

Beverage Industry Environmental Roundtable

Overview Deck - December 2009



Product of the BIER Communications Working Group

What is BIER?

A partnership of leading global beverage companies working together to advance the standing of the beverage industry in the realm of environmental stewardship.



Trade and Technical Members



Trade Member



Technical Member
Best practice support



Technical Member
Best practice support



Mission Statement

The mission of the Beverage Industry Environmental Roundtable is to bring together leading global beverage companies to define a common framework for stewardship, drive continuous improvement in industry practices and performance, and inform public policy in the areas of Water Conservation and Resource Protection, Energy Efficiency and Climate Change Mitigation.

The pursuit of our mission will be founded upon three pillars:

- Data Collection and Benchmarking;
- Best Practice Sharing; and
- Internal & External Stakeholder Communication.

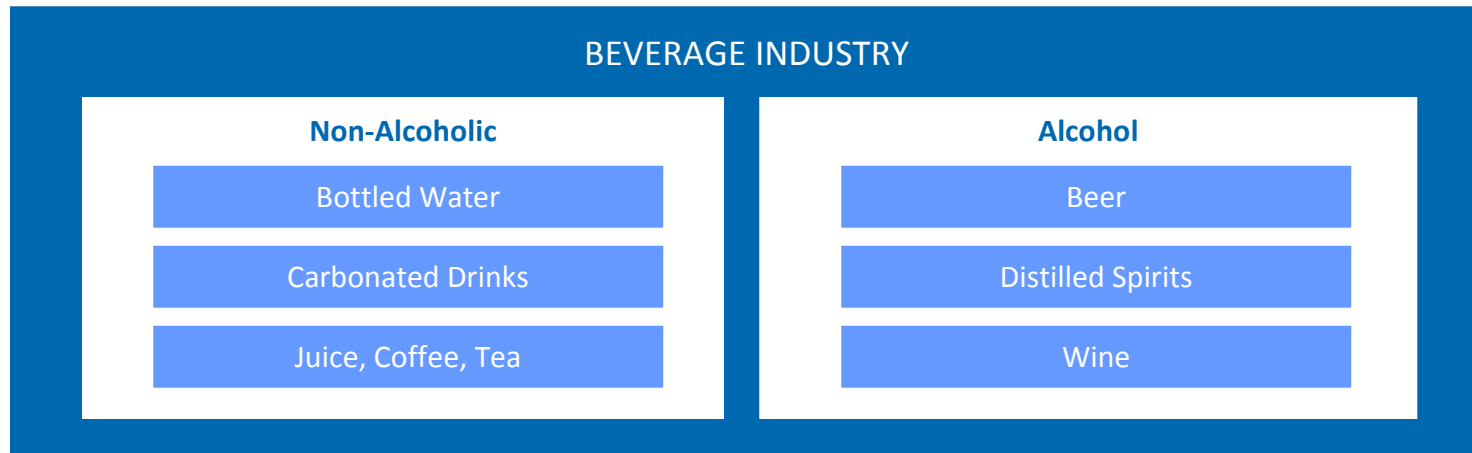


Evolution of BIER

- ◆ The partnership was formed in 2006.
- ◆ Water was the “common driver” that united companies in 2006 and presented an opportunity to form a sector coalition for:
 - Knowledge sharing;
 - Mutual benefit without compromising competitive advantage; and,
 - Aligning industry for improved standing in face of changing marketplace.
- ◆ In 2008, our scope was broadened to incorporate Energy and Climate Change.
- ◆ Member-hosted Roundtable meetings occur twice per year.
- ◆ Working groups focus on key issues.



Scope of BIER



WHAT IS OUR SCOPE?



More than
500,000
employees

1,100+
manufacturing
locations



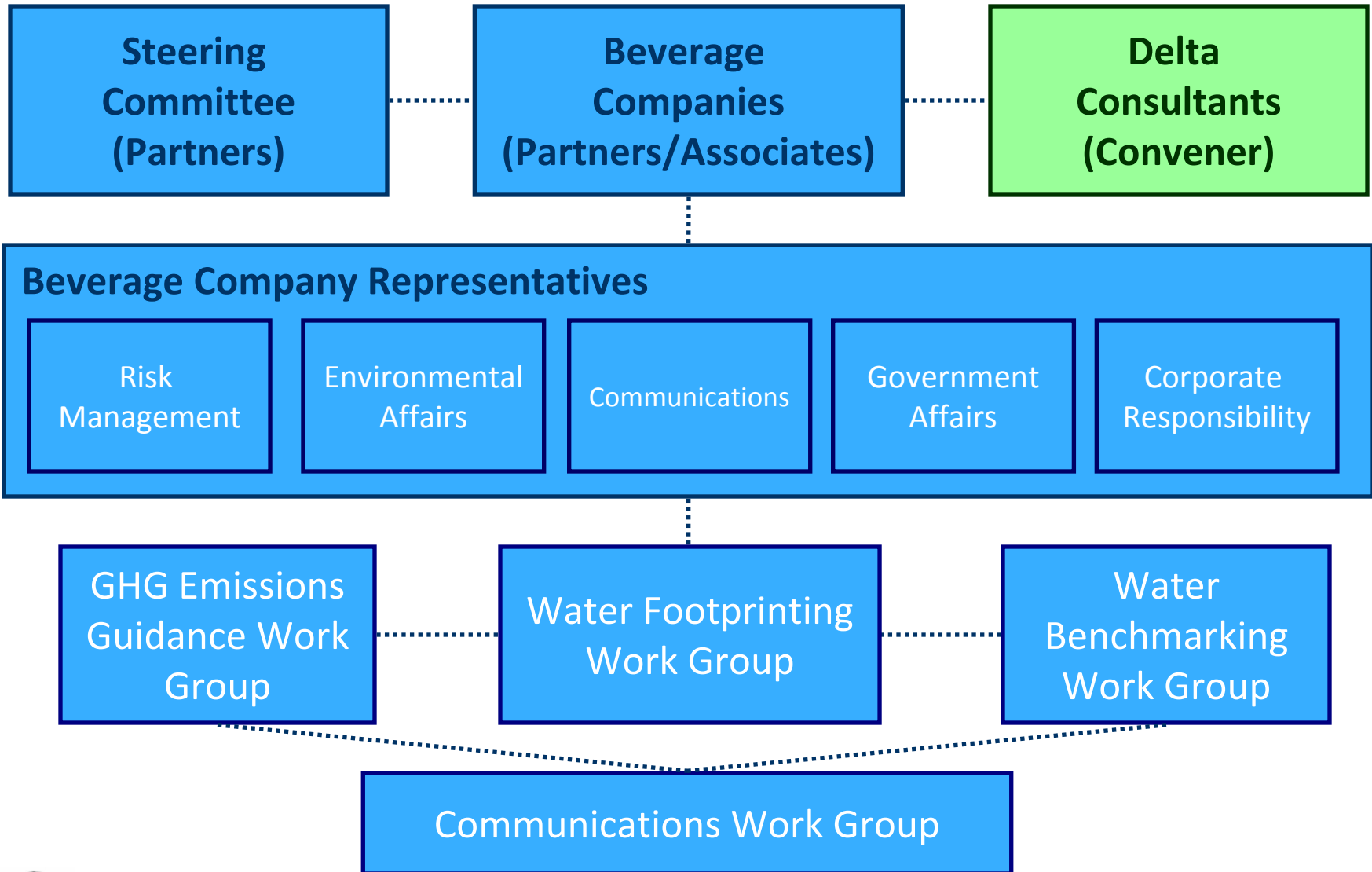
~3,500 brands



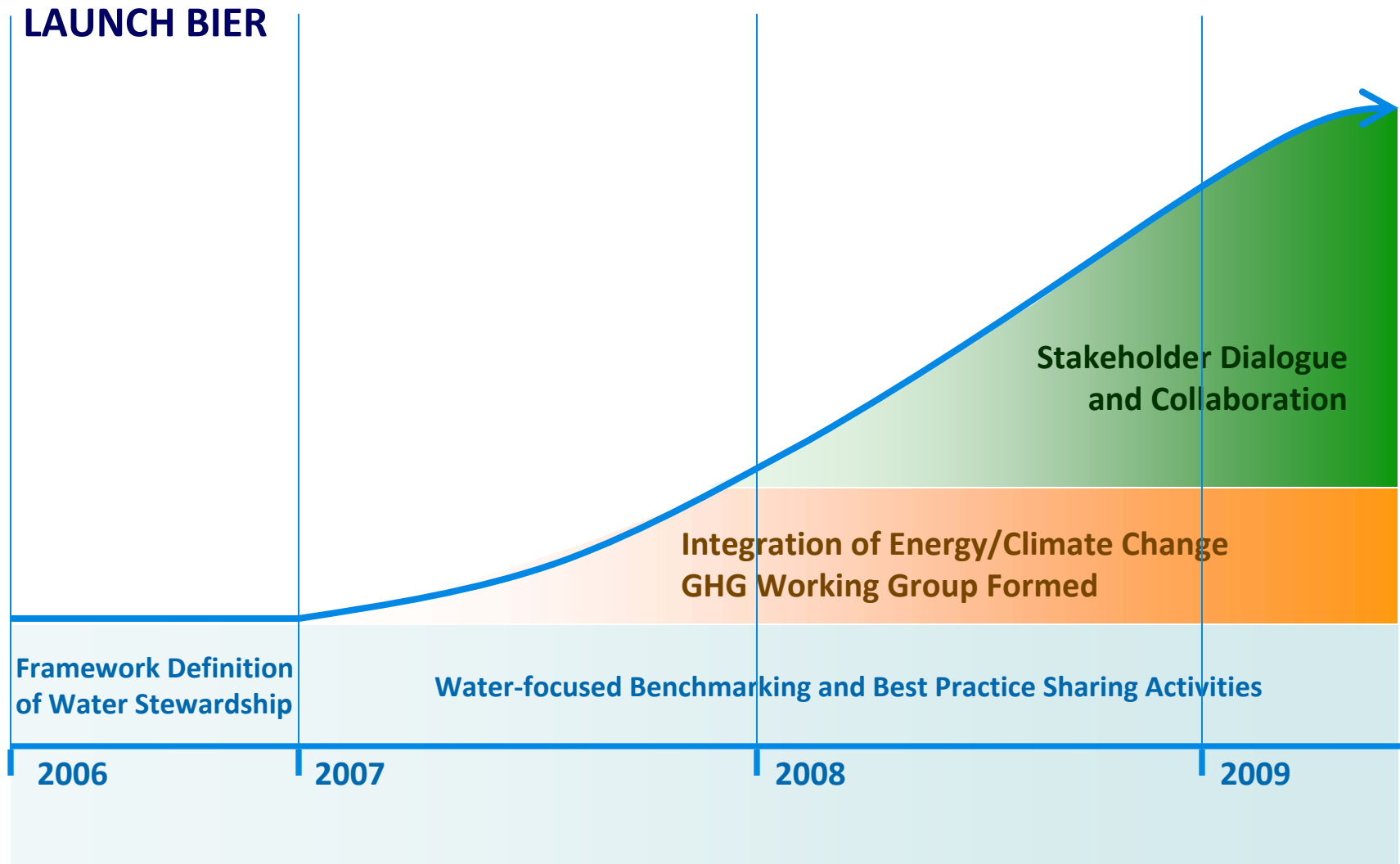
\$170 Billion in
annual revenue
(USD)



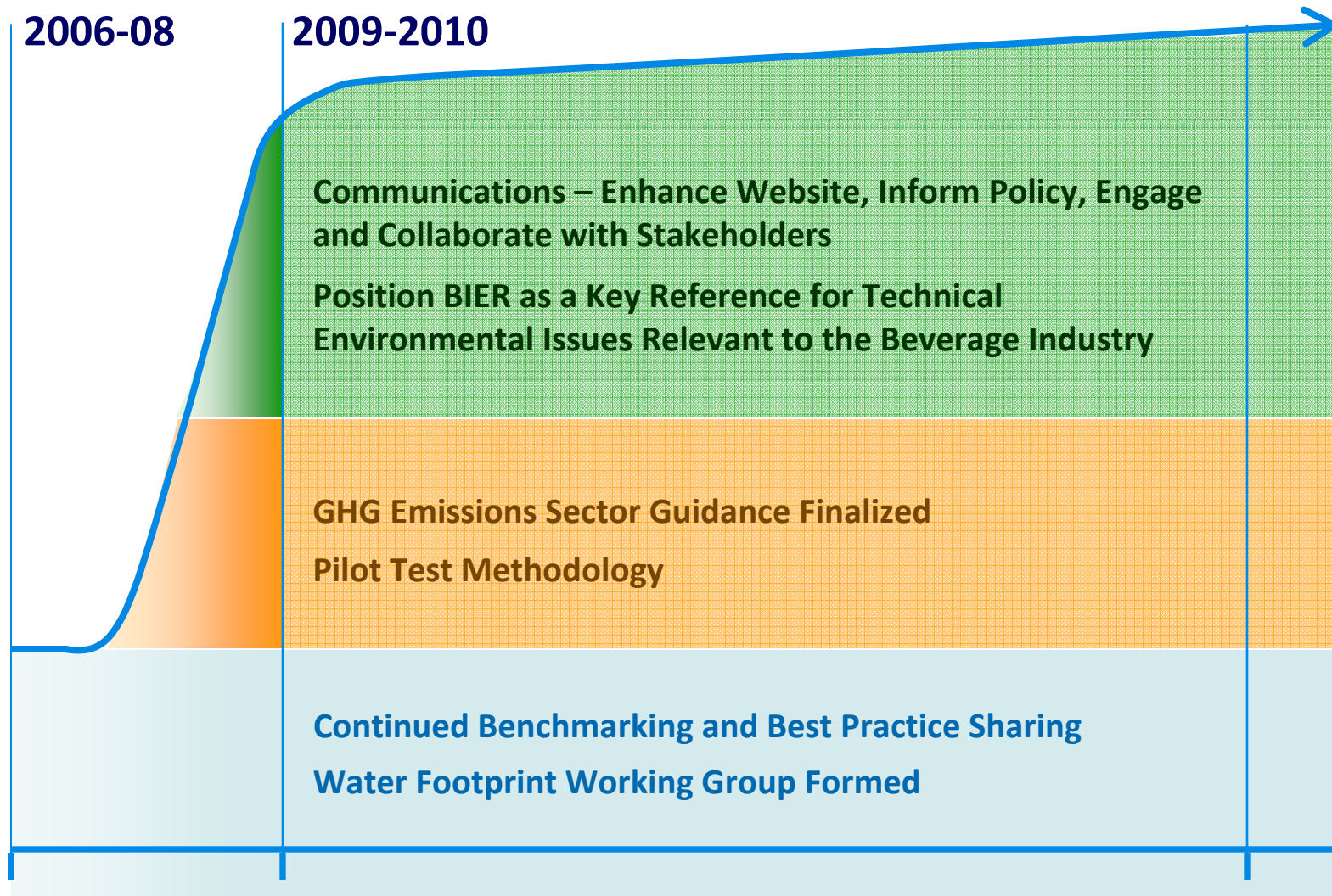
Structure of BIER



BIER Focus Areas and Evolution



BIER 2009-2010 External Objectives



Water Stewardship

BIER Definition of Water Stewardship

Leaders recognize and act upon five pillars:

- Conservation
- Watershed
- Community
- Partnerships
- Supply Chain

Benchmarking - Qualitative/Quantitative

- Conservation Practices
- Watershed Management
- Community & Partnerships
- Supply Chain Engagement

Informs and Directs

Best Practice Sharing

- Drought Management and Preparedness
- Rainwater Harvesting
- Clean-in-Place Technologies
- Incoming Raw Water Treatment



Energy/Climate Change

PRODUCT APPROACH

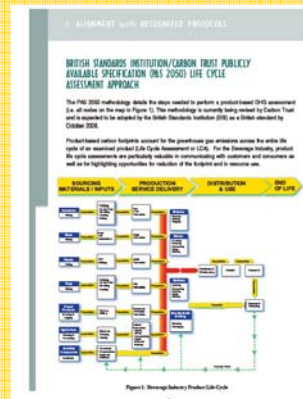
Based Upon
PAS 2050

ENTERPRISE APPROACH

Based Upon
WBCSD/WRI
GREENHOUSE GAS
PROTOCOL

BIER APPROACH Beverage Industry Sector Guidance for GHG Emissions Reporting

- Aligns industry for emissions reporting
- Defines common supply chain boundary
- Describes calculation methodology



Co-authored by The Earth Institute
at Columbia University.



Stakeholder Engagement

BIER is a Technical Resource and Knowledge Base

TRADE ASSOCIATIONS

- Ensure Alignment
- Avoid Duplication

NGOs

- Targeted Feedback
- Industry Advocacy

POLICY MAKERS

- Influence Policy
- Promote Industry Achievements

CUSTOMERS

- Industry Advocacy



Contact BIER

For additional information on the Beverage Industry Environmental Roundtable (BIER) and to discuss engagement opportunities, please contact:

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