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Tropicana



Best Practices in Corporate-NGO Innovation

September 17, 2010



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What is Corporate Social Responsibility?

- More than traditional giving via philanthropy, and more than traditional ethics in business (hopefully)
- Should be more than PR, or GR, or Marketing
- A concerted effort on the part of the business to behave as a member of society in a manner people would want you to if they understood the issues
- CSR is an angle on business strategy for leading companies – globally, and in China
- NGO competency in knowing how they fit with what we need is helpful

The View from China: Who Shapes Our Reputation?

INTERNATIONAL REPUTATION

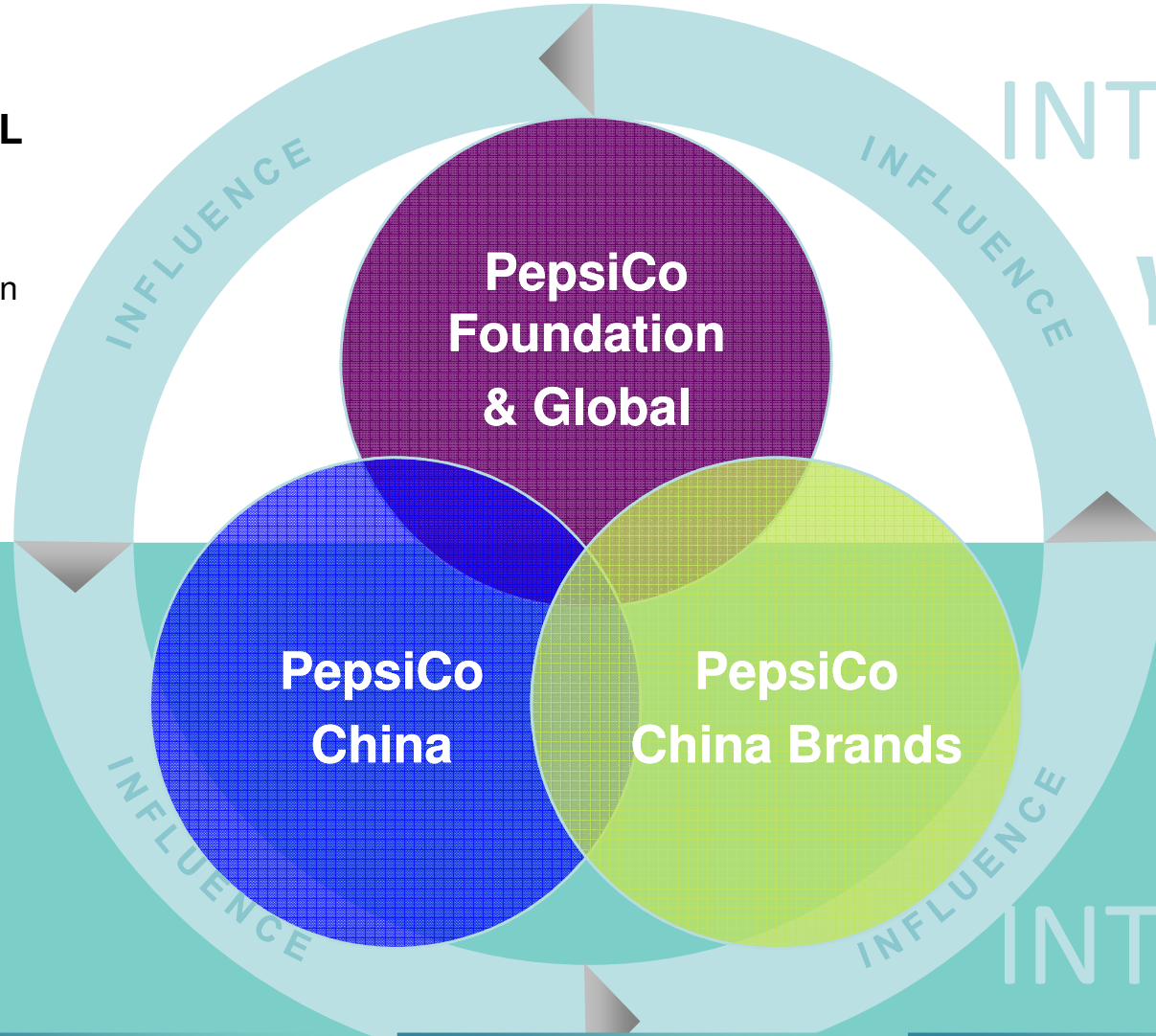
- “The West”
- Regional Reputation
- “The Internet”

INTERNET
Facebook

YouTube
blogs

TuDou
blogs
XiaoNei

INTERNET



CHINA REPUTATION

CENTRAL

- Government Agencies
- Mainstream Traditional Media
- Industry/Business Community

MULTI-LOCAL

- Channel Partners
- Employees/MU
- Immediate MU Community

SOCIAL CONSCIOUSNESS

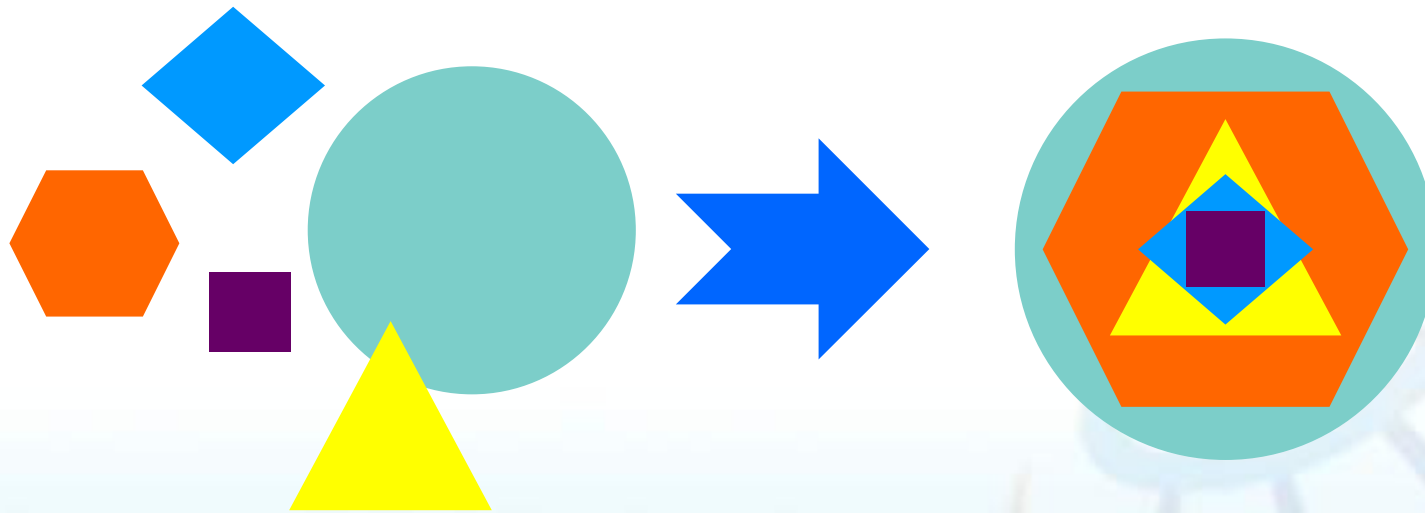
- Via Consumers
- Broader Community



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From Traditional to Strategic Engagements



*AD HOC • SCATTERSHOT •
ONE WAY GIVING*

*COMPREHENSIVE • STRATEGIC
• RELATED TO BUSINESS MISSION AND
VALUES*



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Example: Conservation International

- Wal-Mart: Supply Chain GHG Reduction Targets
- Starbucks: Ethical Sourcing
- Marriott: PES Purchasing

NGOs can inspire companies to do more

PwP: “百事中国的承诺”

PUBLIC-PRIVATE PARTNERSHIP (PPP)



- MWC: proposed improvements and scale
- 13 Gansu school cisterns built this year
- Foundation Workshop and site visits to critical need areas
- New PPP opportunities

CORE TO OUR BUSINESS

- 2nd LEED Plant
- First Gold LEED beverage plant in China
- Conservation, irrigation and sustainable ag research



SOCIAL AWARENESS



- PepsiCola “Activate Your Thirst”
- Reputation Building in the Community

EMPLOYEE ACTIVATION



- Record: Over 9,700 employees gave 620,000 RMB
- Will bring 760 families water; 7,000 books for 2,700 kids in PepsiCo Libraries