

# Campaign for a Coca-Cola Free Campus

College and university students and other campus personnel are in a special position to pressure Coca-Cola to become a responsible corporation. Young people, especially, students, are Coke's highest priority marketing target. If Coke can win the loyalty of a student before their competitors do, he or she is likely a customer for life. Colleges and universities are a huge marketplace for beverage companies. In allowing Coke to place its logo on a campus, the school is lending its prestige to a company that evidence shows is rife with immorality, corruption and complicity in murder.

## Study Phase

1. Study the "Unthinkable! Undrinkable! A Campus Campaign Overview" found at [www.killercoke.org](http://www.killercoke.org) in the Student Activism section.
2. Further study the websites of [www.killercoke.org](http://www.killercoke.org) and [www.laborrights.org](http://www.laborrights.org) to fully understand the issues of the Campaign and the lawsuit filed by the International Labor Rights Fund and the United Steelworkers of America on behalf of SINALTRAINAL against Coca-Cola and its Colombian bottlers.
3. Study NYC Council Member Hiram Monserrate's fact-finding delegation's report on human rights violations by Coke (April 2004), the "Seven Points to Settlement," "'The Real Thing' in Colombia" by American University professor Lesley Gill (Oct. 2004 with an updated note in July 2005), "The Anti-Coke Manifesto" by Andy Higginbottom (July 2005) found on the home page of [www.killercoke.org](http://www.killercoke.org) and **WB11's July 11 television feature newscast on the Campaign, as well as our written response to a series of lies and misleading statements by Coke at: <http://www.killercoke.org/nb0831.htm>. These reports will help you build the case against Coca-Cola as an irresponsible member of the business community and aid you in your organizing and public relations efforts.**

In addition, review "How Credible is Coca-Cola: Beyond Coke's Crimes in Colombia" (January 2004), the Polaris Institute's "Inside the Real Thing: Corporate profile on Coca-Cola Corporation" (on [www.polarisinstitute.org](http://www.polarisinstitute.org)) and the Campaign flyer at: <http://www.killercoke.org/collegeflyers.htm>. These materials highlight many other worldwide abuses beyond those inflicted on workers in Colombia and provide websites of other organizations involved in major struggles against Coca-Cola.

4. Read the Campaign's responses to Coke's denials of wrongdoing: "Case Against Coke Bottlers Can Continue — Apr. 1, 2003," "Response to Coke's Denial — Apr. 15, 2003," "The Campaign's Response to Killer Coke's Lies — Sept. 2003" and "ILRF Director Terry Collingsworth Response to Coke's Denials" — July 8, 2004 found at <http://www.killercoke.org/reports>

## Preparation Phase

1. Locate the contract(s) between Coke and the university/college or its departments. Identify the basic provisions of the contract(s). Who at the university/college influences and makes the decisions regarding the contract?
2. Contact competitors to see if they would match or better Coke's offer. In addition to major competitors such as Pepsi and Cadbury Schweppes, look for local beverage

companies, particularly those that are unionized. (Ethical considerations, not solely economics, should be uppermost in choosing a replacement for Coke.)

3. Identify sympathetic organizations on campus concerned about human rights, moral and labor issues.
4. Locate appropriate staff at campus publications and media outlets to get stories, op ed articles and editorials about the Campaign.
5. Develop an e-mail database for faculty, staff and administrators on campus so that the Campaign can send timely information and respond to Coke's lies and propaganda.
6. Are campus mailboxes for students, faculty, staff and administrators available to student groups, campus labor unions and others sympathetic to the Campaign?
7. Does your university have investments in The Coca-Cola Co., other Coca-Cola operations or SunTrust Banks, the bank of Killer Coke?
8. If your university has more than one campus, who can we link up with who can help promote the Campaign on the other campuses?

### **Activity Phase**

1. Educate the campus community.
  - a. Deliver special packets to all faculty, staff and administrators to make them sensitive to the issues.
  - b. Get sympathetic faculty to show films, distribute literature and hold discussions in classes or during "club hours."
  - c. Organize open forums/rallies/demonstrations on campus and special meetings for faculty, staff and administrators; the Campaign can provide speakers representing SINALTRAINAL, the lawsuit and the Campaign.
  - d. Organize Campaign communication teams to distribute literature and get petitions signed in cafeterias or other settings where Coke is served on campus.
  - e. Mass distribution of literature at dorms, classrooms, parking lots, campus events...
  - f. Distribute stickers/bumper stickers to students to place on backpacks, brief cases, notebooks, cars... to give the Campaign and its website visibility.
  - g. Get posters and flyers hung in dorms, on bulletin boards and other accessible places on campus.
2. Get resolutions passed by various groups such as, Student and Faculty Senates, sororities, fraternities, clubs, organizations and labor unions to remove Coke from campus.
3. Arrange meetings about severing or not renewing the Coke contract(s) with the campus president and other key administrators who are involved or influential in making the decision(s).

**No campus that prides itself a center of ethics and morality should be lending its name, logo and credibility to Coca-Cola, nor serve as a marketplace for its sales and advertising.**