



Red Bull

Locations: California (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

DESCRIPTION:

Red Bull often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Red Bull occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Red Bull was a member of the Global Alliance for Responsible Media, which aims to demonetize advertisements and suppress content that "vilifies" individuals based on sexual orientation and gender identity, discusses "debated social issues in a negative or partisan context" or spreads "hate speech" (1)(2)(3). However, it has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (4).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. N/A

Red Bull does not publish charitable giving guidelines (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

Red Bull does not provide viewpoint protections for its employees (1)(2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk

Red Bull hosted Renaissance One, an event in support of LGBTQ causes (1). Red Bull regularly uses its reputation to promote

LGBTQ Pride (2)(3). Otherwise, there are no publicly known cases of Red Bull using its reputation to advance ideological causes or policies (4).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

Red Bull was a member of the Global Alliance for Responsible Media (1)(2)(3). Otherwise, there are no publicly known cases of Red Bull using corporate funds to advance ideological (4).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

Red Bull does not operate a PAC at this time and has not lobbied for ideological purposes (1)(2)(3).

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