



Tell Coke Every Worker Counts!

2 April 2007 - Transatlantic Union Day of Action

Background

- Coca Cola Enterprises Inc. (CCE) is the world's largest marketer, producer, and distributor of products of the Coca-Cola Company. CCE handles more than a fifth of Coke's global volume. The Coca Cola Company owns 36% of CCE.
- CCE employs 73,000 workers internationally, with approx. 11,000 in Europe and 62,000 workers in North America producing and distributing beverages the UK, Belgium France, Luxembourg, Monaco, the Netherlands and in 46 US states plus 10 provinces of Canada.
- CCE operated at a net loss of \$1.1 billion for 2006. CCE intends to boost shareholders' returns through the elimination of jobs, and blaming it on price increases of raw materials; and fall in consumer's demand in carbonated beverages.
- On 13 February 2007, CEO John Brock confirmed that CCE will eliminate 3,500 jobs (5% of its workforce) affecting both sides of the Atlantic. Unions were neither consulted nor alerted beforehand. To date, no clear indication of the impact on individual countries has been disclosed, except that restructuring will have a heavier impact on North America.

What is happening at CCE Europe?

- Management informed the CCE EWC Selected Committee of the restructuring plans on 15 February; 2 days after they were announced to the press in violation of EU mandated Information & Consultation rights.
- In 2005 and 2006, CCE made redundant 496 workers in the Netherlands, Belgium, France and the UK. CCE implemented these plans without consultation with the unions and the European Works Council and denied the clearly "transnational" nature of the plans. On 6 February 2006, 400 workers gathered and demonstrated in front of CCE European Paris headquarter demanding CCE enter meaningful negotiations with their unions and stop mass redundancies.
- CCE reported a solid performance for 2006 in Europe. EU unions have raised serious concerns since February 2006 about CCE's lack of clear long-term strategy for growth and effective diversification and offered their cooperation in the formulation and implementation of successful change. This offer has been ignored.

What is happening at CCE North America?

- North American unions representing workers at CCE learned about the mass redundancy plan in the press. CCE is implementing plans for PowerAde direct delivery to Wal-Mart and other low-price US retailer warehouses. This arrangement breaks the traditional direct-to-store delivery model and will result in shifting distribution jobs from union workers to low wage non-union workers.
- On 20 February, CCE opened a new distribution non-union facility at Oceanside, Southern California. The Teamsters union (IBT) represents all of the nearby CCE facilities and anticipates job loss in the coming months as a result. Although San Diego CCE workers have been making, bottling, and delivering Coke products for generations, CCE denied them transfer rights to the new Oceanside facility. CCE is forcing these workers with longtime experience and seniority to reapply online for their own jobs at the new plant with no assurance that they will be reemployed or that their wages, conditions and benefits will reflect their years of service.

Unions demands to CCE and Coca-Cola...

On April 2, on both sides of the Atlantic, unions in the USA, Canada, Belgium, the Netherlands, Luxembourg, France and the UK will wear stickers saying "Tell Coke that Every Workers Counts!" and ask CCE and Coca-Cola management to:

- **Recognize the right of their union employees to job security and union representation in cases of restructuring**
- **Bargain with its unions over restructuring and respect rights to information and consultation about company plans without unreasonable delays and before any final decisions are made**
- **Stop opposing workers' rights to union representation and collective bargaining**
- **Stop cutting costs on the backs of workers by slashing employment, pay, healthcare and pension benefits to compensate for poor management and shortsighted planning.**
- **Engage in meaningful dialogue and negotiations with their unions and works councils over a sustainable, long term strategy for growth and employment**

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