

# Stakeholder Update

March 2011

## *Beverage Industry Environmental Roundtable*



As we embark on our fifth year, the Beverage Industry Environmental Roundtable (BIER) remains committed to bringing together leading global beverage companies to define a common framework for stewardship, improve industry practices and performance, and inform public policy in the areas of water conservation and resource protection, energy efficiency and climate change mitigation. We're proud of our accomplishments to date, and are eagerly moving forward to advance the standing of the beverage industry in the realm of environmental stewardship.

### Our recent achievements:

- Published [Beverage Industry Sector Guidance for Greenhouse Gas Emissions Reporting](#) in April 2010.
- Updated our framework definition for [World Class Water Stewardship in the Beverage Industry](#)
- Completed Fourth Annual Water Use and Efficiency Benchmarking Study in November 2010, which was our most robust study to date.
- Continued proactive stakeholder engagement with groups such as World Resources Institute, World Business Council for Sustainable Development, Carbon Disclosure Project, Ceres, Better Sugarcane Initiative, Sustainable Food Lab, The Sustainability Consortium, Alliance for Water Stewardship and others.
- Engaged with trade association groups such as FIVS, Brewers of Europe, Union of European Beverages Associations (UNESDA), International Bottled Water Association and others.

### Our current focus:

- Developing *Beverage Industry Sector Guidance for Water Footprinting*.
- Modeling beverage category groups using *Beverage Industry Sector Guidance for Greenhouse Gas Emissions Reporting*.
- Updating *Beverage Industry Sector Guidance for Greenhouse Gas Emissions Reporting* with a focus on Scope 3 considerations, product methods, PAS2050 changes, secondary source references, and unique beverage sector aspects.
- Continuing benchmarking and best practice sharing between member companies, with a focus on the following topics:
  - Water risk analysis and mitigation,
  - Water use, efficiency and re-use,
  - Sustainable agriculture and supply chain engagement
- Preparing for the May 2011 BIER meeting to be hosted by Pernod Ricard in Cognac, France.

We believe stakeholder engagement is a key pillar of achieving our objectives, including informing public policy, ensuring alignment and avoiding duplication, and serving as a technical resource and knowledge base on industry-specific environmental issues. We continue to look for opportunities to collaborate with other organizations in pursuit of our mission.

*To discuss engagement opportunities, please contact us at [info@bierroundtable.com](mailto:info@bierroundtable.com) or +1 612 850 8609, or visit our web site at [www.bierroundtable.com](http://www.bierroundtable.com).*

*BIER is a technical coalition of 16 leading global beverage companies and supporting partners working together to advance the standing of the beverage industry in the realm of environmental stewardship. Current members include: American Beverage Association, Anheuser-Busch InBev, Bacardi Limited, Beam Global Spirits & Wine, Brown-Forman Corporation, Carlsberg Group, The Coca-Cola Company, Diageo, Diversey, Ecolab, Groupe Danone, Heineken, MillerCoors, Molson Coors, Nestlé Waters, New Belgium Brewing Company, Ocean Spray Cranberries, Pernod Ricard and PepsiCo. BIER is facilitated by the Global Corporate Consultancy of Antea™ Group.*



**Beverage Industry**  
Environmental Roundtable