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# BOYCOTT COCA-COLA



## WHAT IS COCA COLA ?

**Coca Cola Company**  
**Atlanta**  
**Plaza Atlanta**  
**GA30313**

**Coca Cola Italia s.r.l.**  
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It is an American multinational company founded in 1891. It is by far the most valuable logo in the world.

The eighth food industry in the world, it has subsidiaries in more than thirty countries and it produces 300 different trade marks available in 200 countries. It makes almost US\$20 millions (2001) and together with Cola Cola Enterprises, it gives employment to 56.000 workers (2002).

In Italy it controls 55% of the soft drink market and 85% of the colas. It produces, bottles and sells through various subsidiaries and companies. The largest one is Coca Cola Bevande Italia S.p.A., which makes 613 millions Euros in provides work to almost 2.500 workers.

Coca Cola Italia s.r.l. instead, takes care of the advertisement and marketing areas.

## WHAT DOES COCA COLA SELL IN ITALY ?

All soft drinks like **Coca Cola, Fanta, Sprite, Ice Lemon, Powerade, Minute Maid, Kinley, Beverly, Bonaqua.**

## WHAT IS COCA COLA DOING ?

IN COLOMBIA IT IS ACCUSED OF **VIOLATING HUMAN RIGHTS**, BLAMED FOR **8 MURDERERS**, IN ADDITION TO VARIOUS **KIDNAPPINGS, FORCED DISPLACEMENT, FALSE CHARGES AND THREATENING** AGAINST THE **WORKERS**, IN ORDER TO ANNIHILATE THE UNION!

Among all the unionists killed worldwide, 80% are killed in Colombia. In Colombia, between 1991 and 2002, paramilitaries have killed 1925 unionists and among these, 64 have been murdered in 2003. In this dramatic scenario of a civil war started the first half of the 1960s, the paramilitary groups AUC (Autodefesas Unidas de Colombia, legalized in 1994 by the present President of the Republic, Alvaro Uribe Velez) appeared in the second half of the 80a have been characterized by an outbreak of the conflict.

Starting from the 90s, terrorism aims at expelling the population from strategic territories (i.e. natural resources, mining sector and exploitation of hydrocarbon, by means of murderers and forced *desplazamientos*). It also aims at annihilating any social opposition, with the accusation of being terrorist organizations (in particular, Unions and ONGs that protect human and social rights, in favour of the multinational corporations. Particularly, SINALTRAINAL, Union of the Coca Cola and Nestlé bottling subsidiaries, counts for 14 killed managers, 2 banished people, 48 evacuated and 2 "desaparecidos" in the last 10 years.

In July 2002, SINALTRAINAL has formally accused Coca Cola, at the Court of the Southern District in Florida, of killing 8 people, kidnappings, forced displacement, false accusations and intimidations and has promoted against

the giant of Atlanta, a public lawsuit (audiencia pública popular) and a boycott campaign. On 31 March 2003 the Supreme Court Judge in Florida, deemed that SINALTRAINAL provided enough evidence to begin criminal proceedings against Coca Cola bottling subsidiaries, of which the multinational corporation (Coca Cola) owns 40%.

They appeared against the Judge's decision, who rejected the lawsuit against Coca Cola Company in Atlanta and Coca Cola Colombia.

### **THIS IS NOT EVERYTHING...**

- **UNION REPORTS:** the organization's policy is to hire the least number of workers, using bottling companies by temporary contracts, and imposing very bad working conditions. For example, in Colombia 90% of the workers have temporary contracts and make 80 Euros per month. In spring 2000 in the United States, Coca Cola had to compensate 2200 Afro-American workers because of racial discrimination in hiring and promoting. Between 1997 and 2002, again in the United States, it had to pay a fine of US\$447.000 due to 1,115 violations of work safety issues. In March 2003 Coca Cola's workers have reported the company's behaviour against the Unions in its facilities in Colombia, Panama, Pakistan and Russia. In 2004 it will eliminate 900 working positions in Asia.
- **JUVENILE WORK:** just before the France 1998 World Championship, Corriere della Sera reported that the balls distributed by Coca Cola for advertisement, had been hand-sewn by children in India and Pakistan.
- **ENVIRONMENTAL IMPACT:** in promoting the sale of soft drinks in tin and plastic it contributes to the production of tons of waste and favours aluminium consumption with devastating consequences in the mining places. Furthermore, production requires a lot of water and releases polluting water and land. For example, in 2002, in Plachimada (Kerala – India), people protested because Coca Cola's bottling plants were depriving them of water and polluting the groundwater. On 17 December 2003, the local Court ordered Coca Cola to stop water shortages. In November 2002, the Indian Supreme Court accused Coca Cola of disfiguring the Himalaya rocks with advertisement signs damaging the ecosystem.
- **IRRESPONSIBLE SALES:** Aspartame, used in diet products like Coca Cola Light, may cause cerebral damage especially in children. The high consumption of Coca Cola and other soft drinks, due to irresponsible advertising that has a strong impact on young kids, may cause diabetes and obesity. In June 1999, after many cases of intoxication, all soft drinks produced by Coca Cola, have been withdrawn from the market in Belgium, France and Luxemburg. Other Coca Cola products have been withdrawn from the market both in Poland in 1999 (mineral water) and in USA between 2000 and 2002 (Minute Maid juices). Finally, according to Greenpeace, it releases in the market products containing GMO .

## **REFERENCES**

GUIDA AL CONSUMO CRITICO – CENTRO NUOVO MODELLO DI SVILUPPO – EMI - 2003	<i>It's the main book about company's behaviour</i>
<a href="http://www.cokewatch.org">www.cokewatch.org</a> <a href="http://www.killercoke.org">www.killercoke.org</a>	<i>Web site of american associations that are currently boycotting coca-cola</i>
<a href="http://www.sinaltrainal.org">www.sinaltrainal.org</a>	<i>SIndicato NAcional de TRAbajadores de la INdustria de Alimentos</i>
<a href="http://www.nococacola.info">www.nococacola.info</a>	<i>REBOC - Italian web site of coca-cola boycott campaign</i>
<a href="http://www.caja.org/campaigns/coke/">www.caja.org/campaigns/coke/</a>	<i>COmmunity Action for Justice in the Americas</i>
<a href="http://www.boicottaggi.it">www.boicottaggi.it</a>	<i>COmmittee Change the Sponsor, Italian group of activist working at boycott campaign</i>