

Proposal for Resolution to Evaluate the Presence of Coca-Cola on the Northland College Campus

WHEREAS, Northland College has made the commitment to become the nation's leading environmental liberal arts college,

WHEREAS, Northland College has adopted the Sustainability Charter which states that the college "must strive toward equitable distribution of both the benefits and the costs associated with resource use and management throughout the world,"¹

WHEREAS, Northland has consistently demonstrated itself to be a socially conscious institution in both writing and action,

WHEREAS, Northland College has entered into an exclusive vending contract with the Coca-Cola Corporation not to expire until 2008,

WHEREAS, in the nation of Colombia, paramilitaries in cooperation with the Coca-Cola Corporation have been implicated with numerous human rights violations including the murders of nine labor organizers and continuing paramilitary violence, which is executed "with the knowledge of and likely under the direction of company managers,"²

WHEREAS, during their talks at Northland, distinguished guest speakers Winona LaDuke and Dr. Vandana Shiva as well as Luis Cordona, former Coca-Cola union organizer in Colombia have all addressed Northland College with the concerns raised by doing business with Coca-Cola,

WHEREAS, the Coca-Cola Corporation in Kerala, India "started to illegally extract millions of liters of clean water from more than 6 bore wells ... leading to serious consequences for crop cultivation in the area on which residents ... depend on their living,"³

WHEREAS, Coke officials in India knowingly distributed toxic bottling waste to be used as fertilizer by local farmers which was deemed "useless as a fertiliser and contained a number of toxic metals, including cadmium and lead" in the BBC's independent studies,⁴

WHEREAS, the eleven Coke machines on Northland's campus are an inappropriate use of energy that is inconsistent with the Sustainability Charter's objectives of modeling sustainable living practices and practicing energy conservation,

WHEREAS, institutions of higher education across the country including Macalester College, Oberlin College, Rutgers University, Carleton College, Lake Forest College and others have all ended contractual business with the Coca-Cola Corporation as a result of the worldwide movement to hold Coca-Cola accountable,

WHEREAS, Northland College, as an institution devoted to higher learning has an obligation to make educated and informed decisions about its contracted services,

BE IT RESOLVED, we the undersigned organizations do hereby object to entering into further contracts with the Coca-Cola Corporation,

BE IT FURTHER RESOLVED, we call for Northland College to adopt a business ethics clause specifying standards consistent with Northland's Sustainability Charter and reflecting the integrity of Northland's environmental mission, in order to establish guidelines for conducting future business dealings with corporations and organizations, and

BE IT FURTHER RESOLVED, we petition the college to amend the decision-making procedures to allow for greater transparency when making any business decisions that directly affect students, faculty, and staff, and to further open the process to the campus community in order to encourage community participation in making such decisions.

¹ *Northland College Sustainability Charter*, page 3

² *New York City Fact-Finding Delegation on Coca-Cola in Colombia* <http://killercoke.org/pdf/monsfinal.pdf>

³ *Building Water Democracy : People's victory against Coca-Cola in Plachimada* by Dr. Vandana Shiva
<http://www.zmag.org/sustainers/content/2004-05/13shiva.cfm>

⁴ *BBC's Face The Facts investigates Coca-Cola plant in India*
http://www.bbc.co.uk/pressoffice/pressreleases/stories/2003/07_july/24/face_facts.shtml
