



• Reusing water for general services

National Beverage Company "Coca-Cola", Beverage, Palestine

In brief

The National Beverage Company (NBC, 400 employees) manufactures carbonated beverages with different flavors (Coca-Cola, Sprite, Fanta, etc.). The process starts with production of PET bottles, sanitation of bottles, filling and finishes with the labeling and packaging of products. Since August 2001, the company has introduced an environmental program, which deals with water, energy consumption and solid waste generation. At the same time, another environmentally educational program was implemented for the company's personnel.

The challenge

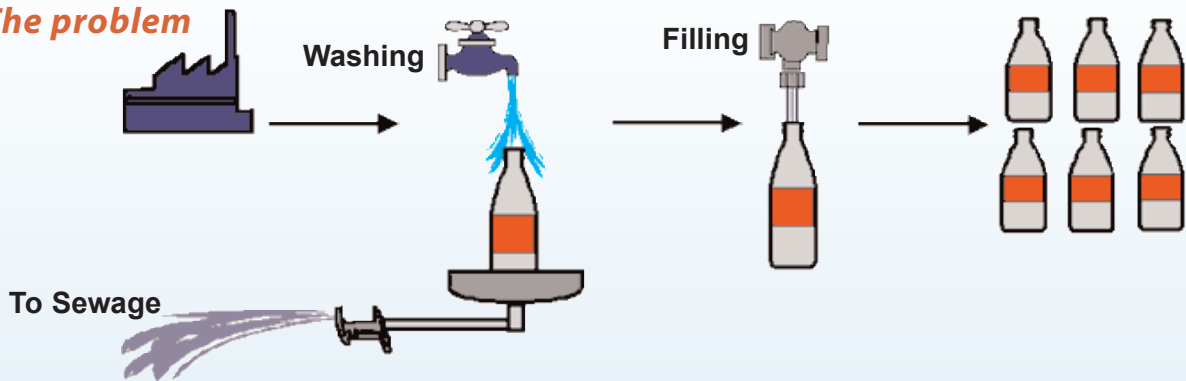
Water is vital to any Coca-Cola Company. Globally water represents the raw material mostly used to produce beverages (80'000 m³ per year). Part of the total water used is the sanitation water (5'100 m³ per year). The sanitation water used is directly dispatched to the sewage system. On the other hand, fresh water is used for plant cleaning process. The aim of the Environment and Safety Department was double: to find a way to exploit the used water from the rinser (largest water consumer) and, in parallel, to reduce consumption of water for general services.

Application

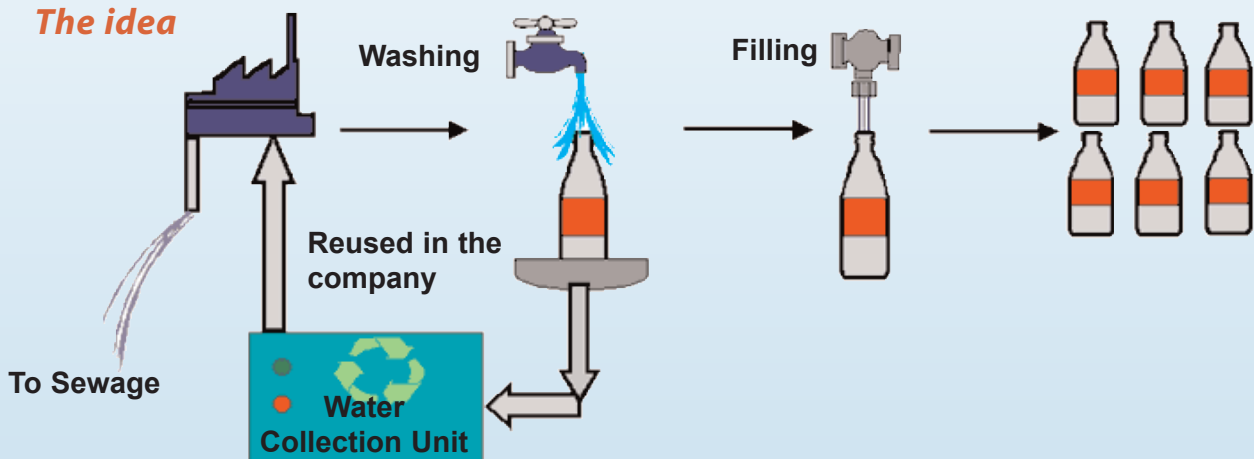
The idea was to collect all the consumed water on rinser during sanitation process, and direct that water into a closed loop, that starts from the source of water (rinser) and ends at a collecting tank. This collecting tank is connected to the general services water system (general plant and bathrooms cleaning taps). In fact, the discharged water is not dangerous and can be easily reused.

• Action taken within the company

The problem



The idea



• Economic results

Investment cost	Annual savings	Running cost	Payback
1'986 US\$	3'454 US\$	270 US\$	7 months

• Environmental results

In the National Beverage Company, water is the main resource needed. Saving water was then crucial and very necessary. 59% of treated water was saved, i.e. 3'050 m³. This saved water is not harmful, and can be reused easily. Readjustment of the collected water takes place whenever necessary. However, safety of workers and their health are very important to NBC. Safety labels and signs indicate that the water is not drinkable and can only be used for floor and/or toilet cleaning.

• Lessons learned

The main aim of this action was to save fresh water. By studying the whole production process, the responsible person targeted a specific machine (the rinser machine) that needed particular attention because of its high consumption. The action shows that there are many solutions that satisfy environmental problems while considering safety. Indeed, Good Housekeeping does not aim to solve all environmental problems of the company. In the case of the National Beverage Company, one critical environmental aspect was tackled at first.

• For further information

• WHO IS SBA?

SBA, Sustainable Business Associates is an international non-governmental organisation (NGO) working to engage industrialists in 'eco-efficiency' with the aim of minimising environmental impact and improving business productivity. To pursue this aim, SBA has initiated the DELTA Programme to sensitise industrialists to new business risks and opportunities, and to provide them with the management tools and training to move towards sustainable development.

• WHERE ARE THE DELTA NETWORKS?

The DELTA Networks are operating in: Algeria, Egypt, Jordan, Lebanon, Libya, Mauritania, Morocco, Palestine, Syria, Tunisia and Turkey.

• SUPPORT TO DELTA



• WHAT IS DELTA?

DELTA stands for Developing Environmental Leadership Towards Action. Chapter 30 of Agenda 21 (an outcome of the 1992 United Nations 'Earth Summit') indicates that business & industry have a critical role to play in achieving sustainable development goals. After an initial awareness-raising phase, the DELTA Programme focused on structuring industrialists in 'business & environment' networks (DELTA Networks) in 11 countries of the Mashrek & Maghreb. These Networks are composed of key industrialists interested in taking a proactive role and leadership on environmental issues. The DELTA Networks are practical, working structures for industrialists to obtain information & contacts, exchange experiences, develop environmental know-how, and gain access to practical management tools that can offer 'win-win' options based on eco-efficiency.

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