

To members of the College Council on Community Policy,

Students for Social Justice and Institutional Change (SSJIC) would like to thank the CCCP for opening its meetings to all members of the community and making the process behind the RFP as transparent as possible.

In the spirit of this, we would like to address the March 9th CCCP meeting attended by three Coca-Cola representatives. The intent of the meeting was, as we understood it, to hear Coca-Cola's defense of past and current international business practices. What the Coke representatives did address was the company's economic and social involvement in local MA communities. While we recognize the importance of their charitable efforts and sustainable practices, in this age of transnational corporations, we also need to recognize Coke's responsibility to the international community. We were greatly disappointed by the fact that they failed to acknowledge or respond to the college's concerns.

One of the only specific issues that the representatives did address were the two court cases brought to Columbia and to the United States. While we recognize that they cannot acknowledge their complicity in the various events, it is also essential that we acknowledge the significant flaws in the specific cases that Public Relations Manager Harriet Tolve recognized.

The 2001 court case in the Miami district court that she referenced was flawed in a number of ways; most significantly, Coca-Cola failed to provide the company's actual agreement with its bottlers, stating that it would take too long to translate. A number of other issues, including the judge's apparent bias, are addressed on page 13 of the informational packet available under Vendor Code of Conduct page on the Smith website.

As the committee knows, there are a number of other issues the representatives failed to address. These include Coca-Cola's continued failure to ensure the safety and well-being of SINALTRAINAL union organizers, as demonstrated by the recent murder of an organizer in January 2012 mentioned by Leslie Gill in the February 3rd CCCP meeting. They also failed to mention Coca-Cola's continued depletion and pollution of groundwater in India. Again, these issues are addressed in full in the informational packet on the website. We hope this meeting further emphasizes Coca-Cola's lack of accountability and failure to make progress in addressing the concerns that led to the 2007 ban.

We look forward to the upcoming discussion in the April meeting, and please feel free to email [SSJIC@smith.edu](mailto:SSJIC@smith.edu) with any further questions you might have.

Best,  
Students for Social Justice and Institutional Change

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