

A photograph of a person walking away from the camera on a dirt path through a dense, lush rainforest. The path is muddy and has some roots exposed. The forest is filled with tall trees and thick undergrowth. In the top left corner, there is a diagonal graphic element consisting of a teal and a blue triangle.

STRENGTHENING SUPPLY CHAIN IN BRAZIL'S RAINFORESTS

COCA-COLA & NATURA

GAME CHANGERS



The Challenge

Amazonian açai berry growers and oilseed producers are part of Coca-Cola's and Natura's supply chain in Brazil. Rural exodus threatens this supply chain by affecting both manpower and natural resources (as it accelerates deforestation). Coca-Cola and Natura needed to understand how they could slow rural flight in order to preserve a sustainable management of natural resources.

Process & Outputs

Ipsos used in-field research data to build a Social Progress Index (SPI) in order to help Coca-Cola and Natura identify the priority needs of local communities.

Analysis identified that improved water systems and skills development through training were critical community needs that could incentivize the local workforce to continue taking care of local natural resources.

The Results

Two years after project started, hundreds of families now have clean water and bathrooms, and more students are graduating with skills to support a sustainable agricultural economy.

Do you want to know more?

Then please contact Jens Dupont, Associate Director, at +45 2855 8612 or Jens.Dupont@ipsos.com