

“3.2.1.Start!” Youth Empowerment

Task

The successful development of our company directly depends on understanding of global problems, the search for optimal solutions for a better future and effective initiatives, including in the social sphere. The purpose of our company is to create value for our consumers, our people and community. In the context of global transformation of the world order, global economic crisis and constant turbulence of financial markets, the greatest difficulties in their development and formation are experienced by young people – the basis and future of any country.

Idea and implementation

In this connection, Coca-Cola Icecek Kazakhstan, initiated the Project “3.2.1.START!”, aimed at supporting youth initiatives. “Contribute!” is the motto of the project, which fully corresponds to the business philosophy of CCI Kazakhstan, which has been actively contributing to the development of the country for almost 30 years. The project is aimed at identifying solutions to the social problems of the regions by holding a competition and supporting entrepreneurship among the youth of Kazakhstan. Support to achieve SDGs contributed by CCI Kazakhstan.

We

- have been holding a republican competition for the implementation of the best ideas for achieving the SDGs **for 7 years;**
- train young people with the necessary communication, analytics and business skills for the implementation of their projects and ideas, as well as the development of social entrepreneurship;
- provide grants to the authors of the best ideas and projects;
- provide joint mentoring support both for the implementation of projects and for the possibility of building a career for participants.

Impact

Changing lives.. # of direct engagement **18000** students, more than **1000** applications.

80% of projects are sustainable.

2 mln awareness level:

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