

We Value Nature 10-Day Challenge Event

Valuing water in The Coca-Cola Company. Water replenishment & Creating natural capital through nature-based solutions., 23.03.2021

Session summary & key takeaways

Water is one of the key sustainable business priorities of The Coca-Cola Company. More than a decade ago, Coca-Cola committed to replenishing back to nature 100% of water used in direct products and processes globally. This is achieved through over 300 water replenishment projects globally – consisting of restoring or enhancing ecosystems & community water access, together with leading NGOs.

Water volume replenished has traditionally been the indicator for success for such projects, yet through restoring nature, they provide a multitude of other benefits. Coca-Cola, together with denkstatt, have developed a methodology for measuring the benefits of water replenishment projects as Nature-Based Solutions.

Key takeaways:

1. A method has been developed and piloted on 7 projects throughout Europe.
2. It aims to strike the balance between robustness, wide applicability, and ease-of-use for non-specialists.

3. The method is aligned with the Natural Capital Protocol and has been independently verified by two external reviewers.
4. We must build the business case for Nature-Based Solutions, and robust methods are a necessary step for enabling this.

Warm thanks to the speakers for the insights shared:

Therese Noorlander, Sustainability Director Europe, The Coca-Cola Company
Ivan Paspaldzhiev, Senior Consultant & International Service Leader Natural & Social Capital, denkstatt

Key solutions presented / actions to take

This session presented The Coca-Cola Company's new methodology for valuing the ecosystem services benefits of Nature-Based Solutions. A public report is available.

Useful resources

Check out The Coca-Cola Company's report on Nature-Based Solutions here: <https://www.coca-cola.eu/news/supporting-environment/creating-natural-capital-through-nature-based-solutions>

The session contents can be viewed on MURAL here: <https://bit.ly/3tPRvd0>