WATER TARGETS AT THE COCA-COLA COMPANY

Greg Koch
Senior Director, Global Water Stewardship
gkoch@coca-cola.com
@gregjkoch1
Types of Targets

- Risk Mitigation
- Scale
- Direct Operations
- Communities and Watersheds
- Agricultural Ingredients
**Risk Mitigation Targets**

- Quantitative
- Establishes business case
- Unique to each water user in a shared stress environment
Scale Targets

• Policy reform
• Financial leverage
• Collective action
• Industry platforms (goals and BMPs)
• Customer/Consumer
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Direct Operation Targets

- Use:
  - Total
  - Efficiency
  - Reuse

- Discharge:
  - Stormwater management
  - Wastewater treatment
Direct Operation Targets

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  - Total
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- **Discharge:**
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  - Wastewater treatment
Community and Watershed Targets

- Safe water access:
  - # of beneficiaries; WHO quality
- Sanitation:
  - Improved; Managed; ODF
- Proxy goal - Replenish, mainly freshwater conservation:
  - Tied to growth
  - Communications/business link
  - Motivational
  - Longevity
- Source protection targets (IWRM framework)
  - Stakeholder identification and engagement
  - Rights-based approach
  - Sustainability boundaries on quantity (supply & demand contributive targets)
  - Sustainability boundaries on quality (contributive improvements v desired state)
  - Supply, demand, quality
- Freshwater conservation
  - NGO/government-led
  - Non-native species, biodiversity, quality (sediment/nutrients), quantity/e-flows, HCV protection
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