Measuring and Disclosing Water Stewardship Practice

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What is the Beverage Industry Environmental Roundtable?

The BIER is a technical coalition of 16 leading global beverage companies working together to advance the standing of the beverage industry in the realm of environmental stewardship.
Our Water Strategy

• In-plant (direct) water conservation – Voyager Plant Optimization management system

• Understand risks and act on them

• Watershed protection

• Partnership approach (communities, suppliers, NGOs, local governments, industry associations)

• Employee engagement in everything we do
Cyan Project Components – A Model for Water Stewardship

- Plant water and energy conservation
- WWF/multi-stakeholder watershed projects
- Communication and education
- Water footprint and supply chain engagement
- Employee and community engagement
- Consumer engagement through the Cyan Bank

Projecto CYAN
Cyan Project Components – A Model for Water Stewardship

- Agro-business value chain
- Malting Plants and farmers water awareness
- 95%
- 17 Million liters of water saved so far