

# Sustainability Initiatives in the Beverage Area

Beverage Industry Environmental Roundtable



# What is BIER?

BIER is a technical coalition of 16 leading global beverage companies working together to advance the standing of the beverage industry in the realm of environmental stewardship.



Other contributors:



Facilitated by:



# What is BIER's Technical Focus?

Water Conservation &  
Resource Protection



Energy & Climate  
Change Mitigation



# What is BIER Doing?

- Benchmarking

Beverage Industry Environmental Roundtable  
**Water Stewardship Benchmarking Study**  
November 2010

Prepared By:  
Global Corporate Consultancy  
an Oranjewoud N.V. Business Group

**Beverage Industry Environmental Roundtable**

Global Corporate Consultancy  
An Oranjewoud N.V. Business Group

Table 2: Geographic Data Distribution, All Facility Types, 2007 - 2009

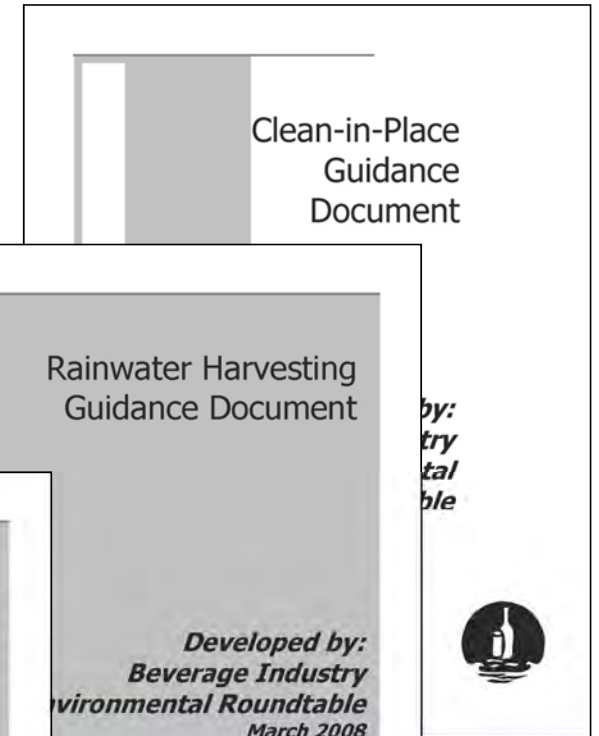
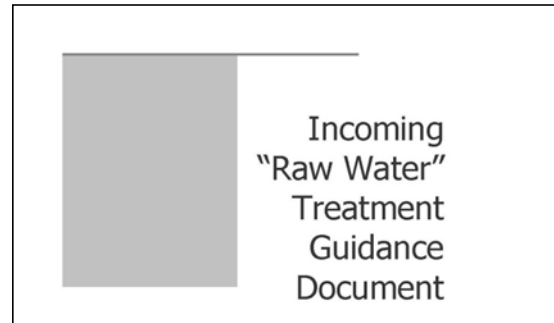
	2007	2008	2009
Africa	176	180	191
Asia	297	323	354
Europe	328	379	375
N. America	253	272	263
Oceania	95	76	72
S. America	201	224	251

Figure 1: Continent Enterprise Representation, 2009

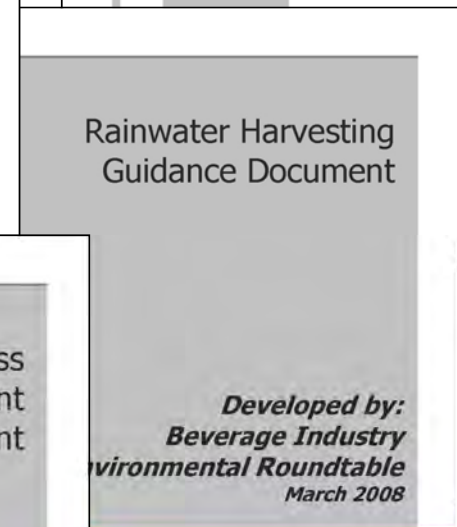
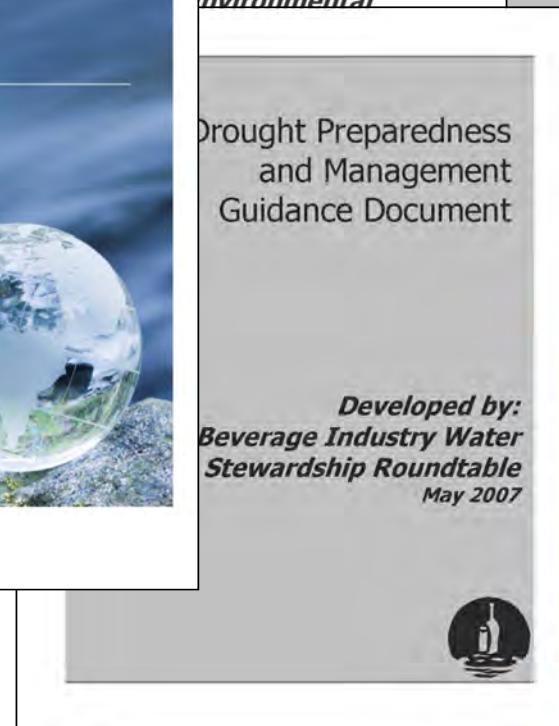


# What is BIER Doing?

- Benchmarking
- Developing Common Methods
  - Best Practice Guidance



Developed by:  
**Beverage Industry Environmental**





# What is BIER Doing?

- Benchmarking
- Developing Common Methods
  - Best Practice Guidance
  - GHG Sector Guidance

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



 **Members' Technical Expertise**

 **Members' Carbon Footprinting Experience**

**EXTERNAL STAKEHOLDERS**



# What is BIER Doing?

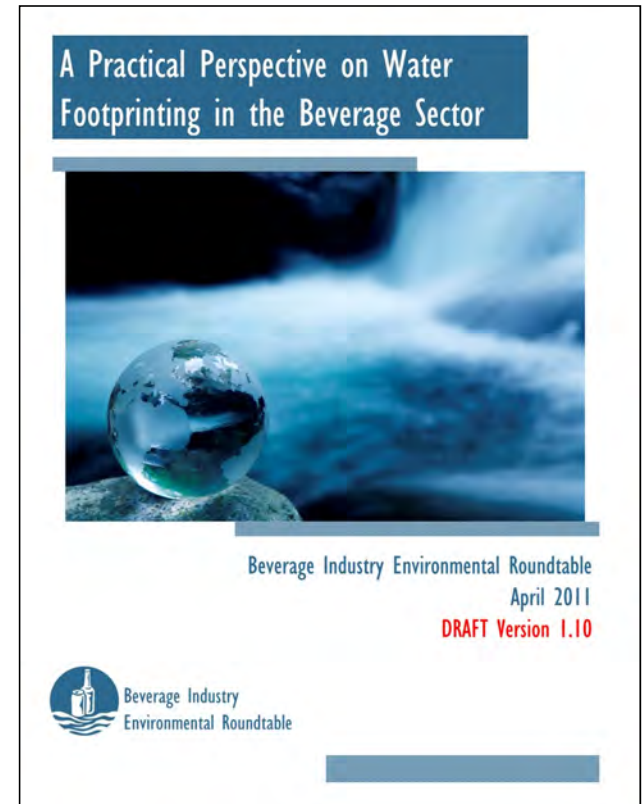
- Benchmarking
- Developing Common Methods
  - Best Practice Guidance
  - GHG Sector Guidance
  - Practical Perspective on Water Footprinting

“Foot size” - quantifying the amount used and consumed.



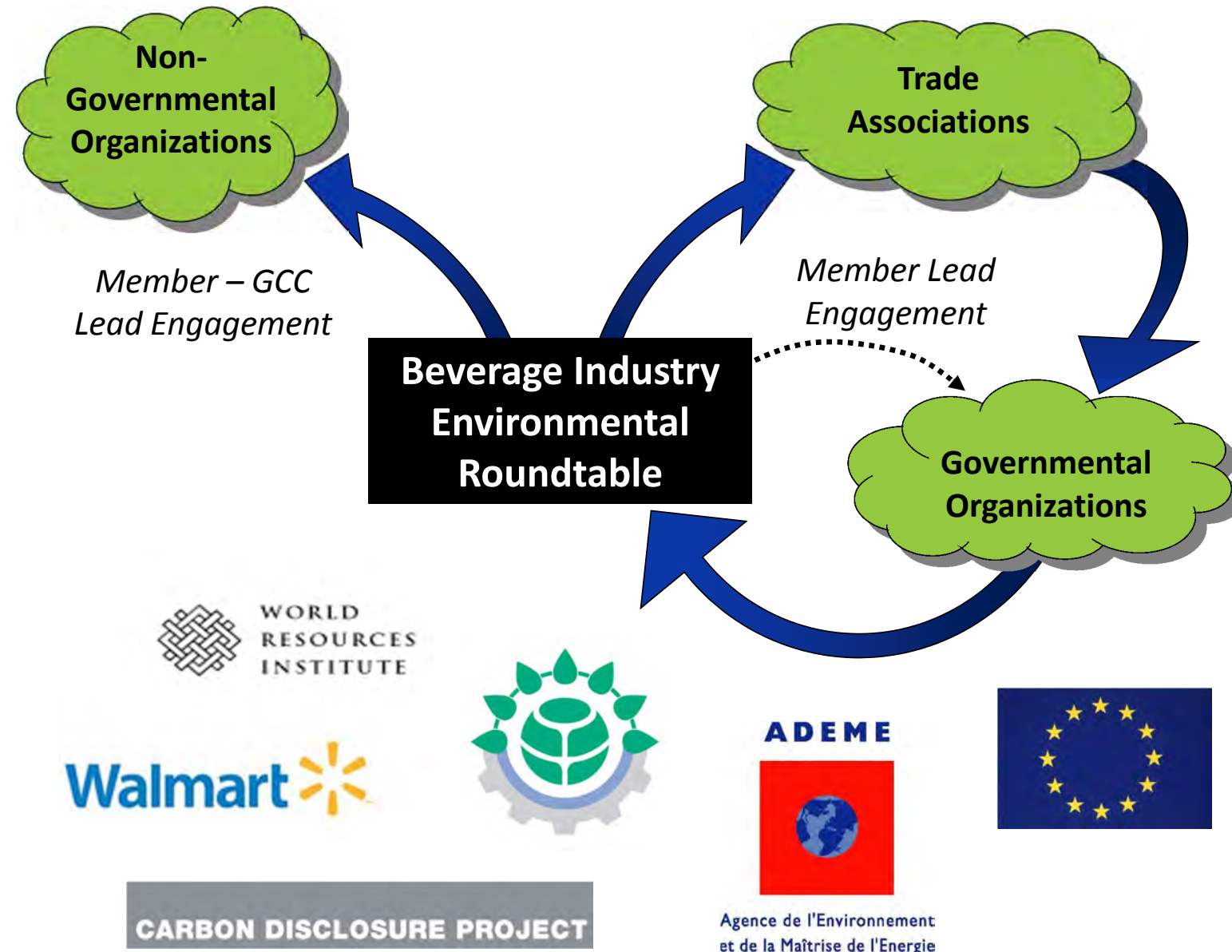
Determining the “impressions” made (spatial and temporal impacts).

*Overlaying the “foot size” along each step of the value chain against the impact of its use or discharge.*



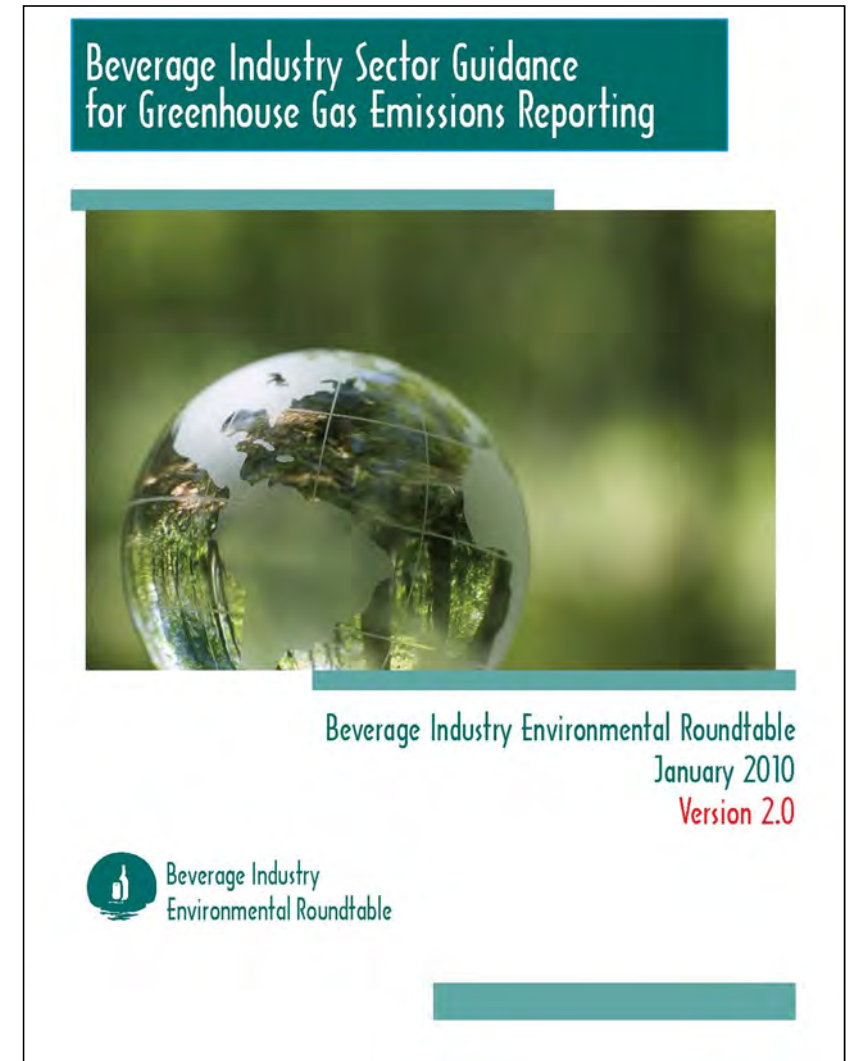
# What is BIER Doing?

- Benchmarking
- Developing Common Methods
  - Best Practice Guidance
  - GHG Sector Guidance
  - Practical Perspective on Water Footprinting
- Informing Policy



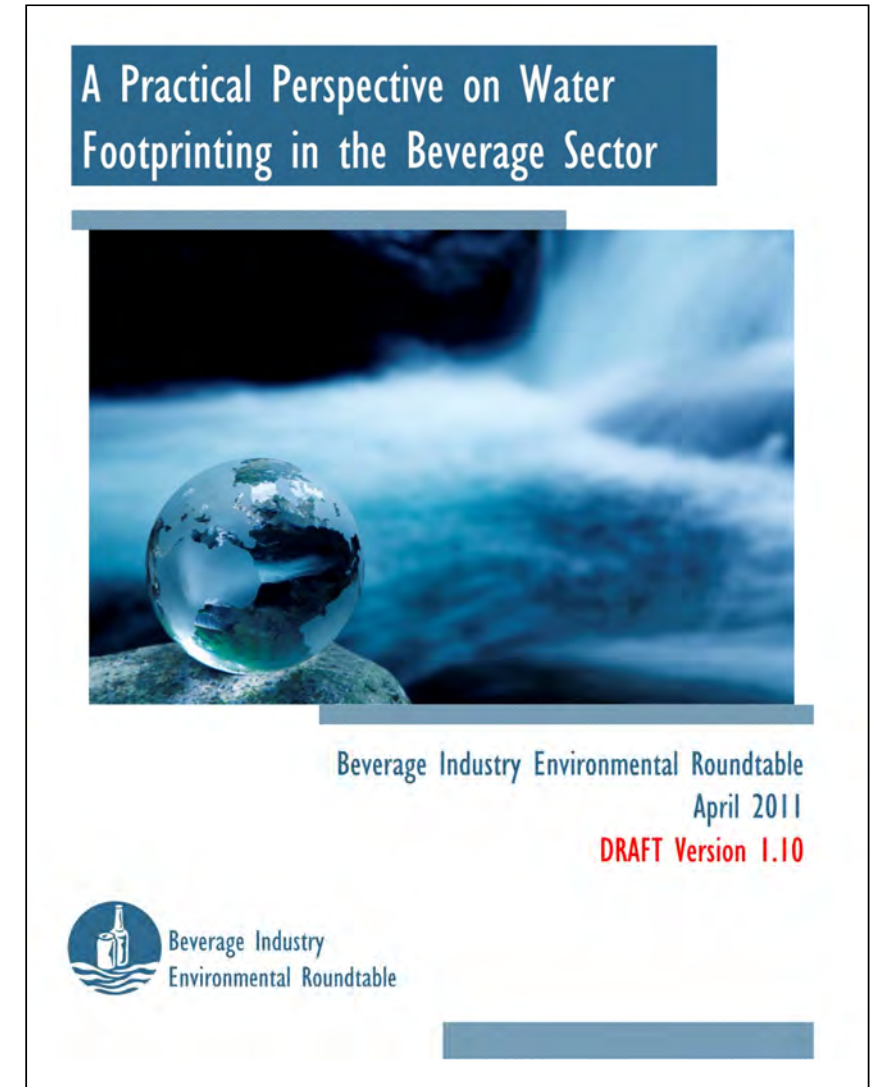
# 2011 Agenda Highlights

- Beverage category modeling utilizing GHG Sector Guidance
  - Beer
  - Bottled Water
  - Carbonated Soft Drink
  - Juice
  - Scotch Whiskey
  - Wine
- Update Sector GHG Guidance, Version 3.0
  - Consider WRI/WBCSD Scope 3 and Product Methods and PAS2050 changes
  - Secondary data source references for beverage sector
  - Additional appendices for unique beverage sector aspects



# Water Conservation and Resource Protection 2011 Agenda Highlights

- Publish Practical Perspective on Water Footprinting
  - Intended to build on and align with ISO14046 standard that is under development
- Pilot test guidance with New Belgium Brewing Company product
- Publish 2010 Water Use & Efficiency Benchmarking Results
- Conduct 5<sup>th</sup> Annual Water Use & Efficiency Benchmarking



# Best Practice Sharing & Other 2011 Agenda Highlights

- Water Re-use - State of practice sharing topic
- Explore BIER member activities in the space of packaging recycling and engagement of external stakeholders on the subjects of packaging design innovation and recycling practices
- Monitor external stakeholder groups engaged with Agricultural Supply Chain
- Commission a white paper on beverage industry relationship to biodiversity



# Further Information

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<http://www.bieroundtable.com>



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BIER is a partnership of [leading global beverage companies](#) working together to advance the standing of the beverage industry in the realm of environmental stewardship. The partnership was formed in 2006 and is facilitated through member-hosted Roundtable meetings and working groups on key issues. The pursuit of our shared [mission](#) is driven by the following focus areas:

- [Water Stewardship](#)
- [Energy & Climate Change](#)
- [Stakeholder Engagement](#)

For additional information on the roundtable, please visit [about BIER](#).

BIER News Bites

- [BIER Members Define World Class Water Stewardship in the Beverage Industry](#)
- [Heineken Joins Beverage Industry Environmental Roundtable](#)
- [BIER Conducts Successful Semi-Annual Meeting in Massachusetts](#)
- [Ceres Presents Murky Waters? Corporate Reporting on Water Risk to BIER During June Members-only Webinar](#)
- [BIER Releases Groundbreaking Sector Guidance for GHG Reporting](#)

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