



The Coca-Cola Company.



THE COCA-COLA COMPANY  
AND WORLD WILDLIFE FUND

## Toward Water Security for All: 2018 Partnership Highlights

The Piedras River in San Pedro Sula  
© Scott Dalton / WWF-US



Dongting Lake  
© WEI Baoyu / WWF China

### WORLD WILDLIFE FUND (WWF) AND THE COCA-COLA COMPANY

For more than a decade, World Wildlife Fund (WWF) and The Coca-Cola Company have worked together to preserve and enhance global freshwater resources and create a more water-secure future.

**With the world's water resources facing continued threats, our partnership helps ensure our planet has enough high-quality freshwater for people and nature.**

Our partnership has evolved from improving environmental performance in bottling operations and along value chains to driving critical water security outcomes. Our focus areas are:

- **Good Governance**
- **Healthy Watersheds**
- **Equitable Access to Water**
- **Climate Resilience**

We have worked in 12 river basins around the world, with a current focus on two of the world's most vulnerable and ecologically important watersheds: the **Mesoamerican Reef** catchments in Central America and the **Yangtze River** basin in China. We are also looking to connect our river basin work to other sustainability priorities, such as helping solve the global packaging waste problem.

### FOR MAXIMUM IMPACT, WE FOLLOW A THREE-STEP FRAMEWORK:

#### KNOWLEDGE

We work on the ground in our key basins, gathering data and analyzing information. Because of this, we can form a comprehensive picture of the major impacts on the health of river basins and determine how to incorporate the value of nature into decision making for their long-term protection and improvement.

#### ACTION

We take targeted and collective action – partnering with local businesses, communities, conservationists, and others – to measurably improve water stewardship and basin health.

#### SCALE

Equipped with proof points and lessons learned from our on-the-ground projects, we then convene influential partners across regions and countries to advocate for sustainable use of water.



Sierra las de Minas  
© Audra Melton / WWF-US

## Highlights

Since 2007, The Coca-Cola Company and WWF have learned valuable lessons about how to implement and scale our freshwater basin conservation impacts. Following are some of our best practices, illustrated through recent case studies.



### IMPROVEMENT OF WATER RESOURCE MANAGEMENT

Our partnership advocates, influences, and inspires stakeholders from government, business, and non-profits, to work together to adopt community-oriented projects that safeguard water resources.

In 2018, we worked with the San Pedro Sula Water Alliance on a process to develop an integrated watershed management plan; facilitated transboundary watershed management with the governments of Honduras and Guatemala for the Rio Bobos watershed; and convened the Belize River Watershed Task Force to enforce and monitor projects. As a result of these and other partnership initiatives, **more than 2.2 million hectares are now protected, or under better management, across three priority sub-watersheds.**



### POLICY CHANGES TO HELP FISHERMEN AND WILDLIFE

In the Poyang Lake region of China, the partnership team helped prepare local communities for an impending fishing ban in aid of the Yangtze finless porpoise. We



### PROTECTION OF WATER RESERVES

WWF and Coca-Cola worked with government stakeholders in Guatemala and Honduras to improve regional integrated watershed management. Through these efforts, **Guatemala has protected ~1.6 million hectares of water reserves, securing ~22 billion liters of water for people and nature annually** – enough to fill 250,000 Olympic swimming pools.



### PROOF OF CONCEPT FOR LOCAL-TO-GLOBAL ACTION

Since 2015, our partnership has supported the development and preservation of three national park pilots in China. Based on these successes, we are now advocating for the creation of Dongting Lake National Park. This effort capitalizes on momentum from China's recent commitment to sustainable development in the Hunan Province, the center of the Yangtze watershed. Hunan Province listened to our recommendations and **invited us to join preparatory talks for the national park concept.**

conducted community surveys and provided alternative livelihood trainings, resulting in the government agreeing to **support re-training fishermen as lake patrolmen.** The government also agreed to **change water level management in the region's Nanji National Nature Reserve**, which will increase habitat for the Yangtze finless porpoise and water birds.



Hunan Province  
© Michel Gunther / WWF

### LOOKING AHEAD

As our partnership enters its next phase, we will continue encountering new water resilience challenges in a warmer and more populous planet.

Together we are:

- **Limiting the impact of agriculture by piloting sustainable tea plantations in China and fostering responsible sugar cane production in the Mesoamerican reef basin;**
- **Developing solutions to keep plastic out of nature; and**
- **Ensuring our planet's resources are resilient and stable in a changing climate.**



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For more partnership highlights, visit: <http://wwfcocacolapartnership.com/lessons-learned/>