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# Business, Human Rights, and Corporate Social Responsibility

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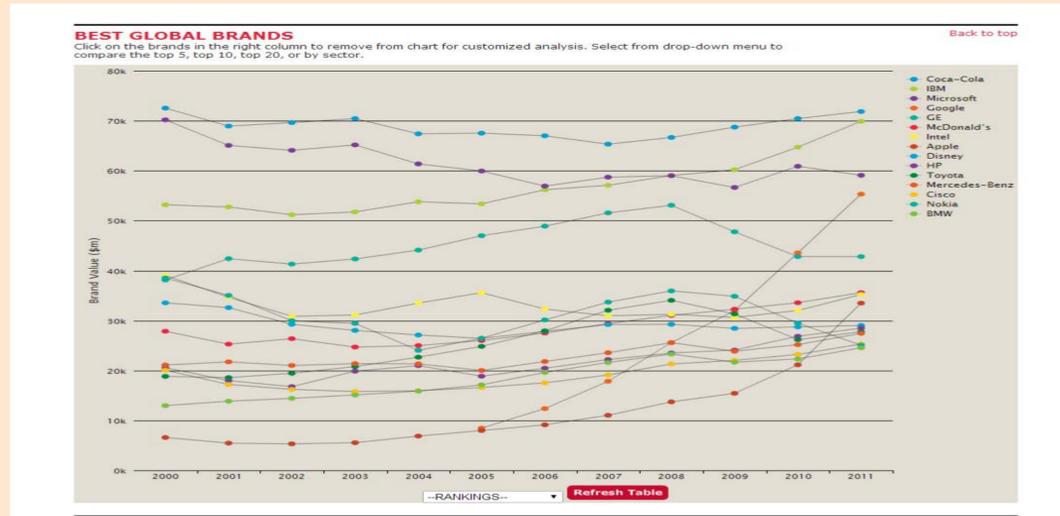
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# Business and Human Rights: Uncapped

By: Victoria Mueller, Lindsay Smith, and Ashley Wolf

## Abstract:

A review of the literature on business and human rights and Corporate Social Responsibility. Globalization has led to human rights and business being a combined topic. The United Nations and other countries have begun to recognize human rights with labor regulations due to the misconduct in applied legislation. Our research focuses on the country of Myanmar also known as Burma. The United States in particular has had a long history working with Myanmar. During the 2000's American companies have been developing strict labor policies. Through research, companies discovered that implementing business policies and labor regulations programs increase the community's development. A case study shows how Coca-Cola worked in Myanmar to form a strategic plan assisting Myanmar's community. Through corporate responsibility and labor solidarity, companies can work in high-risk environments and achieve positive outcomes.



## International Legislation:

### United Nations Human Rights Declaration:

Article 23:

- 1) Everyone has the right to work, to free choice of employment, to just and favorable conditions of work and to protection against unemployment.
- 2) Everyone, without any discrimination, has the right to equal pay for equal work.
- 3) Everyone who works has the right to just favorable remuneration ensuring for himself and his family an existence worthy of human dignity, and supplemented, if necessary, by other means of social protection.
- 4) Everyone has the right to form and to join trade unions for the protection of his interest.

### Guiding Principles on Business and Human Rights:

- The State's Responsibility
- The Companies Responsibility
- Holding Each Other Accountable

## Definitions of Terms:

- **Corporate Social Responsibility:** the community commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large
- **Labor Solidarity:** A horizontal, class-based relationship that extends beyond workers of one neighborhood or one nationality to other working people who may be total strangers, and it requires that these people recognize their common interests as workers under an exploitative, capitalist system

## Overview of Coca-Cola:

Muhtar Kent Chairman and CEO of The Coca-Cola Company.  
"As we grow as a local business in Myanmar, we are committed to creating economic value and building sustainable communities. For the people of Myanmar, Coca-Cola embodies the optimism of a bright future, with the promise of better days and better lives ahead. We are privileged to be a part of their journey."

### Focuses:

- Energy and Climate Change
- Sustainable Packaging and Recycling
- Water Stewardship
- Product Portfolio
- Active Healthy Living
- Community
- Safe Workplace

Coca-Cola has partnered with the Pact organization to create a program called Swan Yi, which empowers Myanmar women to start their own business. The three year program focuses on financial literacy, entrepreneurship, and business management. As a result of the program that was implemented in July of 2012; over 10,000 women have started their own business.



### Pros:

- Provides opportunities for business growth
- Stimulates job creation
- \$100 million soft drink market
- Promoting women's rights

### Concerns:

- Land grabbing
- Destruction of culture
- Effects to local soft drink industry
- Environmental Dependency

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