



# MODEL GUIDELINES FOR SCHOOL BEVERAGE PARTNERSHIPS







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In 2001, a group of educators and business leaders created the Council for Corporate & School Partnerships to provide guidance to schools, school districts and businesses about how to create and maintain relationships that offer long-term, sustainable benefits for students and schools. The Council's first major outreach effort was the development of a series of Guiding Principles for Business and School Partnerships. These Guiding Principles are now offered as a resource to help schools and companies across the nation structure partnerships that have clear goals and measurable outcomes that provide tangible benefits to students, the school and the community.

The following Model Guidelines for School Beverage Partnerships have been created in this same spirit of collaboration, and with similar goals. Developed by Coca-Cola in consultation with the education community, they are offered as a resource to schools that seek to ensure that beverage company partnerships continue to provide resources for a wide range of activities—such as instructional programs, student mentoring, school-to-career partnerships, extracurricular offerings, teacher professional development and many other services that would be substantially minimized without outside support and funding—while responding to concerns about commercialism and nutrition as well.

Recognizing the value that the education community places on local decision-making, the Model Guidelines for School Beverage Partnerships are strictly voluntary for adoption by schools and school districts; however, it is the intent of Coca-Cola for the guidelines to govern its activities in schools. The guidelines are strongly recommended as a vehicle for ensuring that:

- 1) Schools and school districts continue to retain the ability to generate needed revenues through partnerships with beverage providers;
- 2) Schools, school districts and beverage companies operate in compliance with federal, state and local requirements;
- 3) Beverage companies are respectful and responsive to the wishes and requests of parents, schools and communities to provide a wide variety of beverage choices that are appropriate to the school level; and



- 4) Beverage companies remain responsible and sensitive partners in addressing their commercial presence in schools.

The following Guidelines are designed to support parents and educators in guiding young people to learn how to make responsible choices. They are also designed to help schools and school districts receive the maximum benefit from their partnerships, while retaining the control and flexibility needed to meet the current and changing needs of their communities. The guidelines have been endorsed by the Coca-Cola System and will apply to all new school agreements moving forward.

## **Contracts and Financial Arrangements**

The Coca-Cola System respects the core mission of schools and seeks to support that mission through model beverage partnerships.

Through these Guidelines, we recommend that partnerships between beverage companies and schools and school districts:

- Respect the rights of parents, teachers, and school officials to choose the beverage selections for their schools and vending machines.
- Be structured to offer schools a steady stream of resources for the length of the partnership, as opposed to relying on an advance payment. This approach frees school officials from stipulations that beverage sales must meet an expected revenue goal and evens out budget fluctuations from year to year.
- Discourage the use of brokers or "third-party" intermediaries, as they charge fees to schools/school districts that diminish the revenues that can directly enhance the education of students.
- Take every measure to ensure that student access to beverages meets federal, state and local laws and guidelines.

## **Beverage Availability in Schools**

The Coca-Cola System respects the desire of school officials to provide a wide variety of appropriate beverage choices to their school community.

When selecting beverages and package sizes, school administrators should consider the specific school level beverage needs of students, faculty and staff.

Likewise, beverage companies should be responsive and respectful of each school's choice of beverages.

Timers will be made available to school partners to place time constraints on specific vending machines to meet their local needs.

When responding to a school or school district's requested choice of beverage selections, the following recommendations should be followed:



### **In elementary schools:**

Products for students in elementary schools should include 100% juices, milk-based products and water. Other products that may be available in addition in elementary schools include juice drinks and rehydrating sports drinks.

Carbonated soft drinks should only be available in teachers' lounges and in vending machines designated for community use after school hours. Carbonated soft drinks should not be available to students during the school day. While carbonated soft drinks are appropriate for people of all ages, we've heard from parents and educators that younger children need help in making sound choices and for this reason carbonated soft drinks are not available in elementary schools during the school day.

### **In middle schools and high schools:**

Products for middle school and high school cafeterias should include 100% juices, milk-based products and water. Other products that may be available in addition include juice drinks, teas and rehydrating sports drinks.

Products available in middle school and high school vending machines may include 100% juices, milk-based products, water, juice drinks, teas, rehydrating sports drinks and carbonated soft drinks. A full array of juices, water and other products must be available wherever carbonated soft drinks are sold.

## **Logos and Signage on School Grounds**

The Coca-Cola System respects the educational mission of schools and will be a responsible partner in displaying our trademark to students in schools.

School and community leaders should determine how and where logos and other signage related to beverage companies and their products are used. In addition, bottlers and schools should adhere to the following practices:

### **Visibility of Company Logos**

- Beverage company logos and other marketing graphics must not be used in textbooks, curriculum materials or on book covers.
- Venues that may be appropriate for product logos include scoreboards, menu boards, coolers, student publications, and materials to promote educational activities, health, wellness and nutrition education, extracurricular activities, physical activity and athletic events.

### **Vending Machines**

- All vending equipment in schools should move toward featuring graphics that show a wide variety of beverage options.
- As new equipment is placed in schools, signage on vending machines must feature graphics that promote educational activities, physical fitness and non-carbonated beverage choices.



## Product Promotions and Fundraising in Schools

The Coca-Cola System respects the educational mission of schools and will be a responsible partner in promoting programs and products to students in schools.

### Promotional Activities

- Promotional activities should be limited to programs that are requested by school officials to support teaching and learning.
- All promotional activities in schools must be connected to activities that encourage physical activity, academic achievement or positive youth development, in compliance with school/school district policies.

### Fundraisers/After School Activities

- Schools/school districts should be permitted to hold fundraisers that include beverage sales in order to raise money for the school or for student activities.

### Healthy and Active Lifestyles

Schools must continue to have the right to choose the variety of products needed to responsibly meet the needs of students, faculty and others. Respecting parents, teachers and students' right to choose the beverages for their schools to meet their specific wishes is the responsible approach. Beverage companies should actively continue to promote the well being of young people by supporting healthy and active lifestyles through access to a wide range of youth development and educational programs with an emphasis on physical activity, academics and nutrition education. Helping youth develop in healthy ways—physically, intellectually and socially—has always been and remains a defining commitment for these Model Guidelines for School Beverage Partnerships.



*Coca-Cola*

