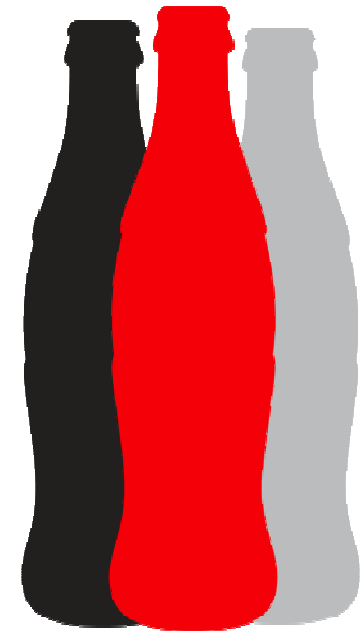


# Increasing Scale and Impact

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



2020

## 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)

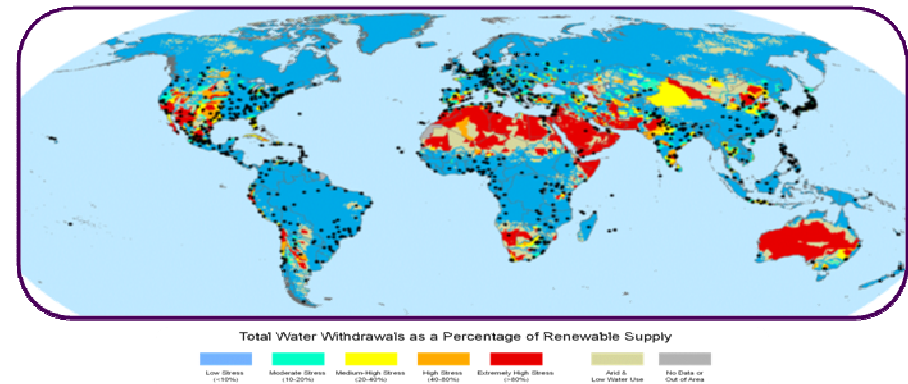
### Sustainable Agriculture

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



## Water Risks in Manufacturing Locations



## Water Risks in Agricultural Supply Chain



**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



WWF/Coca-Cola Global Partnership  
2013-2020

## Focus of Our Work

### Freshwater Conservation

drive innovative, climate-smart solutions to freshwater challenges through 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

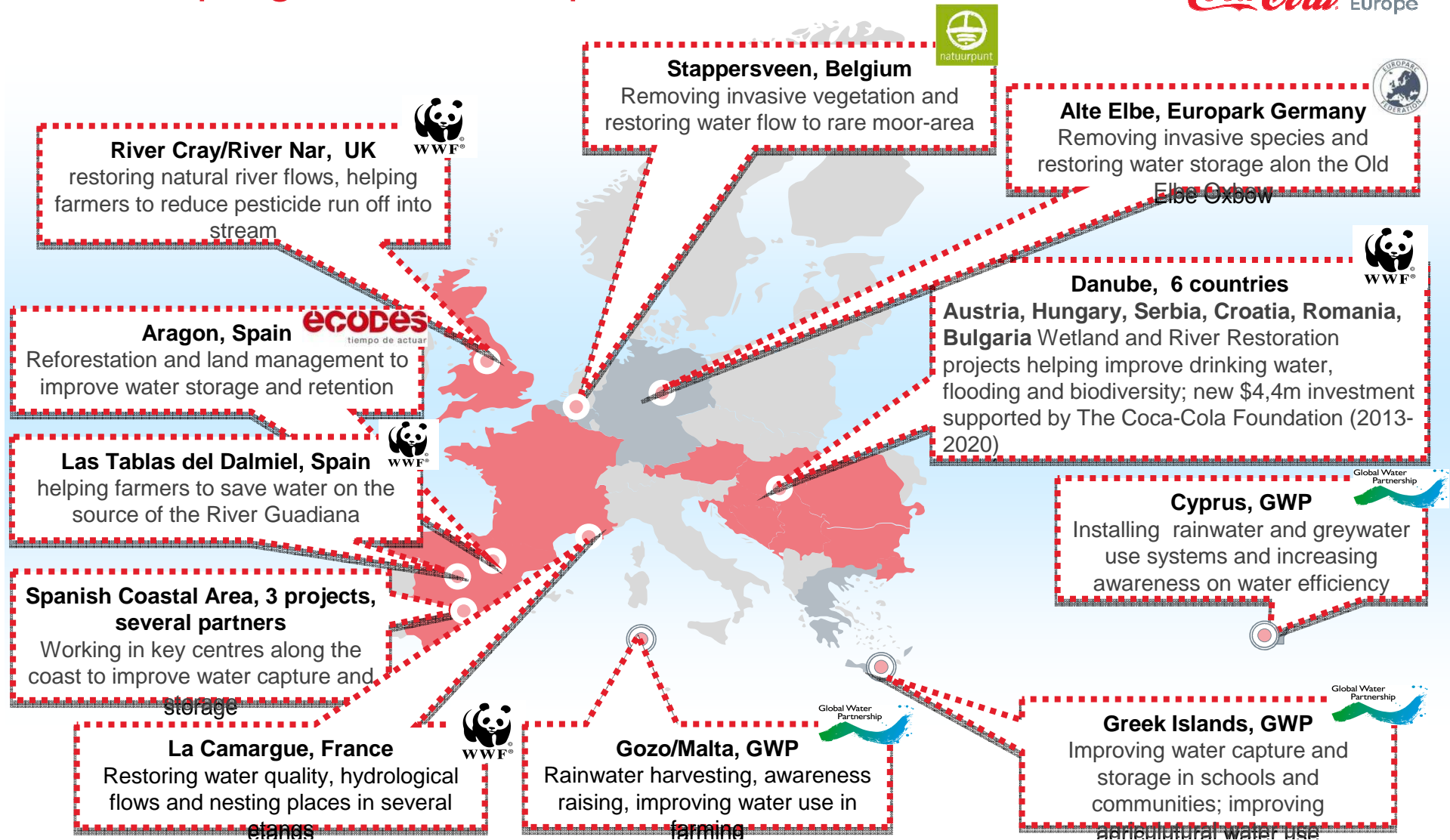
integrate the value of nature explicitly into public and private policy decisions and enhance our understanding of the dynamics involved in meeting multiple planning objectives in a basin



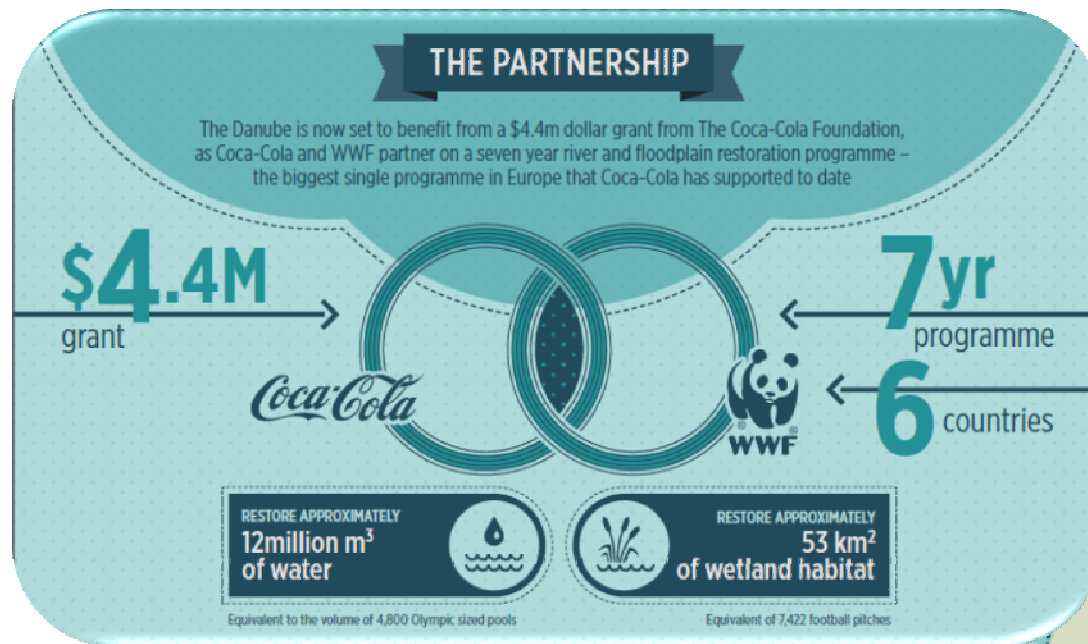
© Anton Vorauer / WWF-Canon



# Water programs in Europe



# WWF/Coca-Cola European flagship program on the Danube



- 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

Ability to build a roadmap against strategic water objectives

**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



Gornje Podunavlje 3:11

*Coca-Cola* Europe

