

Mission of the Beverage Industry Environmental Roundtable (BIER)

The mission of the Beverage Industry Environmental Roundtable (BIER) is to bring together leading global beverage companies to define a common framework for stewardship, drive continuous improvement in industry practices and performance, and inform public policy in the areas of Water Conservation and Resource Protection, Energy Efficiency and Climate Change Mitigation.

The pursuit of our mission will be founded upon three pillars:

- ◆ Data Collection and Benchmarking;
- ◆ Best Practice Sharing; and
- ◆ Internal & External Stakeholder Communication.

For additional information: <http://www.bierroundtable.com>.

