



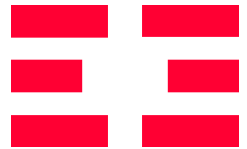
## Coca-Cola (Coke)

Subsidiaries: Minute Maid, Sprite

Locations: Georgia (HQ)

Industries: Food Beverage and Tobacco

### RISK LEVEL:



High Risk

### DESCRIPTION:

Coca-Cola Co. has demonstrated a willingness to terminate relationships with organizations based on ideology and required unconstitutional diversity mandates from vendors and suppliers. Coca-Cola scored a 100 on the 2023 Corporate Equality Index

(CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Coca-Cola increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Coca-Cola forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Coca-Cola is part of GARM. The company is a founding member of PGLE, a corporate partner of the NGLCC, and pledged \$4 million to BLM and related causes. Coca-Cola denounced local legislative efforts to reform election security and protect the unborn and will not give to faith-based charities. Coca-Cola is a signatory of the Business Roundtable's 2019 Statement on the Purpose of Corporation, which promotes stakeholder capitalism, and is committed to carbon neutrality by 2040. Coca-Cola donated to the Equality PAC and lobbies for ideological purposes. For these reasons, Coca-Cola Company receives a High Risk rating.

### Corporate Weaponization

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

*Coca-Cola terminated its relationship with the American Legislative Exchange Council in 2012 after Color of Change boycotted the organization (12)(3)(4). Coca-Cola received a score of 100 on 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (5)(6)*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** **High Risk**

*Coca-Cola RC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).*

**Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.**

**High Risk**

Coca-Colaindicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Coca-Cola also sent out a letter to all of its law firms demanding that they meet its demands for at least 30% of billable hours going to “diverse” hires (34). Coca-Cola does not provide viewpoint protections for its employees (5).

## Corporate Governance and Public Policy

**Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression.** **High Risk**

Coca-Colang indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. 3)(4)(5). The company signed an open letter in support of the Equality Act, and opposed SB202 (6)(7)(8). Coca-Cola also denounced the Religious Freedom Restoration Act legislation in Georgia in 2016 and the heartbeat bill in 2019 (9)(1011)(12). Coca-Colais a Ceres Network Member, committed to net zero carbon emissions by 2040 (13)(14).

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

Coca-Colaindicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Coca-Cola pledged \$4 million to the Black Lives Matter movement and related causes, including the Anti-Defamation League (3)(4)(5). The company is a member of the Global Alliance for Responsible Media (6)(7)(8). Coca-Cola donated to GLAAD and is a corporate partner of the NGLCC (9)(10). The company is a founding member of the PGLE (11).

**Uses corporate political contributions for ideological, non-business purposes.**

**High Risk**

Coca-Colaindicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Coca-Cola3)(4)(5).

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