



Partnership to Address Water and Climate Challenges

Water Conservation

Although water is one of the earth's most plentiful natural resources, less than 1 percent is available freshwater. Today, over 1 billion people lack access to safe drinking water and water shortages threaten thousands of animals and habitats that could be lost forever. Freshwater species and habitats are among the world's most endangered.

- More than 20 percent of the world's 10,000 freshwater species have become extinct, threatened or endangered in recent decades.
- Currently, 41 percent of the world's population lives in a river basin under stress.
- By 2025, two-thirds of the world's population could be facing serious water shortages.
- Climate change is predicted to exacerbate the world's water challenges, leading to droughts, rising sea levels and floods.

Through this partnership, Coca-Cola and WWF are working to conserve seven crucial river basins under stress around the world. In addition, the partners are implementing water efficiency improvements in the Company's beverage production and supply chain.

Climate Protection

Human activity, primarily the burning of fossil fuels like coal and oil - along with deforestation, agriculture, and industrial processes - adds to the carbon dioxide (CO₂), methane and nitrous oxide in the atmosphere. These greenhouse gases trap heat, and their increasing levels have the potential to raise global temperatures between 2 ½ and 10°F over the next century.

According to the IPCC Fourth Assessment Report, availability of freshwater will change due to sea level rise, precipitation variability, and changes in stream flow, all results of rising global temperatures. Global warming affects both freshwater quality and quantity.

- Around the world, climate change is threatening species such as polar bears and corals.
- Climate change could result in water shortages for 4 billion people.
- Impacts of global warming are biodiversity losses, spread of disease, changes in freshwater supply, sea level rise and an increase in extreme droughts, flooding and extreme weather events.
- As sea-levels rise due to climate change, saltwater will intrude into estuaries and groundwater in coastal regions, threatening freshwater resources where one-quarter of the global population lives.*
- More than one-sixth of the Earth's population relies on melt water from glaciers for their water supply. Warming temperatures could lead to the disappearance of glaciers, putting over a billion people at risk.*

Reducing carbon dioxide emissions is necessary in the effort to halt global warming. Through this partnership, WWF climate change experts are working together with Coca-Cola efficiency experts to reduce the Company's environmental footprint by improving its energy efficiency and implementing clean energy technologies.

*Source: IPCC Fourth Assessment, Working Group II Report "Impacts, Adaptation and Vulnerability"
[Chapter 3: Freshwater Resources and their Management](#)