

## **WWF and TCCC Partnership Fact Sheet**

### **About the Partnership**

Although water is one of Earth's most plentiful natural resources, less than 1% is available fresh water. Today, over 1 billion people lack adequate access to safe drinking water, and degradation of freshwater habitats threatens wildlife, plants and the ecosystems that people and nature depend on for survival.

Water is critical to sustaining nature, communities and businesses. WWF and The Coca-Cola Company (TCCC) have come together to conserve and protect freshwater resources around the world. By uniting our networks and people, we believe we can achieve significant results.

### **Why We Have Partnered**

Water is fundamental to both WWF and TCCC. WWF's mission is the conservation of nature and the protection of natural resources for people and wildlife. Freshwater ecosystems are a top priority in WWF's work. Beverages are TCCC's business; water is the main ingredient in every product the Company makes. It is also used to produce the sugar, citrus, coffee, and other ingredients in TCCC products. More broadly, clean water is a key determinant of economic growth in developing countries, and is critical for stable and growing markets.

### **How We Are Working Together**

By 2010, WWF and TCCC are working together to:

- measurably conserve seven key freshwater river basins
- improve the efficiency of the company's water use
- support more efficient water use in its agricultural supply chain, beginning with sugar
- decrease the company's carbon dioxide emissions and energy use

### **Where Our Efforts are Focused**

We are focusing on the river basins of the Mekong, the Rio Grande/Rio Bravo, the Southeastern U.S., the Mesoamerican Reef, Coastal East Africa, the Danube and the Yangtze. However, the benefits of this partnership will be realized across the globe – in the more than 200 countries where TCCC operates and in the hundreds of river basins where WWF works to conserve wildlife species and their habitats.

### **About WWF**

For more than 45 years, WWF has been protecting the future of nature. As a global conservation organization, WWF is one of the world's largest, working in 100 countries. It is supported by 1.2 million members in the United States and close to 5 million around the world. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature. For more information, visit [worldwildlife.org](http://worldwildlife.org).

### **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke®, Fanta® and Sprite®, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage

distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day.

For more information, visit [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

**Contact**

Lee Poston  
Director, Media Communications  
WWF- United States  
1250 24th Street, NW  
Washington, DC 20037-1193  
Phone: 202.778.9536  
Cell: 202.299.6442  
[lee.poston@wwfus.org](mailto:lee.poston@wwfus.org)

Lisa Manley  
Director of Environmental Communications  
The Coca-Cola Company  
1 Coca-Cola Plaza  
Atlanta, GA  
Phone: 404.676.4571  
Cell: 404.304.4710  
[lmanley@na.ko.com](mailto:lmanley@na.ko.com)