

JOIN US as we build a unique, community-led, global campaign that puts pressure on the Coca-Cola company and links HUMAN RIGHTS, ENVIRONMENTAL JUSTICE and LABOUR RIGHTS.

The International Campaign to Hold Coca-Cola Accountable recognizes that the Coca-Cola company understands only one language—the language of money. As a result, the campaign advocates for cutting financial ties with the Coca-Cola company until it cleans up its act.

Over twenty colleges and universities in the US and UK have stopped doing business with the Coca-Cola company. Coca-Cola has been removed from a major “socially responsible” index and individuals and institutions have made a choice that they will not consume Coca-Cola.

The International Campaign has been credited by the *Wall Street Journal* with costing Coca-Cola millions of dollars in lost sales and legal fees in India, and growing damage to its reputation elsewhere. The growing movement to put pressure on the company is working. The Coca-Cola company has finally admitted that they have made mistakes in India, but the company is refusing to do anything substantial to address the problems.

JOIN US TO DEMAND THAT COCA-COLA CLEANS UP ITS ACT IN INDIA.

Contact us at:

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Design Action Collective



Coca-Cola

**Destroying Lives, Livelihoods
and Communities**



Unthinkable! Undrinkable!

www.CokeJustice.org



Communities in India are at the forefront in challenging corporate globalization today. Tens of thousands of villagers across India have mobilized to confront the arrogance and impunity of one of the largest corporations in the world—the Coca-Cola company.

Coca-Cola's largest bottling plant in India—in Plachimada—has been shut down since March 2004 due to community opposition.

Strong and formidable community campaigns across India—in Mehdiganj, Kala Dera and Gangaikodan—are underway to shut down Coca-Cola plants.

A **PATTERN OF ABUSE** has emerged as a result of Coca-Cola's operations in India:

WATER SCARCITY: Communities living around Coca-Cola's bottling plants in India are experiencing severe water shortages—directly as a result of Coca-Cola's over extraction of groundwater. A government study in the desert state of Rajasthan found that groundwater levels had dropped 10 meters in just 5 years since Coca-Cola started operations.

In 2004, Coca-Cola used **283 billion liters of water** worldwide—enough water to meet the world's drinking needs for 10 days!

POLLUTION OF LAND AND WATER: Coca-Cola has severely polluted both the groundwater and the soil around its bottling plants. A government study of seven Coca-Cola plants found that all plants were generating large amounts of toxic waste. In violation of Indian laws, the waste was not being classified and handled as industrial hazardous waste. In some areas, the company was distributing its toxic waste to farmers as “fertilizer!”

In 2004, Coca-Cola converted **2/3 of the freshwater** it used into wastewater globally!



PESTICIDES IN DRINKS: In 2003 and again in 2006, studies found that Coca-Cola products in India contain dangerously high levels of pesticides, including DDT, lindane and malathion. On an average, the pesticide residues were 24 times higher than European Union (EU) standards. Seven states in India imposed partial or full bans on the sale of Coca-Cola.



THE LIFE OF COKE

Access to clean drinking water is a fundamental human right. However, over 1.2 billion people—about 20% of the world—do not enjoy this right. Providing access to potable water remains one of the greatest challenges facing us today.

India already faces declining per capita availability of water. Over-exploitation of groundwater resources are rapidly lowering groundwater tables.

In addition to water scarcity and pollution, there is a huge public health cost associated with increased consumption of Coca-Cola—diabetes, obesity and dental problems.

The entire life cycle of Coca-Cola, from extraction to consumption, is unsustainable.