



The Coca-Cola Company and WWF Global Partnership 2007 – 2012

Overview

The Coca-Cola Company (TCCC) has supported WWF's work on key environmental initiatives for years. In 2007, we announced a transformational partnership to address challenges related to freshwater conservation with five core areas of focus:

- conserve seven of the world's most important freshwater basins
- improve water efficiency within the company's operations
- reduce the company's carbon emissions
- promote sustainable agriculture
- inspire a global movement to conserve water

In late 2010, TCCC and WWF expanded the partnership to include a sixth effort, packaging, to assess and reduce environmental impacts related to existing and potential packaging options. These six areas of work formed the priority activities undertaken during the first phase of the global partnership, which lasted through 2012.

Partnership Accomplishments

Since our partnership began, we have made significant progress and delivered meaningful results across our partnership's goals. Some examples include:

- Ongoing restoration, education and protection activities in freshwater basins spanning Asia, Africa, Europe and the Americas, including the Yangtze, Mekong, and Danube rivers; Rio Grande/Rio Bravo; Lake Niassa; the Mesoamerican Reef catchments; and the rivers and streams of the southeastern United States.
 - In the Mekong, we helped pass a first-ever statute that allows for park management in accordance with particular ecosystems, resulting in restored habitat, the return of bird species, and the 2012 designation of Tram Chim National Park as the 2000th Ramsar site.
 - In the Mesoamerican Reef, we helped develop sustainable production methods for agricultural products like cardamom, coffee and honey, which have reduced water use and pesticide impacts to the watershed. The shift to higher income crops has benefitted more than 500 families. For example, honey production in Rio Chiquito led to a 15 percent increase in family income and created more than 100 jobs.
 - In the U.S. Southeast Rivers and Streams, we worked with local watershed groups and Coca-Cola bottlers to develop a rain barrel program that includes more than 60 bottlers and 80 organizations in the United States and Canada, with more than 36,000 rain barrels distributed. The program has the capacity to capture nearly 303 million liters (80 million gallons) of water each year.
 - Along the Danube River, we rehabilitated Liberty Island – a two-mile-long forested island at the southern end of Hungary – by converting more than 12 acres of hybrid poplar forest to natural forest and planting 16 acres of native saplings. We've also started to restore water flow along the island's side channel.

- In Mozambique's Lake Niassa, we helped establish the Lake Niassa Reserve, a protected area that is providing economic benefits to communities while helping to secure healthy fish stocks. Working with local communities and the provincial and national governments, we developed community-based natural resource councils and management plans for the sustainable use of resources in and around the lake.
 - In the Rio Grande/Rio Bravo, we secured environmental flows at El Pandeño in Julimes, helped establish Amigos del Pandeño, an association of local farmers, as custodians of the land, and succeeded in placing the endemic pupfish – the “hottest fish in the world” – under legal conservation status in Mexico.
 - In the Yangtze River Basin, we worked with several villages near the city of Chengdu to develop an integrated pollution control project that included river bank restoration, constructed wetlands, household biogas facilities, and alternatives to chemical fertilizer and pesticides on local farms. Now this work is being replicated in other villages, and local governments are adopting these practices across the region.
- Since 2004, there has been a 21.4 percent improvement in Coca-Cola's water efficiency system-wide.
 - Emissions levels in developed countries are 9 percent below 2004 baseline emissions, ahead of the 2015 planned goal of 5 percent.
 - The partnership team worked with Bonsucro: Better Sugar Cane Initiative to develop and finalize certification standards for growing and milling sugarcane more sustainably. Coca-Cola was the first to purchase certified sugar in 2011.
 - Our partnership model has inspired other businesses, governments and conservation organizations around the world to address environmental issues, including through global events and initiatives such as the U.N. Climate Conferences, the CEO Water Mandate and Earth Hour. Collaborations between local Coca-Cola and WWF offices are underway in nearly 50 countries.
 - Building on the success of the global partnership, the partners also have engaged Coca-Cola's consumers to raise awareness about climate change through the Arctic Home® campaign. Launched November 1, 2011, Arctic Home supports polar bear habitat conservation. To date, the campaign has raised nearly \$4 million.

For additional information on phase one accomplishments, please read our *Partnership Annual Reviews* at worldwildlife.org/water/cocacola or wwf.thecoca-colacompany.com, or visit our Freshwater Conservation website at www.wwfcocacolariverbasin.org to learn more about our freshwater basin work.