

ACTION ON SOCIETY (PEOPLE)



GIRA Women - supporting women entrepreneurs (Spain)

The project is part of the '5by20' global commitment, through which Coca-Cola undertakes to empower 5 million women worldwide by 2020. GIRA Women is an opportunity to develop the talent and work skills of women through a training and mentoring programme that contributes to their professional advancement, adapted to participants' different objectives: either creating a self-employment-employability plan or being employed by others, starting a business without a developed business idea or one that's in its preliminary stages, 'El viaje al emprendimiento', or starting a business with a business idea already designed 'GIRA Women Weekend'. In order for GIRA Women to become a reality, the project has relied on the participation of organisations that are committed to gender equality and the promotion of economic and social development and entrepreneurship, both in urban and rural areas. These include the Red Cross, Fundacion Mujeres, AlmaNatura, the Dona Activa and Impact HUB. In total, more than 9,200 women have participated in GIRA Women.



Sustainability Action Plan

The Coca-Cola Company | *Coca-Cola*
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