



Coca-Cola Moves Forward 'Sustainable Business with Coca-Cola' Project to Empower Thai Female Sugarcane Growers

Strengthening value chain and collaboratively improving Thailand's sugar and sugarcane industry

The Coca-Cola system in Thailand, inclusive of Coca-Cola (Thailand) Ltd., ThaiNamthip Ltd. and Haad Thip Pcl., has partnered with Thai Roong Ruang Sugar (TRR) Group and The Kenan Institute Asia to expand the 'Sustainable Business with Coca-Cola: Female Sugarcane Growers Empowerment,' by empowering the economic performance for 600 Thai female sugarcane growers, under the support of the Office of the Cane and Sugar Board, within the Ministry of Industry. After initiating the project in 2014 to support increased economic performance for female retailers, this year Coca-Cola has invested an additional four million baht for the empowerment of female sugarcane growers in Sri Thep district, Phetchabun and Ban Rai district in Uthai Thani through financial literacy and sustainable agriculture training, starting in 1 August 2016 until 31 July 2017.

The overall objective will be to share the results of this pilot project to other female sugarcane growers and partners that manufacture sugar from raw materials to improve their livelihood in the form of shared value creation and sustainable growth.

**Pornwut Sarasin, Chairman, ThaiNamthip Limited** said: "As the leader in the non-alcoholic beverage industry in Thailand, The Coca-Cola system places importance on creating shared value through golden triangle or cooperation between private sector, government and civil society. After the 'Sustainable Business with Coca-Cola Project' was launched in 2014, there have been more than 10,000 female owners of retail shops who participated in this project nationwide."

"This year, The Coca-Cola system has evolved the project to help female sugarcane growers by partnering with Thai Roong Ruang Sugar (TRR) Group and The Kenan Institute Asia in designing training which focuses on two topics: financial literacy and sustainable agriculture, which stems from an evaluation of female sugarcane farmer's needs. According to this evaluation, female sugarcane growers play a major role in taking care of their family and have the power to make financial decisions, but still lack financial literacy and planning skills. This second phase of the project will not only benefit the participating female sugarcane growers in terms of their careers and their families, but will also create shared value to all partners involved by supporting the Office of the Cane and Sugar Board's mission to develop personnel ability in the sugarcane and sugar industry. This will enlarge TRR's sugar production and its provision of quality raw materials while enhancing social and economic development under the expertise of The Kenan Institute Asia to build a strong



(From left to right) Pornwut Sarasin, Chairman, ThaiNamthip Limited, Srungkanok Sirisom, female sugarcane grower from Phetchabun who has joined the project; Somsak Jantararoungtong, Secretary-General of Office of the Cane and Sugar Board, Ministry of Industry; Piyabutr Cholvijarn, President and Vice Chairman of Kenan Institute Asia and Dr. Nutthapol Asadathorn, Executive Director of Thai Roong Ruang Sugar (TRR) Group

business network and sustainable society. Ultimately, this project responds to Coca-Cola's sustainable sourcing commitment"

**Dr. Nutthapol Asadathorn, Executive Director of Thai Roong Ruang Sugar (TRR) Group** said: "The 'Sustainable Business with Coca-Cola Project' to empower economic performance for female sugarcane growers truly aligns with the needs of female sugarcane growers and is in line with the mission of Thai Roong Ruang Sugar (TRR) Group which focuses on improving the well-being of sugarcane growers and continuously implementing projects to promote sustainable agriculture. We also have a mission to develop the body of knowledge in sugarcane farming, as well as the sugar and sugarcane industry itself. The company has selected the 600 female growers, who showed the potential to be able to share their training with others in their farming network, to participate in this project. Thirty staff from Thai Roong Ruang Sugar (TRR) Group were additionally trained to coach these growers, give them advice and follow up on the results for the entire project period. It is projected that in the post-training evaluation, these female growers will gain at least 20 percent increase in evaluation of knowledge and understanding on systematic financial literacy and sustainable agriculture."

**Piyabutr Cholvijarn, President and Vice Chairman of Kenan Institute Asia** said: "The training for female sugarcane growers in this project is particularly to augment their quality of life through accounting, household financial management and sustainable agricultural skill development. As an organization that has worked in this field for more than 20 years, the Kenan Institute Asia recognizes the importance of this work and decided to partner with this project. We started with the need assessment with targeted female sugarcane growers and utilized the collected information to create a

'financial literacy curriculum' custom-made to these requirements. At this stage, over 200 female sugarcane growers have already received this training. Evaluation and support for these growers will be conducted for the entirety of the project period, in order to make sure it consistently aligns with their necessities that may evolve over time. We expect that they will have at least 30 percent increase in the recognition of the importance of financial management."

**Somsak Jantararoungtong, Secretary-General of Office of the Cane and Sugar Board, Ministry of Industry** said: "The sugar and sugarcane industry plays an important role in the development of Thailand's economy through the employment of more than 600,000 growers and generates revenue from both domestic consumption and export worth approximately 150,000 million baht per year, representing 1.6% of Thailand's GDP. The Office of the Cane and Sugar Board's mission is to develop the performance excellence of the sugar and sugarcane industry. We will take part in promoting and raising awareness of the empowerment of female sugarcane growers in the 'Sustainable Business with Coca-Cola Project' to enhance the competitiveness and help the growers effectively adjust to the increasingly fast-paced global environment."

The 'Sustainable Business with Coca-Cola Project' is a part of the '5by20' global initiative aimed at enabling economic empowerment for five million women across the company's value chain around the world by 2020. This includes retail shops, suppliers, producers, waste collectors who collect the packaging for recycling and the craftswomen who utilize raw materials from Coca-Cola products. Currently, the '5by20' initiative has fostered and empowered the ability of more than 1.2 million women around the world.