At The Coca-Cola Company, our commitment to respect human rights extends across all aspects of our business conduct, including the ways we interact with suppliers, colleagues, customers, consumers and communities. This commitment is foundational to the success of our Company, and we work diligently to uphold the fundamental principles of international human and workplace rights everywhere we operate.

**Highlights**


- Enhanced our Supplier Guiding Principles to include a prohibition on fees for employment, and enhanced our social auditing to include expanded testing for forced labor and land rights.

- Exceeded our 2014 goal of 89 percent of our direct suppliers achieving compliance with our Supplier Guiding Principles.

- Conducted two country-level human rights due diligence studies focused on land rights, child labor and forced labor, on the way to our goal of studies in 28 countries by the year 2020, in accordance with our agreement with Oxfam.
Our Approach

Most people have an innate sense of what it means to be treated with dignity and respect. But formalized principles and policies are important for defining common standards for human rights and ensuring they are upheld throughout an organization.

In 2011, The Coca-Cola Company formally endorsed the United Nations Guiding Principles on Business and Human Rights, in which we committed to a due-diligence process to help identify, prevent, mitigate and account for our human rights impacts. We also work with our bottling partners and suppliers to help them implement the UN Guiding Principles.

Our dedicated Global Workplace Rights (GWR) group is charged with addressing global issues, identifying human rights risks throughout our value chain and developing easy-to-use due-diligence tools to help us identify and mitigate human rights risks.

Under GWR’s leadership, we conducted a human rights value chain analysis, and we discuss priority governance of human rights issues with the Public Issues and Diversity Review Committee of our Board of Directors on an ongoing basis.

In December 2014, we launched an updated Human Rights Policy that combines our 2007 Human Rights Statement, 2007 Workplace Rights Policy and 2012 Global Mutual Respect Policy. This unified document is guided by the principles expressed in the Universal Declaration of Human Rights, the International Labour Organization’s Declaration on Fundamental Principles and Rights at Work, and the UN Global Compact. The policy also references and is aligned with the UN Guiding Principles on Business and Human Rights.

In February 2014, we published an enhanced set of requirements on Land, HIV/AIDS, Pregnancy and Non-Job Related Medical Testing, and Migrant Worker Recruitment and Employment Practices. By the end of the year, these requirements were incorporated into our social audits of suppliers.

Additionally, we continue open dialogue and collaboration with an increasing number of stakeholders, focusing on transparency and speed of communication to demonstrate respect for human rights.

Our Progress

Achieving Compliance

**Goal:** By 2015, achieve and maintain, going forward, at least a 98 percent compliance level for Company-owned and Company-managed facilities upholding the standards set in our Human Rights Policy.

**Progress:** On track. As of December 31, 2014, 98 percent of our Company-owned facilities had achieved compliance with our Human Rights Policy.

In 2014, we investigated 296 human and workplace rights complaints from our employees, down from 336 in 2013. In cases where claims are substantiated, we take corrective action.

**Goal:** By 2015, achieve at least 90 percent compliance with our Supplier Guiding Principles among independent franchise bottling partners and suppliers. By 2020, achieve at least 98 percent compliance with our Supplier Guiding Principles among independent franchise bottling partners and 95 percent compliance among our suppliers.

**Progress:** On track. As of December 31, 2014, 88 percent of our bottling partners and 90 percent of our direct suppliers had achieved compliance with our Supplier Guiding Principles.

Audits are an important component of our human rights due-diligence process, which helps to identify, prevent and mitigate human rights risks. Each year, we arrange for more than 2,500 independent third-party audits to be conducted, and we have arranged over 19,000 audits since the program began.

Respecting Human Rights in Myanmar

In 2014, after our re-entry into Myanmar in 2013, we asked a third party to conduct a study on the presence of children working in “tea shops” in the country. Tea shops are small cafés that may serve Coca-Cola products. The study will help guide us on such issues as we engage with more tea shops to carry our products. This work supplements the two Responsible Investment in Myanmar Reports that we have filed with the U.S. State Department and that transparently discuss human rights issues and our mitigation efforts in that country.
Migrant Workers

Recognizing that migrant workers are particularly vulnerable to exploitation and human trafficking, in 2014 we reviewed our policies and due-diligence activities with the aim of better respecting the human rights of such workers throughout our supply chain.

We publicly committed to three principles related to the recruitment and employment of migrant workers:

1. Employment terms are represented in a truthful, clear manner and in the language understood by workers prior to employment.
2. Worker does not pay recruitment, placement or transportation fees (including transportation to and from host country).
3. Worker has access to personal identity documents.

These principles, along with our strong overall prohibition of forced labor, align with President Obama’s anti-trafficking Executive Order 13627 of 2012 and create a framework for responsible and transparent recruitment and employment practices. Read more about this topic on page 14 of our Global Human and Workplace Rights Issue Guidance.

Land Rights

Over the past decade, we believe we have made significant progress in implementing and demonstrating respect for human rights across our supply chain. Frequently this involves complicated issues and multiple stakeholders with competing interests. One such issue relates to land.

In 2013, we developed an action plan to address land rights in our supply chain, including zero tolerance for “land grabs.” In 2014 and 2015, our work on land rights has centered on building the Coca-Cola system’s knowledge and capabilities; establishing requisite policies; and engaging with our NGO partners, bottling partners and suppliers. As part of our commitment, we plan to undertake 28 third-party country studies on land rights, child labor and forced labor through 2020, including our top cane-sugar-sourcing countries.

These baseline studies serve as an important vehicle to build systemwide understanding of our policies and enable us to better mitigate potential future violations. They will serve as a factual basis upon which to build improvement plans involving our suppliers as well as government and nongovernmental organizations as appropriate. Initial studies focused on Colombia and Guatemala, and the results were made public in March 2015.

Respecting the Rights of Migrant Workers in Singapore

As per local laws and customary practices, employment agencies sending migrant workers to Singapore typically charge a fee of up to two months’ salary for each year of an employment contract. The worker also pays for the airfare from the home country.

Following revisions to our Human Rights Policy, our hiring managers in Singapore now work directly with local agents in the migrant workers’ home countries, eliminating the foreign agent fees. The Company also pays the airfare costs of migrant workers.
Taking the Human Rights Dialogue to Practitioners

In collaboration with other AIM-PROGRESS members, we co-hosted supplier capacity-building events in New Delhi, Nairobi, Johannesburg and Lagos during 2014. The forums reached nearly 500 participants. During these day-long events, key business leaders from the participating companies discussed the importance of responsible sourcing to customers and stakeholders and to the sustainability of their businesses. The training covered methods and tools used to verify compliance with social and environmental standards and provided a forum to share questions and best practices.

Supplier engagement on human rights can have a measurable—even dramatic—impact. In India, we’ve employed a multipronged strategy including top-level management engagement, industry engagement, internal compliance scorecards, supplier training, supplier capacity building and a supplier awards system. As a result, suppliers in India have moved from a 6 percent level of compliance to the Supplier Guiding Principles in 2007 to a 98 percent level at the end of 2014.

Raising the Bar Through Audits

In 2014, we enhanced our social audit protocol to include a review of land rights and a greater focus on migrant workers. Due to these program updates, we ceased recognizing audits that did not capture these new elements as of April 1, 2015.

Mutual recognition of audits through AIM-PROGRESS—a forum of major consumer goods manufacturers—is an important way to reduce audit fatigue, control costs, and align on key issues of responsible sourcing. We are actively working through forums such as AIM-PROGRESS to ensure our peers match our policy and process enhancements, thereby raising the bar for all social audits.

Workplace Safety

People are the most important assets we have in the Coca-Cola system. We believe everyone possesses a fundamental human right to safety.

2014 Audits by Region
and it is our duty to respect and foster that right. That's why we take measurable steps to continuously improve our safety practices across the Coca-Cola system. Read about our safety management system.

In early 2014, our senior leadership announced a systemwide safety vision and commitment. Group and Business Unit Presidents are charged with supporting the implementation of robust safety response processes and ensuring that incident reduction action plans and intervention practices are in place. Also in 2014, we began implementing improvements to our governance systems, including moving to unannounced audits; combining our Quality, Safety & Environment audits; and internalizing our Safety and Environment auditors.

The Quality, Safety & Environment (QSE) capability team implemented several programs in 2014 designed to improve operational performance:

- The QSE Professional Excellence Program is an intensive training and development program focused on field development.
- QSE College provides online quality, safety and environmental training for business units of the Company as well as bottling partners globally.
- The QSE Competency Model is a tool to assess job-specific knowledge, skills and behaviors. The model indicates the QSE proficiency required for a specific role and for QSE professionals across the value chain.

When we launched our safety vision, we developed work teams of Company and bottler safety leaders around leadership, process, metrics and behavior-based safety. Later in 2014, we launched new teams focused on specific incident areas, including fall prevention, route-to-market safety, contractor safety, ergonomics and machine safety. These teams are charged with tracking progress in these areas, updating the content of our global safety standards and documenting best practices for eliminating injuries and fatalities.

Promoting Seat Belt Usage

Motor vehicle crashes are a leading cause of death among children and adults in the United States. Seat belt use is the most effective way to save lives and reduce injuries in crashes, yet millions of adults do not wear their seat belts on every trip.

In partnership with the Network of Employers for Traffic Safety and the National Highway Traffic Safety Administration, our Bismarck, North Dakota, facility piloted a six-week campaign to encourage employees to buckle up. The program targeted all associates, not just drivers. Results showed that seat belt usage increased significantly among our employees in Bismarck.

Read more about this program on Journey.
Our Safety Record for 2014

Our lost-time incident rate for The Coca-Cola Company remained steady at 1.9 in 2014. The Company maintained this rate while managing the increased complexity brought on by the acceleration of our refranchising process in North America and the addition of new territories within our Bottling Investments Group.

Despite our diligent efforts to improve overall safety management, we regret that two Company associates and four contractors lost their lives in 2014 in incidents during the course of work. There were three vehicle incidents (one in China and two in India) and two armed robberies in Guatemala. One contractor died as a result of a fall from height while performing roof maintenance in Bahrain. In addition to the actions taken to address each of these specific incidents, we continue to focus on vehicle safety, contractor safety, and fall prevention and protection. Additionally, we continue to improve our security procedures to identify and minimize the risks due to armed robberies in the areas in which we operate.

Improving Route-to-Market Safety

Improving route-to-market safety remains a key priority for the Company. Route-to-market, or RTM, is defined as the movement of products and people between our bottling plants and our customers. RTM is characterized by a complex chain of events that varies greatly throughout the world and often involves third-party partners. Because everything from cars and trucks to canoes and motorcycles is used to distribute our products, solutions must be developed and implemented at a local level.

In 2014 and 2015, we continued RTM safety workshops in areas experiencing higher rates of vehicle-related incidents, such as Ghana, South Africa, Azerbaijan, Turkey, the Philippines and Costa Rica. The workshops are designed to share best practices and build real solutions in areas including route risk management, driver training and vehicle inspection and maintenance. They also help to develop a systemwide network for best-practice sharing and problem solving.

Our system encompasses nearly 250 bottling partners and several thousand distribution centers. Our goal is to reach alignment on a common safety vision, educate associates on good safety practices and continuously improve safety performance throughout the system.

Supporting Associate Well-Being

The Coca-Cola system includes more than 700,000 associates, of whom approximately 129,200 comprised The Coca-Cola Company’s global workforce in 2014. While each office and function offers a unique experience to associates, the Company’s “People” goal of creating a great place to work helps unite our global workforce. Given the accelerating pace of business and change, it has become more important than ever to uphold our commitment to support the physical, emotional, social and financial well-being of all employees.

In 2014, we announced our well-being strategy to provide personalized support, opportunities for social engagement and accessible resources to all employees. To execute on the strategy, we are rolling out six global initiatives: an Employee Assistance Program, a well-being assessment, well-being coaching, an activity-tracking program, annual global activity challenges, and virtual well-being centers.

In addition, we have developed a global well-being champion network to activate well-being in the local workplaces. Our well-being champions and other associates have organized office-wide participation in running events and inspired fun and community through gatherings such as the Coke Music Moments™.

Lost-Time Incident Rate* 2010 to 2014

<table>
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<th>Year</th>
<th>Number of Employees</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<td>146,200</td>
<td>150,900</td>
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<tr>
<td>Lost-Time Incident Rate</td>
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<td>2.2</td>
<td>2.3</td>
<td>1.9</td>
<td>1.9</td>
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The data above reflect the total collected data for employees. Employees include all hourly, salaried and temporary employees who are on the payroll of TCCC and TCCC-owned or -controlled operations, as well as contractors and temporary employees who are not on a facility’s payroll, but for whom facility management provides day-to-day supervision of their work and provides the details, means, methods and processes by which the work objective is accomplished.

*Our lost-time incident rate is based on lost-time injuries and illnesses per 200,000 hours worked. In 2013, we updated our definition of “lost day” to exclude days restricted or transferred. 2011 and 2012 data have been restated to match our current definition.
Valuing Diversity

Embracing diversity of thought, background and culture in our business decision making is essential in order for our business to continue to thrive in a multicultural world.

Our commitment to this principle is embodied in our Human Rights Policy. The policy helps our employees understand how to value diversity and inclusion, maintain a workplace free of discrimination and harassment, and report potential violations to the Company without fear of retaliation.

We have a strategic Global Diversity & Workplace Fairness “Roadmap for Growth” that seeks to embed an inclusion mindset in our business and its leaders though awareness building, metrics and converting insights into actionable steps that strengthen our business and its brands. This work is stewarded by our employee led diversity councils and business resource affinity groups.

Key Highlights

• As of December 31, 2014, 43 percent of our U.S. workforce was multicultural.

• In 2014, we hired 1,132 military veterans, showing continued progress toward our goal of hiring 5,000 veterans within the North America system.

• The Coca-Cola Company and The Coca-Cola Foundation directed $33.8 million (or 51 percent) of U.S. community giving to nonprofit organizations serving ethnic minorities, veterans, people with disabilities and the LGBT community.

• We expanded our Company’s affinity, or Business Resource Group field chapters, by 14 in 2014, bringing the total to 46 field chapters.

• In 2014, women’s LINC, our Company’s affinity group for women, added three chapters. They are now embedded in 15 business units, with additional expansion planned in 2015.

• In 2014, the Human Rights Campaign gave us a perfect rating in its Corporate Equality Index, as it has done every year since 2006. The Index ranks corporate policies related to LGBT workplace equality.

You can find a complete list of accolades and recognition for our efforts to build a diverse and inclusive Company on Coca-Cola Journey.

What’s Next

In 2015, we are planning two Human Rights Conferences. We plan to conduct additional third-party country studies on land rights, child labor and forced labor on our way to conducting 28 studies by 2020. Finally, we plan to update and align the language and terminology from our Supplier Guiding Principles—which apply to our bottling partners and suppliers—with our Human Rights Policy.

Most importantly, in 2015 we’ll continue the daily task of identifying human rights and workplace risks and mitigating harm, not just in our Company but also throughout our value chain. We’ll work to equip the Coca-Cola system with the guidelines, tools and communication channels they need to join this effort.

As we continue our diversity and inclusion journey, we will remain focused on workplace, marketplace, partners and community.

We know that the journey to optimal associate well-being is not a sprint. Rather, we are taking steps to build a culture that supports the well-being of every employee over the long term. Going forward, we will begin measuring our progress around participation in associate well-being programs, the activity level of our employees and well-being drivers of overall employee engagement.