**Corporate Ethics Analysis Worksheet**

Student:

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Industry/Company:

Coca-Cola

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| What are some general ethical issues that relate to this industry? | Some general ethical issues relating to this company is consumer health issues such as obesity and diabetes and also pollution in surrounding communities where the factories are located |
| What is the company mission statement?   * Does it have any implications for ethics? | “To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions. To create value and make a difference.” – Yes, it does have implications for ethics because it mentions creating value and making a difference. |
| What has the CEO or other senior executives stated publicly that could relate to ethics?   * When? * Who was the audience? |  |
| Who is responsible for managing the ethics program?   * Name and title * Do they appear to have a senior or middle management position with the company? |  |
| Is the ethics code easily accessible from the corporate homepage?   * What section of the website is it under? * Is it easy to read and navigate? * Who does it apply to? * When was it last updated? * Is it available in multiple languages? If not, should it be? | It wasn’t very easy for me to find the ethics code directly from their homepage, I had to manually search it at the search bar and one thing I noticed is that their ethics code is called the “Business Code Of Conduct”, which I found very interesting because the word “Ethics” isn’t even directly in the title.  Their ethics code is under the “investors” section of the website and I found it really easy to read and navigate, they have really organized sections and table of contents, so you can click to whatever section you like to read.  On the website, it states: “Our Code of Business Conduct serves to guide the actions of our employees consistent with our Company values. The Code helps our people do the right thing and play by the rules wherever we operate around the world.” So, the code of business conduct is essentially for the employees to read so that they can perform tasks accordingly to the company’s values.  It was last updated on February 12, 2018 and the code of business conduct is available in 19 different languages. |
| What topics are included in the ethics code? | Topics that are included in the ethics code are: Be Aware, Protect what is ours, Demonstrate accountability, Deal fairly with others, Care for our communities, Ethics and legal resources |
| What topics in the code are unique to this company/industry? | I think that a topic in the code that is unique to this company is the “protect what is ours” topic because it specifically talks about protecting non-public information, safeguarding company assets, maintaining accurate records and preventing money laundering which not all companies have this section in their ethics code. |
| What other topics do you think should be included in their ethics code? | I think they should include a topic regarding employees like how every employee should be treated fairly and state a no discrimination and no sexual harassment policy. |
| Does the code include hypothetical ethical situations relevant to employees? If so, provide an example. | Yes it does, for example, under the “Deal Fairly with Others” section, it states: “Be careful at conferences and trade shows. Do not discuss or exchange information with competitors (or potential competitors) about topics such as pricing, costs, terms or conditions of sale, market segments, clients or marketing strategies. If a discussion turns to a competitively sensitive subject, stop the conversation, remove yourself from the situation and immediately report the incident to Company legal counsel.” |
| Does the company offer ethics training?   * What format? * What frequency? | According to the website, the company does offer a variety of ethics and compliance training courses to associates worldwide and this is administered by the Ethics & Compliance Office. --- That’s pretty much all the information I could find on their ethics training, there isn’t really a specific detailed training program listed on the website therefore I’m unsure of the format but it did state that associates worldwide receive this training so the frequency is pretty large. |
| What is the company’s process for reporting ethical issues? | The company has an “EthicsLine” which is a reporting service that’s administered by a third party which employees can use to report any ethical issues. |
| Are there any current ethical issues in the news (prior 12 months)? | There are no current ethical issues in the news regarding this company in the past 12 months |
| What ethical issues has the company faced in the past? | The company, being one of the top globally known company has gone through a lot of ethical issues in the past. For example, in 1999, they paid a hefty fee to settle a racial discrimination lawsuit due to the unethical actions of abusing worker’s rights and raical worker discrimination in the company whereby they didn’t have equal pay due to race. Another ethical issue Coca-Cola faced was only 3 years after the racial discrimination lawsuit when a Coca-Cola executive Matthew Whitley, filed a whistle-blowing suit against the company for fraud against the Burger King issue. The company has gone through many other ethical issues in the past which are too many to list in this box but these two are just some of the major ones that ended up in big lawsuits in which affected the company in a major way. |
| Have the company earned recent recognition for their ethics?   * Ethisphere? Other sources? * Have they been recognized in the past? * Which of their competitors is ranked on Ethisphere’s most ethical list? | According to their website, the Coca-Cola foundation has given back more than $1 billion to communities worldwide and a $2 million grant to support the youth development programs. Not only that, they also have scholarship programs whereby they give scholarships to high school students who apply for them. The company has also donated towards efforts including water stewardship, women’s economic empowerment and disaster relief in 2017.  Ethisphere recently wrote an article about Coca-Cola’s Global Ethics and Compliance Program and talked about the event that it hosted at their headquarters regarding ethics.  Pepsico, which is one of Coca-Cola’s main competitors, is ranked on the Ethiphere’s most ethical list whereby Coca-Cola isn’t on the list. |
| Your overall assessment of their ethics program (Include supporting details)   * What improvements or changes would you suggest? * How does their Ethics program influence your overall perception of the company? | Overall, I think that their ethics program is pretty |
| Other comments | I think that being one of the most well-known companies in the world, Coca-Cola has gone through their fair share of ethical issues and have faced the consequences for them and have redeemed themselves by emphasizing more on ethics these past years. |
| List sources referenced | <https://www.coca-cola.co.uk/about-us/mission-vision-and-values>  <https://www.coca-colacompany.com/investors/code-of-business-conduct>  <https://coca-colaglobalisation.weebly.com/ethical-issues.html>  <https://www.ukessays.com/essays/business/the-coca-cola-company-struggles-with-ethical-crises-business-essay.php>  <https://www.coca-colacompany.com/stories/the-coca-cola-foundation-announces-1-billion-giving-milestone>  <https://www.coca-colacompany.com/stories/2017-giving-back>  <https://www.worldsmostethicalcompanies.com/honorees/?fwp_industry=food-beverage-agriculture> |