



Beverage Industry Environmental Roundtable

<http://www.bieroundtable.com>

Frequently Asked Questions - November 2009

Mission Statement

The mission of the Beverage Industry Environmental Roundtable (BIER) 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 on three pillars:

1. Data Collection & Benchmarking;
2. Best Practice Sharing; and
3. Internal & External Stakeholder Communication

When was BIER founded and how often does it convene?

BIER began in August 2006 with an initial kickoff meeting in Washington, DC. Since the first meeting, BIER has transitioned to a cost-share format with biannual meetings. Each meeting is hosted by a BIER member and includes facility tours to further learning opportunities through first-hand demonstration of best practices in water and energy resources management.

What companies are participating in BIER?

To date, 17 global beverage companies are members of BIER, representing nearly every non-dairy beverage type within the industry. As strong advocates for sound environmental stewardship, the American Beverage Association participates as a Trade Member, and Ecolab and JohnsonDiversey are Technical Members.



What has BIER accomplished?

- ◆ Defining "World Class Water Stewardship in the Beverage Industry."
- ◆ Best Practice Sharing featuring case study sharing and guidance tool development:
 - Drought Preparedness and Management
 - Water Reduction and Re-use
 - Current, Ongoing Water Forums, Initiatives and NGO Surveillance
 - Clean-in-Place Best Practices

- ◆ Annual benchmarking of water use and efficiency, including conservation practices and watershed engagement.
- ◆ External stakeholder engagement.

In 2008, BIER continued its focus on Water Stewardship and expanded its focus to include aspects of Energy Efficiency and Climate Change Mitigation.

What did BIER focus on in 2009?

BIER's 2009 agenda includes the following categories of activity:

- ◆ ***In-person BIER Meetings*** - Hosted by member companies, BIER will hold two full agenda roundtable meetings in 2009 in Évian-les-Bains, France (Danone Waters), and Purchase, New York, USA (PepsiCo).
- ◆ ***Best Practice Sharing*** - BIER is continuing its best practice sharing efforts, which involve BIER member and outside speaker presentations and generation of BIER best practices guidance documents. Three topics identified for sharing in 2009 include:
 1. Incoming, "Raw Water" Treatment
 2. Water Re-use
 3. Warmers, Pasteurizers, Coolers
- ◆ ***Water Stewardship Benchmarking*** - BIER will execute its third annual quantitative benchmarking study in 2009 and complete a qualitative study on two aspects of our World Class Water Stewardship in the Beverage Industry framework, namely supply chain and partnership practices.
- ◆ ***Beverage Industry Sector Guidance for Greenhouse Gas Emissions Reporting (Guidance)*** - Our primary efforts for the BIER energy efficiency and climate change mitigation agenda will involve completion of the Guidance. BIER has engaged multiple leading stakeholder organizations to assist in providing comments and reviewing the Guidance. The Guidance is expected to be completed and published in late 2009.
- ◆ ***Water Footprinting*** - BIER is working on defining methodology and boundaries for quantifying water use across the product or enterprise value chain. BIER will focus its efforts on developing definitions, defining boundaries for quantification, and detailing calculation methods in sector-specific guidance. In addition, BIER will provide its industry sector coalesced position(s) statements on various aspects of water footprinting to the external stakeholder groups working to develop standards of practice in this domain.
- ◆ ***Communication Outreach*** - BIER's communication efforts are intended to build awareness of BIER's mission, and work with stakeholders to identify opportunities for mutual benefit. Activities include outreach communications to previously screened primary stakeholder organizations, responses to informational requests from potential beverage industry members as well as external stakeholders, and hosting partnership dialogue sessions at the two roundtable meetings.
- ◆ ***Emerging Issues and Current Affairs*** - Opportunities often arise for BIER to discuss and/or work any of a variety of emerging issues or current affairs. As members identify these opportunities, the group convenes (typically via teleconference) to carry forth its desired scope. Examples of such activities in 2008 included teleconference work sessions related to the Wal-Mart Sustainable Packaging Scorecard request submittal and Testimony on behalf of BIER before the US House Science and Technology Committee, related to developing federal water-related policy.

For additional information, please e-mail info@bierroundtable.com.
BIER is facilitated by the Global Corporate Consultancy (www.deltaenv.com)

