bottling partners had HIV/AIDS programmes in place.
- 34,041 employees have engaged in education activities.
- 47 treatment and care providers have partnered with us in 24 countries.
4  Partnerships for Progress

Operating in all 56 African countries and territories, the temptation is to spread funding equally across the continent. Experience teaches us that this does not always deliver impact or enable projects to be scaled up and rolled out. TCCAF has made a strategic decision to partner on a few targeted, high-impact and scalable multi-year programmes in priority areas identified by consumers and communities. One of our strengths at Coca-Cola is marketing, founded on the quality of our consumer insights. We asked our consumers in Africa what they identified as priority areas for the continent’s development. Crucially, our programmes are also aligned with and designed to support National Government development priorities.

One element of Dance4Life is a major Schools Project. Through this project young people learn important life skills alongside HIV/AIDS messages. Their reward for taking part in this project is a final event in which they can link up with other young people via satellite connections. Connecting young people in such a way highlights their shared determination to push back HIV/AIDS and provides an exciting opportunity for the youth of the world to unite together in taking charge of their own health and lives.

Another element of Dance4Life is a multimedia campaign aimed at raising awareness and funds for HIV prevention projects. This campaign culminates in an ‘edutainment’ TV programme to be widely broadcast in participating countries. The TV programme and event take place every two years on the Saturday before World AIDS Day.

Dance4Life currently operates in Egypt, Kenya, Nigeria, South Africa and Tanzania with an existing direct reach of 100,000 and indirect reach of nearly 400,000. There are expansion plans to include many other countries. Other organisations partnering in this initiative are the World AIDS Campaign supported by UNAIDS, Global Network Of People with HIV/AIDS, STOP AIDS NOW, Dutch Ministry of Foreign Affairs, S?Durex, Levi Strauss Foundation and well known personalities such as top DJs.

The Africa Network for Children Orphaned and at Risk

The Coca-Cola Africa Foundation has joined with the Africa Network for Children Orphaned and at Risk (ANCHOR). Formed in response to the massive and worsening orphan crisis due to HIV/AIDS in Sub-Saharan Africa, ANCHOR aims to bolster and extend the work done by communities in caring for and supporting a total of 1,460,000 orphaned and vulnerable children across Africa.

More specifically, ANCHOR works with disadvantaged communities located around Johannesburg, South Africa; Abidjan, Cote D’Ivoire; Nairobi, Kenya; Lagos, Nigeria; Gaborone, Botswana and Lusaka, Zambia. ANCHOR provides a range of goods and services to orphans and vulnerable children such as: school books and uniforms; malaria nets and medical care; kids’ clubs and group therapy sessions; as well as food parcels and shelter improvement.

ANCHOR is a unique pan-African partnership of four organizations: Rotarians For Fighting AIDS (RFFA), HOPE WorldWide Africa (HOPE), The Coca-Cola Africa Foundation and bottling partners and the School of Public Health and Nursing at Emory University.

The new funds from the The Coca-Cola Africa Foundation will enable ANCHOR to improve training and administration at existing sites in Kenya, Nigeria, Cote D’Ivoire and Egypt. They will also allow ANCHOR to expand its activities to three new sites in Mozambique and South Africa.

Africa Broadcasting Media Partnership Against HIV/AIDS

The African Broadcasting Media Partnership Against HIV/AIDS (ABMP) is a coalition of 27 broadcasting companies who are committed to making the broadcast media a more effective tool in the fight against HIV/AIDS. Launched in October 2005, the ABMP carefully tracks the commitment of its members and has developed a framework to promote the inclusion of HIV/AIDS related content across African broadcasting. More recently, the first content developed under the ABMP began airing across all signatory broadcasters on World AIDS Day - December 1st 2006.

The Coca-Cola Africa Foundation is playing a lead role in supporting this innovative group of broadcasters. The Coca-Cola Company will leverage its marketing expertise and distribution channels; promoting key elements of the campaign through competitions related to Coke products, off-air elements such as road shows, and community activities days such as HIV-testing days, or building housing for AIDS-affected families and orphans.

The ABMP has set an unprecedented target that at least 5% of daily airtime schedules should be dedicated to HIV/AIDS content amongst African broadcasters. Moreover, the ABMP aims to change the very nature of HIV/AIDS-related broadcasting itself. It is encouraging broadcasters to move away from the typical public service announcements and ad-hoc programming towards a much fuller integration of HIV/AIDS content across all programme formats. The hope is that such regular programming will make a lasting impact on the behaviour patterns of young people.

The Coca-Cola Africa Foundation will contribute US$1million per year for three years and partners in this project include the Kaiser Family Foundation, Bill Gates Foundation, Mandela Foundation, UNESCO and UNDP.


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While more details about this research and TCCAF’s overall strategy can be found on our website and in TCCAF’s annual report due out in summer 2007, our research revealed that TCCAF’s current inclusion of Health, focusing on HIV/AIDS, alongside our other strategic priorities of Entrepreneurship, Education and Environment reflects the importance of these factors in improving communities’ quality of life. Furthermore, through this exhaustive consultation process we identified three strategic pan-African partners with similar aims and complementary skills to join with us in the fight against HIV/AIDS - Dance4Life, the Africa Network for Children Orphaned and at Risk (ANCHOR) and the African Broadcast Media Partnership.
**La Vie Nouvelle - The Love Life Caravan Project**
The Coca-Cola Africa Foundation has given $60,000 to help fund the groundbreaking journey of a caravan of specially equipped vehicles through five states in West Africa. Stopping off at certain destinations along the route, the caravan served as a mobile site to encourage free HIV testing and counselling, alongside the World Bank and broader Corridor Project. Furthermore, it operated as a temporary base for activities to raise awareness on HIV/AIDS issues. The project was undertaken as a response to the HIV/AIDS problem that blights the movement of people on the major transport corridor linking Nigeria, Ivory Coast, Ghana, Benin and Togo. This area is a fertile ground for the rapid spread of HIV infection, as truck drivers come into regular contact with vulnerable migrants and sex workers in border towns. The caravan aimed to reduce the vulnerability of such people to HIV/AIDS and fight the stigma around the issue, and impacted over 100 million people.

**Nyumbani Centre**
The Coca-Cola Africa Foundation has donated $50,000 to support the Nyumbani centre in Kenya. Established in 1992, the centre accommodates orphans and babies living with HIV who have been abandoned by their parents through the stigma that attaches itself to the disease. The centre houses around 100 children and its facilities include a healthcare surgery and playground. The centre now has a number of teenage children and four new homes were built to cater to their special needs. The funds provided by The Coca-Cola Africa Foundation and Nairobi Bottlers allowed 24 adolescent children to have their own new living space. The work of the Nyumbani centre also extends to the communities that surround it. Through its ‘Lea Tec’ programme, the centre assists children living in poverty in the slums of Nairobi. The funds provided by The Coca-Cola Africa Foundation have allowed the centre to sustain its nutrition programme and feed over 7,000 persons living in these slums.

**UNICEF and Kick AIDS Out Of Nairobi**
UNICEF Kenya recognised that communicating with young people requires a youthful approach. In light of this, it organised a football tournament in Nairobi to attract young people and spread appropriate HIV/AIDS messages among them during the breaks between matches. It has been shown that participation in sports tournaments is linked with higher school attendance among young people and sports also fills the free time that so often leaves them vulnerable to HIV infection. The Coca-Cola Africa Foundation contributed $104,050 towards this innovative event.

**Men as Partners Programme**
This initiative of Hope Worldwide encourages men of all ages to put a greater focus on their role in the fight against HIV/AIDS. Hope Worldwide wants to improve the quality of reproductive health education that is offered to men in local communities. Men as Partners participants take part in workshops, focus group discussions and distribute condoms. In addition, they give care and support to people living with HIV. Hope Worldwide wants to expand the initiative and The Coca-Cola Africa Foundation is donating $150,000 so as to reach additional townships with a high HIV/AIDS prevalence and gender-based violence.

**Homeless World Cup**
The Coca-Cola Africa Foundation provided $50,000 to help create football leagues in the slum areas of various African cities, which led to a ‘World Cup’ tournament in Cape Town, South Africa. The leagues have a health education component within them to raise awareness about HIV/AIDS among the members of participating teams. It is a concept that targets marginalised people who have very limited access to education and health facilities and are thereby at greater risk of HIV infection. Every slum dweller registered with a team completed a series of health and life skills education classes run by local health agencies.

**Emmanuel Haven**
The Coca-Cola Africa Foundation has made a contribution of $100,000 towards Emmanuel Haven. It is a unique centre that aims to provide a comprehensive response to the growing number of people affected by HIV/AIDS within the Motherwell community of Port Elizabeth, South Africa. The funds were channelled into the refurbishment of the centre and community outreach work. The centre itself consists of an anti-retroviral clinic, a daycare centre for adults, a crèche for children, facilities for voluntary testing and counselling, an eye clinic, a community radio station, an information technology centre and an education centre. The community outreach work is centred around a HIV/AIDS awareness day that aims to spread information about HIV prevention amongst the entire Motherwell community.

**Youth Empowerment Foundation**
The Coca-Cola Africa Foundation gave $103,000 to support the Youth Empowerment Foundation in its efforts to tackle HIV/AIDS issues in university campuses across Nigeria and Equatorial Africa. The group staged an ‘Edutainment’ drama presentation entitled ‘Atake’s Hope’ on various campuses. The central themes of the play were the need to know one’s HIV status and to avoid stigmatisation or discrimination against people living with HIV/AIDS. After each play, confidential HIV testing services were set up on campus for a period of two days. The response to these VCT centres was overwhelming with over 980 people coming for counselling and 705 taking an HIV test, in three universities. The project involved engaging with campus groups, student unions, university authorities and other local NGOs.

**Reach The Children**
The Stay Alive HIV/AIDS Education Programme targets children between 9 and 14 years old in the Komenda Edina, Eguai and Abirem districts of central Ghana following an unprecedented tourism boom in the region. At risk from prostitution and sex tourism in the future, the project aims to teach children to remain HIV-free before they can even engage in any sexual activity. The Coca-Cola Africa Foundation gave $30,000 to the project so that children were empowered to make responsible choices with regards to their sexuality. The project was run in 70 primary schools with a total enrolment of 15,302 pupils.
The Coca-Cola Company, Foundation and our bottling partners in Africa are firmly committed to meeting the UN Millennium Development Goals, agreed by world leaders in 2000. This report most obviously documents our contribution to the 6th Goal, to halt and reverse the spread of HIV/AIDS. However, the 8th Goal also calls for the forging of global partnerships for development, in recognition of the fact that no single organisation can deliver impressive results alone and that two minds are always better than one. With this in mind, TCCAF is partnering with communities, NGOs, governments and corporations to deliver an integrated response to some of Africa’s major challenges. In this report, the case studies showcase our successes this past year. However, we are continually striving to deliver greater, more consistent impact, to better leverage our resources, skills and pan-African network.

So in addition to the MDGs, our ongoing monitoring and evaluation has directed us to increase our scale and reach, and together with a dedicated and comprehensive stakeholder consultation throughout 2006, has led us to establish deep relationships with our strategic partners across the continent: Dance4Life, the African Network for Children Orphaned and at Risk (ANCHDOR) and the African Broadcast Media Partnership.

Healthy. Inspiring. Vibrant. This is our vision for Africa. At The Coca-Cola Africa Foundation, we are working each day to realise this vision, partnering with and supporting African people as they lift themselves out of poverty, become self-reliant and are then able in turn to enrich the lives of their communities. TCCAF was created in 2001 to manage the community investments in Africa of the Coca-Cola System. We are pleased to say that our bottlers play a key role in resourcing our programmes, joining The Coca-Cola Company and The Coca-Cola Africa Foundation in a firm commitment to deal with HIV/AIDS. Their invaluable support ranges from co-funding TCCAF programmes, to supporting their implementation and coordinating employee-matching programmes. This integrated, team-oriented approach enables us to operate on an unprecedented scale and ensures that our programmes are both impactful and sustainable. To reflect the integrated nature of these partnerships and programmes, with the fight against HIV/AIDS deeply inter-woven with the other priorities of The Coca-Cola Africa Foundation, they will in future be reported all together in the annual report of the Foundation, of which the next will be published this summer.

Over the last six years, TCCAF has invested substantially in the areas of education, entrepreneurship, environment and health with a focus on HIV/AIDS, and has leveraged the Coca-Cola System’s unparalleled distribution network, to access some of Africa’s most remote locations for HIV prevention, community development and disaster relief efforts across the continent. In addition, TCCAF has coordinated the workplace HIV/AIDS programmes of the Coca-Cola System, implementing awareness-raising, prevention, treatment and care along with specialist technical partners, for our employees and their dependants. This report has demonstrated significant progress with all employees having passed through fundamental awareness-raising educational programmes for HIV prevention, as well as ongoing refresher courses and activities, and with medical treatment and care programmes available across the continent. In order to ensure this momentum is maintained and the gains sustainable, the running of the workplace HIV/AIDS programmes will henceforth be integrated with other workplace initiatives, managed by the Human Resources team of The Coca-Cola Company, and reported by The Coca-Cola Company in its corporate citizenship reports, of which the next is to be published this summer.

Workplace programmes are running well and efficiently. Community programmes are designed strategically and already delivering increased benefits. We at The Coca-Cola Africa Foundation feel justified in being proud of this progress, especially against the more mixed and challenging picture across Africa. But while we celebrate these achievements, we are also looking to the future with excitement and anticipation for the new opportunities outlined in the new strategy: we will continue to break down the barriers of prejudice and stigma, to make sure that this eminently preventable disease is prevented, and to provide treatment and care to all those who need it. The Coca-Cola Africa Foundation, The Coca-Cola Company and our bottling partners are proud and committed to be a part of this struggle.

Carole Wainaina
President
The Coca-Cola Africa Foundation