

Appendix 4: TCCC Public Relations activities in East Asian LMICs

Country	Year	Type of PR activity	Sub-type of PR activity	Reported value of PR expenditure	Reported benefits of PR activities to society	Source	Illustrative quotes
Philippines, Vietnam	2002	Responsibility and commitment to the community	Supporting education and training		Computer training provided in the Philippines and Vietnam.	TCCC 2002 Annual report	<p>“Our partnerships with government and non-government agencies provided computer training to students in Australia, Bolivia, China, Malaysia, the Philippines and Vietnam.”</p> <p>“The Coca-Cola Company in 2002 expanded its partnership with the United Nations to overcome the disparity in computer learning between developing and developed nations. In countries such as the Philippines, we helped establish information and communications technology “e-learning centers” to connect thousands of students to Internet-based educational programs—and to help equalize computer literacy among communities of differing socioeconomic standing.”</p>
Vietnam	2002	Responsibility and commitment to the community	Supporting small business		2000 economically challenged women in Hanoi and Ho Chi Minh City are being given opportunities to build sustainable livelihoods by establishing their own businesses.	TCCC 2002 Annual report	<p>“Almost 2,000 economically challenged women in Hanoi and Ho Chi Minh City are being given opportunities to build sustainable livelihoods by establishing their own microbusinesses. Created in 2002 by The Coca-Cola Company in support of the Vietnamese government’s poverty alleviation efforts, the program provides sales training, discounted product, and custom-built vending carts with iceboxes and street sales permits. The street-vending program is the latest in the Company’s broad “Partners in Progress” corporate citizenship initiatives in Vietnam.”</p>
Regional	2004	Responsibility and commitment to human rights	Funding disaster responses	USD15,000,000+	Assisted response to the 2004 Tsunami, amongst other disasters	TCCC 2005 Annual report	<p>“Also last year, our system donated more than \$15 million to the International Red Cross, CARE and other agencies for disaster relief efforts around the world, including the areas affected by Hurricane Katrina, the tsunami in 2004 and the Pakistan earthquake, among others.”</p>
Indonesia	2004	Responsibility and commitment to the community	Supporting education and training		Construction of schools	TCCC 2005 Annual report	<p>“Last year, we continued our efforts through our Company’s 18 local foundations and one global organization—The Coca-Cola Foundation—to fund initiatives in the countries where we operate, including the reconstruction of schools in Indonesia; Thailand’s new e-Community Learning Center; and HIV/AIDS education and awareness programs in Africa.”</p>
Philippines	2006	Responsibility and commitment	Recycling		Bottle-to-bottle recycling	TCCC 2006 Annual report	<p>“PET plastic recycling</p>

		to the environment					Our system invests in PET plastic bottle to-bottle recycling technologies at facilities located around the world, including Austria, Mexico and the Philippines.
Indonesia	2008	Responsibility and commitment to the community	Supporting small business		Supported 500 families in Indonesia with business mentoring and loans.	TCCC 2008 Annual report	Our Micro Enterprise Development Program in Indonesia has benefited 500 low-income families through mentoring of entrepreneurs by business leaders, providing access to low-interest loans and establishing a repayment formula that promotes sustainable lending for the community.”
Cambodia, Vietnam	2008	Responsibility and commitment to the community	Supporting small business		Supported 4,000 retailers, including in Cambodia and Vietnam, to establish small businesses.	TCCC 2008 Annual report	“In addition to the many community programs we support through sponsorships and donations, we also have programs across the world to help support jobs and wealth creation. Through our pushcart programs in Cambodia, Nepal, Sri Lanka and Vietnam, we have helped more than 4,000 small retailers establish their own businesses.”
Vietnam	2009	Responsibility and commitment to the economy	Creation of jobs		1,500 direct employees, 15,000 direct and indirect jobs in Vietnam.	WARC. 2009. Coca-Cola targets Vietnam Growth	“Coke currently employs 1,500 employees directly in Vietnam, but the company estimates it is creating more than 15,000 jobs around its three bottling plants in Ha Tay, Da Nang and Ho Chi Minh City.”
Vietnam	2010	Responsibility and commitment to the environment	Clean-up programs		Coca-Cola rallied 150 volunteers to clean Vung Tau beach.		“More than 150 volunteers from Coca-Cola Vietnam and Vung Tau City collected garbage along the beach in Vung Tau on Saturday morning as part of the International Coastal Cleanup campaign.”
Philippines	2012	Responsibility and commitment to the environment	Campaigning for environmental protection	<\$500,000	Living billboard absorbed approximately 46,800 pounds of carbon a year. Twitter reach measured 6,532, and, in terms of influence, 5,484,403. USD475,300 in earned media.	WARC. 2012. Coca-Cola: Living plant billboard	“Coca-Cola recently launched its global corporate thrust called Live Positively in the Philippines. It is their commitment to make a positive difference in the world by incorporating sustainability into everything that they do.” “One of the key pillars in Coca-Cola’s Live Positively programme is caring for the environment. In this pursuit, Coca-Cola saw the opportunity in partnering with WWF to actively campaign for environmental conservation – specifically, to impress the importance of clean air and minimizing engine carbon emission on the country’s main thoroughfares.” “The location where the billboard was placed was highly strategic. Placed at Northbound EDSA-Forbes, the location for the 60 x 60-foot plant billboard was chosen on the basis of where the installation could make the most meaningful impact. EDSA, Manila’s main transportation thoroughfare, is notorious among Filipino commuters not only for the traffic congestion, but also

							for the pollution caused by thousands of smoke-belching public-transportation buses that pass through every day. Recorded to reach levels of almost 313% above normal and 210% more than Metro Manila's record levels, a familiar sight among non-air-conditioned bus commuters is people covering their noses with handkerchiefs as they traverse EDSA. Choosing a location where the environmental issue of pollution was currently experienced, and was in people's consciousness, ensured the message's undeniable relevance in their everyday lives."
Myanmar	2013	Responsibility and commitment to the economy	Creation of jobs		22,000 direct and indirect jobs in Myanmar	TCCC 2013 Annual report	"Inaugurated our first bottling plant in Myanmar, a move that will create more than 22,000 direct and indirect jobs over the next five years."
Myanmar	2013	Responsibility and commitment to human rights	Gender equity activities	USD3,000,000 in 2013	Positively impacted the lives of more than 80,000 women over 6 years (prior to 2020).	WARC. 2013. The last frontier of Asia: The potential of market research to drive economic and social development in Myanmar	"As part of the Coca-Cola commitment to positive change, Coke donated \$3,000,000 to support job creation for women throughout Myanmar." "Through various empowerment, business skills & entrepreneurial training programs, Coca-Cola Myanmar have positively impacted the lives of more than 80,000 women in Myanmar over the past six years. It was the agency's job to take this and create a campaign for international women's day that would tell inspirational stories of empowerment and success, supporting corporate reputation and gender inclusion using its nationwide supply chain and reach."
Philippines	2013	Responsibility and commitment to human rights	Funding disaster responses	USD2.5 million	Funding typhoon relief aid	TCCC. 2013. Coca-Cola Contributes More Than US\$2.5 Million In Typhoon Relief Aid	"Coca-Cola Philippines and our bottling partner, Coca-Cola FEMSA Philippines, announced on Nov. 18 they were suspending brand advertising in the Philippines so that the advertising budget could be used to support the ..."
Philippines	2013	Responsibility and commitment to human rights	Provision of drinking water	\$265,565		TCCC. 2013. The Coca-Cola foundation gives back \$36 million to raise living standards worldwide	"Alternative indigenous Development Foundation, Inc., Agos Crest Ram Pump Project, Philippines, \$265,565"
Vietnam	2013	Responsibility and commitment to human rights	Gender equity activities	50 scholarships (worth VND8 million each)	Scholarships awarded to female engineering students.	AmCham Women in Engineering Scholarship 2014 Award Ceremony	"The American Chamber of Commerce in Vietnam (AmCham Vietnam – HCM City Chapter) in cooperation with Intel Products Vietnam, Coca-Cola Beverages Vietnam and Axcela Vietnam will award 50 merit-based

							scholarships (VND 8 million each) and 15 English courses at Axcela Vietnam (VND 6 million each) to female engineering students who achieved the highest results throughout ACWES 2014 assessment rounds. Total value of scholarships is worth VND 550 million.”
Indonesia	2015	Responsibility and commitment to the community	Supporting education and training		3-year high school scholarships funded for 20 students	WARC. 2015. Coca Cola Indonesia: The catalyst for Indonesians to reconnect during Ramadhan	“We created the Coca-Cola Goodness Machine in partnership with charity Coin a Chance. This online application vended virtual 'goodwill' cans to be shared with friends and family. Every can helped underprivileged children go back to school and our campaign funded 3-full year high school scholarships for 20 children.”
Vietnam	2015	Responsibility and commitment to the environment	Sustainability programs		Coca-Cola EKOCENTER launched in Ho Chi Minh City, Vietnam. EKOCENTERS provide clean water, solar water and other goods and services.	Benzinga.com. 2015. Does Coca-Cola have a Vietnam problem?	“News of the alleged violation of environmental protection laws in Vietnam comes on the heels of Coca-Cola's launch of its first Asian EKOCENTER in Ho Chi Minh City, Vietnam back in January of this year. At the time of the launch, Coca-Cola Executive Vice President Iriai Finan said the EKOCENTER, which brings solar power, safe drinking water, connectivity and a variety of goods and services to the local community, was meant to help support Vietnam's local economies. "Coca-Cola is investing in these EKOCENTERS as part of our commitment to Vietnam's social and economic development," Finan said.”
Myanmar	2017	Responsibility and commitment to human rights	Gender equity activities		24,500 economically disadvantaged women supported through business training.	Huffington Post. 2015. 5 Ways for Brands to Go Global and Resonate with Locals - Myanmar	“Also implemented a corporate social responsibility initiative based on the company's 5 by 20 program for women's empowerment. Swan Yi, Coca-Cola Myanmar's community initiative, is empowering 24,500 economically disadvantaged women through capacity building trainings in financial literacy, entrepreneurship and business management.”
Philippines	2017 (ongoing)	Responsibility and commitment to the community	Supporting education and training		More than 100 Little Red Schoolhouses supported to open across the Philippines	TCCC. 2017 Second quarter earnings release	“The Little Red Schoolhouse project was launched in 1997 to help improve basic education in impoverished areas. Today, there are more than 100 Little Red Schoolhouses across the Philippines.”
Philippines	2017	Responsibility and commitment to the community	Supporting education and training		150,000 women sari-sari store owners supported	TCCC 2017 Annual report	“Since 2011, we have supported women entrepreneurs in the Philippines who operate “sari-sari stores”—micro-enterprise neighbourhood convenience stores. The Sari-Sari Store Training and Access to Resources (STAR) Program, which focuses on making the businesses more financially sustainable, has reached more than 150,000 women. A study of the program's impact completed in 2017 found that:

							<ul style="list-style-type: none"> • 97% of women felt that the STAR Training was useful for their business management. • Business revenue increased by 17%, store income by 12%, and the store inventory grew by 20%. • 65% of women feel very confident about their future financial stability.”
Philippines	2017	Responsibility and commitment to human rights	Provision of drinking water	\$1.35 million	6,000 students will benefit from improved water access	TCCC. 2017 Second quarter earnings release	“During the quarter, The Coca-Cola Foundation awarded a \$1.35 million grant to support the installation of water systems and water treatment equipment, where needed, in 51 Little Red Schoolhouses across the Philippines. As a result, more than 6,000 students will benefit from improved water access.”
Vietnam	2017	Responsibility and commitment to the community	Supporting small business		Supporting small and medium sized businesses in Vietnam	Coca-Cola Vietnam	“Coca-Cola Vietnam has recently announced it will assist local small and medium-sized enterprises (SMEs) through a mentorship program, in line with its sustainability commitment to help improve their capabilities.”
Indonesia	2018	Responsibility and commitment to the environment	Clean-up programs		200 ‘drop boxes’ placed around Indonesia.	TCCC 2018 Annual report	<p>“The Packaging and Recycling Association for Indonesia Sustainable Environment (PRAISE) has helped formulate Indonesia’s first packaging collection and recycling initiatives. This aligns with our World Without Waste vision—helping to enable a collective and holistic approach involving stakeholders across the packaging value chain working toward a circular economy model.”</p> <p>“We are working to transform this challenge into widely shared opportunity through PRAISE, the Packaging and Recycling Association for Indonesia Sustainable Environment. This strategic partnership of industry leaders has a bold 2030 vision: to bring economic, social and environmental benefits to Indonesia by transforming packaging waste into a high-value resource.”</p> <p>“Low collection rates remain a major challenge in Indonesia due to lack of collection infrastructure and awareness. To spur structural and behavioral change, PRAISE’s Drop Box program has placed 100 collection bins across Jakarta, supported by online and offline public education. Each drop box is divided into paper and non-paper recyclables, which Waste4Change—an Indonesian social enterprise—collects, transports, and manages. Through additional support, we helped place another 100 drop boxes in locations in Bekasi, outside Jakarta.”</p>

							“PRAISE also manages Bali Bersih (Clean Bali), a pilot program that seeks to support and enable community-based recycling and reuse to minimize the amount of waste that ends up in the surrounding seas.”
Philippines	2018	Responsibility and commitment to the environment	Recycling	\$19 million	Investment in a recycling facility in the Philippines		“Coca-Cola Beverages Philippines, the bottling arm of Coca-Cola in the Philippines, announced that it will lead the investment in a \$19 million state-of-the art, food-grade recycling facility that will collect, sort, clean and wash post-consumer recyclable plastic bottles and turn them into new bottles using advanced technology. It is Coca-Cola’s first major investment in a recycling facility in Southeast Asia.”
Philippines	2018	Responsibility and commitment to the economy	Creation of jobs		10,000 employees in the Philippines	TCCC 2019 Annual report	“In December 2018, the Company acquired a controlling interest in the Philippine bottling operations from Coca-Cola FEMSA, S.A.B. de C.V. and now owns 100% of the Philippine bottling operations. As a result, approximately 10,000 employees in the Philippines are included in the calculation of the pay ratio for 2019.”
Vietnam	2018	Responsibility and commitment to the environment	Recycling		Recycling organisation launched	TCCC 2018 Second quarter earnings release	“Coca-Cola Vietnam led the launch of an industry-backed packaging recovery organization alongside other companies. The organization will initially focus on increasing recovery and recycling rates for three materials: PET, aluminum and Tetra Pak®”
Indonesia, Vietnam	2019	Responsibility and commitment to the environment	Clean-up programs	\$11 million	Nine river clean-up programs, including in Indonesia and Vietnam	TCCC 2019 Annual report	“The Coca-Cola Foundation and the Benioff Ocean Initiative at the University of California Santa Barbara’s Marine Science Institute are partnering to implement nine river cleanup programs in Panama, Vietnam, India, Indonesia, Ecuador, Mexico, Thailand, Jamaica and Kenya. Together, we have committed \$11 million over three years to support strategies that both capture plastic waste before it reaches the ocean and develop policies and communications to prevent plastic waste from entering the rivers in the first place.”
Indonesia	2020	Responsibility and commitment to the environment	Clean-up programs		Packaging recovery organisation aims to reduce plastic marine debris by 70% by 2025.	TCCC 2020 Annual report	“In Indonesia, through an industry coalition called PRAISE, we worked with peer companies and government partners to launch the country’s first Packaging Recovery Organization (PRO) to increase collection and recycling of post-consumer packaging waste. This effort is designed to be an integral part of circular economy implementation in Indonesia and to support the government’s objective to reduce plastic marine debris by 70% by 2025.”
Philippines	2020	Responsibility and commitment to human rights	Provision of drinking water		Provision of 25 community faucets for clean and	TCCC 2020 Annual report	“Coca-Cola Foundation Philippines, through its Agos Program, collaborated with Del Monte Foundation, Inc. Philippines and the local government unit of Barangay

					potable water. 61 families able to install sanitary toilets.		Kulasi in Sumilao, Bukidnon to provide farmers and their families access to clean and potable water. Before the construction of the water system, villagers had to walk to and queue up at a single faucet. Now, they have 25 community faucets, which has also allowed increased production of crops and vegetables. The project lifted the poorest community members out of extreme poverty and enabled 61 families to install sanitary toilets. By making safe water accessible to more families, projects like this also reduce the incidence of water-borne diseases.”
Philippines	2020	Responsibility and commitment to the community	Supporting small business	\$3.2 million in loan packages to some 15,000 micro-retailers so they could reopen safely. The loan packages include 30% goods and products, and 70% cash, with low service fee rates from 0.0% to less than 1%.	15,000 micro-retailers supported by ReSTART.	TCCC 2020 Annual report	<p>“Seeing an urgent need, Coca-Cola Philippines partnered with government agencies and two leading micro-finance institutions to create the Rebuilding Sari-Sari Stores Through Access to Resources and Trade (ReSTART) initiative. The program allocated approximately \$3.2 million in loan packages to some 15,000 micro-retailers so they could reopen safely. The loan packages include 30% goods and products, and 70% cash, with low service fee rates from 0.0% to less than 1%. ReSTART also distributed “safe store” kits of plastic covers, personal protective equipment and safety information guidelines for retail shops.”</p> <p>“Coca-Cola has long recognized the significant role that micro-retailers play in helping sustain the Philippine economy and our own business,” said Jonah De Lumen-Pernia, Coca-Cola Philippines Public Affairs and Communications Director. “The COVID-19 crisis did not change our commitment and in fact pushed us to go even further, ramping up our support to help their recovery. Indeed, their resilience is the nation’s resilience.”</p>
Philippines	2020	Responsibility and commitment to human rights	Funding disaster responses	\$5.5 million	Immediate relief from Typhoon Haiyan in the Philippines (and other disasters)	TCCC 2020 Annual report	<p>“The Coca-Cola Foundation provided more than \$5.5 million in immediate relief support to non-profits in 15 countries impacted by natural disasters in 2020— from forest fires in Australia to typhoons in the Philippines to earthquakes in Turkey—a 60% increase over 2019. The company’s Employee Disaster Relief Fund provided \$678,321 to associates impacted by natural disasters and COVID-19—a 695% increase over the previous year.”</p>
Philippines	2020	Responsibility and commitment to human rights	Funding disaster responses	US\$3m (₱150m)	Support for COVID relief efforts	WARC. 2020. Speed, trust and inspiration: How the client-agency	<p>“Earlier this year, the Coca-Cola Company did something quite surprising: the soda giant announced it would hit the pause button on commercial advertising in the Philippines, and re-channel US\$3m (₱150m) towards supporting COVID-19 relief efforts.”</p>

						relationship is evolving	
Vietnam	2020	Responsibility and commitment to human rights	Funding disaster responses	Hygiene supplies and beverages valued at over 7 billion VND	Support for COVID relief efforts	WARC. 2020. Coca-Cola: For the human race, for the act, not ad	<p>“In the first phase of the campaign, Coca-Cola suspended all advertising and rechannelled the budget into supporting COVID-19 relief and response efforts; the brand then developed the campaign For the Human Race to celebrate the unsung heroes, such as medical professionals, social workers and essential service staff, and launched videos on social media.”</p> <p>“On 20th March, Coca-Cola Vietnam announced that it would suspend its advertising and rechannelled the budget to support COVID-19 relief and response efforts. As a first step, the company partnered with the Vietnam Red Cross Society (VRCS) to donate hygiene supplies and beverages valued at over 7 billion VND to front-line healthcare staff, medical centres and areas currently under quarantine.”</p>
Indonesia	2021	Responsibility and commitment to the community	Supporting small business		Support for 5,000 Indonesian micro-retailers	Coca-Cola EuroPacific Partners	“As many as 5,000 Indonesian micro-retailers, the majority led by women, are set to gain greater access to finance and modernize their business operations through an innovative pilot initiative providing working capital support for a key sector at a time when the economy is being hit hard by the COVID-19 pandemic.”
Vietnam	2022	Responsibility and commitment to the environment	Provision of drinking water	USD150 000	Assistance of another \$150,000 for the World Wildlife Fund-Vietnam	Media reporting	“The Coca-Cola Foundation, the global philanthropic arm of the U.S.-based Coca-Cola Company, has announced assistance of another \$150,000 for the World Wildlife Fund (WWF)-Vietnam to enhance the natural ecosystems to control water flow and ...”
Philippines	2022	Responsibility and commitment to human rights	Funding disaster responses			Media reporting	“Responding to the call for aid following the devastation caused by Super Typhoon Odette in the Philippines in December 2021, The Coca-Cola Foundation, the global philanthropic arm of The Coca-Cola Company, has extended relief assistance to...”