



LAUNCHED: November 2005

FUNDING COMMITMENT: Over \$33 Million (2005-2014)

COUNTRIES OF ACTIVITY (TO DATE): Angola, Benin, Bolivia, Burkina Faso, Burundi, Cameroon, Egypt, El Salvador, Ethiopia, Ghana, Guatemala, Guinea, Indonesia, Ivory Coast, Kenya, Malawi, Mali, Morocco, Mozambique, Niger, Nigeria, Senegal, Sierra Leone, South Africa, Tanzania, The Gambia, Togo, Uganda, Zambia, and Jordan

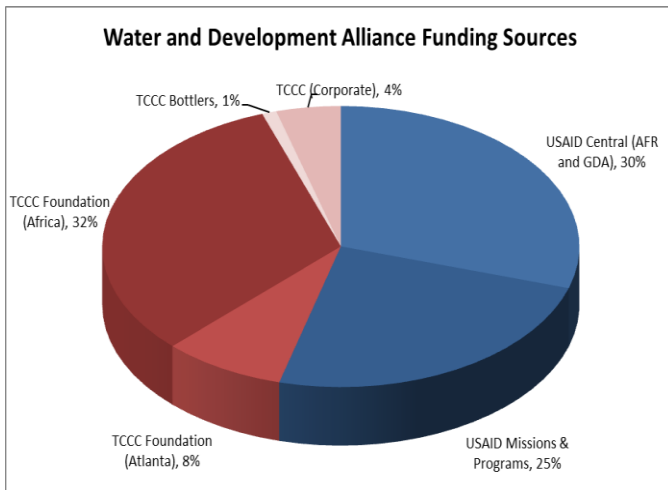
EXPECTED DIRECT BENEFICIARIES:

- 529,000 people benefiting from access to improved water supply
- 230,000 people benefiting from access to improved sanitation services
- 440,000 hectares of watersheds under more sustainable natural resources management

OBJECTIVES:

- Establish participatory, sustainable water and watershed resources management to benefit people and ecosystems
- Increase access to community water supply and sanitation services
- Foster improved behaviors in sanitation and hygiene for positive health impacts
- Promote efficient and sustainable productive use of water to protect the environment and provide economic benefits to communities

FUNDING SOURCES:



OVERVIEW

The Coca-Cola Company (TCCC) and the U.S. Agency for International Development (USAID) have created a unique partnership to address community water needs in developing countries around the world.

In conjunction with local USAID Missions and Coca-Cola system partners (foundations and bottling facilities) and with support from the Global Environment & Technology Foundation (GETF), the “Water and Development Alliance” (WADA) contributes to protecting and improving the sustainability of watersheds, increasing access to water supply and sanitation services for the world’s poor, and enhancing productive uses of water. With a combined investment of over \$33 million since 2005, WADA is having a positive impact on the lives of people and the health of ecosystems in 30 countries in Africa, Asia, the Middle East, and Latin America, with plans for expansion.

ALLIANCE PARTNERS

WADA captures the capacity, commitment, and reach of its partners to achieve innovative, significant, and lasting impacts on the global water crisis.

The Coca-Cola Company and its bottling partners are the world’s leading producers of non-alcoholic beverages, with operations in more than 200 countries, encompassing over 900 manufacturing facilities. TCCC is committed to responsible water stewardship across its global beverage operations. In addition to direct funding support for projects through both the Company and its charitable foundations, TCCC leverages its global network of marketing, communications, and technical experts, providing guidance and information to project stakeholders.

The United States Agency for International Development has been providing water supply and sanitation services, promoting hygiene behavior change, improving water resources management for food security and livelihoods, and supporting the sustainable management of watersheds in developing countries for over 40 years, including a significant commitment in recent years to establishing public-private alliances for development. In addition to funding support from several offices and Missions within USAID, Agency water sector experts and Missions provide program guidance and ensure the highest technical standards for all WADA activities.



A UNIQUE PARTNERSHIP APPROACH

WADA is advancing a unique public-private partnership model that is characterized by several core values:

LOCAL OWNERSHIP: WADA provides funding incentives and technical support for activities jointly developed by local Coca-Cola system representatives and USAID Missions in each country. All projects directly support both the strategic development priorities of USAID and the corporate citizenship objectives of TCCC. At the same time, each program is unique and customized to respond to local needs and priorities, and takes advantage of partner strengths and commitment in different localities. Increasingly, the Alliance has moved to include locally driven and financed activities as the partnership is fully mainstreamed throughout both organizations. The existence of WADA has encouraged bi-lateral country Missions and Coca-Cola offices to collaborate on local water initiatives.



INSTITUTIONAL SYNERGY: WADA builds on strong synergies between the water strategies of USAID and TCCC by aligning multiple goals and pooling diverse resources to take the required actions to bolster the sustainability of communities. The Alliance makes strategic value-added investments that complement existing development programs of USAID in collaboration with other donors and host country governments. TCCC promotes long-term changes in water stewardship within Coca-Cola's production facilities, as local bottlers are increasingly engaged in WADA and demonstrate their commitment to corporate principles by making their own investments to improve water use and management. Coca-Cola foundations also enhance the positive benefits of their charitable contributions by aligning their community development efforts with WADA projects. The result is a combined partnership impact that is greater than the sum of the parts. The relationship between USAID and Coca-Cola business units, bottling plants, and foundations often leads to further strategic 'spin-off' collaborations at the local and international level.

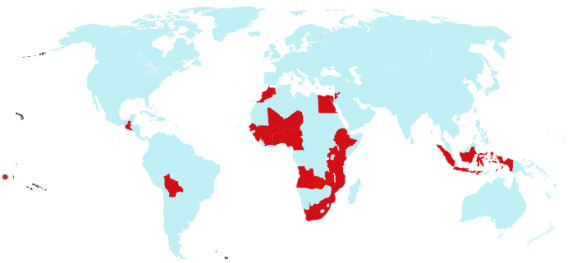


TECHNICAL QUALITY: The partnership is strongly committed to the highest standards of technical excellence and sustainability. Projects are developed to address important water resource management and service delivery problems facing local communities. All proposals are reviewed by a technical team to ensure that project designs and approaches are consistent with internationally-established principles and best practices of the sector, including good governance and public participation, financial and ecological sustainability, and social and gender equity.



TRANSFORMATIONAL CHANGE: All WADA projects are designed to promote measurable, high impact resource management and service delivery approaches that not only address water problems in specific local communities, but have the potential to effect systemic change in the water sector at larger scales. From the Coca-Cola perspective, the alliance assists the Company in achieving the high corporate standards it has already set in the area of water stewardship, which will eventually create a ripple effect to hundreds of facilities and thousands of employees around the world. Likewise, through the international development dimensions of WADA, positive change is advanced through interventions that promote innovation and creative application of 'at-scale' approaches to service access, behavior change, and policy and governance reform in the water sector in the developing countries where USAID and TCCC work.

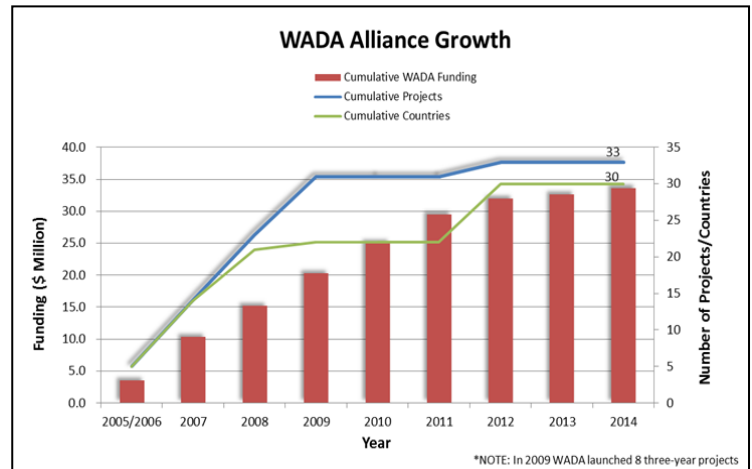




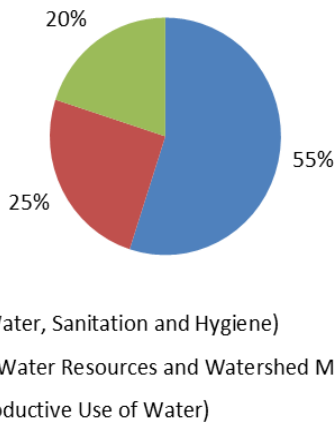
WADA PROGRAMS: FROM DEVELOPMENT TO COMPLETION

Program Development

WADA country-level program opportunities are identified by The Coca-Cola system and USAID based on shared priorities, funding availability, and opportunities for strategic investment that impact communities. Local USAID Mission and Coca-Cola representatives work together to design programs – selecting regions within the country and activities of mutual interest that leverage each partner’s strengths. The WADA Steering Committee (comprised of representatives from USAID in Washington, TCCC, and Coca-Cola’s Foundations) provides technical guidance in order to ensure that these locally-developed concepts align with broader WADA goals and international best practice in water resources and watershed management, water for economic and productive uses, and water supply, sanitation and hygiene services. GETF manages this process by ensuring coordination between the local WADA team and the Steering Committee.



WADA Program Areas of Emphasis

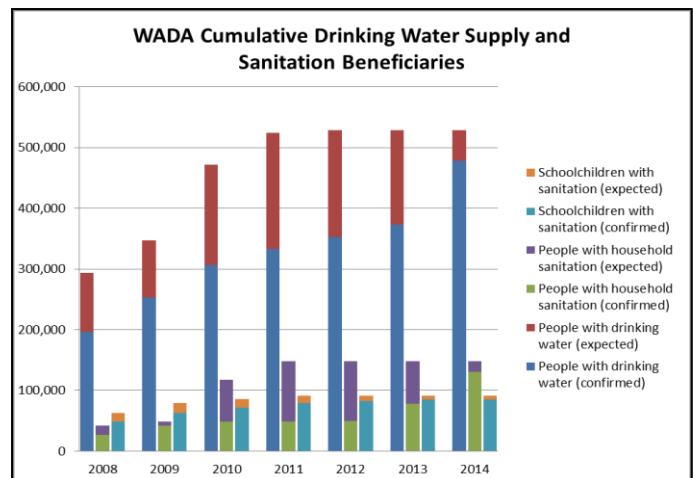


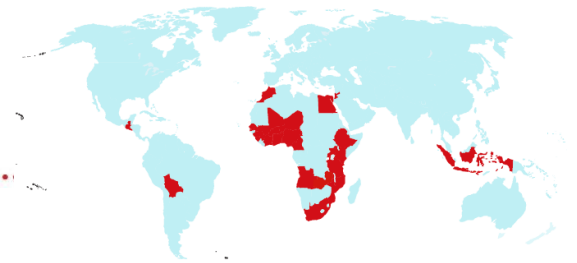
Program Implementation

Leading organizations in the water sector are selected to implement WADA programs. These organizations work with WADA partners to create a detailed work plan, outlining program activities, timeline, linkages to TCCC and USAID objectives, and opportunities for community and local government involvement in the project. Sustainability is promoted by ensuring community engagement and participation throughout the project lifespan and by implementing detailed environmental impact monitoring and mitigation plans. WADA investments also often coordinate with and leverage longer-term investments of USAID and others. GETF, the WADA Steering Committee, and local WADA partners provide oversight and technical assistance throughout the project’s duration. Beginning in 2009, WADA began supporting three-year project cycles (compared with earlier 12 to 18 month activities), representing a shift to longer term and higher impact efforts.

Program Impact, Monitoring and Evaluation

WADA is committed to ensuring that the impact of its activities is measured and reported. Throughout the program and as it nears completion, WADA supports rigorous monitoring and evaluation. Implementing partners report on a set of standard indicators that are consistent with internationally-established metrics for the water sector (e.g., WADA employs the MDG standards for quantifying beneficiaries of access to improved water supply and sanitation). Starting in 2011, the Alliance began adopting additional measures to track the sustainability of its interventions.





CASE STUDIES

WADA engages in a multitude of activities to increase access to community water supply and sanitation services, foster improved behaviors in sanitation and hygiene, support sustainable water resources management, and promote improved use of water by economic/productive sectors. The case studies below highlight WADA's diversity of activities, geographies, and partner organizations and showcase the unique value that WADA's partnership model can add to the international water sector.

Mozambique: Rehabilitating the TextAfrica Water Treatment System and Bairro 4 Urban Water Supply Program

In Chimoio, Mozambique, WADA convened a diverse group of public and private funding partners, including USAID, Coca-Cola, The Government of Mozambique, the Netherlands Ministry of Foreign Affairs, and Vitens, a Dutch water company. The program renovated a dilapidated former textile factory's water treatment system for use as a public drinking water supply treatment facility, improving water services delivery, and developing cost-recovery policies to ensure system sustainability. Impacts of expanding the water supply include a consistent supply of clean water for over 25,000 area residents, 12 schools, one hospital, and numerous local industrial and commercial users, including the local Coca-Cola Sabco bottler. Additionally, WADA is supporting the extension of a secondary water distribution network to Bairro 4 – one of Chimoio's most underserved neighborhoods – providing residents with access to safe, piped water for the first time. This project would not have been possible without the collaborative investment and combined expertise of public and private sector organizations, showcasing the power of strategic, locally-driven partnerships to address development challenges.



El Salvador and Guatemala: CAFTA-DR Water Stewardship Initiative

In El Salvador and Guatemala, WADA is implementing a multi-year program promoting private sector environmental compliance under the umbrella of the U.S. government's environmental capacity building for the Central America/Dominican Republic Free Trade Agreement (CAFTA-DR). Due to the inefficient use of water by productive actors as well as lack of wastewater regulations in the region, there is a critical need for corporations and their supply chains to voluntarily demonstrate leadership in and support of environmental compliance and improvements. WADA is working with national Clean Production Centers in El Salvador and Guatemala to document and disseminate best practices in Coca-Cola related industries. At selected sugar refineries in El Salvador and Guatemala, WADA activities are supporting clean production audits focused on water quantity and quality management. By aligning USAID's expertise in water with Coca-Cola's water stewardship goals,

WADA is supporting improved water management and contributing to the broader international dialogue on sugar industry sustainable practices and water stewardship.



Niger: Multiple-Use Water Services and Household Water Treatment in Niger

WADA worked with multiple partners to introduce Multiple Use Water Services (MUS) that enable poor rural households in the Zinder Region to achieve sustainable improvements in community income, health, hygiene, and food security. This consumer-oriented approach differs from traditional rural drinking water programs by simultaneously addressing multiple domestic and productive water needs through integrated service delivery. WADA activities ranged from training local entrepreneurs on manual well drilling and water pump manufacture and installation to the creation of fish points and women's gardens that drew on the new community water supply provided. To ensure health and hygiene impacts, implementing partners also worked to develop a regional network for the distribution of a point-of-use (POU) household water treatment product to prevent diarrhea, while mobilizing rural women to practice safer home water storage. Together, this integrated set of interventions has showcased an innovative, participatory and sustainable approach to address community water needs.

