

Climate Resilience and Business



Climate change is affecting our world faster than anyone anticipated. As climate-related risks and impacts grow, our resilience—the ability of both our human and natural systems to absorb, recover and adapt—becomes more difficult, placing even greater pressure on nature’s ability to deliver the critical benefits we need like clean drinking water and productive soils.

Business is not immune to the effects of climate change. Companies like The Coca-Cola Company can play a vital role in building climate resilience through an adaptive approach to sustainability in their operations, supply chains, and the communities in which they operate. World Wildlife Fund (WWF) partners with business to develop climate resilience strategies that reduce harm to ecosystems and help nature adapt to the uncertainties ahead.

THREE KEY LESSONS ABOUT BUILDING CLIMATE RESILIENCE:

1. A holistic, landscape scale approach to assessing risks and building resilience is critical;
2. Multiple sources of information, including anecdotes from local communities, regional data and climate models, are important to develop targeted interventions, and;
3. Information exchanges, from affected communities and farmers to national level scientists and vice-versa, are integral in order to most effectively assess and manage risks.

Climate Resilience Case Study: WWF and The Coca-Cola Company

For more than a decade, WWF and The Coca-Cola Company have worked together to help conserve the world’s freshwater resources and improve the sustainability of Coca-Cola’s operations and supply chain. The effects of climate change are already present in the partnership’s priority landscapes, the watersheds of the Mesoamerican Reef and the Yangtze River basin, and across dozens of local projects around the world. In order to continue making a meaningful impact, it is critical to plan for the growing impacts of climate change, including increasingly intense droughts, floods, and shifts in precipitation patterns.

The partnership is testing climate resilience strategies in the Mesoamerican Reef to inform WWF’s body of work around climate adaptation and to help The Coca-Cola Company understand and respond to climate risks across its global operations. The partnership is working with local communities and institutions to inform integrated watershed management with climate information, broaden stakeholder engagement in natural resource management, develop an early warning system for climate impacts, and protect freshwater sources using climate resilient tree species.



The Coca-Cola Company.