

# The Fresno Bee

## **Coca-Cola and Molson Coors Say Green Business Makes Financial Sense: Ethical Corporation Institute Finds Water Sustainability Ideas Do Save Money** - A new

report by the Ethical Corporation Institute has found that corporate water strategies generate cost savings and create indirect benefits for many stakeholders - Thursday, Mar. 19, 2009

LONDON -- The [Ethical Corporation Institute](#) revealed today that despite the economic downturn operating a green business still makes financial sense.

[Ethical Corporation Institute's](#) recent report, a "must have" [Guide to Water Ethics Footprinting, Programmes and Supply Security](#) finds that companies acting proactively on water management have the opportunity to gain first-mover advantage on the competition.

Coca-Cola argues in the report that there is a strong business case for engaging in water efficiency. The company is seeking ways to reuse water used for manufacturing processes which are directly linked to cost savings.

Companies were accused at the recent World Water Forum in Istanbul of using water selfishly and with no regard for the communities within which they operate. However, in Coca-Cola's case, many regions of China had severely damaged water sheds when the company first arrived. By partnering local community groups and city or state governments to manage and revitalize watersheds they believe they contributed positively to the local region.

Piet Klop, water expert at the World Resources Institute advises that corporations can invest in water efficiencies and sell their excess for increased revenue. The report looks at how Molson Coors has benefited from this approach in the US.

Bart Alexander, VP, Global Alcohol Policy and Corporate Responsibility at Molson Coors, interviewed for the report explains that "if we don't utilize all the water within our water rights portfolio, we can lease or sell the surplus water... Hence the benefits can be realized on both sides of the balance sheet".

The new research report [The must have Guide to Water Ethics Footprinting, Programmes and Supply Security](#) is now on general sale. [Click here now](#) to purchase the report or find out more.

About the Ethical Corporation Institute:

[Ethical Corporation Institute \(ECI\)](#) is the research arm of Ethical Corporation. ECI produces in-depth commercial research on sale in report format, and hosts training workshops on ethical business.