Throughout the history of Coca-Cola, we have stood for optimism, diversity and inclusion. Deep in our heritage is a commitment to bringing people and communities together to find common ground.

Our Global Diversity and Inclusion (D&I) Strategy
Our team is focused on contemporizing our global D&I strategy with a refreshed vision of being as diverse and inclusive as our 500-plus brands and a reaffirmed mission to mirror our workforce to reflect the richly diverse markets we serve. Our strategic pillars of workplace, marketplace, communities and partners anchor our D&I strategy. Embedding this work into our company’s ecosystem is one of the keys to sustaining our efforts globally in support of the company’s growth strategy.

We believe that diversity improves innovation, engagement and financial performance, ultimately driving growth. It’s why diversity matters at The Coca-Cola Company. But we can’t stop there; we recognize that diversity will always be important, but you must foster a truly inclusive culture to sustain a diverse talent mix. You cannot attract and retain a diverse workforce without an inclusive culture. Inclusion is about belonging and being valued for your uniqueness. We believe inclusion is the oxygen of diversity. It’s a concept we call “inclusive diversity.”

Reality of Inclusion
Research by neuroscientists proves that if you have a brain, you have bias. It doesn’t make us bad people; it just makes us human. Leaders must be aware of their negative biases but to truly change behavior and ensure more objective decision making, we must design talent management processes and practices that mitigate them. Inclusion is how we can tap into the full potential of our associates. Properly leveraged, it can be our true competitive advantage. It’s a central part of our business strategy that will allow us to grow and ultimately win in the market. This is our road to inclusive diversity.

Gender Diversity Highlights
Women are pillars of the communities we serve and pillars of our business. As of year-end 2017, women make up 47 percent of
our company’s global workforce and hold more than 30 percent of senior leadership roles. We’ve also increased representation of women in our mid-level and professional pipelines to 45 and 51 percent respectively. Whether we’re investing in the success of women within our company or in the success of the women we work with in our extended value chain, we are invested in our business. That’s why in 2010 we launched 5by20 — the global initiative to enable the economic empowerment of 5 million women entrepreneurs across the company’s value chain by 2020. As of the end of 2017, 5by20 programs have offered 2.4 million women across 75 countries around the world access to business skills training courses, financial services, and connections with peers or mentors — along with the confidence that comes with building a successful business. It’s a great accomplishment, but we know we have more work to do in this space.

How We Drive and Sustain Inclusive Diversity
Our road to inclusive diversity has begun with the launch of our global D&I strategy. There are four components that sustain and drive this work.

1. Ensure engagement at the top: We are leading a cultural transformation, and inclusiveness is one of the growth behaviors we expect all leaders in our company to demonstrate and be accountable for. We’ve also embedded diversity objectives in all of our top leaders’ business plans for 2018.

2. Empower our culture ambassadors: Our three Diversity Councils and seven Business Resource Groups (6,000 members strong globally) continue to be a driving force in shaping our inclusive culture, advancing diverse talent and being a resource to the business. We see the work of our culture ambassadors making a meaningful impact on our culture.

3. Embed D&I in our organization’s ecosystem: We promote D&I in all aspects of our business – core values that impact the lives of our associates, consumers, customers, suppliers and community partners. When we value people for their unique gifts, abilities and experiences, we believe we are better able to foster innovation, consumer understanding and insightful decision making.

4. Consistently measure progress: Bi-annually, we share across our business key performance indicators highlighting D&I metrics against internal and external norms. This consistent practice drives accountability and ensures business leaders are clear on their goals, their progress and the value proposition of inclusive diversity.

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