

# ACTION ON SOCIETY (COMMUNITY)



## Young talent writing contest (Spain)

Since 1961, Coca-Cola has supported the 'Young talent writing contest' the longest running youth literature competition in the country. The main aim is to encourage education, culture and training among young people to give them the skills needed to succeed in the future. For the last four years the competition has run in collaboration with the Spanish Royal Academy. The Coca-Cola Foundation also supports the competition in partnership with Función Lenguaje, a prestigious writing academy and literature assessors. The competition has three levels; local, regional and national. Every year teachers select two 14 year olds from each class. These students are given teaching advice and writing practice, with additional materials provided from The Coca-Cola Foundation. A written test is held simultaneously across the country in more than 100 locations and takes into account the five different languages spoken in the country. The competition focuses on the importance of handwriting and encourages participants to develop their creative writing skills. Judges include professionals from the world of communication, culture, journalists, writers and academics from the field of language and literature. Regional winners enjoy 'the Coca-Cola Experience, in which they receive masterclasses from renowned writers and take part in creative writing workshops. The national winner also receives an online creative writing course. In 2019 more than 13,500 people took part, the highest ever number. Since the competition started more than 10 million young people have taken part in the competition.



Sustainability Action Plan

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