

Water

Making a positive difference in Europe

Coca-Cola Europe
LIVE  POSITIVELY™

2008-2009

Water is the most precious resource on our planet. Less than three per cent of the world's water is fresh water. And most of that is locked up in the ice caps.



While an ever-growing and more affluent world population uses more water for producing food, running industry and supporting lifestyles, the impacts of climate change will most likely make water supply scarcer in some densely populated urban areas and sub-Saharan Africa.

We believe the world contains enough water to meet personal, agricultural and business needs – but only if everyone improves the management of what we have.

The Coca-Cola Company works hard to conduct business responsibly and ethically. Our sustainability strategy focuses on areas with the greatest potential to impact our business and the communities in which we operate.

As water is the main ingredient of every beverage we make, and an essential resource in our supply chain, water stewardship is a key focus of The Coca-Cola system's environmental strategy, along with sustainable packaging and climate protection.

Our goal:

To safely return to nature and to communities the equivalent amount of water we use in all our beverages and their production.

Reduce. Recycle. Replenish.

This booklet gives an insight into some of the local water projects that The Coca-Cola Company has undertaken with our bottling partners and local stakeholders in Europe during 2008-2009. I hope you enjoy reading it and seeing how we are working toward our goal and making a positive difference to water stewardship in Europe.

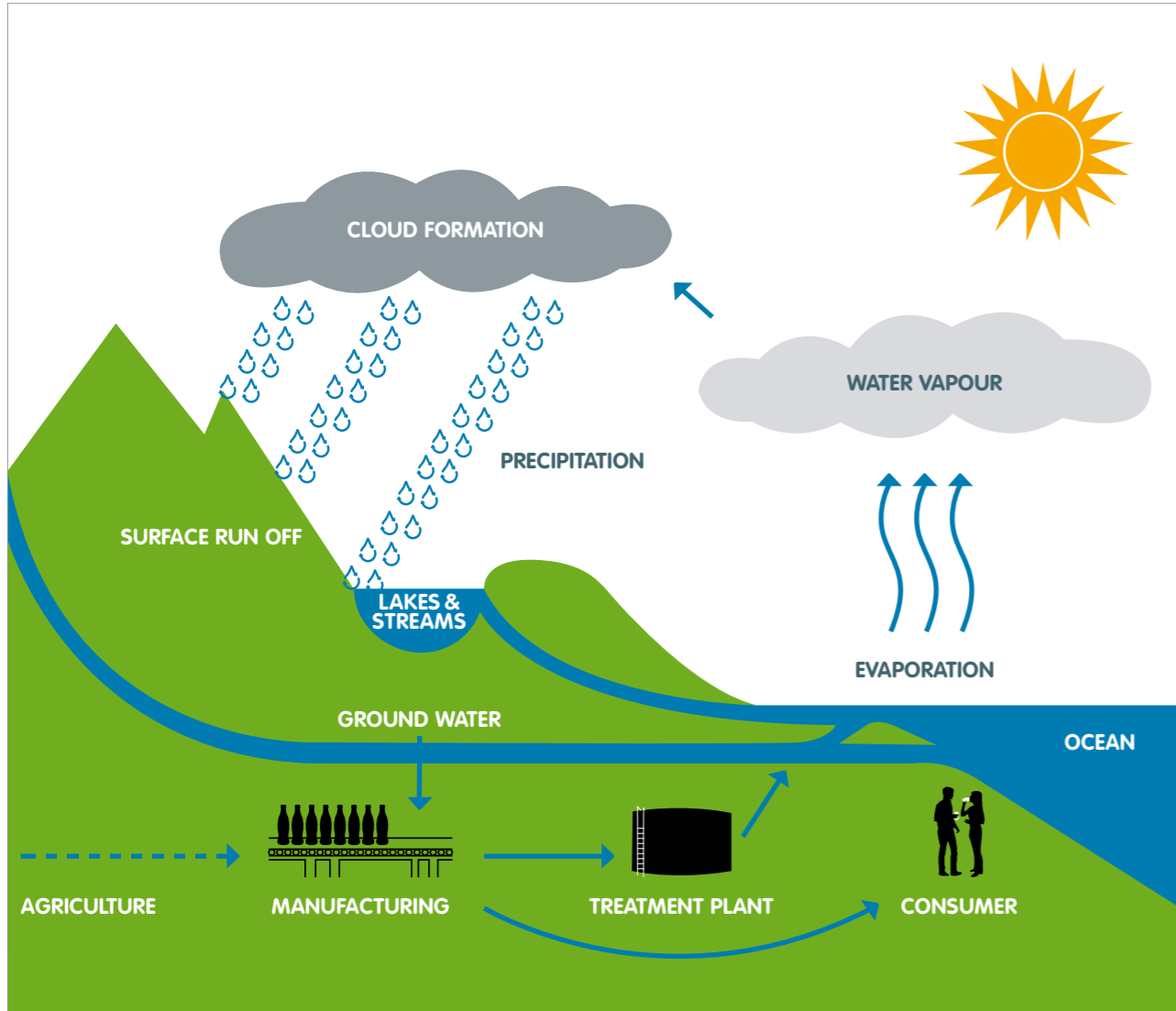
Dominique Reiniche
President, Coca-Cola Europe Group

Drops of knowledge:

70% Proportion of the world's surface covered in water	1bn People lack access to clean water globally	5,000 Children die each day due to unsafe water and sanitation	210 Community water projects supported by The Coca-Cola Company worldwide	60 Countries where The Coca-Cola Company is supporting community water projects
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Water Cycle

Everybody needs water. Our goal is to treat it wisely for the benefits of nature and communities. Globally, approximately 300 billion litres of water are used annually in our beverages and in their production. Nearly 1,6 billion times a day people around the world enjoy one of our beverages.



© Anton YORBAUER, WWF-Canon

Reduce. Recycle. Replenish.

To help us reach our global goal, we actively **Reduce** the amount of water used to produce our beverages and aim to be the most efficient user of water in our industry.

Recycling for us means treating wastewater from our manufacturing process and returning it back to nature at a level that supports aquatic life and agriculture.

We aim to **Replenish** water in nature and for communities by supporting relevant local community water projects, protecting resources and raising awareness about the value of water for us all.



Reduce:

14%

Reduction in water used to make 1 litre of beverage between 2004 and 2008

Recycle:

96%

Coca-Cola system manufacturing plants that meet our recycling target. 100% by 2010

Replenish:

18+

Water projects supported by 12 European countries. 210 worldwide

The figures above represent our progress to date in the Europe Group

Water Footprinting

When it comes to conserving and protecting water, The Coca-Cola Company looks at the bigger picture.

We understand that water use goes beyond just our own operations to include the water used in our supply chain, where it is used to produce the agricultural products we buy (e.g. sugar and fruits).

Understanding water use, from supply to end use, is a relatively new discipline, called Water Footprinting.

We are active members of the Water Footprint Network, (www.waterfootprint.org) helping to further the development of water footprinting methodology, in particular how to include the local water resource situation and local water use impacts.

The Coca-Cola Company is also part of global agricultural initiatives, such as the Sustainable Agriculture Initiative (SAI), and the Better Sugarcane Initiative (BSI), that aim to improve the use of water in both farm and manufacturing processes farming practices.

Coca-Cola's Water Stewardship across Europe

We are working to make a positive difference right across Europe in partnership with our bottling partners, environmental organisations, schools, local communities and governments.

Europe:
Working with the European Water Partnership on water stewardship

Great Britain:
Thames 21 Clean-up

Germany:
350,000 children benefit from the Danube Box

Slovenia:
'Water's Forever' project aims to bring the river to life for young people

Austria:
Danube Challenge for 9-13 year olds

Croatia:
River Gacka Eco-tourism project

Poland:
Supporting the salmon restoration programme for the Vistula River
Kropla Beskidu Fund for community projects

The Danube:
The Green Danube Partnership with ICPDR and Coca-Cola Hellenic
Protecting and Greening the Danube with WWF

The Sava River:
The Sava Partnership, with the International Sava Commission (ISC), The Coca-Cola Company and Coca-Cola Hellenic covering Slovenia, Croatia, Bosnia and Herzegovina and Serbia

Italy:
Environmental education programme aimed at families in the local community of Monte Vulture

Spain:
A2horra water saving advice sent to 14,000 clients
Guadiana River Recovery

Slovakia:
Children join the Danube Challenge in Austria

Hungary:
Ecosystem restoration and resource improvement at the 'Liberty Island'

Romania:
Helped local communities to secure funding for local water supply and sanitation

Greece:
Three-year system 'Mission Water' programme with GWP-Med, rainwater harvesting, clean-ups and awareness-raising activities



Awareness and Education

Water Supply and Wastewater Treatment

Habitat and Water Resource Protection

Regional River Basins

- The Danube River
- The Sava River

Wherever we are and whatever project we undertake, we work in partnership and collaboration with local communities and expert organisations, because we know this is the best way to make meaningful progress and ensure a sustainable future.

To learn more about these water stewardship programmes in Europe please visit:

www.apostolinerogr
www.conocecocacola.com
www.coca-colahellenic.com
www.fontidelvulture.it

www.danubebox.org
www.ewp.eu
www.funduszpartnerstwa.org.pl
www.ICPDR.org
www.libertyisland.hu – under construction
www.panda.org
www.savacommission.org



Images above: 1-2: Young people from Austria learning about the Danube's ecosystem 3: Rainwater harvesting installation at public school, Syros Island in Greece 4-5: 'Adopt a river' in Croatia encourages local care of the river 6: Educational materials for schools in the region (Danube-Box).

Images far right: 1-4: Improving access to a sustainable water supply for rural communities, Dorna River, Romania

Awareness and Education

The majority of our projects in Europe include an awareness-raising focus and help to educate communities about the importance of caring for local water resources.

The Danube Challenge is a sustainable youth programme that takes 13-15 year olds from [Austria](#) and [Slovakia](#) on a 5-day trip along the Danube to teach them about the river as an important water resource and ecosystem.

In [Croatia](#), the 'Adopt a river' project encourages local care of the Gacka River and builds local capacity to promote sustainable eco-tourism.

[Germany's](#) 'Wasserschutz macht Schule' programme distributed educational water conservation 'Danube Boxes' to 5,000 schools. The winning entry in the water protection video competition was shot professionally and screened at the 2008 German UNESCO 'Water-Education-Future' conference.

As part of [Greece's](#) 'Mission Water' programme the first rainwater harvesting project was completed on three water scarce Cycladic islands, where water harvesting systems were installed in public buildings and schools. In collaboration with strategic partner, Global Water Partnership – Mediterranean (GWP-Med), educational seminars for local residents and technical workers were organised to take measures themselves, while schoolchildren and their teachers received the 'Gift of Rain' educational kit and also participated in special education sessions. For the past three years, the 'Mission Water' programme has organised a series of public awareness and education campaigns and initiatives, sponsored conferences and related programmes, all aimed toward mobilising employees and the public toward using and saving water wisely.

The 'Water's Forever' project in [Slovenia](#) has helped to bring the river to life with a kayak marathon and river-themed eco-camps for young people during the school holidays.

In [Spain](#), an extensive consumer-facing water saving campaign 'Stop: cada gota cuenta' has provided advice to students and residents as well as 14,000 restaurant and bar clients in the HORECA channel.

Water Supply and Wastewater Treatment

In [Romania](#), the 'Every Drop Matters' project aims to help the rural communities in Dorna gain access to a sustainable water supply, as well as raising awareness amongst the local population of the importance of a sanitary sewage system and access to healthy drinking water.

As a result of this project, local authorities were able to submit an application which has been awarded €2,5 million in EU funding, to implement the new water supply and waste water systems.



Habitat and Water Resource Protection

Protecting wetland habitats and watersheds and restoring biodiversity are the aims of several projects, including the regular 'Thames 21' river clean-up by employees in [Great Britain](#) and [Greece's](#) clean-up of Lake Kerkini, where 1,4 tonnes of rubbish was collected in a single day.

In [Hungary](#), our goal is to save the Liberty Island as an important nature reserve and thereby to improve significantly the quality of drinking water in the region. With Coca-Cola's contribution WWF Hungary successfully participated in the 2007 EU LIFE+ competition that aids nature conservation projects. The five-year project will see the restoration of continuous water flow, replacement of invasive species by native ones and purchase of Liberty Island itself to officially incorporate it into the national park in order to protect the natural heritage in the long run.

The 'Fonti del Vulture' project in [Italy](#) aims to teach young people to respect and protect water and to encourage good habits for limiting water wastage. The project included a weekend event 'Acquando – The natural and transparent festival' as well as education tools to raise awareness amongst young people and their families about their careful use of water.

[Poland's](#) Kropla Beskidu Fund offers annual grants to organised community groups focused on preserving water resources of the Beskid Sadecki Mountains 'Rivers for Life'. The Vistula project in partnership with WWF Poland aims to reverse years of overfishing and pollution of the Vistula River. From 2007-2009 nearly 0,5 million young salmon have been reintroduced. The project also raises local awareness and understanding of the importance of Poland's longest river and the need for environmental sustainability.

Meanwhile the 'Guadiana River Project' project in [Portugal](#) and [Spain](#) is a cross-border initiative we are supporting with WWF and local administrations. The project aims to protect and restore the Guadiana river basin, where the



1: Coca-Cola employees helping to clean-up the Thames 2: First clean-up project on Lake Kerkini involving Coca-Cola Hellenic employees, volunteers, ngos and students 3: Liberty Island, the focus of international efforts to restore the habitat and improve biodiversity 4: Restoring the salmon population in the Upper Vistula River 5: Guadiana River Recovery in Spain: reforestation of 30 hectares 6: A finalised community project financed by the Kropla Beskidu Fund.

natural biodiversity and ecosystems have been under threat from low water availability and fires. The project includes the reintroduction of native plant species to restore the natural habitat.



Photo by Anton Vercauer, WWF-Canada



Photo by Romeo Ibricevic

1: Restoring wetlands in the Lower Danube River as a haven for wildlife is one of the goals of the WWF partnership 2: Protecting and preserving the Sava River.

Regional River Basins

The Danube River

The Danube River is a major watershed in Europe, supporting 81 million people in 19 countries. We are working with WWF and the Green Danube Partnership on two [Pan-European](#) partnerships that include many different elements, all aiming to protect the Danube River.

The [WWF Danube Programme](#) includes a number of complementary initiatives. These include:

- Supporting the network of protected areas to complete the string of natural zones along the river
- Exploring possibilities for sturgeon to migrate past the Iron Gates Dam further up the Danube river
- Restoring wetlands in the Lower Danube for flood-protection, a freshwater resource and haven for rare wildlife.

The [Green Danube Partnership](#), in collaboration with the International Commission for the Protection of the Danube River (ICPDR) and Coca-Cola Hellenic involves conservation, awareness-raising and education projects spanning several countries. The partnership has four components:

- Celebration of International Danube Day on 29 June
- Danube Art Master competition
- The Danube Box, a major education initiative, now translated into seven languages
- Support of local projects and partnerships in the countries of the Region

The Sava River

Coca-Cola Hellenic and The Coca-Cola Company, have also recently launched the [Sava Partnership](#), a long term agreement with the International Sava Commission covering Slovenia, Croatia, Bosnia and Herzegovina and Serbia. The overall goal of the project is to protect and promote the Sava River, raising awareness about its importance, preserving bio-diversity and developing eco-tourism.



To learn more about The Coca-Cola
Company's global water stewardship visit:

www.thecoca-colacompany.com
www.livepositively.com

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