Our Approach

Most people have an **innate sense** of what it means to be treated with dignity and respect. But *formalized principles* and policies are important for defining common standards for human rights and ensuring they are upheld throughout an organization. In 2011, The Coca-Cola Company formally endorsed the United Nations Guiding Principles on Business and Human Rights, in which we committed to a due diligence process to help identify, prevent, mitigate and account for our human rights impacts. We also work with our bottling partners and suppliers to help them implement the UN Guiding Principles. Our dedicated Global Workplace Rights (GWR) group is charged with addressing global issues, identifying human rights risks throughout our value chain and developing easy-to-use due-diligence tools to help us identify and mitigate human rights risks. Under GWR’s leadership, we conducted a human rights value chain analysis, and we discuss priority governance of human rights issues with the Public Issues and Diversity Review Committee of our Board of Directors on an ongoing basis. In December 2014, we launched an updated Human Rights Policy that combines our 2007 Human Rights Statement, 2007 Workplace Rights Policy and 2012 Global Mutual Respect Policy. This unified document is guided by the principles expressed in the Universal Declaration of Human Rights, the International Labour Organization’s Declaration on Fundamental Principles and Rights at Work, and the UN Global Compact. The policy also references and is aligned with the UN Guiding Principles on Business and Human Rights. In February 2014, we published an enhanced set of requirements on Land, HIV/AIDS, Pregnancy and Non-Job Related Medical Testing, and Migrant Worker Recruitment and Employment Practices. By the end of the year, these requirements were incorporated into our social audits of suppliers. Additionally, we continue open dialogue and collaboration with an increasing number of stakeholders, focusing on transparency and speed of communication to demonstrate respect for human rights.

Our Progress

Achieving Compliance

Goal: By 2015, achieve and maintain, going forward, at least a 98 percent compliance level for Company-owned and Company-managed facilities upholding the standards set in our Human Rights Policy.

Progress: On track. As of December 31, 2014, 98 percent of our Company-owned facilities had achieved compliance with our Human Rights Policy. In 2014, we investigated 296 human and workplace rights complaints from our employees, down from 336 in 2013. In cases where claims are substantiated, we take corrective action.

Goal: By 2015, achieve at least 90 percent compliance with our Supplier Guiding Principles among independent franchise bottling partners and suppliers. By 2020, achieve at least 98 percent compliance with our Supplier Guiding Principles among independent franchise bottling partners and 95 percent compliance among our suppliers.

Progress: On track. As of December 31, 2014, 88 percent of our bottling partners and 90 percent of our direct suppliers had achieved compliance with our Supplier Guiding Principles. Audits are an important component of our human rights due-diligence process, which helps to identify, prevent and mitigate human rights risks. Each year, we arrange for more than 2,500 independent third-party audits to be conducted, and we have arranged over 19,000 audits since the program began.