ADDRESSING THE WATER CRISIS – A BUSINESS PERSPECTIVE

BUCHAREST, 9TH JULY 2012

ULRIKE SAPIRO

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Obvious in the product

96% Water

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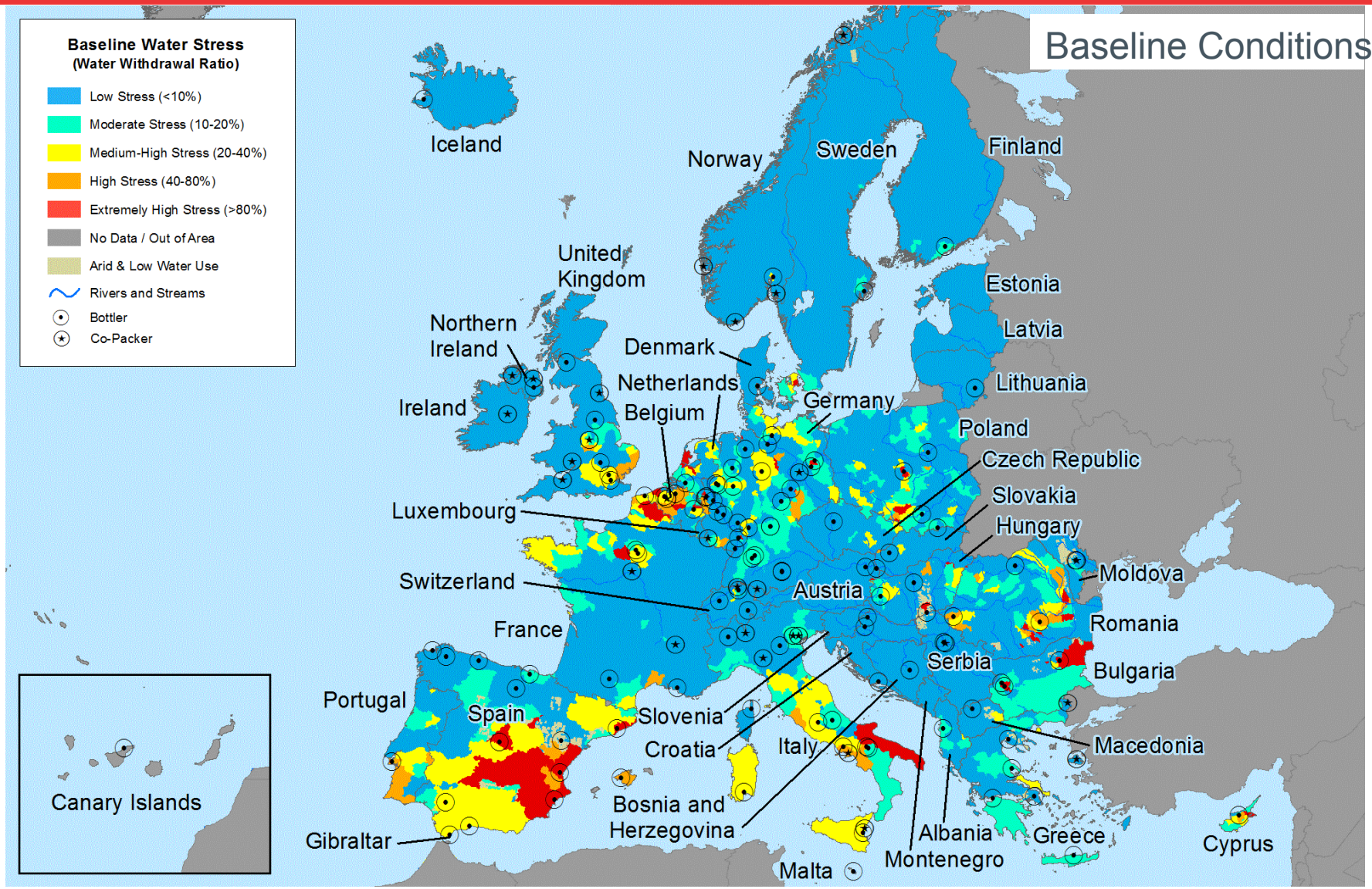
Visible on the ground



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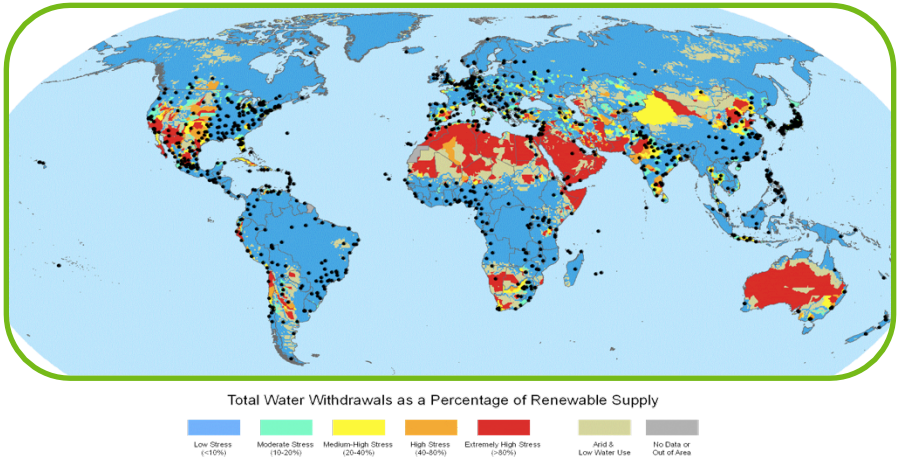
Critical for the Supply Chain

- Physical availability
- Infrastructure existence, pressure, service area, metering
- Pricing – too cheap or too expensive
- Droughts
- Competing use and increased demand
- Climate change
- Regulatory limits
- Social acceptance



Water Risks in Manufacturing Locations

Water Risks in Agricultural Supply Chain

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Addressing Impacts

Local/Seasonal
Water Quality/Water Quantity

Operational Water Stewardship

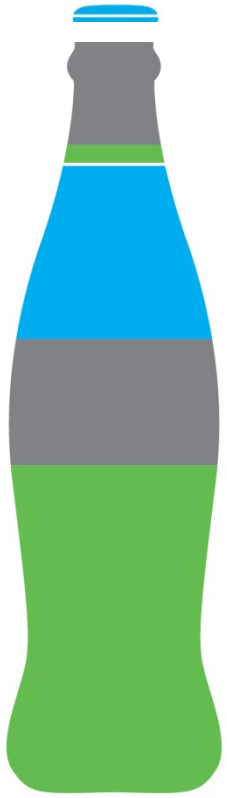
Sustainable Supply Chain

Total product water footprint

1% Operations

19% Packaging

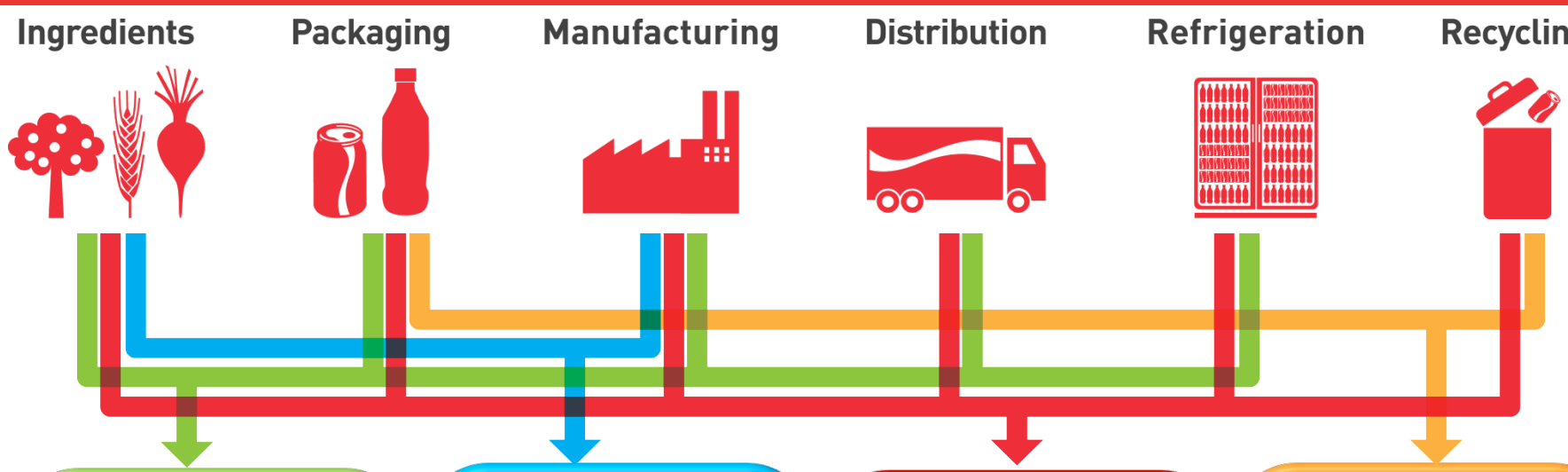
80% Natural ingredients



Total wfp for a 0,5l PET regular Coke, produced in the Netherlands: ~35l

The Overall Strategy

Coca-Cola Europe



Sourcing:
We will demonstrate **sustainable sourcing** of our key ingredients, lower the carbon emissions of our suppliers and lead the industry through innovation.

Water:
Our bottling plants will be **water sustainable** and we will replenish 100% of the water we use in our beverages.

Carbon:
We will reduce the Carbon Footprint of the **drink in your hand by -20%** and reduce absolute manufacturing emissions by 15%.

Packaging:
We will recycle the equivalent of 80% of the packaging we use and significantly increase the use of **recycled and renewable** materials.

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The Water Destination 2020

Coca-Cola Europe

Our Water promise: Our bottling plants will be water sustainable and we will replenish 100% of the water equivalent to what we use in our beverages.

Ingredients | Packaging | Manufacturing | Distribution | Refrigeration | Recycling

Protect:
Ensure water sustainability in all bottling plants .

Reduce:
Improve water efficiency by 26% and be industry leader with lowest water use per unit.

Recycle:
Treat all wastewater in our manufacturing operations to standard that supports aquatic life.

Replenish:
Replenish 100% of the water equivalent to what we use in our beverages.

Sourcing:
Our sustainable sourcing strategy will also demonstrate water sustainability of our ingredients

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Partnerships to deliver

icpdr iksd
International Commission for the Protection of the Danube River
Internationale Kommission zum Schutz der Donau

Global Water Partnership

UNDP

WWF

Water Footprint NETWORK

Global Reporting Initiative

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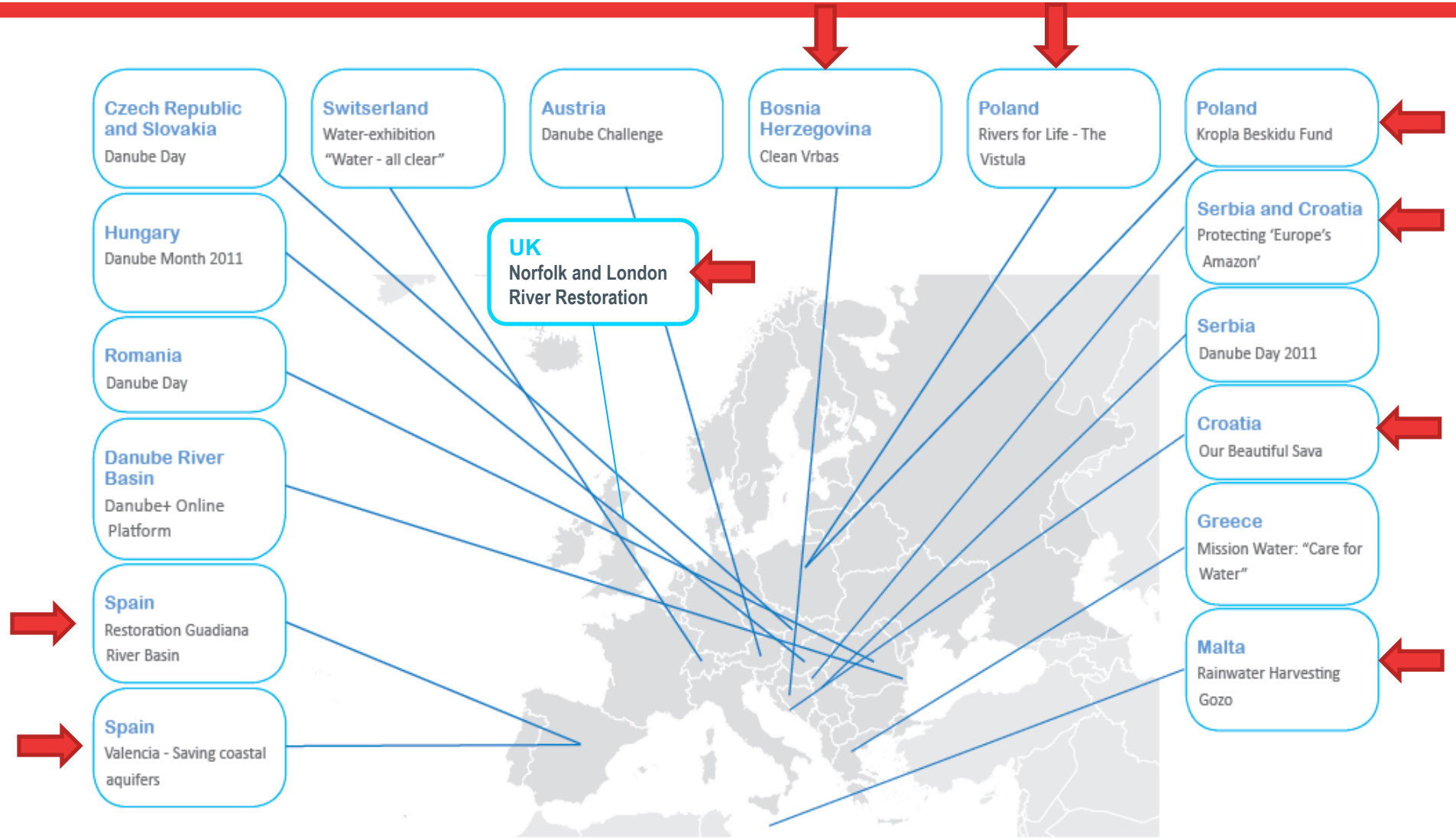
Investment in water resources



Water Resource improvement and protection projects (Wetlands, Recharge, Rainwater Harvesting, Pollution reduction)

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THANK YOU

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