



EWP Milestone Event

Hans Wilfling May 2010

The Coca-Cola Company



Our Pledge – “Return the Drops We Use”



The Company will improve water efficiency by 20% between 2004 and 2012

The Company will align its entire global system in returning all water that it uses for manufacturing processes to the environment at a level that supports aquatic life by the end of 2010.

The Company will expand support of healthy watersheds and sustainable communities to balance the water used in its finished beverages.

Global Water Risk Assessment update 2007/08



REDUCE

Water Saver Tool



RECYCLE

Source Water Vulnerability Assessment & Management

Waste Water Compliance



REPLENISH

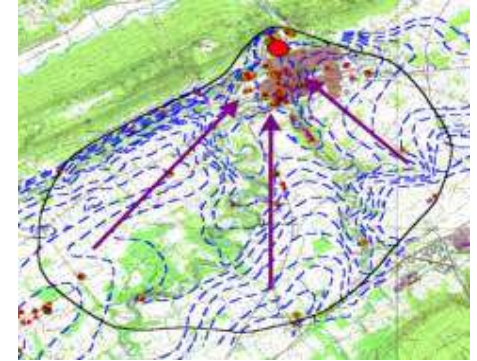
Community Water Partnerships

Watershed & Riverbasin Conservation



1. Source Vulnerability Assessment

- Knowing where our water comes from, define geology and recharge zone
- Understanding the risks to quality and quantity of the source
- Understanding our potential impacts on environment and community
- Developing ongoing programmes of management and mitigation with respect to risks and impacts



Tools

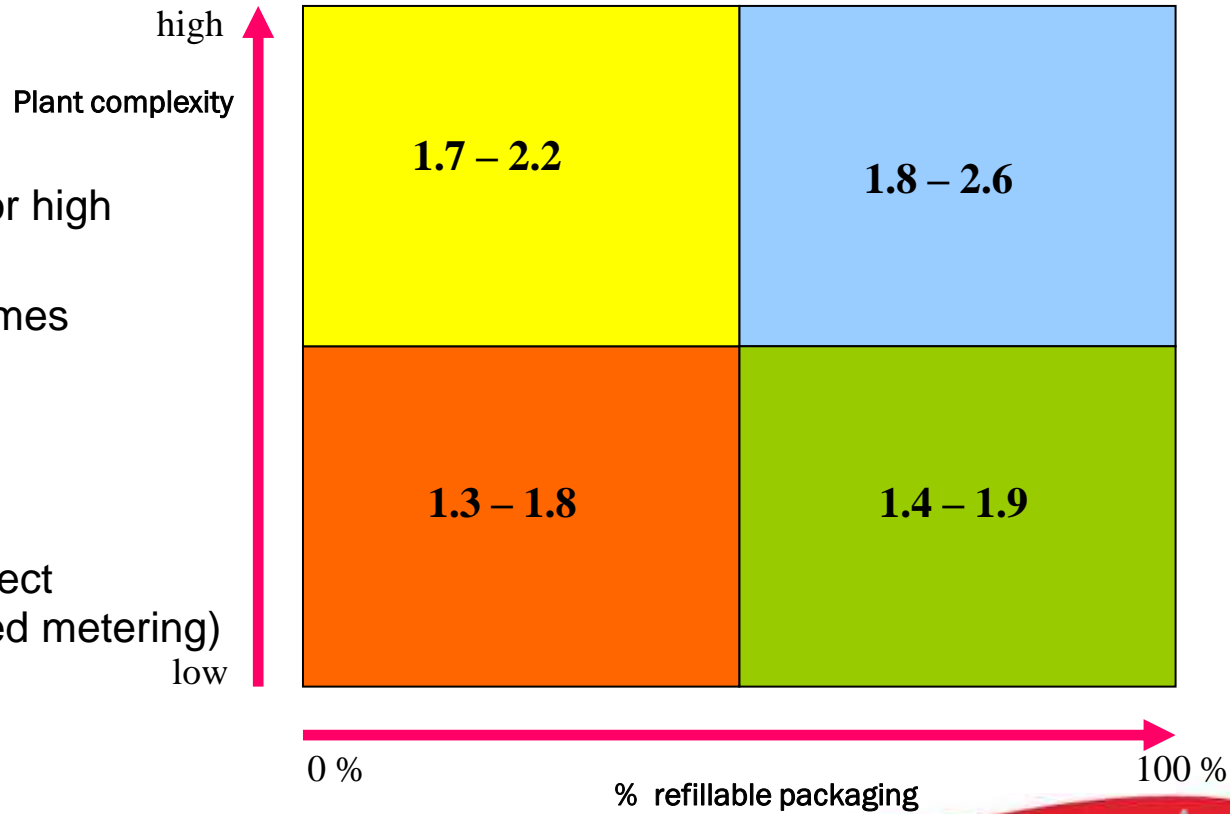
1. I-Learn: on-line training tool
2. I-Protect: background info and spreadsheets to come to a Source Water Protection Plan
3. I-Manage: on-line Geographic Information System (GIS) to capture the data for future use



Water Savers Toolkit

- Objective
 - Drive water efficiency through operations
- Focus:
 - Plants with medium or high WURs
 - Plants with high volumes
- Tools / Support:
 - Self-assessment and benchmarking
 - Water Efficiency Project (accurate and targeted metering)
 - Flow meters
 - Consultant

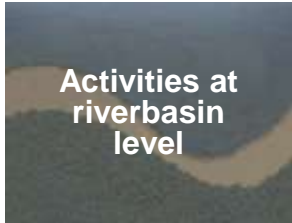
"SELF ASSESSMENT QUADRANT"





3. Community Water Partnerships

THE GREEN DANUBE INITIATIVE



- Partnership between ICPDR, Coca-Cola Europe/Eurasia and Coca-Cola Hellenic since June 2005
- Cooperation in celebrating “Danube Day”
- Production and roll out of an Educational Kit (“the Danube Box”)
- Creation of a business fund (“Business Friends of the Danube”)



Austria original Danube Box promoted in 18.000 schools and at fairs and exhibitions. A long-term awareness raising project in cooperation with the Ministry of Environment, called “The Danube Challenge” is being prepared.

Serbia large program with local stakeholders under the slogan “Our river, our future”, including awareness-raising media campaign (including TV commercials), clean-up activities, a “Danube Walk” and more.

Hungary signed a cooperation agreement with the Danube-Drava National Park, aimed at improving water quality, at rehabilitating water habitats and at boosting eco-tourism in the area.

Romania awareness-raising campaign called “Re-discover the Danube Soul”, specifically aimed at helping areas affected by floods. Clean-up activities have also been organized.

Slovakia clean-up activities in Bratislava and a photo competition

Moldova awareness-raising activities, with focus on the Prut river

Germany recently joined the partnership, aims at spreading the Danube Box starting later this year.

Ukraine educational and awareness-raising activities in the Odessa region, with focus on the Danube delta wildlife.



Link to Water Stewardship Standard



- These activities are integrated into existing management systems (ISO 14001) - plants are used to work with standards
- A clear structure - provided by a standard - supports implementation and internal and external communication
- Without water we would not have a viable business



**No-one can live without
water**

**It often appears to be
a limitless resource,
in reality it is both
under stress and
under-valued**

The Coca-Cola Company