



NORTH AMERICA

Water Education in Corporate Sustainability: Water Footprinting

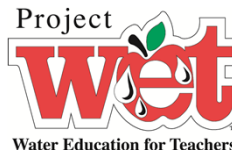
Kevin Mathews

Director, Health and Environmental Affairs

Nestlé Waters North America



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Creating Shared Value at Nestlé SA

Creating Shared Value through Water, Nutrition and Rural Development Initiatives



Goal: To be the most efficient water user among food manufacturers.

Initiatives include:

- Providing healthy and safe products to satisfy hydration needs
- Managing water resources for long-term sustainability
- Continuously optimizing environmental performance
- Developing water care behaviors, with a focus on child education
- Contributing to the environmental, social and economic development of our communities



2011 Stockholm Industry Water Award Winner



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Creating Shared Value at Nestlé Waters North America

Water



We believe clean, high quality water is critical to human and environmental health.

[View more »](#)

Sustainability



We will drive toward light footprint products, minimal waste, and using 100% renewable energy in manufacturing facilities as soon as economically viable.

[View more »](#)

Community



We will be a positive force in local communities, providing long-term mutual value.

[View more »](#)

[View more »](#)

economically viable.

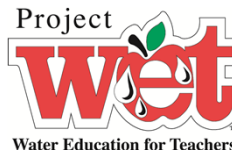
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Setting Our
2010 Goals



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Water Stewardship at Nestlé Waters North America

Our Commitment to Water



Goals:

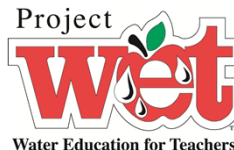
- To be a leader in sustainable water stewardship practices
- Exceed regulatory requirements for quality and transparency
- Advocate for water as essential to human and environmental health

NWNA is:

- Managing spring sources sustainably
- Increasing water stewardship education by partnering with leading water education entities
- Working with communities to:
 - Restore habitats
 - Reintroduce plants and trees
 - Protect streams, grasslands, and woodlands



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NWNA Water Source Management

Our Approach:

Maintain 14,000 acres of land as open space in areas surrounding our spring sources

Undertake watershed protection projects in our communities

Withdraw only sustainable yields of the natural groundwater system surrounding springs

Crystal Springs, Pasco County, Florida



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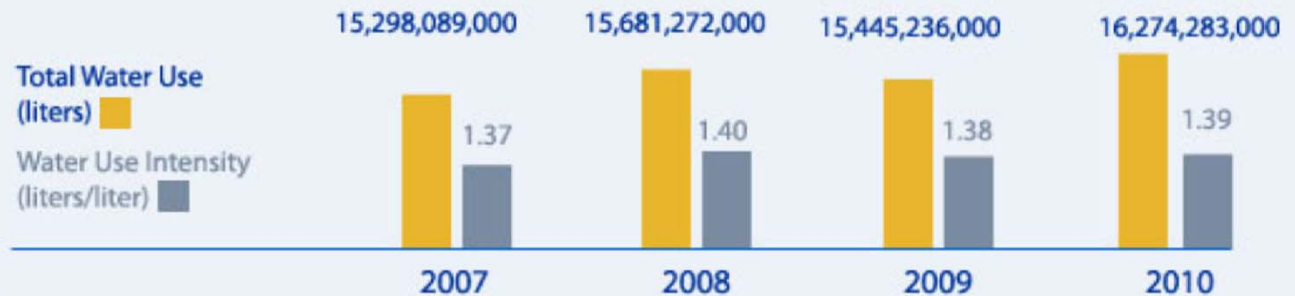
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NWNA Water Use Reduction

We are:

- One of the most efficient water users in the beverage industry
- A small user of water, using just 0.003% of the total fresh water in North America
- Reducing our water use where possible through efficiency and continuous improvement



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Be a leader in sustainable water stewardship practices

Sustainable management and healthy watersheds

TARGET 1: Enhance our water stewardship practices by partnering with local communities and stakeholders to support up to two watershed improvement projects per year (2011-2015)

Our water use

TARGET 2: Optimize water use ratios by product type over 2009 levels



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Our “Global Environmental Footprint” Tool



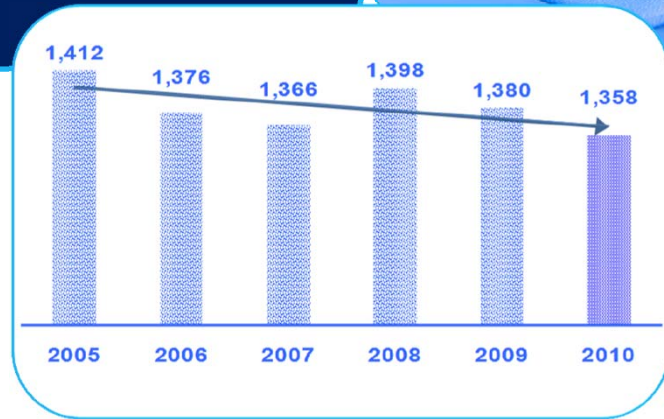
The leader in water efficiency and reporting

- Measures our environmental footprint by calculating greenhouse gas emissions and water and energy consumption
- Water use at every step in a product life cycle can be analyzed and compared, allowing Nwana to identify priority issues
- By using the GEF tool, we are able to evaluate the impacts of 85% of our business operations



Allows for benchmark comparisons for amount of water used in:

- Water contents of the bottle
- Manufacturing operations
- Product packaging
- Distribution



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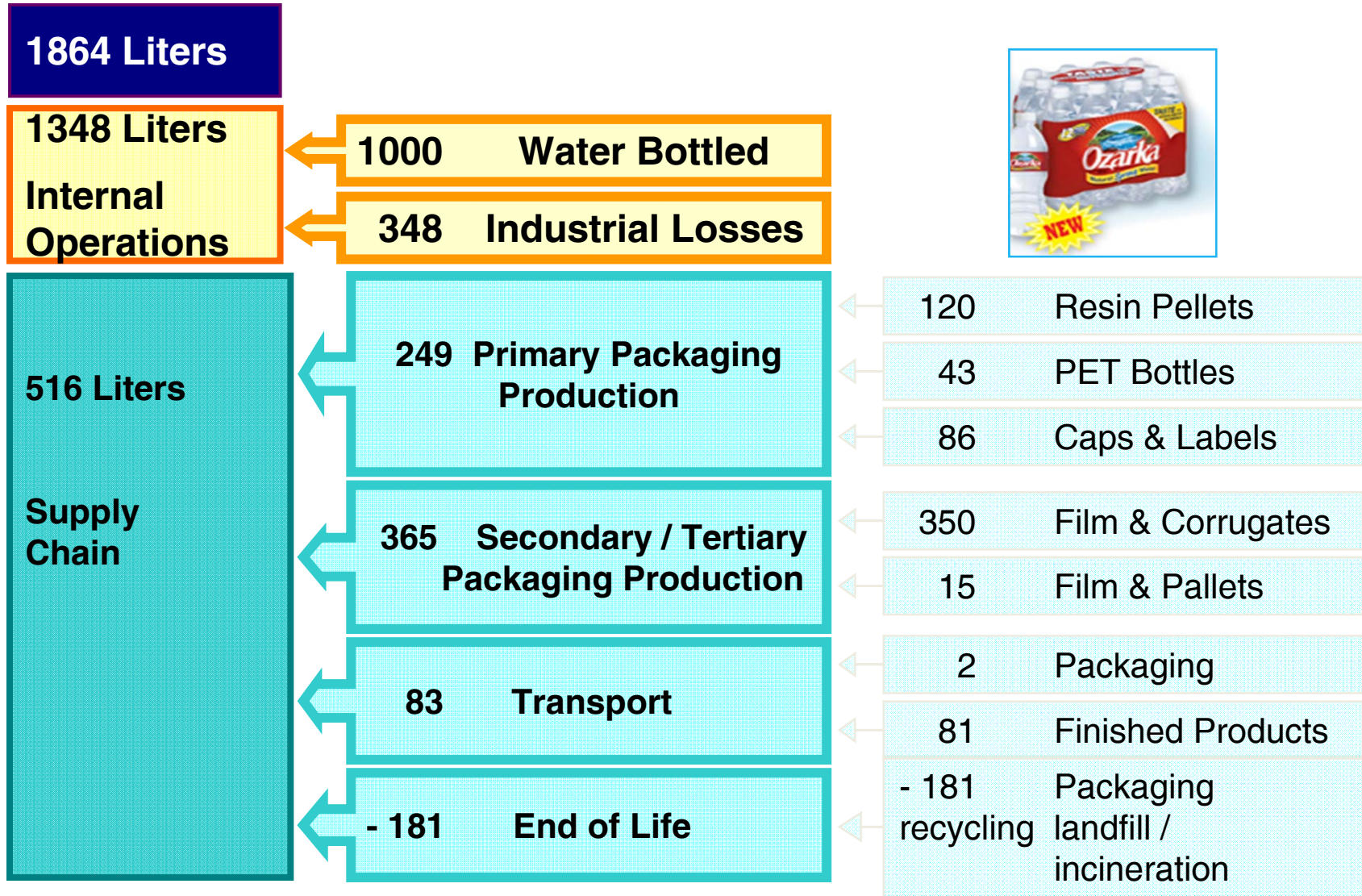


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Life Cycle Water Consumption



Beverage Industry Environmental Roundtable

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



Other BIER Members:



Other Contributors:



Technical Focus Areas

Water Conservation & Resource Protection

Energy & Climate Change Mitigation



- Sector Guidance and Pilot Testing
- Quantitative and Qualitative Benchmarking
- Best Practice Sharing and Guidelines
- Stakeholder Engagement
- Biannual Meetings and Working Groups



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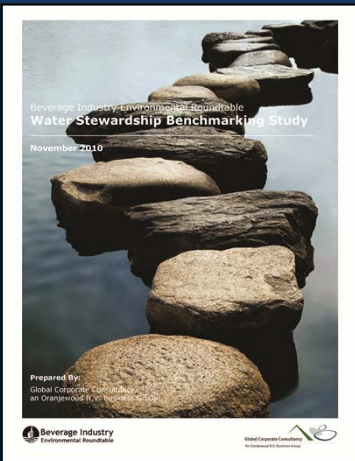


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5th Annual Benchmarking

- 2007-2010 data included fixed data set of 1,178 facilities
- Data analysis includes:
 - Total Water Use
 - Total Production
 - Water Use Efficiency
- Further analysis performed on four facility types:
 - Bottling (9 types of beverage)
 - Breweries
 - Wineries
 - Distilleries



Select results of 2010 study available at on website:
www.bieroundtable.com

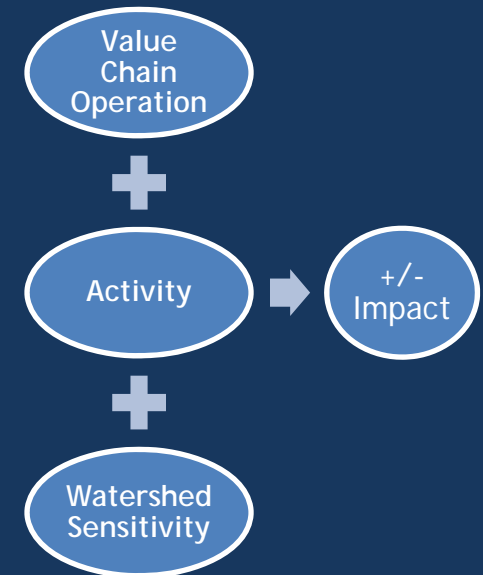
Practical Perspective on Water Accounting for the Beverage Sector

- Finalizing Water Accounting Sector Guidance, Version 1.0
- Final draft peer reviewed by WFN, Pacific Institute, WWF, The Nature Conservancy and Quantis
- Builds on and aligns with leading standards and methodologies, including ISO 14046.
- Initial pilot test of draft guidance with New Belgium Brewing Company product



Water Risk and Opportunity BMP Guidance

- Developing sector-specific best practice document
- Targeted completion by end of year
- Document will be developed based upon a consensus framework:



Questions?



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