

[Document for the press]



April 25, 2016

**Drink “I LOHAS” to support activities to protect the water sources
in Japan!**

“I LOHAS Water Preservation Project” Starts

**CCEJ donates part of sales proceeds from “I LOHAS” to the “Activities to
protect the water sources in Japan” for the 13 locations nationwide including the
6 water sources of “I LOHAS” natural water**

The Coca-Cola System has launched the “I LOHAS Water Preservation Project”, which supports water resource protection activities around the country. Through the Coca-Cola Educational & Environmental Foundation, part of the sales proceeds from “I LOHAS” for 2016 will be donated to the 13 municipalities and non-profitable organizations (NPO) that operate water resource protection activities at each location in Japan to support such activities.

“I LOHAS” is a brand of natural water that is fostered by the great nature of Japan. At 6 water intake places around the country (in Hokkaido, Iwate Pref., Toyama Pref., Yamanashi Pref., Tottori Pref., and Miyagi Pref.), rainwater and snow which poured on the forests and mountains penetrate the earth, and are slowly filtered down the natural earth layers over a long period, resulting in mineral compositions as the gift from the nature. The “I LOHAS Water Source Preservation Project” has started to support the activities to continue protecting these forests and mountains that foster the abundant water. For the supported associations for FY2016 (13 groups in total), please refer to the attachment.

Among the associations mentioned above, Coca-Cola East Japan, Co., Ltd. (headquartered in Akasaka, Minato-ku, Tokyo) will support forest improvement and activities to create environment which allows a variety of functions to be fully exerted, including cultivation of water source in the forest, for the Hakushu region of Hokuto City (Location; Hokuto City, Yamanashi Pref. Mayor; Masashi Shirakura), which is the water source area of the Hakushu Plant (Hokuto City, Yamanashi Pref.) located at the foot of Kai Komagatake.

Anyone can participate in the “I LOHAS Water Source Preservation Project” through purchases of “I LOHAS” in stores and from vending machines.



“I LOHAS Forest” to enjoy learning and sharing the importance of water resource preservation

The Coca-Cola System promotes “WATER NEUTRALITY” by which the same amount of water that has been used for product production is returned to nature. To provide a fun opportunity to learn how it works and share the importance of water resource preservation, we published in January 2016 the diorama “I LOHAS Forest” that we can all grow together. Popular actor, Hiroshi Abe, who is also well known in I LOHAS’s TVCM, is the mayor of I LOHAS Village, and the villagers and followers of the official SNS sites nurture the environment that is rich in water and greenery every day. You can participate in I LOHAS Village via website (<http://www.ILOHAS.jp/forest/>) , Twitter (follow the Official Account : @ILOHAS) , and Instagram (follow the Official Account : ilohas_jp) .



Attachment

■Project Outline

Name: I LOHAS Water Source Preservation Project

Content: Donate parts of “I LOHAS” proceeds to municipalities and NPOs protecting water source in 13 locations around the country, including the 6 “I LOHAS” water source locations

Product: “I LOHAS” Natural Water

Duration: I LOHAS sales to be donated during Jan. 1 – Dec. 31, 2016

Contribution (donation) to supported associations during April 1, 2016 – Mar. 31, 2017

■“I LOHAS Water Source Preservation Project” Supported Associations for FY2016

(*in random order)

Prefecture	Association Name	Activities
Hokkaido	Sapporo Fureainomori Tomonokai	Deepen understanding of forests/forestry through tree planting & deforestation. Spread knowledge to the public through the Sapporo Fureainomori facility.
Iwate	Toyosawagawa Tochikairyoku	Work to establish a favorable forest/water source environment, conduct activities to deepen the farmers' and community people's understanding of the current situation/issues reg. water source.
Toyama	Toyama Prefecture	Create diversified forests through maintenance of community-based forests, and develop people to support the forests in Toyama by supporting forest volunteer activities etc.
Yamanashi	Hokuto City	The city has 3 of the '100 Exquisite and Well-Conserved Waters of Japan' and works mainly to control forest pests/disease and to take action against bird & animal damage. It promotes forest improvement by working together with the community.
Kyoto	Ujitawara Town Forestry Cooperative	Develop/manage mountain forests owned by union members, conduct thinning of woods owned by towns that are part of the Forest Preservation agreement signed btwn Ujitawara Town & Coca-Cola West.
Hyogo	Hyogo Prefectural Federations of Forest owners' cooperative associations	Prefectural forest maintenance & investigation, promotion of lumber usage, biomass power generation, water source forest preservation activities such as trimming of evergreens, tree planting etc.
Tottori	Tottori Hino Forestry Cooperative	Involved in all forest maintenance activities by working with the community and forest owners, from planting to growing trees and shipping unsawn timber/logs.
Hiroshima	Bisan Chiho Forestry Cooperative	Hold seminars & lectures for the development of forest unions; instruction/supervision by auditors for healthy finance.
Saga	NPO Big Leaf	Cutting underbrush or pruning planted trees; hold children's workshops to create individual chopsticks from Japanese cypress.
Kumamoto	Aso Green Stock	Support burning off dead grass & creating firebelt to maintain grasslands that serve as watershed protection etc., conduct nature preservation activities such as planting hardwood, etc.
Miyazaki	Nishimoro Chiku Forestry Cooperative	Develop Forestry Practice Planners as the leaders of community forest maintenance, aim for steady progress of forest maintenance by concentrating forestry operations based on a business plan.

Ehime	Ishizuchi Forestry Cooperative	Managing forests mainly by logging and thinning, whereas its annual logging amount is approx. 14,000 m ³ . Approx. 2,800 m ³ among the total amount is shipped to be used as the fuel for biomass power generation.
Okinawa	Yanbaru Eco-tourism Research Center	Mainly implementing eco-tourism and nature experiencing activities for the purpose of regional revitalization in remote areas. The Institute provides camping activities for a high school with Environment Course.

■ Pictures of the entities provided with support from “I LOHAS Water Source Preservation Project” for FY2016 (*random order)

Hokkaido Sapporo Fureainomori Tomonokai



Toyama Pref. Forestry Policy Section, Agriculture, Forestry, and Fisheries Department, Toyama Prefecture



Yamanashi Pref. Forestry Policy Section, Industrial and Tourism Department, Hokuto City



Tottori Pref. Tottori Hino Forestry Cooperative



Miyazaki Pref. Nishimoro District Forestry Cooperative

