

Water Sustainability at Coca-Cola

“Partnerships in Conservation”

Oklahoma Governor’s Water Conference
October 23, 2013

*Jonathan Radtke
Water Sustainability Program*

Coca-Cola North America
Group

The Coca-Cola Company in Context

200 + → Countries in which we operate

300 + → Franchise bottling partners

500 + → Number of brands, worldwide

900 + → Manufacturing plants

1,500,000,000 + → Servings per day



What is the #1 ingredient in all these beverages?

ME

WE

WORLD

WELL-BEING

WOMEN

WATER

**Responsible
Marketing**

**Community
Foundations**

Packaging

Carbon

**Human &
Workplace
Rights**

**Sustainable
Agriculture**



SUSTAINABILITY

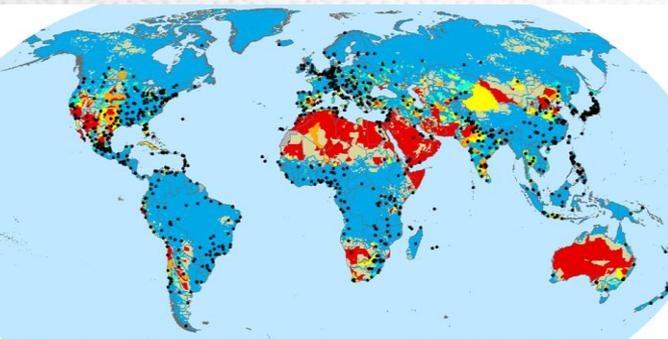
FRAMEWORK

Coca-Cola's Water Strategy

1.0 Production Facility Location and Management

Select SBU: [dropdown]
Select Division: [dropdown]
Select Production Facility: [dropdown]
Select Currency (Local, Euro or US Dollar): [dropdown]
Select Primary Language of the Production Facility: [dropdown]
Select Secondary Language of the Production Facility: [dropdown]
If your facility is not listed in the above menu, please enter your unit and fill in the correct information below:
Division: [dropdown]
Country: [dropdown]
Production Facility: [text]
Local Currency: [dropdown]
Primary Language: [dropdown]
Secondary Language: [dropdown]
Unit of Measure: [dropdown]
Name: [text]
Phone Number: [text]
E-mail Address: [text]
Facility Manager: [text]
Environmental Manager: [text]
Quality Manager: [text]
Operations Manager: [text]
What are the latitude and longitude coordinates for your facility and additional address:
Latitude (Lat): [text]
Longitude (Long): [text]
Local Postal Code: [text]

- Detailed plant-level quantitative risk assessment



Water Stewardship Goal

We work to safely return to nature and communities an amount of water equivalent to what we use in our beverages and their production

Reduce
25% by 2020



Replenish
100% by 2020



Recycle
100% compliance



Manage Risk
100% compliance



Risk Mitigation and Source Water Protection

Goal: Bottling facilities complete source water protection planning by end of 2012

Source Water Protection Standard

- Ensure sufficient water quality and quantity
- Understand and manage risks to facility source water
- Update every 5 yrs

SVA: Source Vulnerability Assessment

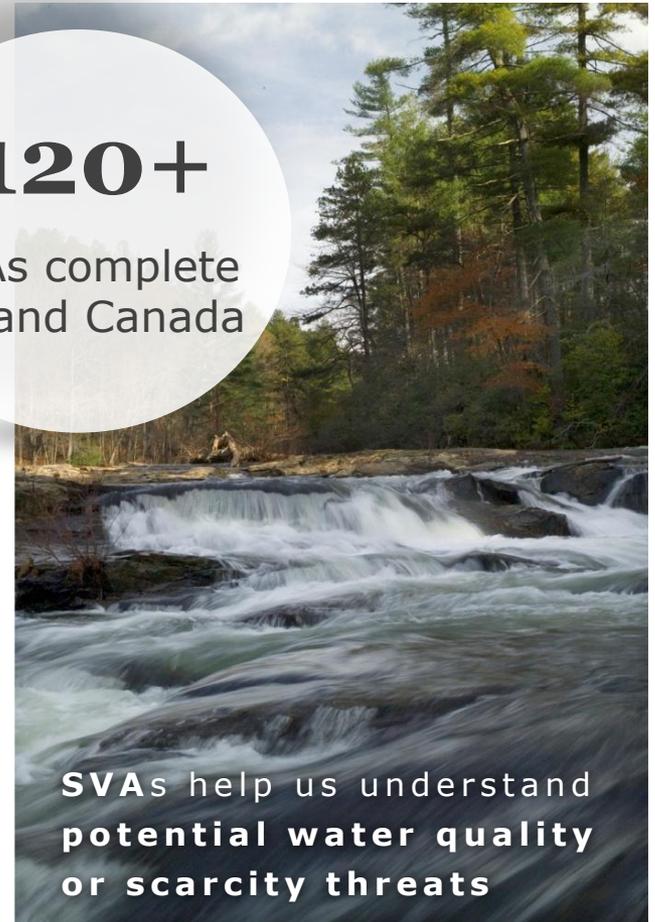
- *Facility-specific evaluation of factors that could affect water quantity and/or quality*

SWPP: Source Water Protection Plan

- *Identifies mitigation actions, roles, and responsibilities to address vulnerabilities*

120+

SVAs complete
US and Canada

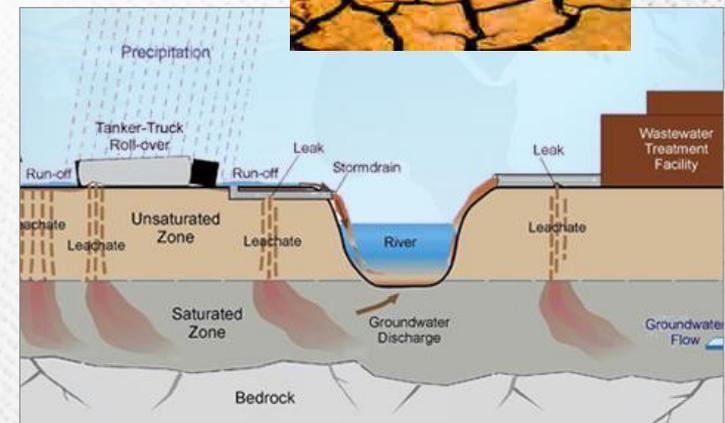


SVAs help us understand
potential water quality
or scarcity threats

Common SVA Findings

Facilities in the US face similar potential source water vulnerabilities

- **Infrastructure**
 - Reliability, Quality, Cost
- **Water Quality**
 - Land Use, Chemistry
- **Water Availability**
 - Drought, Capacity-Demand
- **Regulatory Policy**
- **Public Perception**
- **Natural Disasters (Fires)**



Coca-Cola's Replenish Program



Rain Barrels

Save Water and Reduce Stormwater Runoff



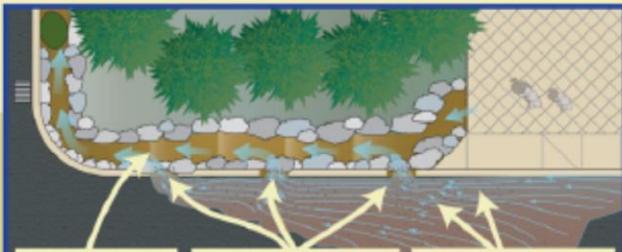
Choctaw Nation



Rain Gardens

Fernbank's Rain Garden

Rain gardens are dry streams with plants that capture rainwater runoff from nonporous (impervious) surfaces such as pavement, roads and rooftops allowing the water to be slowly absorbed into the ground.

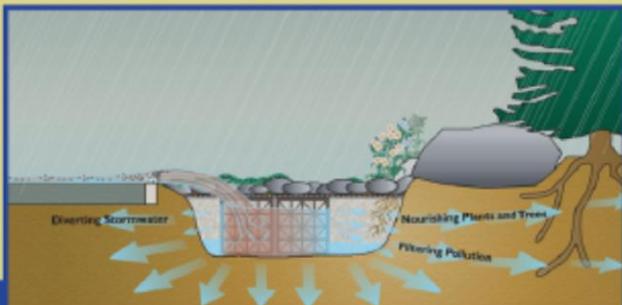


Terraces level the streambed and slow the water down.

The curb has been cut here to allow stormwater to enter the garden instead of flowing into the storm drain.

Pollutants like leaked oil, brake dust and sediment can be captured and filtered.

This rain garden was built to divert stormwater from the parking lot and keep it from reaching the storm drain, helping to prevent erosion downstream in this watershed. Many of these plants are hardy native species. Their roots help to filter many of the pollutants entering the rain garden.



Funding for this project was provided by The Coca-Cola Company and World Wildlife Fund.



Trail Creek Restoration Project Upper South Platte River, CO



**200+ MM liters/yr
Replenish Volume**

**100% of Denver Plant's
Production Volume**



Returning Flow To Nature



The Nature Conservancy 
Protecting nature. Preserving life.™



Replenish: Sustainable Agriculture



Treatment Wetlands

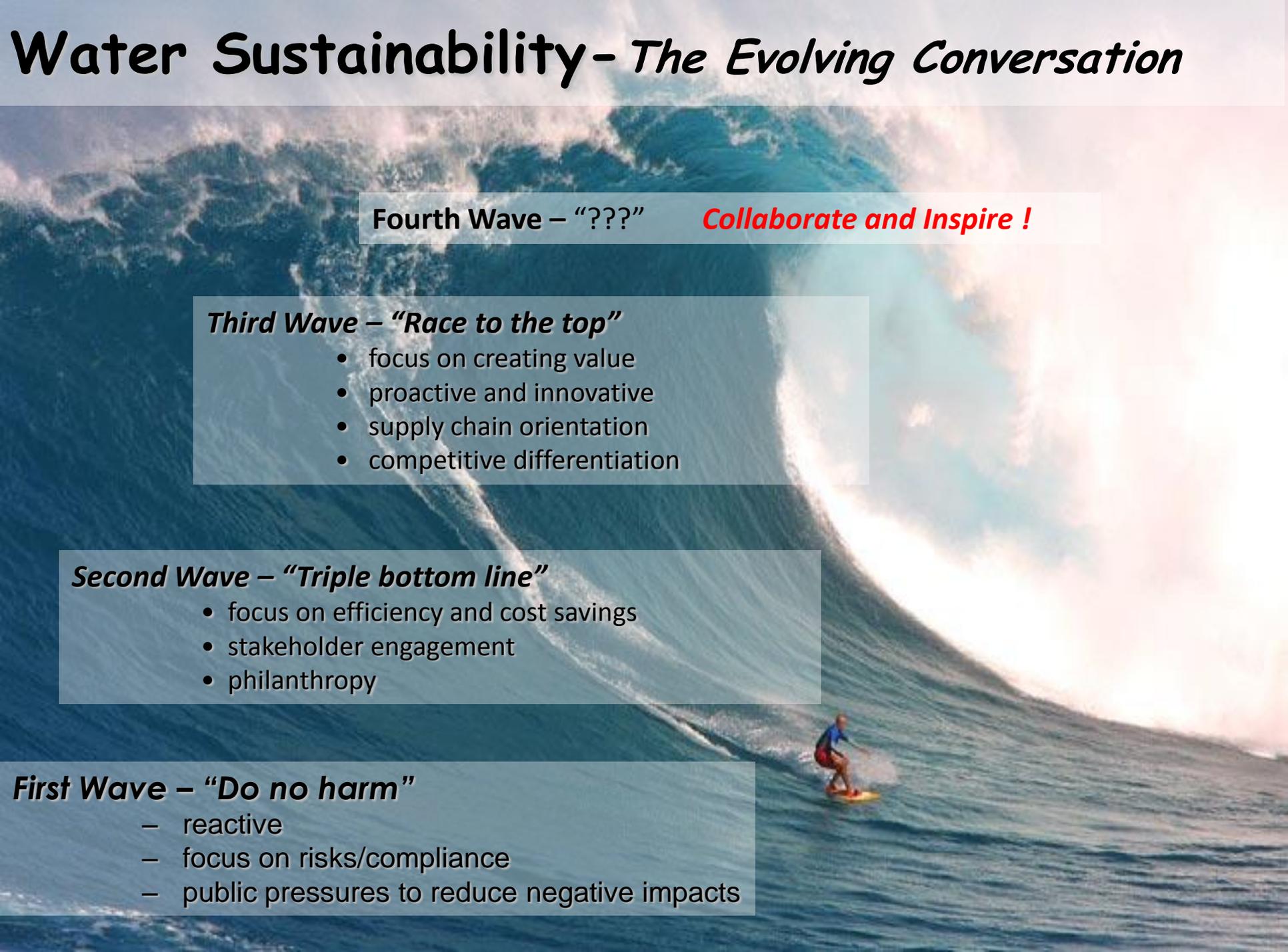
VRI

No-Till Farming

More Examples of Replenish Projects



Water Sustainability - *The Evolving Conversation*



Fourth Wave – “???”

Collaborate and Inspire !

Third Wave – “Race to the top”

- focus on creating value
- proactive and innovative
- supply chain orientation
- competitive differentiation

Second Wave – “Triple bottom line”

- focus on efficiency and cost savings
- stakeholder engagement
- philanthropy

First Wave – “Do no harm”

- reactive
- focus on risks/compliance
- public pressures to reduce negative impacts

A person wearing white shorts is standing on a sandy beach, using a long, thin stick to draw a heart shape in the sand. The heart is drawn with two parallel lines of sand. The person's legs and feet are visible, and the ocean waves are in the background. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Thank You

The mark we make today shapes the future.