

Ernst & Young: Auditing the Impact of Public Protests

Has anyone at Ernst & Young been calculating how much Coke has been losing in revenues and its brand reputation since the company refuses to adequately address festering allegations of labor, human rights and environmental abuses?

Dozens of schools, including U-Cal Berkeley, Rutgers University, State University of New York at Stony Brook, DePaul University, University of Saskatchewan in Canada and University of Bangor in the UK, have removed Coke products from their campuses because of Coke's human rights and environmental abuses.



Just the loss of exclusive contracts and having all Coke beverages removed from Rutgers and Stony Brook, with a combined population of more than 100,000 students, faculty and staff, is costing the company tens of millions of dollars in lost revenues. Coca-Cola further suffers since these schools no longer churn out lifelong consumers addicted to its brand and beverages.

To make matters worse, many labor organizations have passed resolutions and removed Coke machines and banned Coke products from facilities and functions and this movement is growing. AFSCME's *New York Public Employee Press*, which is distributed to 150,000 members, ran a full-page article promoting a boycott of Coke beverages. The 130,000 Denver-area Labor Federation passed a resolution to boycott all Coke products.

And United Autoworkers President Bob King committed to make his union representing one million active and retired workers Coke-free. This follows similar commitments from unions representing teachers and other public and private sector workers in the U.S., Canada and Europe.

You can soon expect to see other colleges, unions and labor councils also stepping up to the plate and removing Coke products.

Has anyone calculated the impact that these activities have had on lost revenues and the brand of the Company?