



How innovation is playing a role in your company in terms of improving Water?

Cumbre de Fondos de Agua  
CDMX, July 2019

# Coca-Cola FEMSA Water and Innovation

Water Sustainability Strategy:  
Water for All

Water Risk and Opportunities Analysis

Water Sustainability Initiatives

## Ensure water security for long-term growth of the business



Efficiency in Water use at our Operations



Facilitating access to Water in the communities

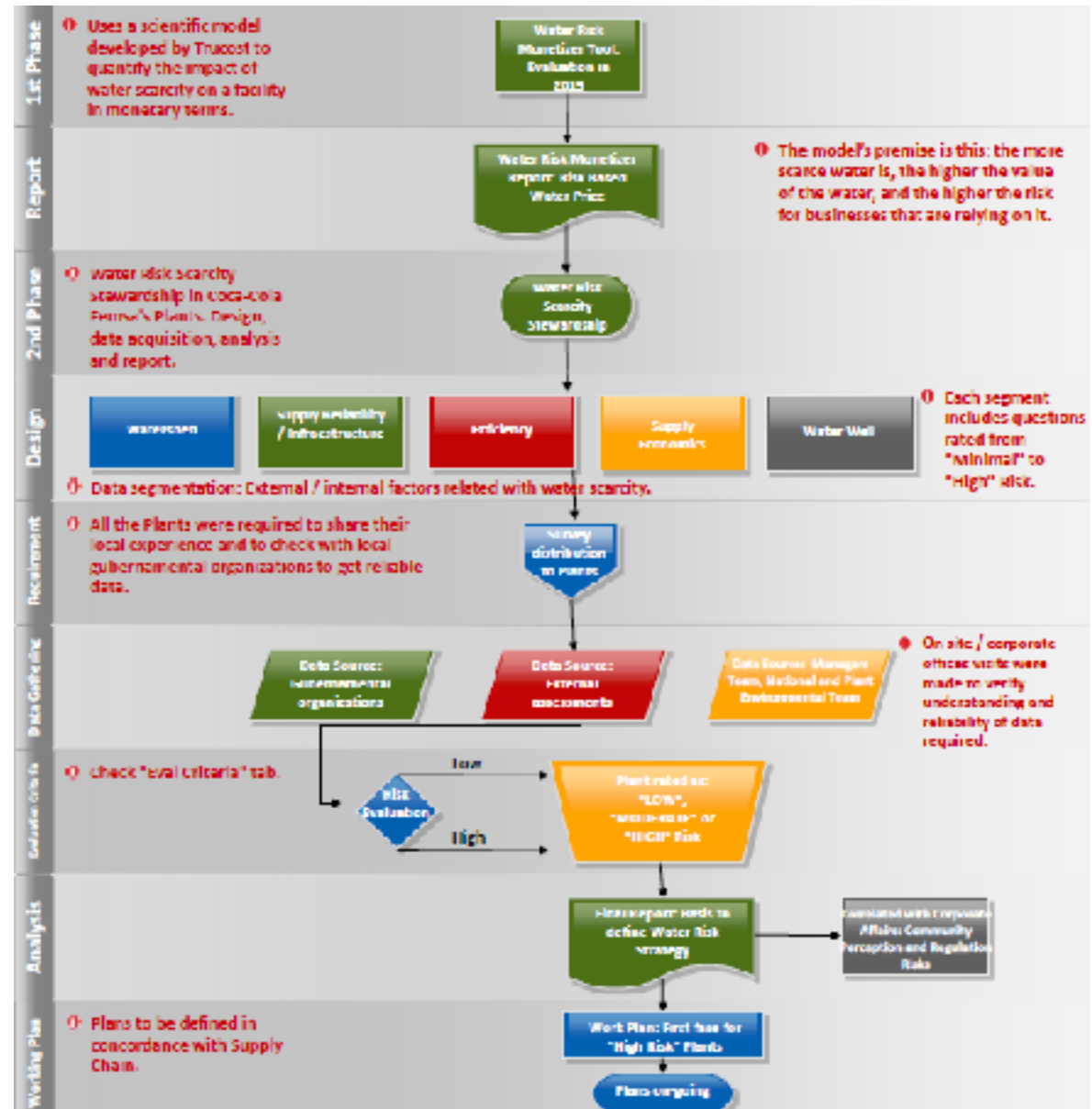
Replenishment and Water Funds

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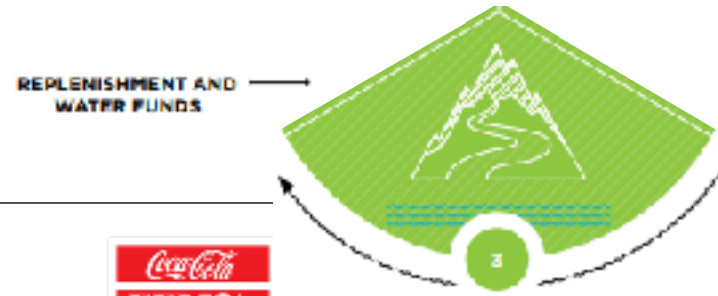
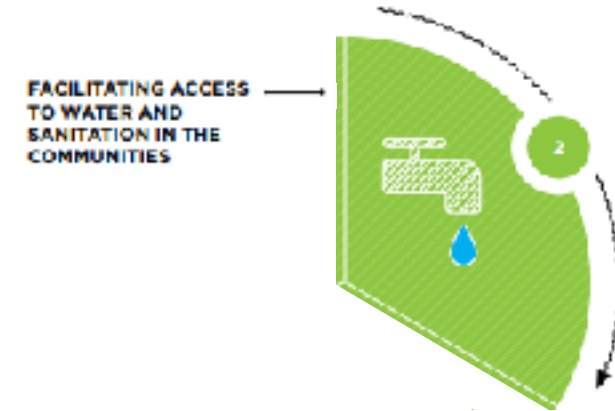
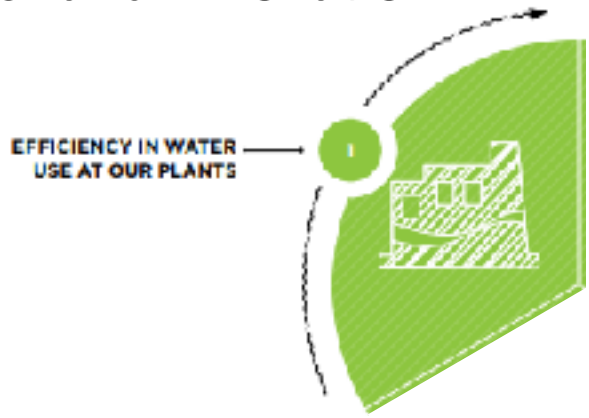


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- Water Use Ratio
  - Goal: 1.50
- Top 20 Management Initiative
- Technology, Processes and Leadership

- Water Access
  - Community Access
  - Resilience and Relief

- Replenish
- Water Funds



# Coca-Cola FEMSA Scaling-up Initiatives

## Golden Triangle

Partnerships and Engagement

Resources (leverage factor)

Technology







What have been the main barriers for the company in terms of implementing innovations to improve Water management?

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# Coca-Cola FEMSA

## Water Management: Barriers and Incentives

### Operational Efficiency

- Recognition and Incentives from legal framework

### Water Access

- Alignment to governmental agenda (water access programs)
- Projects' sustainability
- Lack of local expertise

### Replenishment

- Validation of results and easy to communicate
- Cost of replenish initiatives (geo-localized) and ROI





Thank you

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