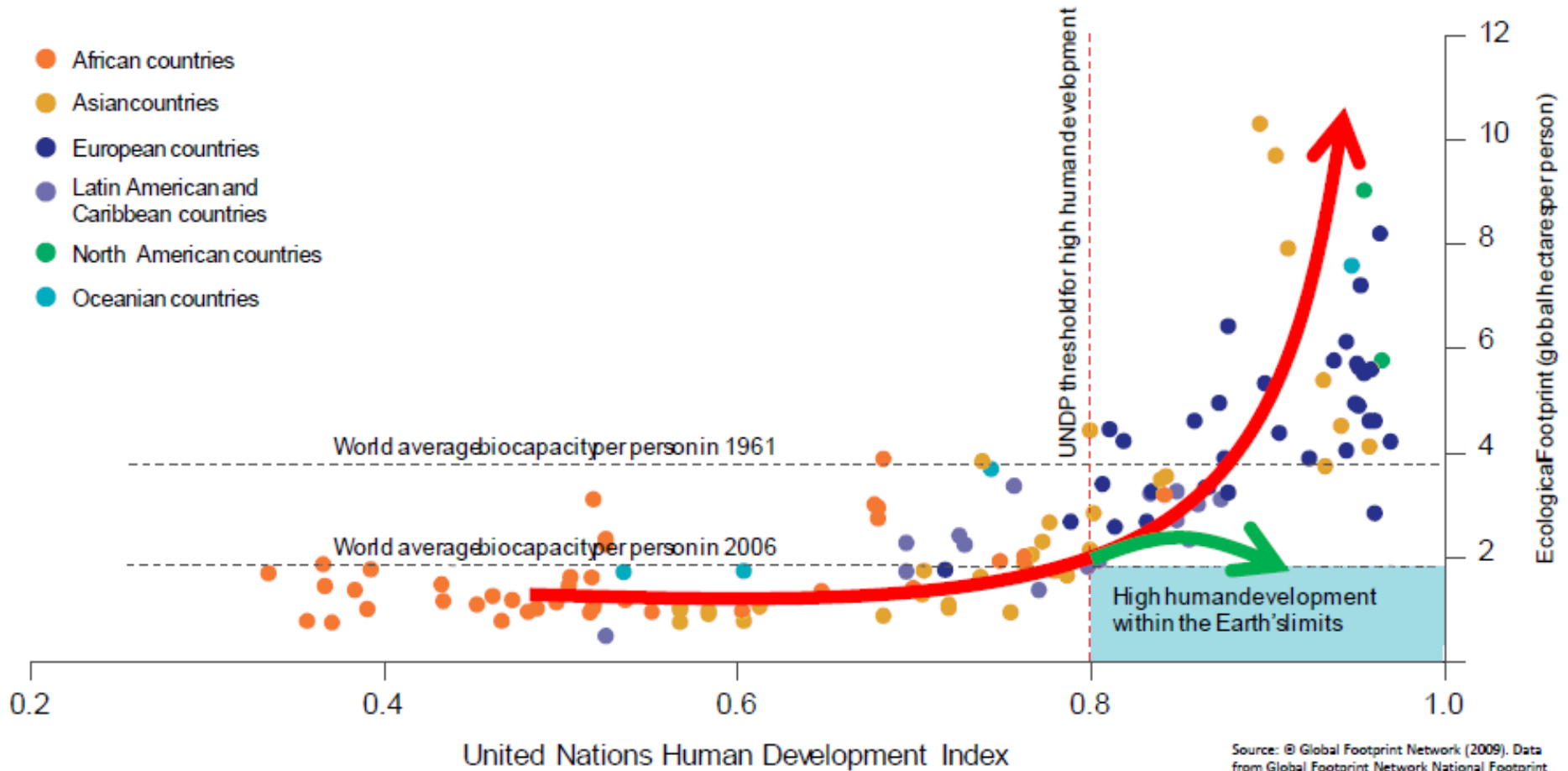


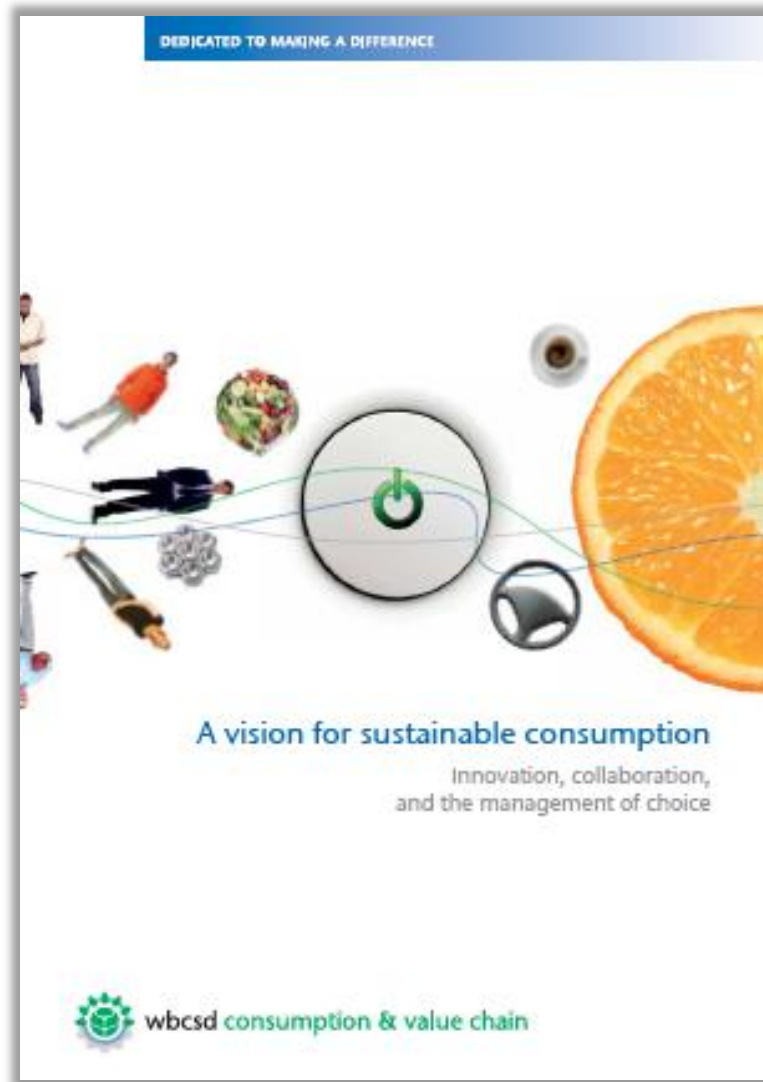


# PepsiCo and Sustainable Consumption

# Why Sustainable Consumption Matters



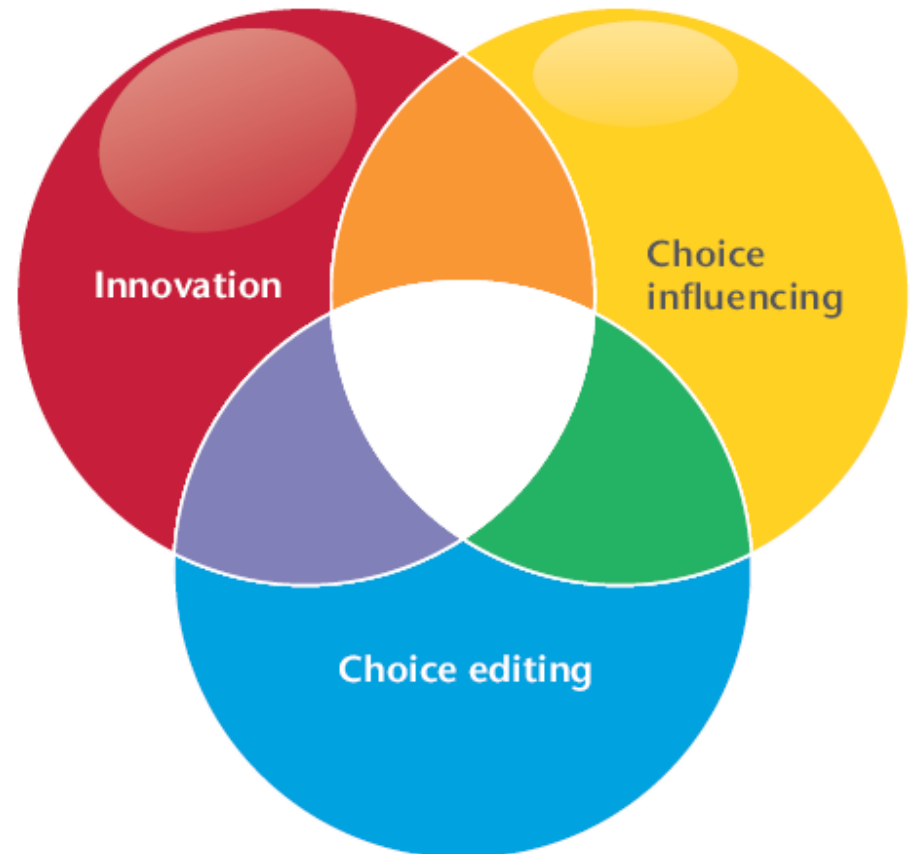
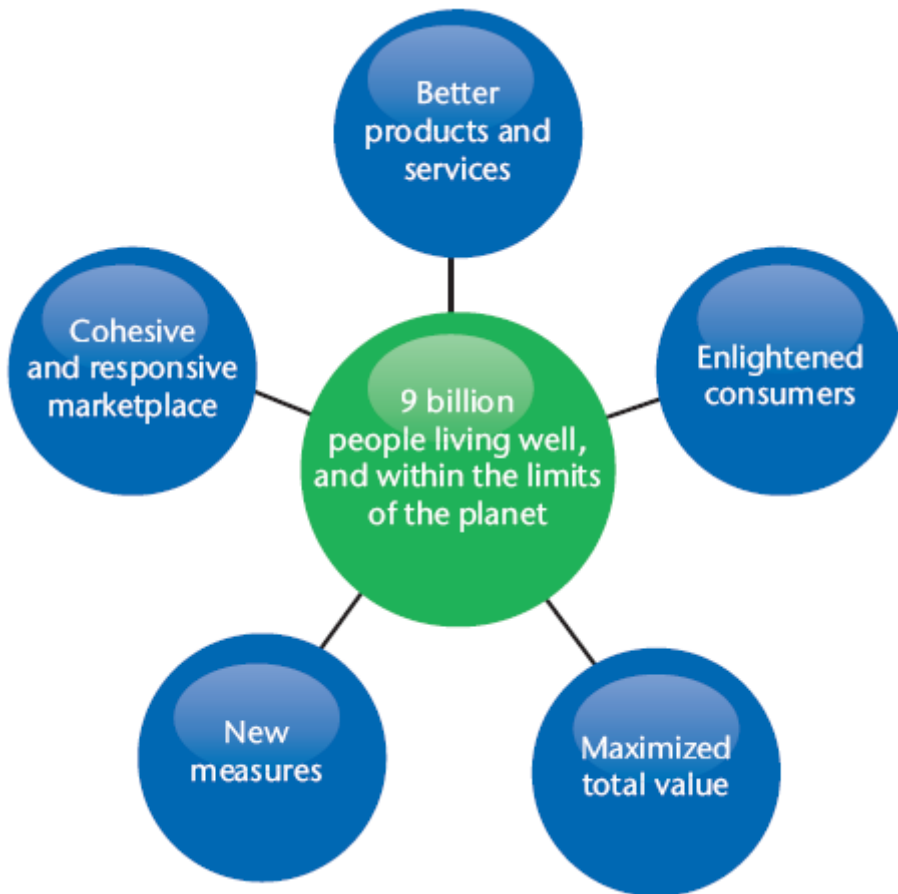
Source: © Global Footprint Network (2009). Data from Global Footprint Network National Footprint Accounts, 2009 Edition; UNDP Human Development Report, 2009



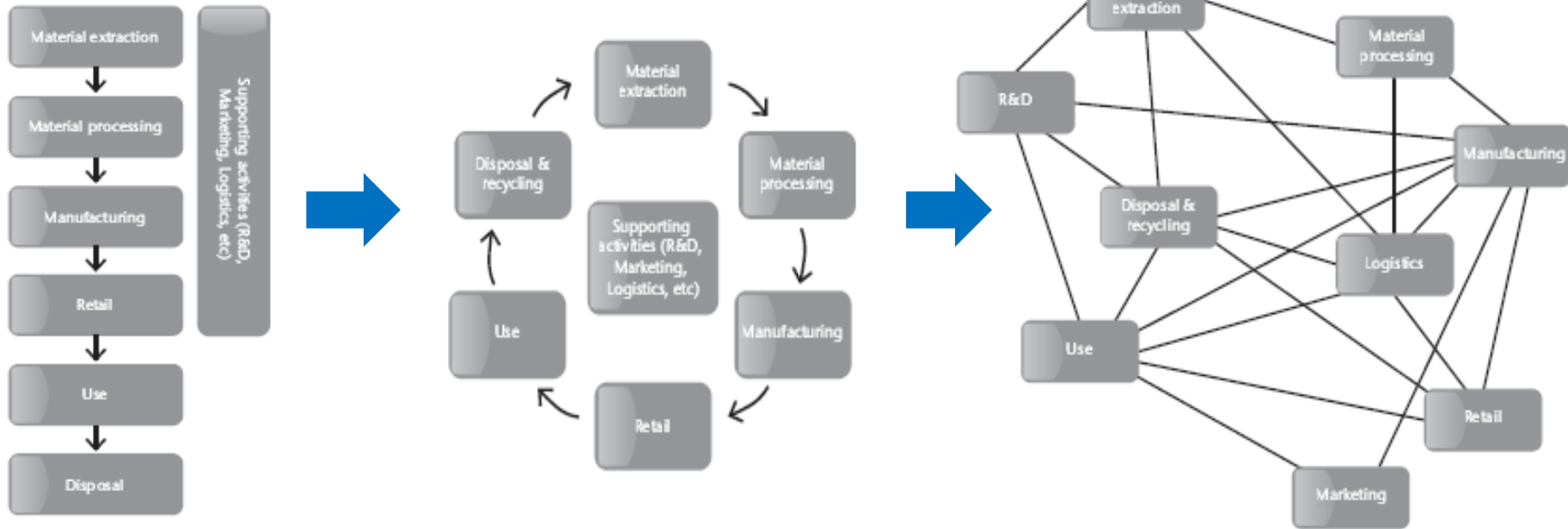
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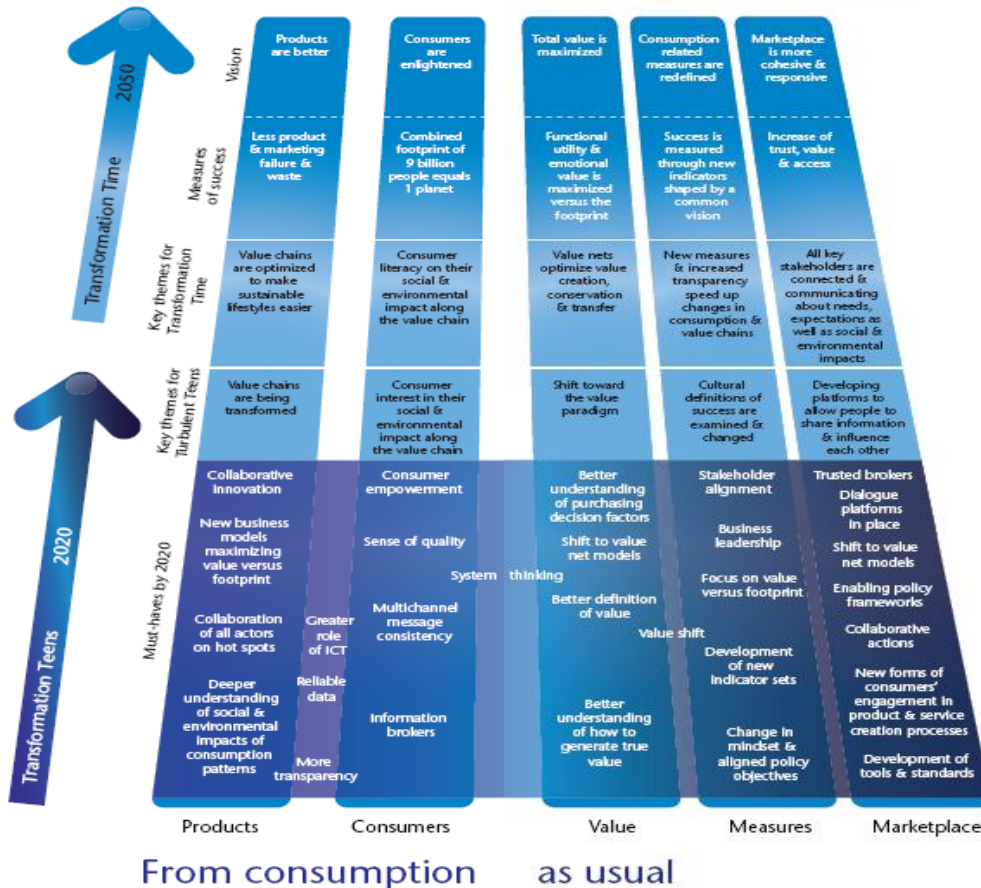
# Our shared vision for sustainable consumption



# From a Linear Chain to a Value Net



To a sustainable consumption in 2050



## Key Must Haves

- More collaboration
- Information exchanges throughout the value net
- Deeper understanding of consumer behaviors
- Technology
- Evolving business models
- Reinforcing trust



Improve our Value Chain and Operations?



Influence Consumer Behavior?



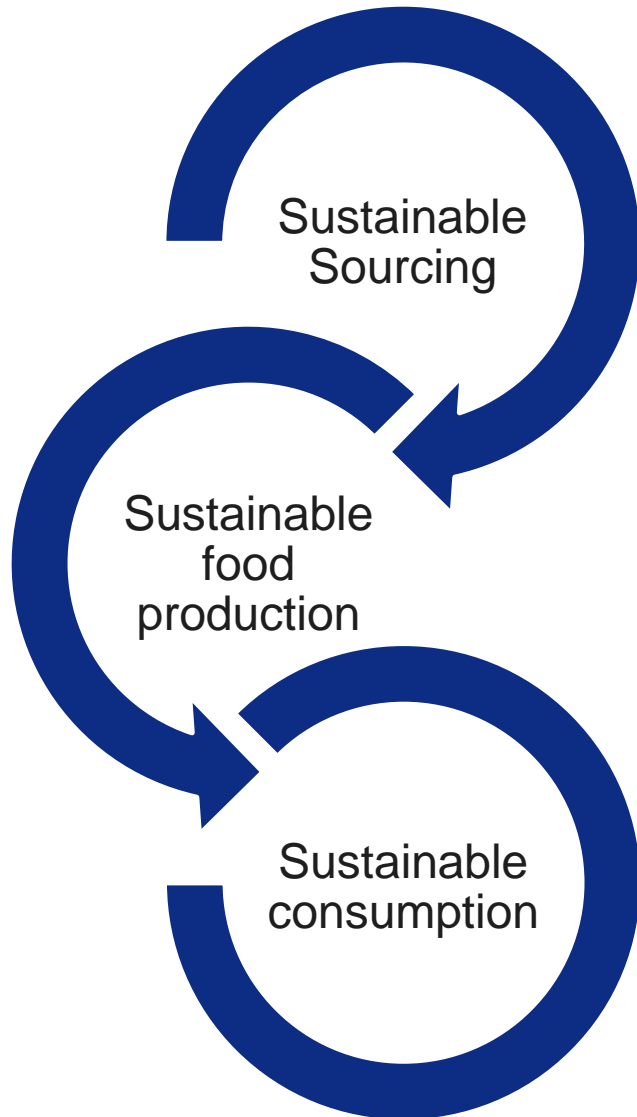
Pre-edit consumer choices?



Innovate our Products?







- Sustainable consumption is a complex challenge for business
- It is necessary to increase the pace of change
- We need to develop business models and products which make a more efficient use of resources and enable more sustainable consumption patterns



**“9 Billion People Living Well and within the limits of the Planet”**



# PepsiCo and Sustainable Consumption