

More Phony Recognition for Coke: Transparency International and ICCR

In March of this year, Transparency International awarded The Coca-Cola Co., the Corporate Leadership Award for its commitment to promoting transparency and combating corruption.

The Spring edition of the *Corporate Examiner* published by the Interfaith Center on Corporate Responsibility (ICCR), spotlighted The Coca-Cola Company by publishing an interview with Ed Potter, Director of Global Workplace Rights, regarding the Company's respect for human rights and workplace practices.



It wasn't surprising that Transparency International, which lists The Coca-Cola Co. as a Premier Sponsor along with other unsavory companies such as Dow, Pfizer and Ernst & Young, had given Coke an award. This, of course, is another bogus award purchased with large contributions.

Unfortunately, the ICCR, which represents many religious organizations and has the aura of representing the highest in ethics and morality, has shown itself to be nothing more than another vehicle for irresponsible corporations to buy respectability.

Coca-Cola is a large annual contributor to the ICCR along with other companies that belong in a rouges' gallery, such as, Monsanto, Wal-Mart, Chevron and Goldman Sachs.

It's not surprising that Coke tries to buy respectability through deception when you consider that its CEO is willing to lie time and time again that there are no health concerns for children and adults related to the consumption of Coca-Cola beverages, including those laden with aspartame, phosphoric acid, caramel coloring, high fructose corn syrup and caffeine contained in toxic plastic bottles and cans lined with BPA.