

***Water Conservation Plan***

***[Entity], a Member of the  
Beverage Industry Sector***

***Michigan Chamber of Commerce***

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### VOLUNTARY WATER MANAGEMENT PRACTICES

The beverage industry is a leading industry in the conservation of water. It has taken a comprehensive approach in its efforts to reduce water usage and increase water efficiency across operations and supply chains. Most leading brand beverage companies have already developed their own individual public statements regarding the importance of water conservation and minimization, demonstrating strong sector-wide appreciation of the issue.

The voluntary management practices for water conservation are intended as a guide to address common beverage industry processes. While this cannot be an exhaustive or exclusive list, and certainly the items listed will not all necessarily be applicable to each individual company situation, this document forms a foundation for basic water conservation strategies.

The leading brand beverage companies are characterized by having very active and robust Environmental Management Systems (EMS) that are used to develop annual plans at the individual plant level, drive metrics identification and measurement and continuous improvement. Annual auditing helps drive achievement to the established goals, objectives and action plan. These processes ensure appropriate operational management focuses throughout the organization on the importance of water stewardship to the beverage industry. It should not be assumed, however, that all beverage companies have the ability to be as comprehensive or robust.

When selecting water management practices, consideration should be given to their economic and technological feasibility, in order to evaluate whether the practice can reasonably be undertaken, as well as to consider what might provide the better conservation benefit for the implementation cost. Each company, and each facility within a company, is unique. Thus, the water management practices adopted at the discretion of each company will also vary. For this reason, flexibility of management choices is crucial to considered decision making. Additionally, companies will be better or less able to implement some practices on a year-to-year basis based on the current state of business success and plans for the future.

It should also be recognized that water stewardship practices are but one area in the multi-dimensional quest for environmental sustainability. When a beverage company considers the economic and technological feasibility of engaging a particular water conservation practice, it should also evaluate that practice's potential impact on other areas relevant to environmental sustainability.

A number of conservation practices generally applicable within the beverage industry include:

#### Water Management Systems

- Establishment of a clear vision, goals and objectives related to water conservation.

- Incorporate water as a primary aspect within the environmental management systems (EMS) and sustainability agendas.
- Quantify internal goals and targets to demonstrate commitment to water management.
- Tie water stewardship performance directly to individual and group Key Performance Indicators and incentives.

### **Communication and Training**

- Pursue a company-wide operating culture to include water conservation, efficiency, and innovation and fundamentally positioning water stewardship as “business as usual” across daily operations.
- Routinely report water use performance across the organization, including the use of scorecards, graphical visuals, and bulletins.
- Incorporate water conservation policies and procedures into employee training programs.
- Participate in water conservation advisory groups, or similar organizations, to promote and advance water conservation practices beyond their own individual operations and employees.
- Hold compliance with applicable regulatory requirements as they apply to water use, extraction and discharge as a primary performance metric for operational management within the organization. Where local regulation or oversight is lacking, apply company standards for performance.
- Incorporate water as a key topic within annual and corporate responsibility reports, as well as corporate WebPages.

### **Water Conservation Programs and Technologies**

- Conduct facility water mass balance studies, using results to benchmark existing and new acquisition facilities.
- Conduct water audits.
- Provide tools to assist operations in assessing their water use and drive attention toward promising reduction or re-use opportunities.
- Routinely conduct maintenance on water distribution systems to minimize leaks.
- Install flow restrictors, aerators, spring-loaded valves and timers on faucets and nozzles as appropriate.
- Optimize water use reducing production “runs” management and Clean-In Place (CIP) practices within beverage production facilities.

- Use chemical treatments when possible to reduce the amount of make-up water required for cooling towers, steam boilers, etc.
- Retrofit applications that use once-through cooling water (Chillers, compressors, condensers etc.) with closed-loop recirculation systems.
- Replace water-cooled equipment with air-cooled equipment.
- Replace continuous or timed-flush urinals in restrooms with low-flow manual flush or sensor-controlled equipment.
- Alter the landscape of properties to less water demanding formats.
- Track and monitor drought or water stress conditions, with some companies developing drought management and mitigation plans.
- Incorporate water assessment and management considerations into capital planning and business-decision making.