

Ben Nguyen

Professor Niall McCarthy

ISDA 20C

Feb 22<sup>nd</sup>, 2025

### Cultural concerns and Accessibility

**Company Name:** Nike. **Website:** Nike.com

#### **#1: Cultural concern: Gender roles in Egypt.**

**Supporting statement:** PepsiCo's She Works Wonders program helps women in Egypt find jobs in fields like Sales and Supply Chain. However, many people in Egypt still believe certain jobs should only be done by men. This belief creates challenges for the program. While PepsiCo is working to change these ideas and help women break into new areas, these old gender roles continue to make progress difficult.

#### **#2: Cultural concern: Lack of access to opportunities for underserved groups.**

**Supporting statement:** PepsiCo's initiatives like Food for Good and the Impacto Business Accelerator support underserved communities and small businesses. But these programs don't always reach the most disadvantaged groups, especially those in rural areas. Despite PepsiCo's efforts to create positive change, there are still barriers that prevent the most marginalized from accessing the opportunities they need.

#### **#3: Cultural awareness: Helping small businesses in the U.S.**

**Supporting statement:** PepsiCo's Impacto Hispanic Business Accelerator provides valuable support to small businesses in the Hispanic community. By offering resources such as grants and training, PepsiCo helps these businesses grow. This reflects cultural awareness, as it supports groups that often face additional challenges in running and expanding their businesses.

**#4: Cultural awareness: Supporting female farmers in Turkey.**

**Supporting statement:** PepsiCo's partnership with Anadolu Meraları in Turkey helps female farmers develop new farming techniques. This effort highlights PepsiCo's commitment to supporting women, especially in areas like farming where men traditionally hold more opportunities. This program provides women with valuable skills and empowers them in a field that has been dominated by men.

**#5: Cultural concern: Limited reach of global philanthropy efforts.**

**Supporting statement:** While PepsiCo's global philanthropy projects, like those in Turkey, Mexico, and Egypt, aim to support local communities, the scope of these efforts may not always be enough. The company's initiatives might miss smaller, more remote communities that face unique challenges. As a result, PepsiCo's support may not always meet the specific cultural or local needs of every community.