

KEEPING OUR PROMISE



Citizenship at Coca-Cola

“I feel proud that *the work I do* preserves the beauty of nature.”

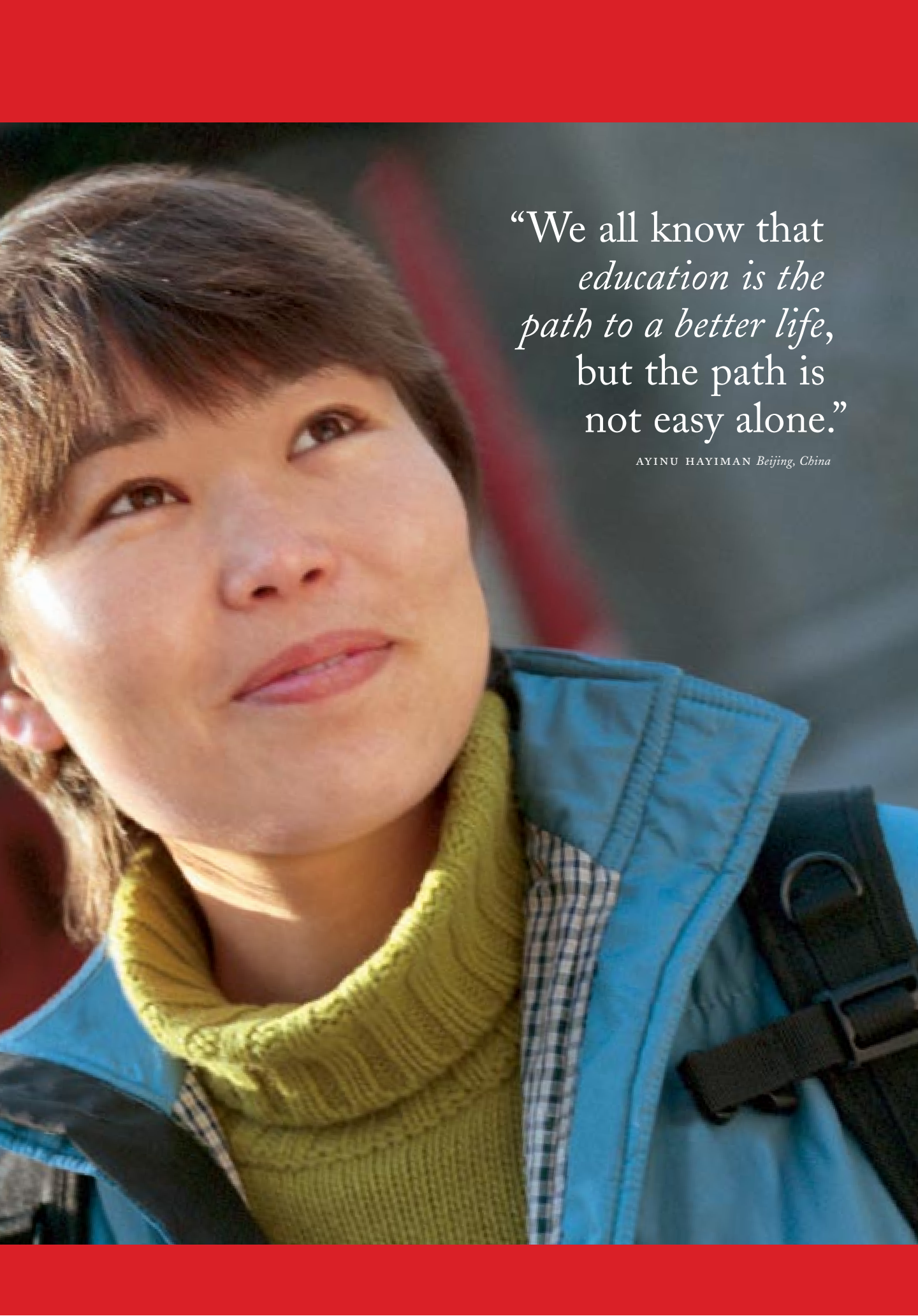
DESMOND ZWANE *Manzini, Swaziland*



A close-up photograph of a woman with short, light brown hair, smiling broadly and looking off to the right. She is wearing a teal-colored button-down shirt and a small earring. The background is a soft-focus outdoor scene with green foliage and purple flowers. The image is framed by a solid red border at the top and bottom.

“The small things people do
can have *a positive effect*
on the environment.”

LYNDA LEWIS *Sydney, Australia*



“We all know that
*education is the
path to a better life,*
but the path is
not easy alone.”

AYINU HAYIMAN *Beijing, China*

There is much in our world to celebrate, refresh, strengthen and protect. The Coca-Cola Company is a vibrant network of people, in nearly 200 countries, with the vision, values and capabilities to put citizenship into action.

Through our actions as local citizens, we strive every day to refresh the *marketplace*, enrich the *workplace*, preserve the *environment* and strengthen our *communities*.

DOUGLAS N. DAFT *Chairman, Board of Directors, and Chief Executive Officer*



KEEPING OUR PROMISE

As we look at our enduring enterprise, we take great pride in knowing that Coca-Cola was one of the inspiring success stories of the last century. We also understand that it is time to author a new chapter in our history in a very different 21st century.

The key to our continued success is a renaissance of the Coca-Cola spirit, reaffirming what is best about what we have always been.

Coca-Cola has always placed high value on good citizenship. At the heart of our business is a simple mission statement called the Coca-Cola Promise. It says, quite simply, that “The Coca-Cola Company exists to benefit and refresh everyone who is touched by our business.”

The logical question that follows is, “Just what is your business?”

Some people would say our business is selling soft drinks. Others would say that our business is creating a special moment of refreshment, an experience. After more than 30 years of working in this great company, I would say our business is building relationships.

These relationships must be based on mutual benefit, trust and shared values. This is the essence of the Coca-Cola Promise.

Our business succeeds or fails based on our ability to build and nourish billions of relationships every day, making a tangible contribution to the success of everyone our business touches.

Ensuring that we operate as a good corporate citizen is essential—to the strength of our brands, to the value we build for our share owners and to our success as a company. Building a bright future for our business rightfully includes a commitment to helping build healthy, sustainable communities.

We live and operate in a world of diverse cultures that are more connected than ever before. But while our world is more connected, the Coca-Cola business remains, at heart, a truly local business everywhere it operates, delivering the world’s best-known brand.

How does a local business, global in scope, demonstrate citizenship?

We do it every day, through our actions in the marketplace, the workplace, the environment and the community.

We are a local employer, with a responsibility to enable our people to tap into their full potential; working at their innovative best and representing the diversity of the world we serve.

We are an investor in local economies and a driver of marketplace innovation, with a responsibility to act as a good steward of our natural environment.

And we are a local citizen, understanding our responsibility to contribute to an improved quality of life in our communities.

As we enter this new century, our company sees people not as demographic statistics, but as individuals with aspirations for themselves, their families and their communities. We see markets as societies that seek sustainable economies while embracing environmental stewardship. We see differences not as obstacles, but as opportunities. And we see and accept the responsibility to use our knowledge and our resources to make a positive difference as a citizen of the world.

I am fortunate to be part of this renaissance of the Coca-Cola spirit and the Coca-Cola Promise. In the pages that follow, you’ll meet some of the people around the world who inspire the enduring commitment of The Coca-Cola Company and its bottling partners to citizenship. By their actions, they and others like them around the world remind us that keeping our promise “to benefit and refresh” is our most important responsibility.



DOUGLAS N. DAFT
*Chairman, Board of Directors, and
Chief Executive Officer*

OUR PROMISE:

The Coca-Cola Company
exists *to benefit and refresh*
everyone it touches.

Refresh the Marketplace *page 8*

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Strengthen the Community *page 34*

REFRESH *the*
marketplace

MORE THAN a billion times every day, thirsty people around the world reach for Coca-Cola products for refreshment. They deserve the highest quality—every time. Our promise to deliver that quality is the most important promise we make. And it involves a worldwide, yet distinctively local, network of bottling partners, suppliers, distributors and retailers whose success is paramount to our own. Our investment in local communities in some 200 countries totals billions of dollars in jobs, facilities, marketing, the purchase of local goods and services, and local business partnerships. Always and everywhere, we pursue continuous innovation in the products we offer, the processes we use to make them, the packages we develop and the ways we bring them to market.

QUALITY EVERY TIME

The Coca-Cola Quality System is a worldwide initiative involving every aspect of our business. Everyone who works for or with Coca-Cola is empowered and expected to maintain the highest standards of quality in products, processes and relationships. We are never content to let our standards become static. The Coca-Cola Quality System mandates in-depth self-assessment throughout our operations, by all our business units. This enables us to raise our standards even higher. In our ingredient evaluation laboratories, for example, we perform precise analyses of fruit juices and other ingredients sent to us by our suppliers, to ensure and to improve product quality. Our processes, too, undergo constant scrutiny, to safeguard the water we use in our products and the packaging that carries them to our consumers. We inform and educate our business partners about our standards, so that they meet the highest quality requirements. Under the Coca-Cola Quality System, quality is our highest business objective and our enduring obligation.

INVESTING IN ECONOMIC OPPORTUNITY

The Coca-Cola system sparks economic development around the globe. In countries at every stage of development, Coca-Cola is investing in people and infrastructure, creating economic growth and opportunity not just in the beverage business but also in the supply chain, especially packaging and retailing. A recent study by economists from Beijing University, Qinghua University and the University of South Carolina showed that for every direct job in the Coca-Cola system in China, an additional 30 jobs were created in the local economy. The study also found that the Coca-Cola system's investment in China led to better quality control along the supply

chain, increased entrepreneurial activity inside and outside the system, and accelerated improvements in the country's entire beverage industry. In thousands of hometowns around the world, individual entrepreneurs are finding their first job, or building their first business, in partnership with Coca-Cola. We're paving the way for more opportunities for more people through vocational training, local partnerships and other initiatives.

INNOVATION FOR A THIRSTY WORLD

A refreshing beverage in a bottle or can seems simple at first glance. Look closer and you will see it is the end result of a precise process involving many steps. We see every one of those steps as an opportunity for improvement or enhancement, and we're driven to invent new products, techniques and technologies that make it easier for the world to quench its thirst. Multiply that by our nearly 300 brands, and you get constant innovation. We innovate in response to people's thirsts for variety, new flavors or more convenient packages. In Asia alone, for example, we introduced 27 new products in 2001, including fruit juices, waters, energy drinks, teas and coffees. Often our innovations are invisible to consumers but important to the environment, such as the advanced processes we use to reduce or reuse resources to make recyclable packaging. We continuously seek the best new processes from around the world to enhance quality through innovation, to refresh a thirsty world.

KAREN BARNES, *Apopka, Florida*



A PASSION FOR QUALITY

Ingredient Sciences Group, Apopka, Florida

Karen W. Barnes, Ph.D., is a rigorously meticulous chemist who works at the leading edge of advanced analytical technology. She's also a native Floridian who grew up across the road from a Minute Maid facility, where workers would give her fresh orange juice on hot summer days. So when she joined the Ingredient Sciences Group of The Minute Maid Company, she felt she had found the right place to pursue both her profession and her passion.

“Our team tests every ingredient lot from every supplier to ensure that we provide people with the level of purity and quality that Minute Maid stands for,” Barnes says of her laboratory colleagues in Apopka. “That involves sophisticated chemical testing and analysis, which I love. It also gives me a good feeling to know our products are safe and nutritious.”



THE BEST AND BRIGHTEST

Creating BESTPET™ in Germany

We scan the globe for the brightest minds and newest technologies to enhance our products and our packaging. In 1992, Coca-Cola learned that Dr. Horst Ehrlich, of the University of Essen in Germany, had developed the principles of an advanced electrochemical coating process. The company asked him to form a joint project to make plastic PET bottles work even better by preserving carbonation longer—in a package

that would be compatible with recycling techniques around the world. Ehrlich was intrigued with the idea. After four years, a new commercial process emerged, capable of producing millions of recyclable BESTPET™ bottles annually. “I never dreamt it would be this successful,” Ehrlich says. “The relationship with Coca-Cola has been good for my work, good for consumers and good for the environment.”

SHARED VALUES IN THE MARKETPLACE

We believe shared values are the foundation for relationships, and we have developed Supplier Guiding Principles to establish standards and expectations for our suppliers. These guidelines address workplace policies, conditions and compliance with environmental laws. They help ensure that our suppliers conduct business according to the same high standards to which we hold ourselves.

SPONSORING A WORLD OF SPORTS

Coca-Cola is the longest continuous sponsor of the Olympic Games, dating back to 1928. Coca-Cola and its bottling partners support more than 50 sports in 200 countries, from grassroots soccer clinics in the Philippines to international competitions such as the FIFA World Cup.



OPPORTUNITY HITS THE STREETS

Jobs for At-Risk Youth in Morocco

Najat M'jid has spent years on Morocco's city streets, searching out abandoned or runaway youth and putting them on a path toward a brighter future. "Our young people are our country's national treasure," she says. "We cannot afford to lose them to the streets." Now Dr. M'jid and her staff at the Bayti Association have a new ally. To provide jobs and hope, Coca-Cola has

created a special program to train Bayti's older teens to run small retail businesses using beverage kiosks and pushcarts, set up in popular neighborhoods of Casablanca, Essaouira and Meknes. Coca-Cola supplies the young workers with training, products and working capital. "This job is helping me develop my own skills," says Hicham, an 18-year-old trainee. "I can make it."

ENTREPRENEURS IN VENEZUELA

A new generation of entrepreneurs has emerged in Venezuela's low-income communities since Coca-Cola began providing coolers and start-up financing to residents who want to run small stores out of their homes. The 30,000 new microbusiness owners receive training and tools to build a lasting operation and a steady income.

SPAZA SHOPS SPROUT SUCCESS

Economic growth is a top priority in South Africa, where Coca-Cola provides equipment and training for the owners of thousands of "spaza" shops—small sundry shops that create jobs and a retail base in neighborhoods where development is most needed.

CREATING OPPORTUNITY

R.J.'s Soda Service, Los Angeles, California

Ralph Munguia jokes that he was forced to start his own business because his previous employer—his uncle—would not let him take a vacation during summertime. In fact, when Munguia launched R.J.'s Soda Service in 1979, he had little to go on apart from his experience as a soda fountain equipment installer and service technician. “My parish priest must have believed in me, because he loaned me \$3,000 to buy a truck,” Munguia recalls. “Coca-Cola also believed in me, because it gave me accounts to service in the San Fernando Valley.”

Munguia proved his early supporters right. Today R.J.'s Soda Service is one of The Coca-Cola Company's leading Hispanic-owned suppliers, handling thousands of accounts and performing nearly all fountain installations in greater Los Angeles. Munguia has also become a respected business partner in the Coca-Cola system, providing insights on innovation.

Munguia's company has always valued diversity. “We're a family-oriented, customer service-oriented company. We have a workforce of many nationalities, and we all share the same sense of commitment,” Munguia explains. “Together, we're a strong team.”

ENRICH *the*
workplace

THE COCA-COLA system is one of the most diverse organizations on earth, with a rich mosaic of talented colleagues who bring a variety of intellectual, professional, ethnic and cultural perspectives to our enterprise. They reflect the nations, cultures and languages of the world. Our policy is to foster an inclusive environment that encourages all employees to develop and perform to their fullest potential. Our workplace must be a place where everyone's ideas and contributions are valued. Our employees deserve equal treatment under our policies governing compensation, advancement, health, safety and other aspects of workplace life. We understand that fairness in the workplace, coupled with the opportunity to develop individual capabilities, fosters our collective success.

THE VALUE OF DIVERSITY

The people of Coca-Cola reflect the varied countries and cultures they serve. This diversity is a great strength. To build on it, we are committed to empowering individuals throughout our enterprise. Our corporate Employee Diversity Advisory Council meets regularly with senior managers to guide the company in fostering diversity, and the Council's recommendations are making a difference in countless ways. Our commitment extends to the community by helping to establish the Diversity Leadership Academy of Atlanta, in partnership with the American Institute for Managing Diversity. Valuing diversity is essential, to our success and to the future prosperity of our world community.

A WORLD OF OPPORTUNITY

Opportunity leads to achievement, for people and for the organizations they serve. Around the world, Coca-Cola is offering opportunities in the workplace and working to make sure that employees benefit. Job training programs offer growth. Mentoring makes the wisdom of successful managers available to other associates. Our Ideashare program gives employees the opportunity to improve business processes, suggest new products and share their best ideas. Our employees put their ideas to work guided by our Code of Business Conduct, a shared commitment to ethical behavior in all we do.

FAIRNESS IS FUNDAMENTAL

Our worldwide efforts to empower our diverse workforce represent a fundamental commitment to treat people fairly, with dignity and respect. Our policies mandate nondiscriminatory hiring practices worldwide. We manage our business in compliance with local health, safety and environmental laws, providing competitive wages and prohibiting child or forced labor. We strive to create an environment that respects open and honest communication between management and employees, offering access through both formal and informal channels. We are accountable to respond to the concerns of our employees and other stakeholders, understanding that our reputation is built on trust.

PUTTING WISDOM TO WORK

Coca-Cola Mentoring Program

Coca-Cola formally recognizes one of the most powerful tools of people development: mentoring. The company provides tools and resources to help employees benefit from the wisdom and knowledge of experienced colleagues. That's just what Karen Hendrix, director of learning and development, Human Resources Division, needed when she joined the company. "I had been a manager in a different industry for 13 years," she recalls. "I was looking for a way to gain coaching on the subtleties of The Coca-Cola Company." Her mentor, Jack Wilson, senior vice president, Operations, Coca-Cola North America Fountain Division, understood perfectly, because he benefited from mentors early in his own career. "There is no better vehicle for moving an organization up the learning curve than mentoring," he says. It's the same for individuals. "Mentoring exposes you to opportunities and ideas you don't encounter in your day-to-day work environment," says Lee Orr, a laboratory analyst in Quality and Technical Services. Orr had two college degrees and a strong work ethic, but yearned for more career progress. She was matched with mentor Lourdes Grill, a finance manager, who helped her start connecting with others. Grill notes, "This program backs up what we say about being the premier relationship company."

DEVELOPING TOMORROW'S MANAGERS

Coca-Cola is creating opportunities for a new generation of national and regional managers in Bahrain and the Middle East. The company offers a Vocational Internship Program that provides summer training courses in Bahrain, and a Graduate Development Program that prepares qualified interns to take jobs in the company's bottling operations and at Middle East regional headquarters.

TAPPING EMPLOYEE INSIGHT FOR TRAINING

Managers of the Coca-Cola plant in Indonesia empowered employees by giving them the opportunity to design a new training program based on their job knowledge and needs. Employees quickly took ownership, creating dozens of illustrated training modules on maintaining high quality standards, doing problem-solving research and forming cross-functional teams to implement The Coca-Cola Quality System.

TWENTY COUNTRIES, ONE BOTTLING PLANT

Training and Opportunity

Dinesh Singh was 10 years old when he emigrated from India to Norway. His father, who had come to Norway to work seven years earlier, helped him adjust. Singh is doing the same for new workers at Coca-Cola Beverages near Oslo, where the bottling facility employs 100 immigrants from more than 20 countries. Singh created a highly effective recruitment and

training program for newcomers to Oslo seeking jobs. Each new worker is paid during training, then matched with an experienced employee who can offer advice and assistance. “It doesn’t matter where you come from,” Singh says. “Everyone has to learn somewhere, and once you learn, you can teach others.”



OSLO, NORWAY PLANT EMPLOYEES FROM TOP LEFT TO RIGHT: SVEN SKOLD, MONICA PETERSEN, ALBERT ABOLADE, HOSSEIN JAMALI, VIDAR AAS AND NHAN NGUYEN THI



OPPORTUNITY ON THE JOB

Career and the Environment in Swaziland

When Desmond Zwane joined Coca-Cola Swaziland following his secondary education, he landed more than a job—he discovered an opportunity to make a difference in stewardship of a precious national resource: water. Zwane received training in the science and technology behind the company’s new wastewater treatment plant, the first of its kind in

the country. Soon Zwane was promoted to manage the plant. “The professional development has been rewarding and has contributed to my understanding of environmental protection,” he says. “People here depend on stream water for day-to-day use. I feel privileged to have this task, and I now have an established career path in environmental management.”

UNLOCKING THE POTENTIAL OF PEOPLE

Employee Diversity Advisory Council

Coca-Cola has been called “the most inclusive brand on the face of the earth.” The company’s Employee Diversity Advisory Council is helping to make inclusiveness as important inside the company as it is outside. “The Council is a catalyst to challenge old ideas,” says Council member Bobby Cooper, director of cold-drink technologies in Atlanta, Georgia. “We can take risks to say things to management that need to be said.”

The Council has made recommendations ranging from breaking down communications barriers to creating a diversity management curriculum.

“We already have a wide range of cultures represented inside the company,” Cooper points out. “Now we’re looking for ways to have people from all those cultures interact socially, because that helps us remove the invisible barriers we all have, whether we know it or not. If we’re not managing our company to unlock the incredible potential in our highly diverse workforce, we’re not serving our share owners, our communities or ourselves.”

ENROLLING LEADERS IN DIVERSITY

Our commitment to diversity in the workplace extends to partnership with the community. To provide leaders in the public and private sectors with new skills to understand and tap the potential of diversity in the workforce, Coca-Cola provided a grant to establish the Diversity Leadership Academy of Atlanta at Georgia State University’s Andrew Young School of Policy Studies. The academy, which enrolls business and civic leaders from a variety of fields, is operated by the American Institute for Managing Diversity.

PRESERVE *the*

environment

RESPONSIBLE STEWARDSHIP of the environment is a top priority for The Coca-Cola Company. By preserving and enhancing our natural world, we brighten the future for our planet and for each other. We put this principle into practice through The Coca-Cola Environmental Management System, known as eKOsystem. We operate our business as stewards of the environment, with a commitment to continually move our business toward sustainability: striving to consume fewer natural resources, and to recover and reuse resources more extensively. Our commitment to protect the environment extends throughout our organization, involving officers, managers and employees at all levels. We are accountable for our actions, conducting assessments of our environmental performance and taking action toward continuous improvement in all that we do.

STEWARDSHIP OF THE EARTH

Implicit in the Coca-Cola Promise—to benefit and refresh everyone who is touched by our business—is a commitment to care for the environment that we all share. We keep that commitment by conducting our business in ways that preserve and protect our earth, air and water. Stewardship takes us beyond compliance with laws and regulations to form alliances with those who seek solutions to environmental challenges. Together with such respected organizations as the World Wildlife Fund and The National Geographic Society, we explore and invest in stewardship initiatives ranging beyond the scope of our immediate business. We focus on grassroots efforts that empower individuals to pass on knowledge of sustainable practices to others. One example is Geography Action! Rivers 2001, which gave educators across the United States an intensive course in the ecology of rivers and preservation of watersheds, so that they could share that knowledge with their fellow teachers, their students and their communities.

OPERATING A SUSTAINABLE BUSINESS

The Coca-Cola eKOsysteM demands that we continually examine every aspect of our business for opportunities to reduce our consumption of resources and production of waste, while increasing the amount of recycled material in our packaging and other supplies. We follow strict procedures to use increasingly less water in every phase of our beverage production processes. Our bottles and cans are now an average of 40 percent lighter than when they were first introduced, because we use fewer raw materials to make them. All of our glass bottles and aluminum cans contain recycled content, as do three out of every four of our plastic bottles sold

in North America. Worldwide, we spend more than \$5 billion each year on recycled-content products. The Coca-Cola Company has also pledged that by the 2004 Olympic Games in Athens, we will no longer purchase new cooling and vending equipment using hydrofluorocarbons (HFCs) where cost-efficient alternatives are commercially available. In addition, we are exploring ways to make new sales and marketing equipment 40 to 50 percent more energy efficient by the end of the decade.

DEMONSTRATING LEADERSHIP

Leadership in preserving the environment can take many forms. Sometimes a small action can have a significant impact, such as when we build delivery systems that capture and clean water from our production process and direct it to drought-threatened farmers near a bottling plant. Other times, leadership entails major initiatives, such as setting new environmental performance benchmarks for our refrigeration equipment suppliers worldwide. We also seek to lead through scientific and technical innovation to minimize the environmental impact of our operations. At the 2002 Olympic Games in Salt Lake City, we piloted our first 100 percent biodegradable and compostable cold-drink cup. It contains a lining made from corn-starch that is capable of breaking down completely in commercial or municipal composting facilities. Breakthroughs like these are part of doing the right thing for the environment, and part of responsible environmental leadership.

MEETING A HIGHER STANDARD

Packaging and the Environment

The Slovak Republic is determined to join the European Union, along with other Central and Eastern European countries. To achieve that goal, it must adopt and meet EU legislation, including strict environmental standards.

It was imperative for industry to lead on the environment, particularly with regard to the recovery and reuse of certain packaging materials. Coca-Cola joined with other companies to form the Slovak Industrial Coalition on Packaging and the Environment (SLICPEN). One of the coalition's early projects was studying VEPOS Skalica, a successful resource recovery business in the city of Skalica. "Slovakia needs good projects, promotion, educational activities and technical expertise" to achieve its environmental goals, says Miloslav Kuba, managing director of VEPOS.

After the study, SLICPEN engaged VEPOS to help test an industry-funded, community-based recycling system. The approach is designed to give municipalities in Slovakia an economic incentive for environmental stewardship. "Everybody wants to live in a healthy environment," observes Kuba. "This project shows the course other cities could take."

LENDING A HAND IN IRELAND

Near its plant in County Mayo, Ireland, Coca-Cola worked with Greenstar, the local waste management company, to provide 3,000 homes with safe, free disposal of hazardous materials that otherwise could contaminate local landfills. The one-day project gathered 10 tons of such materials, and similar efforts are being initiated throughout the county.

AWARD FOR INDIA

Coca-Cola India has invested \$20 million in environmental technologies across 43 plants over three years to reduce water, electricity and fuel consumption and to help recharge groundwater at key locations. The Hindustan Coca-Cola plant at Ameenpur Village, near Hyderabad, recently received a Golden Peacock Award from the World Environment Foundation for effective environmental management.



A FRESH LOOK AT RECYCLING

Recycling Education—Curbside

“Everyone agrees that recycling is good,” says Lynda Lewis, “but they’re not aware that quality is as important as quantity.” When Coca-Cola established Australia’s leading recycling process for PET beverage containers, recovery rates were limited because people, though well-intentioned, put other household materials into curbside recycling bins. So Coca-Cola teamed

with Resource New South Wales (RNSW) and other business organizations to create a consumer education program for local communities. According to Lewis, education officer at RNSW, “We’re giving people a renewed sense of ownership of the recycling process, and we’re showing them how small things they do can have a positive effect on the environment.”

FRESHWATER CONSERVATION

Coca-Cola and the World Wildlife Fund are developing a range of joint grassroots initiatives for conserving fresh water at its source and for improving technical standards in beverage manufacturing processes, which, like the planet as a whole, rely on freshwater sources around the world.

REWARDING ENVIRONMENTAL EDUCATION

Coca-Cola and its bottling partners in Japan created The Coca-Cola Environmental Education Foundation in 1994 to recognize volunteer groups involved in providing environmental education to Japanese youth. A Coca-Cola ecology school offers children, parents and teachers the chance to learn more about nature firsthand, and trains new environmental instructors as “rangers,” who share knowledge about environmental issues.



PROTECTING A NATION'S WATERWAYS

Geography Action! Rivers 2001

"I've got a river in my backyard," declares Barbara Cleveland. As a result, the Nashville, Tennessee high school teacher, who lives along the Harpeth River, is passionate about preserving water resources. She's now helping educate U.S. teachers and their students about stewardship of the nation's rivers. She received expert training about protecting waterways from Geography Action! Rivers 2001,

a nationwide program sponsored by The National Geographic Society, The Conservation Fund and The Coca-Cola Company. The program gave Cleveland and 51 other educators the tools to prepare lesson plans for their own classrooms—and for other teachers throughout the country. "If just one of my students makes this their life's work," she says, "that will mean we both made a difference."

ACHIEVEMENT IN ARGENTINA

The Junior Achievement Foundation and Coca-Cola Argentina are partners in a program that leads students and teachers to identify responsible daily practices necessary for sustainable development. Teams of teachers and students are also studying environmental problems in their communities and collaborating on solutions.

THE GIFT OF WATER

Mutual Benefit in South Korea

The sustainability of our environment depends on the wise—and often creative—use of available resources. An enduring example of the balance between what nature provides and how civilization adapts is illustrated in the farming of rice, a vital source of nutrition for thousands of years. Water is essential for growing rice, but it must come in the right amount, at the right time. Stewardship of this precious resource for community benefit has become a defining feature of the Coca-Cola bottling facility near the village of Neung-Hyun Ri in the Yeosu district of South Korea, which is surrounded by rice fields.

“Transplanting the rice in April and May is critical,” says Kwang-kook Park, a local farmer. “The rice must be soaked with water to grow, but our production season can suffer from drought.” Responding to this need, the Yeosu Coca-Cola bottling facility developed the infrastructure to conserve and reuse its water, directing treated process water to local farmers and creating storage systems to help them keep their rice fields wet during dry summers. “The proper time of irrigation is more important than good fertilizer,” says Park. “The quality of treated process water from Coca-Cola is as good for rice as the water from our natural sources, and is there when we need it.”

BRINGING ENVIRONMENTAL AWARENESS HOME

In Egypt, Coca-Cola has joined with the national Ministry of Education to provide environmental awareness programs to students in their classrooms, and then train them in how to apply their new ecological awareness to daily life at home.

GROWING A GREENER FUTURE

Coca-Cola is teaming with Lebanon's Ministry of Environment to restore a national treasure: the forests of cedar trees that once graced southern Lebanon. And in China, Coca-Cola is helping the China Youth Development Foundation plant a million trees to reforest critical transitional zones that preserve both agricultural and desert lands, protecting Beijing from recurring sandstorms.

STRENGTHEN *the*
community

SOCIETY ADVANCES on the strength of community: people sharing their ideas and resources to reach common goals. We seek to strengthen local communities worldwide through our support for education, through partnerships with other organizations and through acts of citizenship by the people of Coca-Cola.

We support education because of its power to expand opportunities for individuals and increase understanding between cultures. We partner with national and international organizations to alleviate economic disadvantage and help improve the quality of life in local communities. Together with our local bottling partners, we strengthen communities by giving with our hands and our hearts, as partners in the promise of a better life.

THE PROMISE OF EDUCATION

The Coca-Cola Company supports education worldwide, because education is one of the most effective ways to improve the quality of life. The Coca-Cola Foundation, the philanthropic arm of the company, has contributed more than \$100 million to education, and has pledged to contribute another \$50 million over the next five years.

The impact of these investments is magnified by people like Dr. Maria Robledo Montecel. Conducting research in Texas, Montecel believed that teenagers who were at risk of dropping out of school would stay if they had a good reason. She gave them one: tutoring younger students who also needed help. Coca-Cola supported Montecel's efforts, and since then The Coca-Cola Valued Youth Program has spread from the United States to Europe and Latin America. Today, as a result, thousands of teens and younger children are staying in school.

Across Asia, Coca-Cola is helping spread the power of e-learning to rural communities by connecting students and teachers to a new world of Internet-based education. In North America, The Coca-Cola Scholars Foundation grants scholarships to students who prove their dedication both in the classroom and in the community. Around the world, we strive to empower people through the promise of education.

STRENGTH IN PARTNERSHIP

As an enterprise, Coca-Cola is a system of partnerships in nearly 200 countries. When we look for opportunities to strengthen communities around the world, we look for partners with a unique local understanding of what their communities need.

This led us to a wide-ranging partnership with the Joint United Nations Program on HIV/AIDS (UNAIDS), because its efforts can save the lives of millions. "Our partnership with Coca-Cola, which has tremendous logistical capabilities already in place, enables us to do imaginative things across Africa," says Peter Piot, executive director of UNAIDS. "Coca-Cola has also demonstrated its ability to

reach young people, which is fundamental. We hope to expand based on experiences and lessons learned."

Each new partnership we enter into strengthens our own community and renews our determination to share that strength around the world.

CITIZENS OF THE COMMUNITY

The strongest communities are those that draw people together in common causes. We empower employees to support civic causes through volunteer programs designed together with community partners. We enhance their individual efforts by matching their donations to charitable organizations. Coca-Cola managers play key leadership roles on the boards of United Way, Big Brothers and Big Sisters, Boys & Girls Clubs of America, Special Olympics and other local, national and international nonprofit organizations.

We are fortunate to have one of the world's largest distribution systems, because it can do more than deliver refreshment. It also enables us to respond quickly when communities we serve suffer from disasters. The people of Coca-Cola have mobilized to support disaster relief efforts for droughts in Pakistan, earthquakes in India and Turkey, and floods in Mozambique and Vietnam.

Immediately after the tragedies in the United States on September 11, 2001, Coca-Cola and its bottling partners committed \$12 million to disaster and humanitarian relief efforts in the New York and Washington, D.C. metro areas, led by Coca-Cola Enterprises on the ground.

We're inspired by people everywhere who join together to help others. We share their belief that different cultures and countries can flourish side by side, achieving progress while continuing to express diverse identities. As an enterprise that is at home everywhere, Coca-Cola will continue to work toward an improved quality of life for our neighbors—one community at a time.

EDUCATION CREATES OPPORTUNITY

Coca-Cola First Generation Scholarship Program

“We all know that education is the path to a better life,” says Ayinu Hayiman. “But the path is not easy alone, or with no money. Our people are very poor.” As the last of nine children born into a family of herders in China’s mountainous Xinjiang province, Hayiman dreamed of attending university, but had no chance of paying the tuition on her own. Her father died while she was young, but not before he taught her that education could create opportunities that would change her life. Hayiman did her part, working hard in school and winning a place at university. Then she turned to her community, which rose to the challenge. Community leaders traveled the countryside to raise money for her tuition, and her neighbors donated money from their own small savings. When it had raised money for a year’s tuition, Hayiman’s community suddenly grew much larger. Now it included Coca-Cola, which paid the rest of her tuition through its First Generation Scholarship Program. Coca-Cola First Generation scholarships support students who are the first in their immediate families to attend university, and Ayinu Hayiman recognizes the difference it made. “After getting this scholarship,” she says, “I began to think: I would eventually like to give something back, to do something for my people.”

THE PROMISE OF E-LEARNING IN ASIA

In the Philippines, Coca-Cola is bringing a new world of learning to rural students and teachers by connecting them to Internet-based educational resources. Similar initiatives are taking the power of e-learning to local communities across China, Malaysia, Australia and Vietnam, preparing Asia’s young people for the challenges and opportunities of the Information Age.

FROM CLASSES TO CAREERS

In Romania, Coca-Cola provides funding and training for It’s Your Turn to Change the World, a program that prepares students for success in the world of work. In Ireland, Coca-Cola supports local participation in Youth Enterprise, a pan-European program in which secondary school students launch their own businesses.

TEACHING AS A WAY TO LEARN

Coca-Cola Valued Youth in Brazil

When Felipe José Pessoa da Silva reached 100 absences from his school in Bonsucesso, a district north of Rio de Janeiro, his horizon for the future was limited. “I went to school only to mess around,” he recalls. Then, as part of The Coca-Cola Valued Youth Program, Felipe’s teachers offered him a position tutoring younger students,

a chance to change his behavior and enhance his self-esteem. Working with children who look up to him, he now attends school regularly and takes his classes seriously. “Now I know I will not have a good future without education,” Felipe says. “And the kids I tutor know that education is important because of me.”



EXPANDING COLLEGIATE OPPORTUNITIES

With help from Coca-Cola, the Hispanic Scholarship Fund is working to reduce high dropout rates among Hispanic high school and college students. One of its many initiatives, Advancing to Universities, is designed to help double the number of Hispanic Americans achieving bachelor’s degrees by 2010.

OPENING DOORS FOR NATIVE AMERICAN STUDENTS

Native American students who are the first in their immediate families to attend a college or university are getting the support they need from The Coca-Cola Foundation, in partnership with the American Indian College Fund. Coca-Cola First Generation scholarships covering tuition, fees and other costs have been awarded to students attending all 32 of the tribal colleges supported by the fund.

REMOVING BARRIERS TO EDUCATION

Mexico School Shelter Program

Driven only by their hopes for an education, indigenous schoolchildren in rural Mexico walk across a rugged landscape, sometimes up to six hours, just to get to school—then face an arduous journey to return home to their families. The National Indigenous Institute envisioned school shelters where children could live during the school week, so that their rural heritage would not be a barrier to education. Coca-Cola helped

make the vision a reality, funding more than 18 school shelters across Mexico. The institute's Rosa Rojas reports that the children, who spend weekends at home, show improved learning, better nutritional health and a lower incidence of illness. And, she emphasizes, "they maintain their cultural identity." Coca-Cola Mexico is also funding the construction of 16 new schools to serve remote areas.



AIDS EDUCATION IN AFRICA

Partnership with UNAIDS

Elizabeth M. Mataka saw years ago that anti-AIDS education in her native Zambia was not changing behavior among the young people most at risk. “Kids need to learn to protect themselves,” says Mataka, executive director of the Family Health Trust in Lusaka, Zambia. So Family Health Trust created a network of more than 2,000 anti-AIDS clubs in schools across the country, helping produce a dramatic decline in new infections among youth. Other countries adopted the club model, and the Zambian government now uses Trust materials in its own programs. The major logistical challenge for the Trust is reliable, inexpensive delivery of new materials to its many clubs in rural areas. As part of its wide-ranging partnership with UNAIDS, The Coca-Cola Africa Foundation offered a solution: nationwide free delivery of club materials through the Coca-Cola distribution network. “I believe there is no one in Zambia who is not touched by AIDS,” Mataka says. “The support of Coca-Cola helps us reach people in a positive way.”

LIFELONG LEARNING

Women attending college as adults often face difficult financial choices, juggling families and jobs along with their coursework. Ohio State University’s Critical Difference for Women program helps them with financial and moral support. Funding from The Coca-Cola Foundation tripled the program’s scholarships in three years.

EMPLOYEES VOLUNTEER FOR GREEN PHILIPPINES

In partnership with Luntiang Pilipinas (Green Philippines), Coca-Cola employee volunteers are planting trees to create urban forests to counteract Manila’s rising air pollution. They are also planting trees to help protect the city’s main source of drinking water, La Mesa dam and watershed, in partnership with Bantay Kalikasan (Guard the Environment).

SCHOLARSHIP AND SERVICE

The Coca-Cola Scholars Foundation

The Coca-Cola Scholars Foundation awards 250 scholarships annually to high school students in the United States who combine academic excellence and community leadership. Kelsy Burgmaier of Power, Montana, a 1997 Coca-Cola Scholar, embodies the values that make these students stand out. “Get out in your community and let people see you care,” she says. “Volunteer for

anything you can do.” Burgmaier, who grew up on a cattle farm, served her community through her local 4H club before excelling at Montana State University. Now she envisions expanding 4H into additional communities near her hometown. “The club inspired me to become a citizen and a leader,” she says. “I want to share that inspiration with others.”



GIVING BACK TO THE COMMUNITY

Reaching Out

“You don’t have a choice about where you start out in life, but the choices you make after that give you a chance to move on,” says Darryl Dawson. “Kids in tough neighborhoods need to see choices other than crime, drugs and gangs.” Dawson grew up in Vine City, an inner-city neighborhood of Atlanta. He discovered a love for mechanical drawing in the sixth grade and began making choices. Today he is part of the Coca-Cola corporate packaging design team, which fuses art, engineering and material science to create extraordinary beverage packages for Coca-Cola products. He long ago moved out of Vine City—but he still goes back every week to tutor students at Bethune Elementary School as part of Reaching Out, The Coca-Cola Company’s employee volunteer program. “Kids here are surrounded by poverty and self-destruction, so they don’t see the process that leads out of it,” Dawson explains. “I lived that process, and the kids can relate to me because I walked the streets they walk. I saw what they see. I ask them what they want in life, and then we talk about the choices that can get them there. Suddenly school takes on a whole new meaning.”

THE MAGICAL POWER OF READING

Since 1966, Reading Is Fundamental (RIF) has helped children discover how the power of written words can expand their horizons. Now Coca-Cola has formed a partnership with RIF to provide more than a million new books for 10,000 high-need schools and community centers across the United States. This Classroom Library Collections program stems from the Coca-Cola Youth Partnership initiative to empower young people to realize their full potential. It also captures the magic of another partnership, between Coca-Cola and Warner Bros. Pictures, to encourage reading worldwide in connection with the film of J.K. Rowling’s best-selling book, *Harry Potter and the Sorcerer’s Stone*.

FOSTERING YOUTH DEVELOPMENT

Coca-Cola supports programs that give young people resources to develop their potential, from local chapters of the Boys & Girls Clubs of America to the halls of Congress—where the Congressional Black Caucus, Congressional Hispanic Caucus Institute and Asian Pacific American Institute for Congressional Studies offer experience to students committed to public service.

For more information about citizenship at Coca-Cola, our beliefs and our policies, and additional stories about our programs from many of the nearly 200 countries in which we do business, please visit us at

www.coca-cola.com

KEEPING OUR PROMISE: PRINCIPLES OF CITIZENSHIP

Our reputation is built on trust. Through good citizenship we will nurture our relationships and continue to build that trust. That is the essence of the Coca-Cola Promise—to benefit and refresh everyone who is touched by our business.

Wherever Coca-Cola does business, we strive to be trusted partners and good citizens. We are committed to managing our business around the world with a consistent set of values that represent the highest standards of integrity and excellence. We share these values with our bottlers, making our system stronger.

These core values are essential to our long-term business success and will be reflected in all our relationships and actions—in the marketplace, the workplace, the environment and the community.

MARKETPLACE

We will adhere to the highest ethical standards, knowing that the quality of our products, the integrity of our brands and the dedication of our people build trust and strengthen relationships. We will serve the people who enjoy our brands through innovation, superb customer service, and respect for the unique customs and cultures in the communities where we do business.

WORKPLACE

We will treat each other with dignity, fairness and respect. We will foster an inclusive environment that encourages all employees to develop and perform to their fullest potential, consistent with a commitment to human rights in our workplace. The Coca-Cola workplace will be a place where everyone's ideas and contributions are valued, and where responsibility and accountability are encouraged and rewarded.

ENVIRONMENT

We will conduct our business in ways that protect and preserve the environment. We will integrate principles of environmental stewardship and sustainable development into our business decisions and processes.

COMMUNITY

We will contribute our time, expertise and resources to help develop sustainable communities in partnership with local leaders. We will seek to improve the quality of life through locally relevant initiatives wherever we do business.

Responsible corporate citizenship is at the heart of the Coca-Cola Promise. We believe that what is best for our employees, for the community and for the environment is also best for our business.