

# An Analysis of Coca-Cola's DEI

By Megan Perry

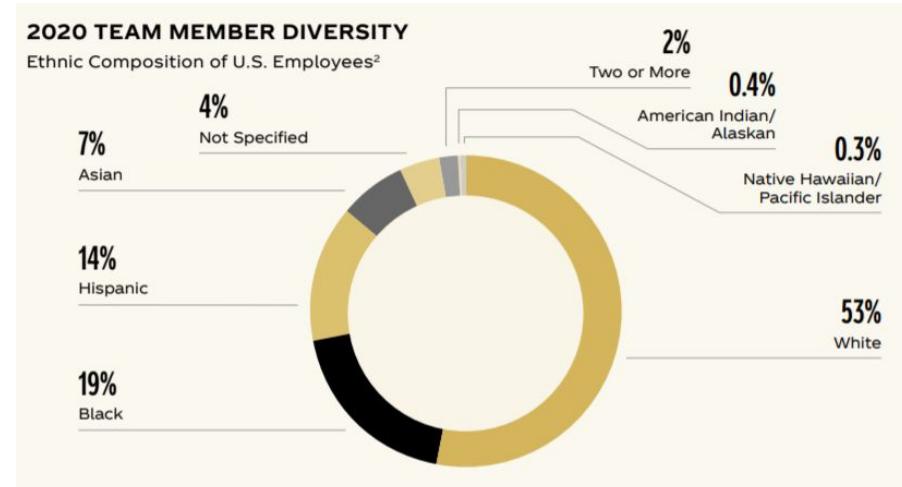
# Notable Initiatives

- 2020 joined The Valuable 500
  - Create inclusion for all, support equality
- 2021 founding member of World Economic Forum's Partnering for Racial Justice in Business Initiative
  - Result of George Floyd's death
  - Institute long-lasting change (Forbes)
- Have employee inclusion network groups
  - Enhance ability to recruit, retain, engage and develop diverse talent
  - Diverse voices and sounding board for initiatives

# Initiative Analysis

## Target Audiences:

- Valuable 500: current and future disabled employees
- World Economic Forum: current and future diverse employees
- Inclusion Networks: employees who want to be heard



Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

# My Analysis

## Effectiveness:

- Valuable 500: ensure workplace is accessible
- World Economic Forum: set an example and set precedents
- Inclusion Networks: ensure what corporation is doing is working

## Alternatives/Additions:

- Training by company officials, not outsiders
  - “Confronting Racism” training scandal

## COCA-COLA RACIAL EQUITY PLAN BY THE NUMBERS

### PEOPLE



**12** MONTHS

to embed diversity, equity and inclusion into our systems and processes

**100%**

of employees will have access to diversity, equity and inclusion curriculum.

**3** CHANNELS

for ongoing reporting of our diversity and pay equity data, including our Business & ESG Report, publicly sharing the information we submit to the EEOC, and content posted to our company website [coca-colacompany.com](http://coca-colacompany.com)

### COMMUNITIES



**\$500M**

earmarked for increasing spending with Black-owned businesses over the next **5 years, more than double** the company's current spend

**\$5.64M**

in grants, donations and employee matching programs in response to social justice causes from The Coca-Cola Company and The Coca-Cola Foundation throughout **2020**

**3** STATES

where we are advocating for the passage of hate crimes legislation

# Thank you, questions?

# References

Forum, W. E. (2021, January 25). How companies can accelerate racial justice in business. *Forbes*. Retrieved October 2, 2021, from <https://www.forbes.com/sites/worldeconomicforum/2021/01/25/how-companies-can-accelerate-racial-justice-in-business/?sh=4da0f07b39b2>.

Patkin, A. (2021, March 2). Fact check: Coca-Cola CEO did not insult customers who were launching boycott. *USA Today*. Retrieved October 2, 2021, from <https://www.usatoday.com/story/news/factcheck/2021/03/02/fact-check-coca-cola-ceos-alleged-insult-conservatives-false/6872079002/>.