



**[The Live Positively Collective](#) is an exciting new Europe-focused 'webazine' for Coca-Cola. Stranger Collective have been involved from the start, providing editorial consultancy and project management, as well as hitting on the perfect tone of voice, maximising SEO, and researching and writing all content.**

The website is a dynamic online space where people can discover, talk about and be inspired by the things people are doing to make the world a better place. It showcases some of the best stories on recycling, reusing, renewable energy, sustainable design, community initiatives and anything else having a positive impact on the world we live in.

The site launched with a special [Kenya-inspired music track](#) created by Solange Knowles, Chris Taylor and Twin Shadow, part of a unique 'donate to download' campaign that raised \$13,000 in the space of 10 days in aid of water access issues in Africa.

Due to the site's international reach, each story needs translating into six languages – so we've been working with our talented friends at [Anja Jones Translation](#). The Cornish connection doesn't stop there either; the clever web wizards at [Venn Creative](#) are also working to develop further functionality for site.