

UNDERSTANDING SOCIETY'S AND COMMUNITY'S NEEDS

Beverage Company, Brazil



GAME CHANGERS



The Challenge

A beverage company, with multiple production facilities in Brazil, was looking to make investments in the communities surrounding the facilities, from which many of the facilities' resources (such as raw materials, water, and employees) were drawn. The company required an assessment of community needs and an alignment with the material expertise and business capabilities to ensure maximum impact.

Process & Outputs

Over a six month period Ipsos conducted ethnographic research across multiple communities in Brazil. Researchers spent extended periods of time in communities, observing and speaking with residents and stakeholders. The ethnographic data was integrated with secondary socioeconomic and political data to paint a comprehensive picture of community needs. The findings were that needs fell into three main themes: skills and employment, violence control, and infrastructure.

The Results

As a result of the study, the client company was able to align community needs with its own capacity for impact and initiated greater exploration and development of investments in the area of youth skills and employment. The study was also of interest to the company's global sustainability leadership who initiated community needs assessments to inform social investments in several other markets.

Do you want to know more?

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