



About the Partnership

Why We Have Partnered

Although water is one of Earth's most plentiful natural resources, less than 1 percent 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 fundamental to both WWF and The Coca-Cola Company (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 and water is the main ingredient in every product the Company makes. It also is used to produce the sugar, citrus, 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. WWF and 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.

How We Are Working Together

WWF and TCCC are working together to:

- Measurably conserve seven key freshwater river basins;
- Improve the efficiency of the Coca-Cola system's water use;
- Support more efficient water use in the Company's agricultural supply chain; and
- Decrease the Coca-Cola system's carbon dioxide emissions and energy use.

WWF and TCCC have set the following global targets to improve water efficiency in the Company's operations and reduce its carbon emissions:

- Plant Performance (water efficiency) — Improve water efficiency 20 percent by 2012.
- Climate Protection (emissions reduction) — 1) Stabilize emissions system-wide, i.e. grow the business, not the carbon and 2) make a 5 percent absolute reduction in Kyoto Protocol Annex 1 countries (developed countries) by 2015.

Targets will be compared to baseline year 2004 and apply to manufacturing operations.

Additionally, we are working together on the following initiatives:

- Supply Chain (supplier engagement to support better management practices, focusing on sugarcane, oranges and corn) — Working with the Better Sugarcane Initiative to evaluate suppliers and set goals for sustainable purchasing; expanding sustainable agriculture work to include oranges and corn in 2010.
- Water Stewardship (fresh water conservation) — Selected plants in seven river basins where WWF and TCCC work together will develop and implement comprehensive water stewardship plans that will serve as models for the Coca-Cola system.
- River Basin Conservation — Measurably conserve the seven key freshwater basins on which our partnership is focused. These are the Yangtze, Mekong, Danube, Rio Grande/Rio Bravo, Lake Niassa, the Mesoamerican Reef catchments, and the rivers and streams of Southeastern United States.

For more information on the partnership, please visit www.thecoca-colacompany.com and worldwildlife.org/water/cocacola.