Increasing Scale and Impact

cross-sectorial partnerships

Ulrike Sapiro
our aspiration: to grow our business by making a positive difference in the communities we serve

**me** Enhancing personal well-being

**Well-Being**
- Offer low- or no-calorie beverage options in every market
- Provide transparent nutrition information, featuring calories on the front of all of our packages
- Help get people moving by supporting physical activity programs in every country where we do business

**Responsible Marketing**
- Market responsibly, including no advertising to children under 12 anywhere in the world

**We** Building stronger communities

**Women**
- Enable the economic empowerment of 5 million women entrepreneurs across our value chain by 2020

**Human & Workplace Rights**
- Comply with Human and Workplace Rights standards

**Charitable Contributions**
- Give back at least 1% of our operating income annually

**world** Protecting the environment

**Water**
- Replenish 100% of water used in our finished products
- Improve water efficiency 25% (compared to a 2010 baseline)

**Packaging**
- Reach a 75% recovery rate for the number of bottles and cans equivalent to what we introduce in developed markets
- Use PlantBottle™ packaging for all PET plastic bottles (up to 30% plant material)

**Climate Protection**
- Reduce the carbon footprint of the drink in your hand 25% (through our full end-to-end value chain)

**Sustainable Agriculture**
- Sustainably source key agriculture ingredients
Water is Biggest Part of Our Supply Chain and it is Under Growing Stress

- Physical availability – surface or groundwater – and the sustainability of those sources
- Infrastructure existence, pressure, service area, metering
- Pricing – too cheap or too expensive
- Droughts
- Competing use and increased demand from more people and increased GDP
- Climate change
- Regulatory limits
- Social acceptance
THIS IS NOT ONLY A DEVELOPING WORLD ISSUE

LAKE MEAD, NEVADA
Coca-Cola Water Stewardship Strategy

Sustainable water use in our Operations
- Resource analysis
- Resource protection
- Water Efficiency
- Waste Water Treatment

Giving Back the water we use to Communities and Nature
- Access to Water
- Storage & Quality
- Use Efficiency
- Education & Awareness

Sustainable water use in our Supply Chain
- Sustainable sourcing of key agricultural ingredients

Advocacy and Partnerships
Collaboration is the Key to Success of Our Water Programs

Our partners include:
WWF and The Coca-Cola Company
A truly global partnership since 2007
Focus of Our Work

Freshwater Conservation
drive innovative, climate-smart solutions to freshwater challenges though basin-wide engagement and comprehensive policy support

Global Value Chains
improve environmental performance in water, packaging, climate, and sustainable agriculture across Coca-Cola’s supply chain

Valuing Nature
integrate the value of nature explicitly into public and private policy decisions and enhance our understanding of the dynamics involved in meeting multiple planning objectives in a basin
Water programs in Europe

Stappersveen, Belgium
Removing invasive vegetation and restoring water flow to rare moor-area

Alte Elbe, Europark Germany
Removing invasive species and restoring water storage along the Old Elbe Oxbow

Danube, 6 countries
Austria, Hungary, Serbia, Croatia, Romania, Bulgaria
Wetland and River Restoration projects helping improve drinking water, flooding and biodiversity; new $4.4m investment supported by The Coca-Cola Foundation (2013-2020)

River Cray/River Nar, UK
Restoring natural river flows, helping farmers to reduce pesticide run off into stream

Aragon, Spain
Reforestation and land management to improve water storage and retention

Las Tablas del Dalmiel, Spain
Helping farmers to save water on the source of the River Guadiana

Spanish Coastal Area, 3 projects, several partners
Working in key centres along the coast to improve water capture and storage

La Camargue, France
Restoring water quality, hydrological flows and nesting places in several etangs

Gozo/Malta, GWP
Rainwater harvesting, awareness raising, improving water use in farming

Cyprus, GWP
Installing rainwater and greywater use systems and increasing awareness on water efficiency

Greek Islands, GWP
Improving water capture and storage in schools and communities; improving windmill water lift

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WWF/Coca-Cola European flagship program on the Danube

**THE PARTNERSHIP**

The Danube is now set to benefit from a $4.4m dollar grant from The Coca-Cola Foundation, as Coca-Cola and WWF partner on a seven year river and floodplain restoration programme – the biggest single programme in Europe that Coca-Cola has supported to date.

- **$4.4M grant**
- **7 yr programme**
- **6 countries**

**WETLAND RESTORATION**
**RIVERFLOW IMPROVEMENTS**
**CITIZEN EDUCATION** (water tour)
**OUTREACH AND AWARENESS**
Impact & Advantages of the long-term WWF/Coca-Cola partnership on the Danube

**Mid- to long-term planning possible to achieve overall Conservation goals**

**Smart investment**: private co-funding enables feasibility phase, allows public support and further scale

**Increased Effectiveness**: skills and tools exchange, capability building on both sides, employee engagement

**Better Governance**: Steering Committee for Planning, Monitoring and Exchange

**Outreach**: Ability to reach wider audiences and scale of awareness
Providing Benefit to Nature AND Communities