



# PROJECT POWER PLAY

**The Renewable Energy Project  
of Pepsi Cola in the Philippines**



# Project Power Play

## Vision

To be the leader in the Philippines in the development of a sustainable supply chain platform that will address the challenges brought about by climate change and resource shortage, and do it within a profitable framework





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## About Pepsi in the Philippines

- 11 manufacturing plants nationwide and most profitable beverage company
- Cost of power is 2<sup>nd</sup> highest in Asia and beset with power shortage
- Faced with challenges on price and supply of fuel and CO<sub>2</sub>





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## Business Model

- Build Operate Transfer or Build Operate Supply
- Absolutely no capital investment
- Payment is based on actual output and with a discount (around 20%)
- Fixed period with option to own





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## Technical Model

- Involves mostly biomass-based technology
- Solar and wind energy for areas without adequate biomass
- Power for Pepsi use and sale to the grid, steam for bottle washing and CO<sub>2</sub> for beverage production





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## Key Benefits

- Not susceptible to power outages, volatility of fuel and CO<sub>2</sub> prices, and shortage of supply of CO<sub>2</sub>
- Lower cost of power, steam and CO<sub>2</sub>
- Exercise of corporate social responsibility





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## Key Success Factors

- Vertical integration for sustainable biomass supply
- Reasonable cost of technology
- Suitable project developer
- Sufficient financing





**Thank You**