

Coca-Cola South Africa: “Edutaining’ the youth

A developing country with infinite potential, South African education is an imperative foundation towards the shaping of its future. Our young ones are the architects of such a future, and today, society and brands are the current custodians of ensuring that the needed tools and environment are available to equip our youth facing forward and beyond.

Coca-Cola South Africa recognises that just as knowledge is necessary in the process that is learning, it cannot stand unsheltered, or lacking in what is needed to facilitate its effect. CCSA therefore in partnership with The Starfish Foundation, now provides 'Edutainers' in an effort to foster their upliftment programmes with orphaned and vulnerable children. These Edutainers, refurbished with insulated ceilings, tiles, electricity, cupboards, shelving, coat hooks, windows and educational material and toys, are the making of a true learning possibility from painted shipping containers.

Community Affairs Manager at CCSA, Tuli Mkatshwa said “CCSA partnered with the Starfish Foundation in order to identify the beneficiaries of these Edutainers, and two have already been distributed through this collaboration,' She added by saying “Another has been given to a needy informal settlement in Hartebeespoort, that had no school at all, and a community in Qwa Qwa has also benefited from the project.”

“The children were so enthusiastic that they came to the school during the December holidays just to try out their new classroom. They are now eager to learn and use the Edutainer to do homework and other educational activities.” said Ms Portia Ndongezi, the Director of the Zanempilo Trust, having also received a container, the fifth to be donated. We appreciate that CCSA is giving back to us and empowering communities through its endeavours.

The Edutainers, able to withstand the South African elements, have a life-span of at least 30 years with the proper care, which can now be attainable by the recipients having also received paint for touch-ups as well as detailed maintenance schedules. The question of sustainability is recognized by Tuli, acknowledging 'We have given communities the tools to drive the development. This project allows CCSA to invest in one of the most important things – the future of the youth.’”



Before



After

