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Introduction

Coca cola's Ekocool Solar Cooler is an excellent example of how the company is trying to tackle some of the sustainability challenges while at the same time increasing its market access targeting rural and under banked markets. This paper focuses on the corporate environmental and social responsibility that Coca-Cola Company as a firm has adopted and has integrated clean energy into its operations.



Problem

One major issue Coca-Cola working to overcome is the difficulty of utilizing the bottling process to tap into the rural markets that often lack good electricity sources. The conventional cooling solutions for the storage of the beverages could not be easily installed and deployed in these unutilized markets.

Solar Cooler

Ekocool Solar Cooler unveiled by Coca cola is portable refrigeration unit powered through solar energy for off- grid zones. The cooler does more than address a problem by offering refrigeration where electricity is unavailable it is in tandem with the company's sustainable development goals and also decreases carbon footprint.



Conclusion

The Ekocool Solar Cooler case serves as a good illustration of how Coca-Cola can address a new set of multifaceted problems using innovation. Furthermore, the sustainability issue in collaboration with the focus on the community revealed how the company can generate the value for the society and shareholders.





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