



*Coca-Cola*

NORTH AMERICA  
SUSTAINABILITY

# Our Mission

- Refresh the world
- Inspire moments of optimism and happiness
- Create value while making a difference



# Our Focus. Our Commitments.



## WELL-BEING

Beverage Benefits

Responsible  
Marketing



## WOMEN

Community  
Foundations

Human and  
Workplace Rights



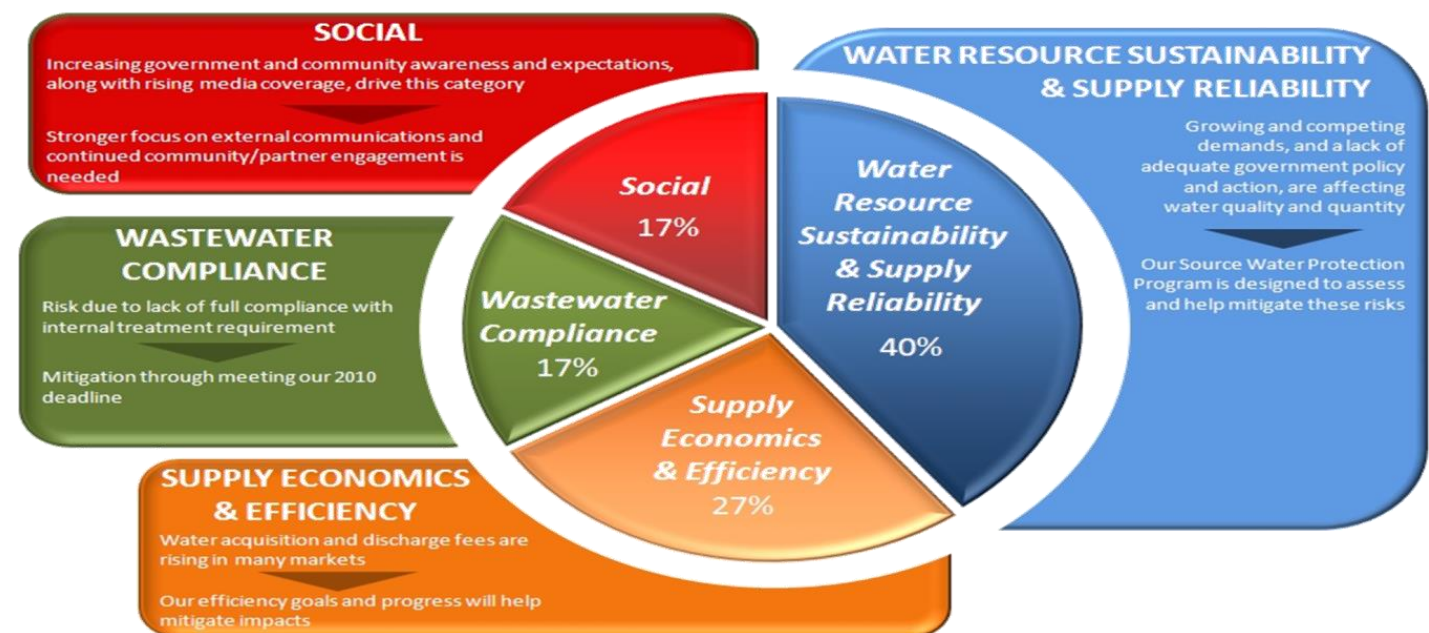
## WATER

Packaging

Carbon

Sourcing

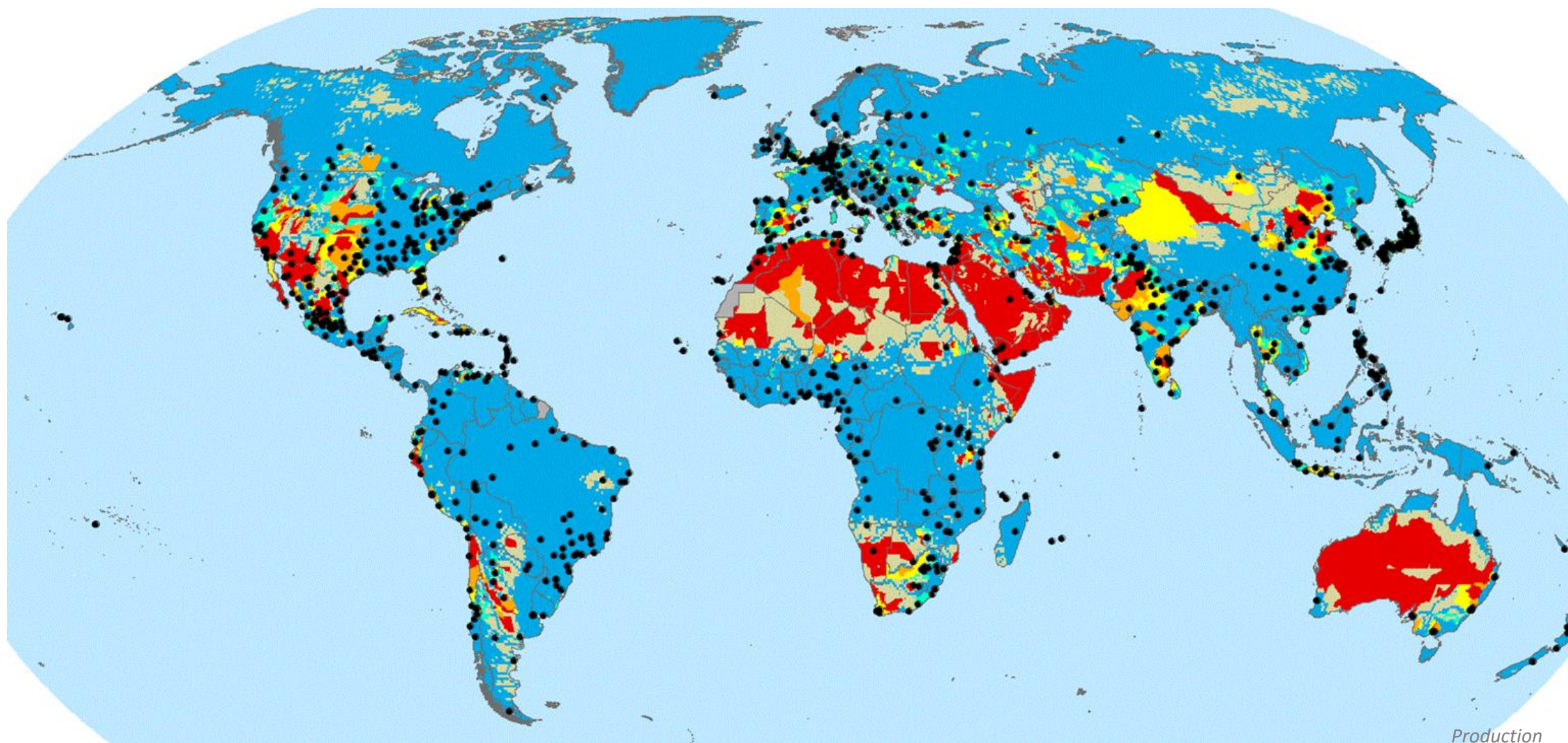
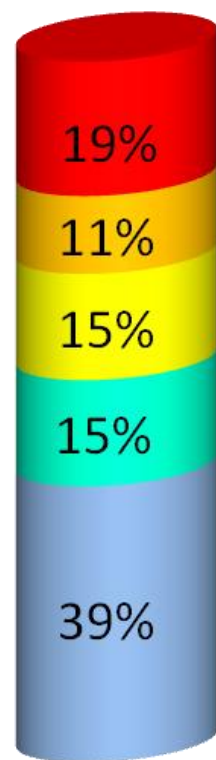
# Water: Essential for our Business



Elements of Water Risk Assessment



# TCCC Global Water Stress



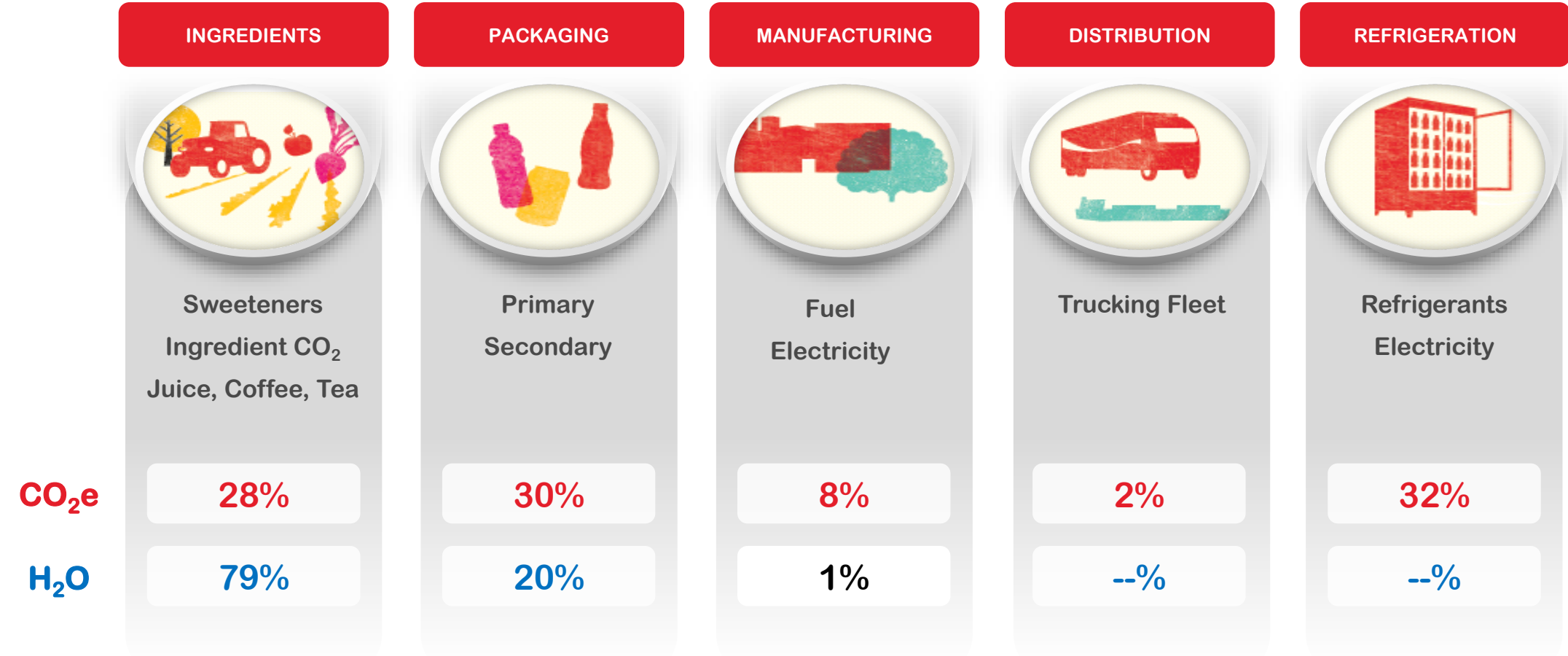
Total Water Withdrawals as a Percentage of Renewable Supply

Production  
Volume

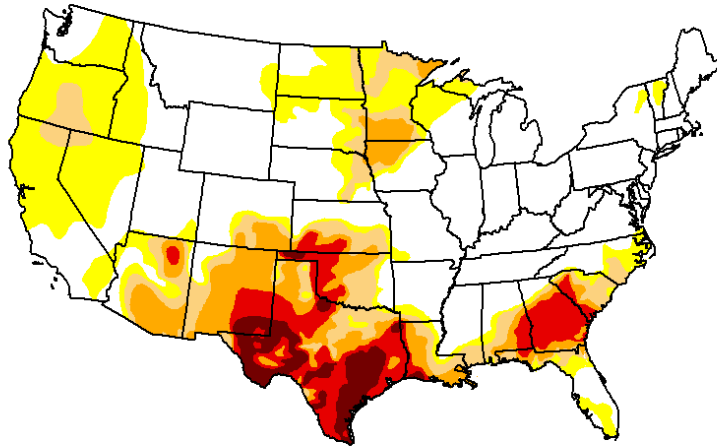


# Where are the Sustainability Impacts in our Business?

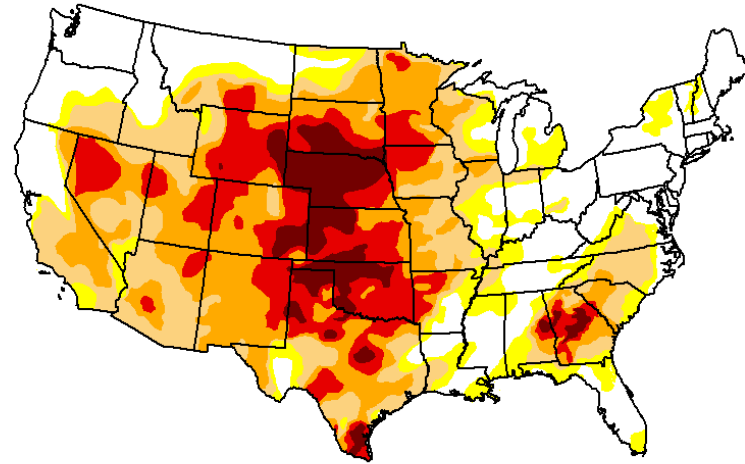
Baseline (2010)



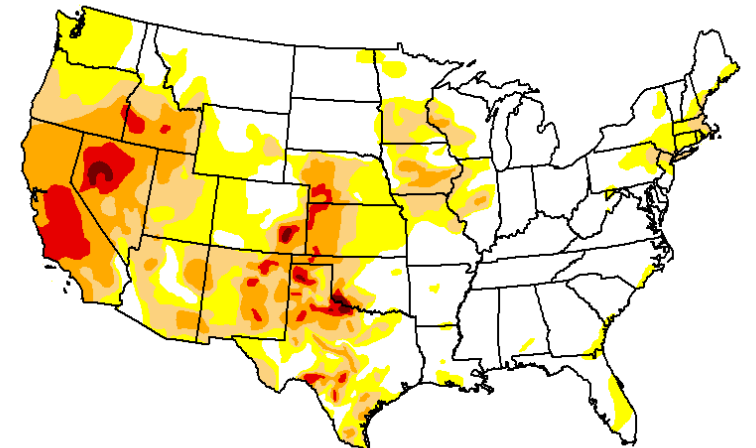
# *New Tools to Understand the Impacts on our System*



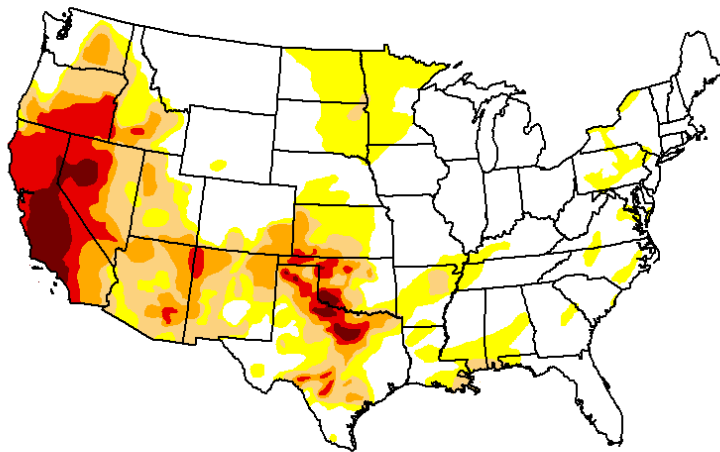
2011



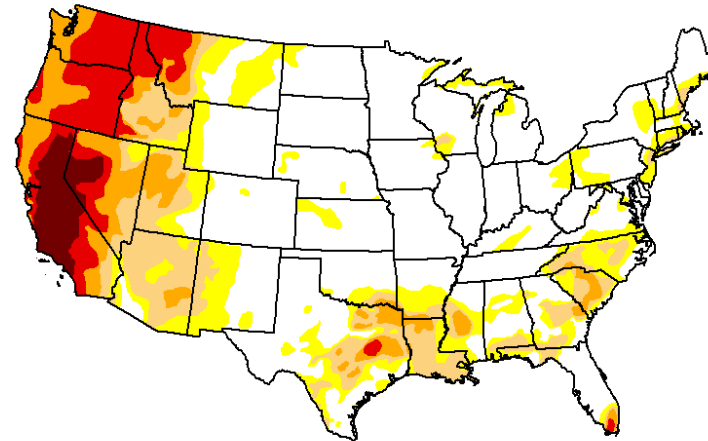
2012



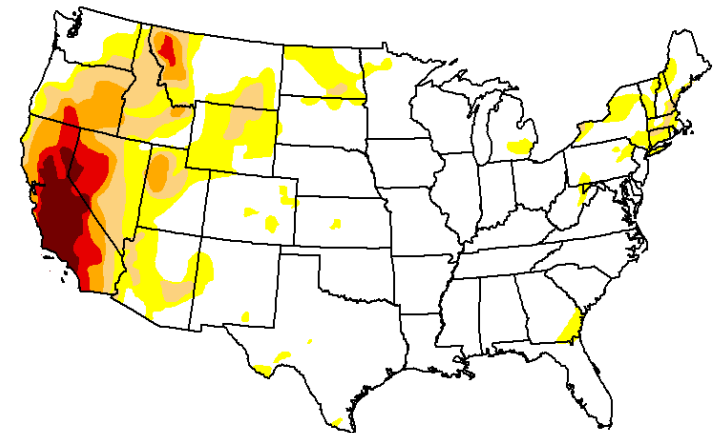
2013



2014



2015

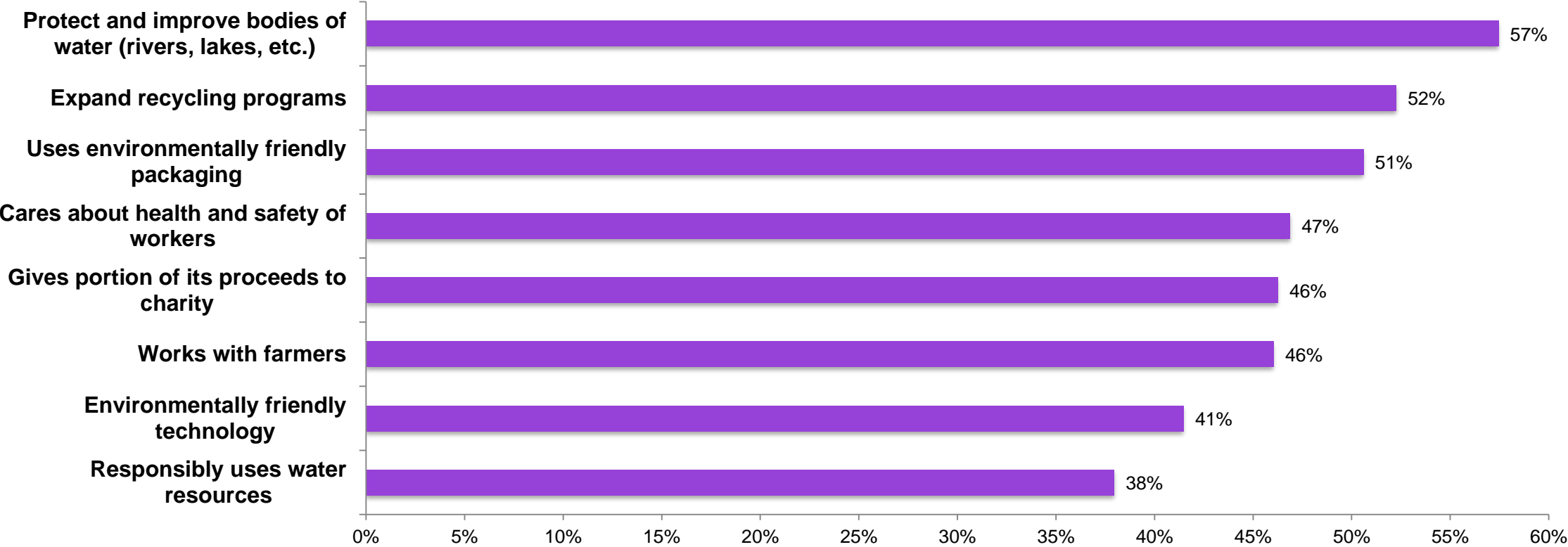


2016

# Customer Research : Multiple types of environmental programs may influence purchase intent

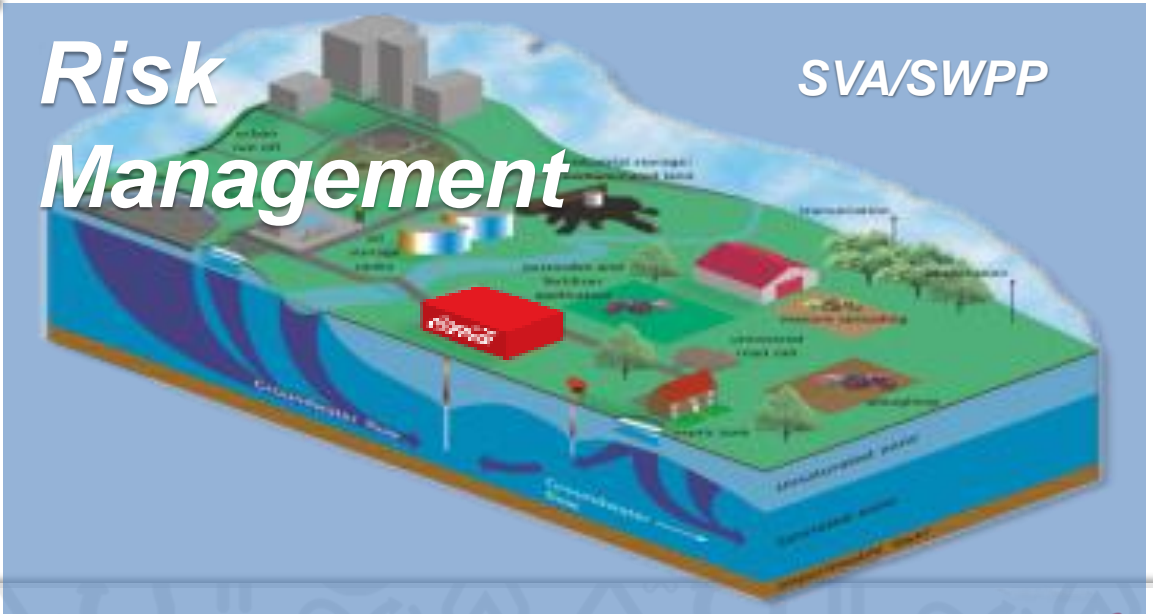
## Change in Purchase Intent Post Concept: *Top 10 Brands With Most Positive Change*

*Which of the following environmental programs would impact your decision to purchase a particular brand of ready-to-drink packaged beverages? Select all that apply.*



# Water Stewardship Goal – “Water Neutrality”

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



# Risk - Common SVA Findings

Facilities in the US face similar potential source water vulnerabilities

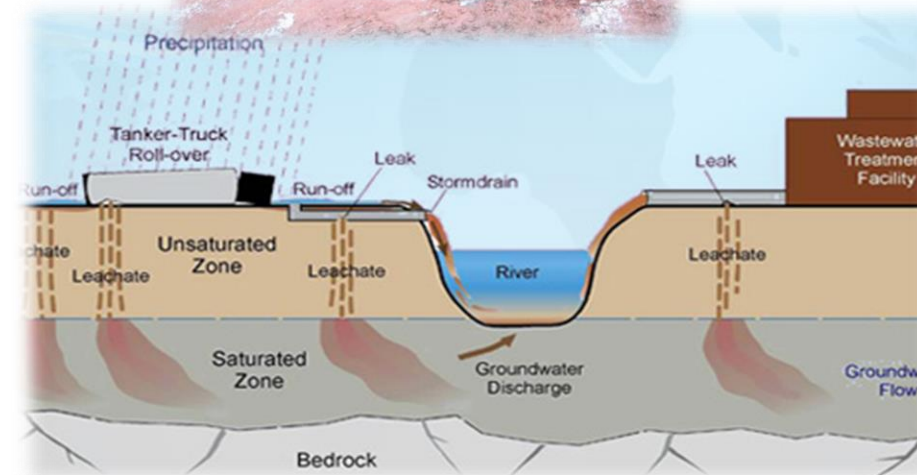
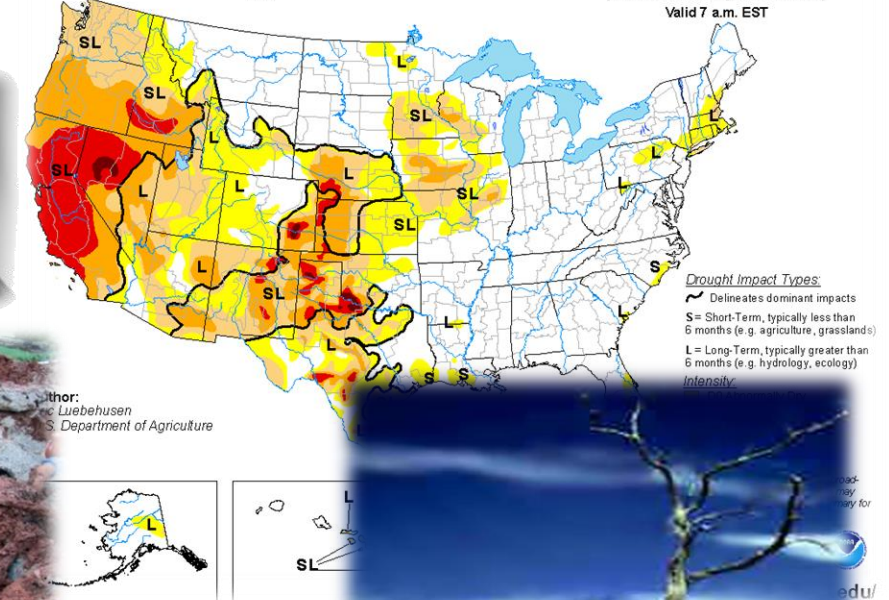
- Infrastructure
  - Reliability, Quality, Cost, Nessi-curve
- Water Quality
  - Land Use, Contamination
- Water Availability
  - Drought, Capacity vs Demand
- Regulatory Policy
- Public Perception
- Natural Disasters (Fires)

**120+**  
SVAs complete  
US and Canada



U.S. Drought Monitor

January 14, 2014  
(Released Thursday, Jan. 16, 2014)  
Valid 7 a.m. EST



## WWF and TCCC - Rio Grande/Rio Bravo Basin Project



A basin where flexible, progressive water policy and river management initiatives enable:

- a living river whose water flows from mountain headwaters to the sea,
- sustaining habitat for diverse native species
- and supporting thriving communities and businesses across local, state, and international boundaries.



# Rio Grande – Invasive Species Removal



# *US Forest Service Projects*

*Indian Valley, El Dorado NF CA*



Classified - Confidential

# ***US Forest Service Projects***

## ***Placer Creek, Carson NF NM***

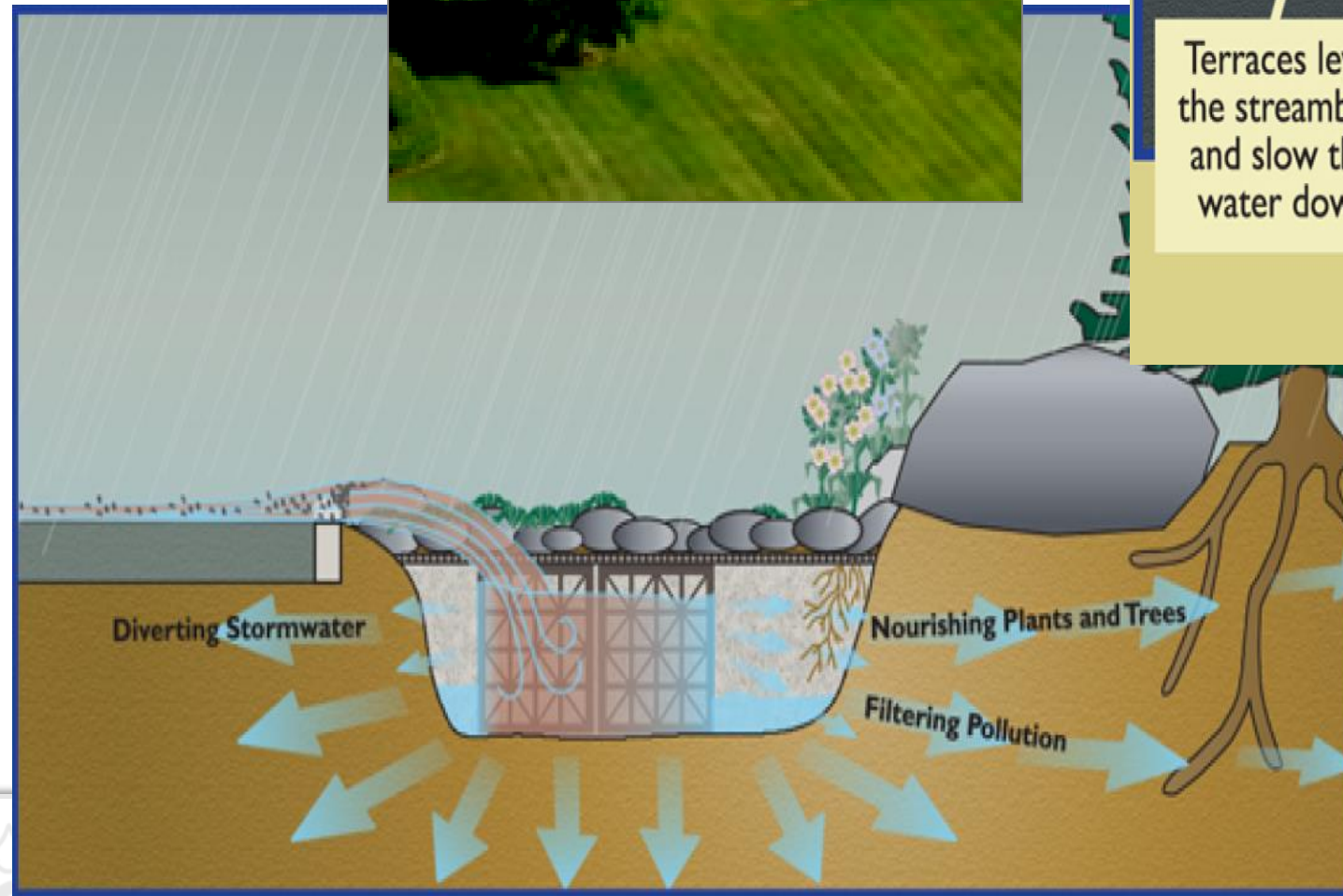
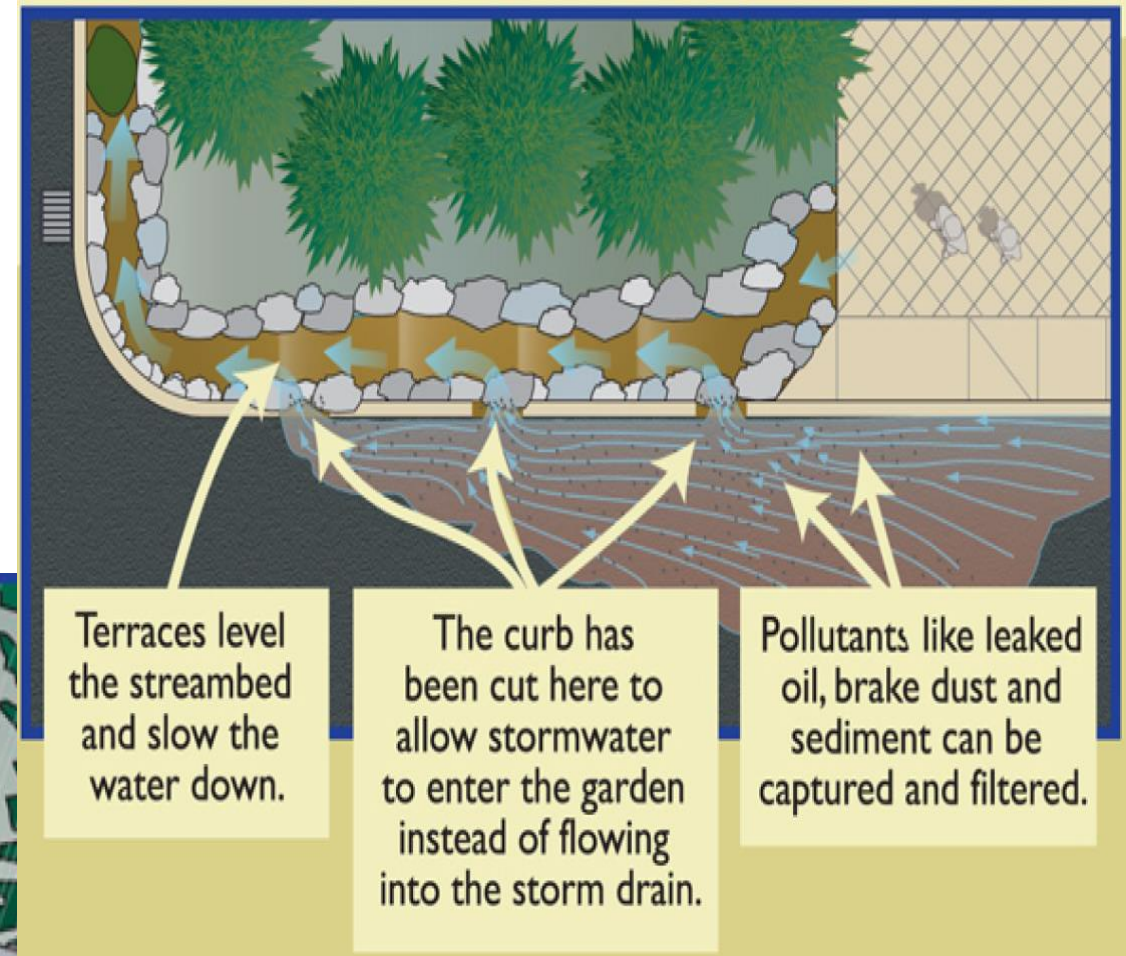
**Before**



**After**



# Urban Storm Water Infrastructure Rain Gardens & Bioswales



# Water Replenishment - Rain Barrel Program

## Public Education & Awareness

Donated > 70,000  
drums for conversion  
to Rain Barrels



# ***Sustainable Agriculture: an Energy/Water/Food Nexus***



**Treatment Wetlands**



**Variable Rate Irrigation**



**No-Till Farming**

# Replenish - Partnerships For Impact





WE

ME

WORLD

*Coca-Cola*