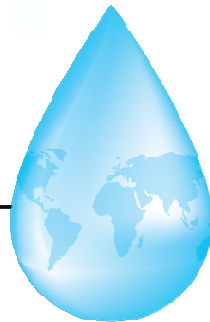


# *The Coca-Cola Company*



*Coca-Cola*  
**WATERSHED**  
Management



*Maseru, Lesotho*

*November 2007*

# Case Histories “The Good the Bad and the Ugly”

**The Good:** Mount Shasta, CCDA Spring Water Plant

**Challenge:**

Environmental and religious groups

“Take our water and ruin the Mountain”

**Action:**

Followed development procedure

“Experts in Region”

Met with locals, strong communication plan – transparent.

**The Mount Shasta Result:**

Opposition kept at a minimum

Media gave project a fair representation of facts

Constructed plant which now provides economic value

Officials used project as example of good corporate citizen

Future challenges easily addressed



# Case History “The Good the Bad and the Ugly”

## **The Bad: Ozarka**

### **Challenge:**

Angered Local Residents

“Taking of our water by a foreign company for rich people.”

### **Action:**

Ignored Local Residents and Newly Form Anti-Ozarka group

Started an Advisory Council with “Hand Picked People”

## **The Ozarka Result:**

Went to Supreme Court pumping upheld due to water rights law “Rule of Capture”

Local, State and Federal Officials against it

“Anti-bottler” Groundwater Conservation District Formed

Adverse Media attention to bottled water – spilled to their other Plants



# The Ugly – Who, What and Why?

Ice Mountain, Michigan – resulted in stop pump order, shut down of plant, set a new precedence – **Local Citizens & Outside Environmentalists**

Crystal Spring, Florida – denial of withdrawal permit, trucking of water - **New Environmental Group Formed**

Ontario, Canada - Increased pollution, trigger values for fishery set too low, even with science results in no increase, production needs not met - **Regulatory Agencies**

Kerala India, Coca-Cola Accused of depleting the water table, pesticides in product – **Local citizens, International NGO and Government**

Quebec - Salt contamination from road icing – resulted in reduction of salt and sustained use of source - **Contamination**

High Spring and Mount Shasta - “Well Dried Up” resolved with data – **Perceived Overdraft of Aquifer**

Diamond Spring PA - “Water taking effected trout fishery” resolved with data - **Drought Conditions**

**Protect Our Sources - Protect Our Business**





Thank You