





Meeting Our Water Stewardship Goals

We have set both aspirational goals and measurable, time-bound targets to drive and monitor our global water stewardship progress.

WATER STEWARDSHIP

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

	 Replenish (% of Production Volume Balanced to Water Use)	 Reduce (Water Use Ratio, or the amount of water we use to make a liter of product)	 Recycle (% Plants in Compliance with our Wastewater Standard)	 Risk (% Plants Completed Source Water Protection Planning)
Goal:	Expand support of healthy watersheds and sustainable community water programs to balance the water used in our finished beverages by 2020 ⁴	By the end of 2012, improve water efficiency by 20% over 2004 levels ⁵	By the end of 2010, return to the environment, at a level that supports aquatic life, the water we use in our manufacturing operations through comprehensive wastewater treatment ⁶	By the end of 2012, achieve full system compliance with Source Water Protection Standard ⁷
Progress:	35%	2.26 (16% improvement over 2004 baseline)	96%	70%

⁴ 2011 Replenish benefit calculated using 2010 production volumes, the most recent available, and adjusted to reflect an estimated increase for 2011.

⁵ Represents global water use efficiency through 2010, the most recent year for which information is available.

⁶ Represents progress through September 2011, the most recent period for which information is available.

⁷ The Standard requires that each facility first prepare a source vulnerability assessment and a source water protection plan, then implement a locally relevant water resource sustainability program.

⁸ As part of our verification process, we learned that the benefits for two projects quantified in 2010 had to be adjusted to reflect in-the-field construction decisions and the overall percentage of TCCC cost share of the project. This resulted in an overall Replenish benefit of 23% for that year.

Meeting Our Reduce Goal

Greater efficiency in our water use does not mean making less product—we intend to reduce our water use ratio while growing our business. Globally, approximately 60% of the water used in our bottling plants is for processes such as rinsing, heating, and cooling. We have made these processes more efficient by:

- Using ionized air instead of water to rinse product packages
- Reusing treated process water for landscape irrigation and truck washing
- Advancing our monitoring of water use and efficiency

Meeting Our Recycle Goal

The Coca-Cola Company believes that we have a responsibility for not only the quality of water that goes into our beverages, but also the quality of water that is discharged from our plants as a result of our manufacturing processes. To meet this responsibility, we established an internal wastewater treatment standard that applies to our entire global system. The number of Coca-Cola system facilities meeting our wastewater standard continues to move toward the goal of 100% compliance and we continue to monitor and work closely with facilities to make sure they achieve compliance. Most of the non-compliant facilities have wastewater treatment plants under construction, with completion and start-up scheduled for 2012. Several of these operations are recent acquisitions, and plans have been formulated to achieve compliance as they are integrated into the system. Delays in compliance can be attributed to bureaucratic issues with construction and installation permits, construction delays due to local conditions (such as weather and civil unrest), or financial complications.

Meeting Our Replenish Goal

Through the end of 2011, we balanced an estimated 35% of the water used in our finished beverages (based on estimated 2011 production volume)⁸ by replenishing water with a focus on local needs and specific source vulnerabilities. We are achieving this balance through diverse, locally relevant CWP projects that support community needs for safe and sustainable sources of water, while protecting our ability to do business responsibly, safely, and more sustainably. We recognize, however, that we will have to continue adding new projects and maintaining the productivity of existing projects if we are to meet our 2020 goal. The Nature Conservancy, with support from LimnoTech, and the Global Environment & Technology Foundation have helped us calculate the volume replenished using an approach based on widely accepted tools and methodologies. For more about our project quantification, please visit thecoca-colacompany.com/citizenship/community_initiatives.html.

It is important to note here that we freely acknowledge that the science and methodology governing quantification of water benefits and/or achieving water neutrality are new and developing. We hope the assessment and methodology discussed in this report will contribute positively to the ongoing exploration of this emerging discipline. Our objective in reporting our efforts to calculate the water benefits associated with our “replenish” work is to show how we are doing. But, it also is for the purpose of continuing an open and transparent dialogue on the appropriate science and methodology to be used to quantify water benefits and ultimately, water neutrality. We do not intend to say through this report that we have everything correct, although we believe that our estimation(s) of water benefits and the underlying methodology that we used are sound. We expressly acknowledge that it may be premature to rely on our water benefit calculations as hard fact.

Managing Water-Related Risk

Both comprehensive and local water risk assessments have been instrumental in helping us identify global water challenges, refine our corporate water strategy, and promote sustainable water resources management. Our source water protection program continues progressing toward its targets. By the end of 2011, approximately 70% of our facilities had completed the source water protection planning phase and more than 40%—320 plants—were in the implementation phase. We are on track for 100% of plants to be in the implementation phase by the end of 2012.