

# REVIEWER EVALUATION [ROUND 1] – JOURNAL OF CRITICAL INCIDENTS VOL. 7

Critical Incident Title: Coca-Cola Company's Public Relations Nightmare

Reviewer #: 101

CRITICAL INCIDENT			
Criteria	Yes	No	Comments
Blind Memorandum addressing feedback from Annual Meeting is provided.	x		
Describes a provocative/interesting situation			Not sure
Focal point is a single decision point OR single descriptive event.		x	See attached comments
Hook is effective for catching the reader's interest.		x	
Introductory paragraph states the issue to be solved or analyzed.		x	
Incident is timely – focuses on a current issue.	x		
Incident is discipline relevant – focuses on an issue or event common to many organizations.	x		
Contains information students will need to make an informed decision or analyze the situation.		x	If Coke has been very active in diversity, that should be mentioned as part of the hook. You might have the link to the press release (earlier). Part of the CI the need of the organization to be continually making the case?
If you mark NO to the above, is there additional CI information identified as companion readings/industry notes OR information presented in the teaching note that would enhance the story contained in the CI?			See attached comments
Fosters student's use of their knowledge and skill.		x	
Figures and tables are relevant to the CI.			na
Figures and tables are clearly referenced in the body of the CI.			na
CI flows well and is easy to read.		x	
CI information accurately reflects a real situation.	x		
CI meets 3 page limitation	x		However, most of third page are references (see attached)
Free of grammar, punctuation, & spelling errors.	x		
Written in past tense	x		
OVERALL ASSESSMENT			
For each item, place a check mark in the appropriate column. For both 'minor' and 'major' revisions, provide specific recommendations that must be met in order for you to recommend publication.	No additional revisions are needed before a publication decision can be made.	Minor revisions are needed before acceptance decision can be made	Major revisions are needed before publication decision can be made.
Critical Incident:			x
Comments:			
See attached			

TEACHING NOTE			
Criteria	Yes	No	Comments
Critical Incident Overview identifying the salient points of the CI.		x	There is really nothing in C.I. about #3 exactly.
Critical Incident overview identifies courses in which the CI could be used.	x		
Critical Incident overview states whether the CI is decision or descriptive.		x	Which is it? You talk about what should the Coke people do but your revision says the LGBT is the hook.
List of learning objectives [what the student will be able to do] NOT teaching objectives.	x		but
Learning objectives are appropriate for the focus of the CI (e.g. are there higher order Bloom's Taxonomy verbs?). <b>If not, suggestions for improvement?</b>		x	Review Bloom's Tax. For example instead of Learn (#4) you could say Students will be able to analyze an organizational crisis in the media and construct (synthesis) a response.
Statement on whether or not the CI is disguised. If the later, states how.		x	From public documents
Overview of extent of the fieldwork conducted [if applicable]			Found confusing. If I were a student wouldn't I just go to the Coke page (see attached)
List of questions for students to answer.	x		Format is stilted. Q1 is not a question. Isn't it better to say something like "What is the immediate crisis Coke is facing with regard to the public protests?) with the follow-up (short/long)
Questions are appropriately rigorous for the stated learning objectives.		x	See above. Review Bloom
Restatement of each question with answer.	x		
Answers provide a substantial response, including use of applicable theories, formulas, laws, etc. [A non-expert could use the answers to assess the students' response]			Iffy here. For example, you did n't mention the New Coke PR problem. In that case (because of stakeholders) Coke changed. Compare and Contrast? Some of your options are already being done by Coke. See webpage attachment.
Developing responses to the questions will help students understand and/or apply concepts, theories, and techniques appropriate to the courses identified.		x	You need to revise this and look at the publication guidelines. I found this confusing.
General Discussion section [Is optional – contains class activities, class discussion points, etc.]		x	What is your experience doing this? Do you handout materials the prior class, etc.
Epilogue	x		
Additional Pedagogical Materials provided. If, yes, they are relevant to the desired learning.			Confusing
References are provided.	x		There are NO Coke links here (like to their diversity statements)
OVERALL ASSESSMENT			
For each item, place a check mark in the appropriate column. For both 'minor' and 'major' revisions, provide specific recommendations that must be met in order for you to recommend publication.	No additional revisions are needed before a publication decision can be made.         Minor revisions are needed before acceptance decision can be made         Major revisions are needed before publication decision can be made.		
Teaching Note:			x
Comments: This TN is confusing with regard to who the stakeholders are...there are multiple stakeholders, addressing that could make this very interesting. See additional attached comments.			

TEACHING NOTE			
Criteria	Yes	No	Comments
Should this Critical Incident with its Teaching Note be considered for the Best Critical Incident Award? ____ YES __x__ NO			

## Critical Incident (Reviewer 101)

I appreciate your responsiveness to the comments at the conference. However, you still have a ways to go. There is no hook. If the hook is now LGBT activist group then the TN and discussion should focus on what they do. The CI is still about Coca-Cola's actions. What is the hook? Is the hook still what Coca-Cola should do in this situation? At the very end you mention that they did a press release on the same day (August 28). Did this resolve anything? Did the protests continue? (you could read the comments at the press release site, see also attachment from an LGBT site).

Did the protesters interfere with business or traffic? (and risk arrest...if that is the focus)

The second paragraph in the intro is rough...check the guidelines (more on that later). There are too many quotes. It is confusing, you jump from Coca-Cola to Stephen Fry (he is gay was he part of the protest in Times Square?). Maybe saying some like this:

In addition to this protest, the media was filled with comments about the Sochi Olympics and LGBT rights (see gets you better transition).

I don't get the list of people who were chose to host by Coca-Cola...how is this relevant? It is off topic.

You have extra spaces between paragraphs.

The paragraph "Russia hosted..." has no relation to the CI. How are the landslides related to Coca-Cola or LGBT rights?

You continue with quotes. This is not what the balance of the CI should be.

It seems like the hook is your last sentence before the References (and you shouldn't have so many here). Look at the SCR Manuscript Guidelines...lose all the quotes, describe the situation (perhaps look at some previously published CIs) and put the references (or a majority of them) in the TN.

## Teaching Note

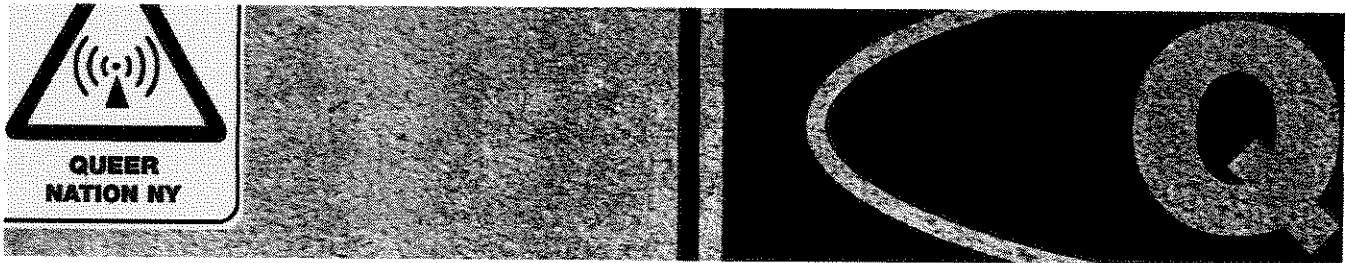
Look at the publication guidelines. Your format does not help the flow.

The TN material and the CI seem somewhat disconnected. You introduce Branding in the TN...is there anything in the CI that suggests a brand impact.

You should discuss student resistance to discussing LGBT issues...and be consistent. In the TN you say "Is the Gay issue or one of the other issues..." This comes across as insensitive. Depending on the college/university, students may be more or less sympathetic to the concerns of the LGBT community. In the TN you should address this.



- [Russian LGBT Support](#)
- [Why Boycott](#)
- [Stolichnaya: The Facts](#)
- [Tell Coke](#)
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**Coca-Cola Agrees with Queer Nation and RUSA LGBT, But...**

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**The Coca-Cola Company** has issued a statement in response to the **Queer Nation** and **RUSA LGBT #DumpCoke** demonstration held in Times Square today, Wednesday, August 28. LGBT groups gathered to protest Coke's sponsorship of the 2014 Winter Olympic Games in Sochi.

The statement by The Coca-Cola Company may be viewed by clicking [here](#).

**Queer Nation issued the following statement in response to The Coca-Cola Company:**

Coca-Cola made a horrendous error when it sponsored the 1936 Olympic Games in Nazi Germany. This company knows better and it must not sponsor any Olympic Games in Russia as long as Russia's anti-gay laws remain in force.

We also commend Coca-Cola for its Global Mutual Respect guidelines. Unfortunately, they are just that — guidelines. They are not binding. The guidelines close as follows:

"The Company reserves the right to amend this policy at any time. Nothing in this policy says or implies that a contract exists between the Company and its employees or that participation in this program is a guarantee of continued employment with The Coca-Cola Company."

Coca-Cola's U.S. non-discrimination policies and benefits packages are binding, and they are to be praised. That is why we demanded that Coca-Cola implement those policies worldwide.

The LGBT community has won respect on its own since the 1969 Stonewall Riots. What we demand is equality before the law in every nation around the world. Coca-Cola cannot provide that, but it can and must extend its non-discrimination policies and benefits packages to all of its employees around the world.

And so we reiterate our demands.

**Coca-Cola must:**

- Withdraw its sponsorship of the 2014 Winter Games in Russia.
- Release a statement in English and Russian that condemns workplace discrimination, harassment, and bullying directed at customers and employees based on gender identity and sexual orientation
- Publish and publicize its LGBT employment policies on its Russian website in Russian and on physical bulletin boards and websites at all Coca-Cola owned and operated facilities.

- Conduct periodic company-wide sensitivity trainings about its LGBT employment policies worldwide.
  - Institute a long-range policy to widely distribute its LGBT employment policies in human resources documentation and internal communications at all owned and operated facilities worldwide.
  - Require that all Coca-Cola bottlers, distributors and vendors implement LGBT employment policies as a condition of their contract with The Coca-Cola Company.
- - [#LGBT News](#)
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    - [#coca cola](#)
    - [#dump coke](#)
    - [#dump sochi](#)
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honesthardworkinghipsters • 2 months ago

I'm not sure the point of commending or praising Coke on ANYTHING in a press release! There were plenty of reasons to boycott Coca Cola before their support of the Olympics (visit <http://killercoke.org/>), and those reasons and conditions still exist today.

LGBT people should stand with their brothers and sisters being exploited by Coke throughout Latin America and not let their non-discrimination policy, domestic partner benefits, etc. excuse, or pinkwash, their awful, exploitative behavior in other aspects of the corporation.

Aside from that, publicizing Coke's "progressive" policies, non-discrimination or otherwise, is doing their PR dept's work for them, and I'm not sure it's strategically smart to winning over LGBT allies. We should be smearing Coke, their brand, and their practices rather than mincing words or appearing to present some balanced position.

Nothing about major corporations is balanced, and LGBT activists will find stronger solidarity by opposing them rather than working with them.

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ALSO ON QUEER NATION NEW YORK

WHAT'S THIS?

### Letter to Latvian LGBT Activists

0 comments • 10 months ago

AvatarArgaman — Why should the Latvian workers for the company suffer for what the company does in Russia?

### Queer Nation NY • Someone is spending a great deal of money to ...

1 comment • 4 months ago

AvatarstraightGrandmother — We need to double down.

### Queer Nation & RUSA LGBT Town Hall Meeting on Russia

1 comment • 9 months ago

Avatarlitebleu — Lets start a +NBC #boycottnbc. Only by getting to the sponsors of the winter Games will the ...

### Queer Nation NY • FOR IMMEDIATE RELEASE: NBC'S JOHNNY WEIR ...

1 comment • 5 months ago

AvatarSan Adalberto — There are always apologists for any act of injustice. They perform the useful function of ...

Queer Nation NY • For Immediate Release: NBC's Johnny Weir ...

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## Queer Nation NY



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FRONT PAGE &gt; OUR COMPANY &gt; HUMAN &amp; WORKPLACE RIGHTS

## Our Company

OVERVIEW

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GLOBAL MUTUAL RESPECT POLICY

SUPPLIER GUIDING PRINCIPLES S

## Human & Workplace Rights

By: The Coca-Cola Company

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Tags &amp; Topics: OUR COMPANY CAREERS



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An essential ingredient in every one of our products is our profound commitment to human rights and workplace rights. Respecting human and workplace rights is fundamental to our culture and imperative for a sustainable business. In our Company and across our system, we are working to make sure all people are treated with dignity and respect.

We consider human and workplace rights—as articulated in the United Nations Universal Declaration of Human Rights and the International Labour Organization's Declaration on Fundamental Principles and Rights at Work—to be inviolable. We take a proactive approach to respecting these rights in every workplace of The Coca-Cola Company, in our bottling system, in our supply chain and in the communities in which we operate.

In 2011, the UN Human Rights Council adopted the UN Guiding Principles on Business and Human Rights, which provide guidance for addressing the risk of adverse impacts on human rights linked to business activity. We formally endorsed those principles after working for several years with Professor John Ruggie, the former UN Special Representative for Business and Human Rights. His "Protect, Respect and Remedy" framework for respecting human rights in a business context, along with the UN Guiding Principles on Business and Human Rights, are now among our primary touchstones as we develop our own programs and practices.

According to the Principles, any company implementing respect for human rights in a corporate context must put three primary components into place:

- A policy commitment to meet the responsibility to respect human rights;
- A due diligence process to identify, prevent, mitigate and be accountable for human rights abuses; and
- Processes to enable the remediation of any adverse human rights impacts the Company causes or to which it contributes.

We are implementing all three of these components in our Company and are working with our bottling partners and suppliers to help them implement the Principles as well.

The foundation of our approach lies in four key documents: Our Human Rights Statement; our Workplace Rights Policy; our Supplier Guiding Principles; and our Global Mutual Respect Policy, which we introduced in 2012 (please see below).

All four documents are consistent with the United Nations (UN) and International Labour Organization (ILO) declarations. Together, they describe our high standards and expectations, addressing such subjects as freedom of association, forced labor, child labor, discrimination, hours of work, safety, workplace security, and community and stakeholder engagement. Our Human Rights Statement, our Workplace Rights Policy and our Global Mutual Respect Policy apply to all entities in which The Coca-Cola Company owns a majority interest. Many of our larger bottling partners have their own human rights policies.

For several years, we have undertaken the complex work of ensuring that our entire business system and supply chain align with our policies. We expect our Company, our bottling partners and our suppliers to avoid causing, or contributing to, adverse human rights impacts as a result of business actions and to address such impacts when they occur. Furthermore, our Company, bottling partners and suppliers are also responsible for preventing or mitigating adverse human rights impacts directly linked to their operations, products or services by their business relationships.

To meet these expectations, our Company, bottling partners and suppliers are incorporating processes for identifying, preventing and mitigating their impacts on human rights. Additionally, all are required to implement a process for remediation of any adverse human rights impacts they cause or contribute to.

Our efforts to promote respect for human rights across the Coca-Cola system and throughout our supply chain are being recognized. In January 2011, Calvert Investments, Inc., announced that we met its "environmental, social and governance criteria as a result of clear progress in labor and human rights." For more information, read Calvert's analysis of our progress.

**Related Links:**

Human Rights Statement  
Workplace Rights Policy  
Global Mutual Respect Policy  
Supplier Guiding Principles  
Human Rights Screensaver

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Listen to our latest artist-curated playlist on @Spotify from R&B superstar @Iamkelis (plus a Q&A!) <http://t.co/7HeprMQyi7> ^MP

May 22, 2014 10:16:06 AM

**@COCACOLACO**

Overcoming Social Stigmas: 5 tips of advice from pageant queen @KrystianSScars <http://t.co/FoP6prw1T> #CokeJourney #culture ^MP

May 22, 2014 8:20:03 AM

**@COCACOLACO**

WATCH: @WorldofCocaCola welcomes summer w/ a new short film that captures "Moments of Happiness" <http://t.co/SAzVBLMH57> #CokeUnbottled ^MP

May 21, 2014 6:55:05 PM

**@COCACOLACO**

The future of wearable happiness is bright. 3 ways to wear happiness using tech <http://t.co/Qt8ltsvcvB> #CokeJourney #innovation ^MP

May 21, 2014 3:09:07 PM

Country (Global) ▼

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Gay rights



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### Gay rights

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#### National Coming Out Day: A Personal Story from Inside Coca-Cola [Updated with Video]

Unbottled | Oct 11, 2012

Tags &amp; Topics BUSINESS

Today is National Coming Out Day, a day each year that celebrates coming out as Lesbian, Gay, Bisexual and Transgender. The origins of NCOD started on Oct. 11, 1987, when half a million people...

#### As Inclusive as Our Brands

Unbottled | Nov 28, 2012

Tags &amp; Topics BUSINESS

The Coca-Cola Company has partnered with the Human Rights Campaign (HRC) – the nation's largest LGBT civil rights organization – for several years for advice on continuing leadership in the field of...



#### Opinion: Maria Shriver on the Female Face of Poverty

Stories | Jan 12, 2014

Tags &amp; Topics COMMUNITY JOBS SUSTAINABILITY

OPINIONS

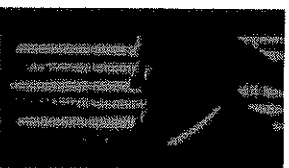
Let me state the obvious: I have never lived on the brink. I've never been in foreclosure, never applied for food stamps, never had to choose between feeding my children or paying the rent, and never...



#### Human and Workplace Rights

Stories | Oct 22, 2013

An essential ingredient in every one of our products is our profound commitment to human rights and workplace rights. Respecting human and workplace rights is fundamental to our culture and...



#### An Inclusive World

Unbottled | Feb 27, 2014

Tags &amp; Topics BUSINESS

Recently, legislation in some states in the United States was proposed that we believe is discriminatory against gay, lesbian, bisexual, and transgender (LGBT) people and others. As a believer in an...



#### TCCC Again Wins Perfect Rating in HRC's Corporate Equality Index

Company Articles | Dec 9, 2013

The Coca-Cola Company again received a 100 percent rating from the Human Rights Campaign based on an in-depth analysis of our workplace policies and practices for lesbian, gay, bisexual and...



### As Inclusive as Our Brands: Coke Again Earns Perfect Rating in HRC's Corporate Equality Index

Company Articles | Nov 16, 2012

Tags & Topics   SUSTAINABILITY   BUSINESS   COMMUNITY

The Coca-Cola Company again received a 100 percent rating from the Human Rights Campaign based on an in-depth analysis of our workplace policies and practices for lesbian, gay, bisexual and...



### Coca-Cola Earns Perfect Rating in HRC's Corporate Equality Index for Sixth Straight Year

Company Articles | Dec 13, 2011

Tags & Topics   BUSINESS

The Coca-Cola Company again received a 100 percent rating from the Human Rights Campaign (HRC) for our workplace policies for lesbian, gay, bisexual and transgender (LGBT) associates. The nation's...

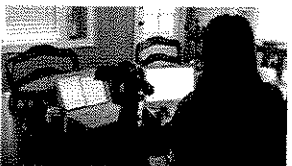


### Activity in Europe and Beyond: We Know The Challenge

Unbottled | Nov 1, 2013

Tags & Topics   HEALTH

We know the challenge. We know that multi-sector approach and commitments are needed to create motivation for change and impact. We have to act upon this challenge and knowledge! Governments,...



### Investigating a Hot Trend: Digital Dating

Unbottled | Apr 8, 2014

Tags & Topics   CULTURE   INNOVATION

This blog post is the "back story" to student contributor, Emily Curt's Journey article: Finding Your Match: There's an App for That! met someone in Switzerland. We said hi, did the usual...

### Sochi Olympics Sponsorship

Company Statements | Aug 28, 2013

Updated Dec. 10, 2013As one of the world's most inclusive brands, we value and celebrate diversity. We have long been a strong supporter of the LGBT community and have advocated for inclusion...



### Diversity Councils and Business Resource Groups

Diversity | Dec 29, 2011

Tags & Topics   SUSTAINABILITY   COMMUNITY   OUR COMPANY

Through reporting, diversity advisory councils, diversity roundtable discussions with associates and Business Resource Groups, we are working to implement and maintain programs that help assure our...



### Our Progress

Diversity | Apr 23, 2014

Tags & Topics   SUSTAINABILITY   COMMUNITY   OUR COMPANY

One measurement of our commitment to diversity is how we are seen in the eyes of others. No. 33 ranking on DiversityInc's Top 50 Companies for Diversity for 2014 (April 2014)The Coca-Cola Company...



### Opinion: Taking Global Action to Fight Hate

Stories | Mar 21, 2013

Tags & Topics   SUSTAINABILITY   OPINIONS



In an unprecedented move, two women from the U.S. Department of State catalyzed a youth movement that was later adopted by the London 2012 Olympic Games. Farah Pandith, Special Representative for...



Welcome to Cricket Capital, USA

Stories | Mar 14, 2014

Tags & Topics   SPORTS   CULTURE

On this side of the pond, "cricket" is associated with backyard chirping or Disney's Jiminy. But in a suburb of Miami/Ft. Lauderdale, the term is quickly becoming part of the everyday...

COCA-COLA ON SOCIAL



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213,665  
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477,090  
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520,994  
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3,058,125  
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PHOTOS



155,756  
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- The Kitchenn
- My Stiletto Life
- A Thousand Threads
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- Social Nerdia
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- Cooking With Amy
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- Business
- Food
- History
- Innovation
- Jobs
- Culture
- Sports
- Sustainability

BRANDS

- Coca-Cola
- Coca-Cola Zero
- DASANI
- Diet Coke
- Fanta
- glacéau vitaminwater
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THE COCA-COLA COMPANY

- 2012/2013 Sustainability Report
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- U.S. Safe Harbor Privacy Policy

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates.

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diversity



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#### CONTENT TYPE

- ARTICLE (389)
- BLOG POST (74)
- DOWNLOADABLE IMAGE FILE (41)
- VIDEO (25)
- IFRAME ARTICLE (12)
- THIRD PARTY ARTICLE (8)
- BRAND (2)
- DEBATE (1)

#### TOPICS

- COMMUNITY (352)
- SUSTAINABILITY (296)
- BUSINESS (101)
- ENVIRONMENT (71)
- HEALTH (68)
- CULTURE (53)
- JOBS (49)
- BRANDS (48)
- SPORTS (47)
- HISTORY (29)
- INNOVATION (25)
- FOOD (7)
- ENTERTAINMENT (4)
- SUSTAINABILITY REPORT (2)

#### TAGS

- OUR COMPANY (40)
- OPINIONS (21)
- COKE MUSIC (10)
- CAREERS (9)
- COMPANY STATEMENT (9)
- INVESTORS (6)
- COMING TOGETHER (4)
- EKOCENTER
- PARTNERSHIP (4)
- LEADERSHIP (3)
- PRESS CENTER (2)
- LEADERSHIP VIEWPOINTS (2)
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diversity



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### Coca-Cola Advances on DiversityInc's Top 50 Companies for Diversity Ranking

Stories | Apr 23, 2014

Tags &amp; Topics BUSINESS JOBS SUSTAINABILITY

The Coca-Cola Company ranked No. 33 on DiversityInc's Top 50 Companies for Diversity for 2014, up five spots from 2013. This marks the company's 12th consecutive appearance on the list. More than...



### Diversity Education & Training

Diversity | Dec 28, 2011

Tags &amp; Topics SUSTAINABILITY COMMUNITY OUR COMPANY

Ongoing diversity training is critical to the advancement of our ongoing journey. Our various diversity education programs efforts have moved from minimizing conflict to strengthen our ability to...



### Supplier Diversity

Suppliers | Jan 1, 2012

Tags &amp; Topics OUR COMPANY

At The Coca-Cola Company, diversity is business. We believe our supplier base should represent our diverse customer and consumer base. For the past three decades, The Coca-Cola Company has been...

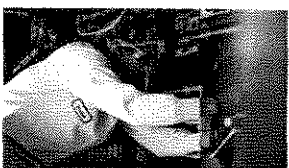


### Global Diversity Mission

Diversity | May 15, 2014

Tags &amp; Topics SUSTAINABILITY COMMUNITY OUR COMPANY

The Coca-Cola Company's global diversity mission is to mirror the rich diversity of the marketplace we serve and be recognized for our leadership in Diversity, Inclusion and Fairness in all aspects...



### Diversity Councils and Business Resource Groups

Diversity | Dec 29, 2011

Tags &amp; Topics SUSTAINABILITY COMMUNITY OUR COMPANY

Through reporting, diversity advisory councils, diversity roundtable discussions with associates and Business Resource Groups, we are working to implement and maintain programs that help assure our...

### Hispanic Publications Honor Coca-Cola for Diversity

Press Releases | Sep 16, 2011

Tags &amp; Topics SUSTAINABILITY BUSINESS COMMUNITY

At The Coca-Cola Company, diversity is one of seven core values, along with leadership, passion, integrity, collaboration,

VISION & STRATEGY (1)  
 BALANCED LIVING (1)  
 2013 WATER  
 STEWARDSHIP &  
 REPLENISH REPORT (1)  
 2020 ENVIRONMENTAL  
 GOALS PRESS KIT (1)  
 FIFA WORLD CUP TROPHY  
 TOUR (1)  
 DEBATES (1)  
 PASSOVER (1)  
 DATE  
 TODAY (1)  
 POST WEEK (4)  
 POST MONTH (35)  
 POST YEAR (267)

quality and accountability. And now two influential Hispanic business...

#### Public Issues and Diversity Review Committee Charter

Corporate Governance | Jan 1, 2012

Tags & Topics INVESTORS

Purpose The Committee is established by the Board to aid the Board in discharging its responsibilities relating to the Company's positions on corporate social responsibility and public issues of...



#### Coca-Cola Named Among 'Top 50 Companies for Diversity'

Company Articles | Apr 24, 2013

The Coca-Cola Company was named one of DiversityInc's "Top 50 Companies for Diversity" for 2013, an honor received for 11 consecutive years. We were ranked 38th, up from 46th last year. DiversityInc...



#### Black Enterprise Honors Coca-Cola's Commitment to Diversity

Stories | Jul 18, 2012

Tags & Topics SUSTAINABILITY COMMUNITY

As a global corporation, The Coca-Cola Company has a strong commitment to diversity and has won several awards recognizing its efforts to build a truly diverse workplace. And for the eighth...

#### Helping Businesses Grow: Coca-Cola's Supplier Diversity Program

Stories | Jan 1, 2012

Tags & Topics OUR COMPANY

Harris & Ford, LLC, an African-American-owned company engaged in sourcing and distributing specialty products to a variety of industries, was established in 1994. By 2002, the business totaled 20...



#### Coca-Cola Recognized by LATINA Style, HispanicBusiness for its Diversity Efforts

Company Articles | Sep 12, 2012

Tags & Topics SUSTAINABILITY COMMUNITY

Two top Hispanic business magazines continue to recognize The Coca-Cola Company's diversity strategies in the U.S. Coca-Cola was named among HispanicBusiness Media's HispanicBusiness 2012 Diversity...

#### The Coca-Cola Company Announces Terrez Thompson as Vice President of Global Supplier Diversity

Press Releases | Jul 17, 2012

Thompson to Lead Annual "Partners in the Promise" Awards ATLANTA, July 17, 2012 - The Coca-Cola Company has announced its new Vice President of Global Supplier Diversity, leading a...



#### Del Valle

Brands | Oct 17, 2012

Del Valle Brand has its roots in Latin America and recently joined our 'billion' dollar brand status within The Coca-Cola Company portfolio of brands. It has a diverse juice line up ranging from 100%...



#### FUZE

Brands | Oct 17, 2012

FUZE® is reinventing the juice drink experience with its line of flavored beverages that blend together the goodness of diverse fruity flavors and nutritional ingredients. The new and improved...



#### Press Kit: Annual Meeting of Shareowners

Press Center | Apr 24, 2013

'I Like to Bet on Sure Things' Warren Buffett On Why He'll Never Sell a Share of