

# Empowering Female Entrepreneurs

## — Case Study

As a part of their CSR Strategy, Coca-Cola launched 5by20, a global program to train 5 million women entrepreneurs by 2020. “GIRA Mujeres” is the Spanish initiative of 5by20 that specifically supports women entrepreneurs from rural areas that are developing an idea in the Food & Beverage sector. Coca-Cola used Bridge for Billions to help women nationwide manifest their ideas and learn the basics of building a business.

 Travel, Food, & Entertainment

 Spain

 3 Editions (2017 & 2020)

 Type: Impact, Innovate

# Empowering Female Entrepreneurs

## Challenge

### How to support women entrepreneurs in rural areas

Developing a nationwide entrepreneurship program to drive socioeconomic development in rural areas comes with its own unique set of challenges. The biggest question was how to make the program effective and accessible for all, regardless of background, education level, or access to resources? The second difficulty area was building a program that allowed for participation by entrepreneurs and mentors across vast distances to facilitate direct and personal mentorship experiences. Lastly, to make the program a success, Coca-Cola Gira Mujeres needed to develop or implement a high quality, flexible entrepreneurship curriculum that was relevant for all different types of projects.

## Solution

### Using technology to connect entrepreneurs to training tools and mentors

Coca-Cola knew that by working with Bridge for Billions their participants would receive the empathy and guidance needed to excel. We started the partnership by training their mentors for the 6 month incubation program. Our online platform allowed Coca-Cola to engage with women from all across Spain which opened up the possibility to reach innovators that would've been left out otherwise. Bridge also offers real, human customer support and personalized mentorship which were vital in ensuring the success of these first-time entrepreneurs.

Our platform is a perfect fit for any organization that aims to drive the entrepreneurial capacity of women. Entrepreneurship tends to be male-dominated, often creating a 'boys club' environment that excludes women's perspectives and stunts their growth in the startup space. At bridge we aim to create opportunities for more diverse groups of innovators, and to date, 42% of the entrepreneurs that go through our incubation programs are women.



Encarna Martinez Carmona  
Entrepreneur, Quelea

"The program was super useful to redefine my project and to learn about new entrepreneurial concepts."



Ana Gascón  
Director, Coca-Cola Spain

"New technologies like Bridge for Billions offer us a grand opportunity to adapt to the needs of each user and allow her to go through the program at her own pace."



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## Result

In each edition of GIRA Mujeres, 10 women worked with their personal mentors through Bridge for Billions to develop projects for Coca-Cola's supply chain. The entrepreneurs supported learned and practically applied new business concepts that served to further their ideas. Working together remotely via Bridge for Billions made it easy for entrepreneurs and mentors to interact and created an encouraging environment where mentors could offer clear guidance and support.



Ana Gascón

Director, Coca-Cola Spain

**"Bridge for Billions allows us to establish personal relationships between our entrepreneurs and the mentors on the platform, which is something very important for these women who are taking their first steps as entrepreneurs and who are not always familiar with the digital space."**



30

**Women entrepreneurs supported**



21

**Mentors participated**



80%

**Of entrepreneurs from rural areas**



90%

**Of entrepreneurs said mentors were very committed**



4.5/5

**Average satisfaction with quality of mentorship**



## About the Client

The Coca-Cola Foundation has given more than \$1 billion to enhance the sustainability of local communities worldwide. As an offshoot initiative, 5by20 serves as Coca-Cola's global commitment to enable the economic empowerment of 5 million women entrepreneurs across the company's value chain by 2020.

As part of this goal, Coca-Cola Spain has created "Gira Mujeres" which spurs entrepreneurship and employability for thousands of women in Spain by working hand-in-hand with organizations like Bridge for Billions to achieve its goals. GIRA Mujeres was made possible through the collaboration of the following partners: Fundación Mujeres, AlmaNatura, Dona Activa Forum, Impact Hub, Somos Quiero, Cruz Roja (RedCross), Basurama and more.



**Do you want to build a bridge with us?**

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