



The Coca-Cola Company and WWF Partnership

Addressing Natural Resource Challenges Impacting Fresh Water

Overview

Because water is essential to nature, communities, and business, The Coca-Cola Company and WWF have been working together since 2007 to help conserve the world's freshwater resources.

Our global partnership is focused on helping to ensure healthy, resilient freshwater basins in the Mesoamerican Reef catchments in Mexico, Belize, Guatemala, and Honduras and the Yangtze River basin in China. Together, we are addressing the natural resource challenges that impact fresh water by measurably improving environmental performance across the company's supply chain, integrating the value of nature into decision-making processes, and convening influential partners to solve global environmental challenges.

Beyond the global partnership, WWF and The Coca-Cola Company collaborate locally in dozens of countries to create a more water-secure future.

Recent Progress

Since our partnership began, we have made significant progress and delivered meaningful results. Recent examples include

- **Improved supply chain impacts by supporting sustainable sugar**
Coca-Cola's main sugar supplier in Honduras, Azunosa (owned by SABMiller), became the first [Bonsucro](#)-certified company in Central America and the Caribbean.
- **Set ambitious, measurable goals in the Mesoamerican Reef and Yangtze River**
In the Mesoamerican Reef, we will help move critical sub-watersheds under integrated management, and work to validate policy to conserve and protect fresh water. Yangtze plans aim to protect high conservation wetlands in critical sub-basins, and to develop and promote a water resource management model for collective action. Both basins will prioritize [sustainable sourcing](#), with the MAR focused on sugar and the [Yangtze tea](#).
- **Contributed to the global water dialogue through Water for Our Future**
As part of the regional planning process of the 7th World Water Forum, and to contribute to the forum's thematic agenda, Coca-Cola and WWF hosted and

participated in [Water for Our Future](#) on May 15 in Washington, D.C. The event convened some of the most influential voices in water for panel discussions, conversation and networking to explore challenges and solutions to today's pressing water issues.

- **Secured GEF investment for ridge-to-reef goal in Mesoamerican Reef**
In support of the [“Integrated Transboundary Ridges-to-Reef Management of the Mesoamerican Reef”](#) project, Coca-Cola and WWF leveraged funds to secure additional funding from Global Environment Facility (GEF) and other stakeholders for a total of nearly US\$70 million in financing.
- **Announced landmark partnership to benefit the Yangtze River**
WWF, Coca-Cola and the Hunan Province in China announced a landmark [partnership](#) focused on the Liuyang tributary that will help ensure the [Yangtze River](#), the third longest river in the world, becomes a healthy, resilient freshwater basin.
- **Helped develop a partnership case study for Darden School of Business**
Coca-Cola and WWF worked with University of Virginia's Darden School of Business on a case study highlighting our [partnership](#) as a successful model of corporate-NGO collaboration in addressing natural resource challenges. The Global Economics of Water course case study was highlighted in [The Washington Post's “Case in Point.”](#)
- **Launched two valuing nature pilots**
With the Luc Hoffman Institute and other partners, Coca-Cola and WWF are supporting work to [assess how effective sustainability certification standards](#) are at improving our world's environmental footprint. And, with partners in Iowa's Cedar River Valley, we are working to [pilot and develop a novel agriculture approach](#) to inform decisions for securing clean water.

Further Information

To learn more about the partnership's accomplishments and / or for additional information, visit wwfcocacolapartnership.com.