



**LAUNCHED:** November 2005

**FUNDING COMMITMENT:** \$20.4 million (2005 - 2011)

**COUNTRIES OF ACTIVITY:** Angola, Bolivia, Egypt, El Salvador, Ethiopia, Ghana/Ivory Coast, Honduras, Indonesia, Kenya, Malawi, Mali, Morocco, Mozambique, Niger, Nigeria, Senegal, South Africa, Tanzania, Uganda, and Zambia (through 2008)

**DIRECT BENEFICIARIES:**

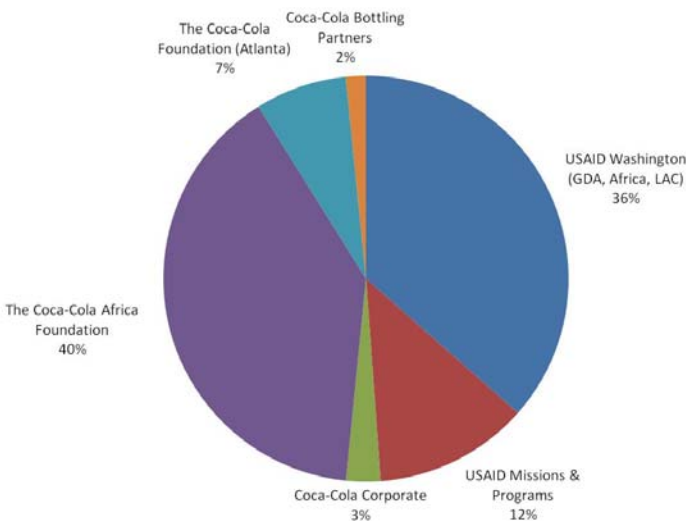
- 255,000 people benefiting from access to improved water supply
- 41,000 people benefiting from access to improved sanitation services
- 380,000 people with improved local water resource management
- 75,000 hectares under improved management (all through 2008)

**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:**

**Water and Development Alliance (WADA) 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 and 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 \$20.4 million since 2005, WADA is having a positive impact on the lives of people and the health of ecosystems in 21 countries in Africa, Asia, the Near East, and Latin America, with plans for expansion in 2009.

**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, it is hoped that the Alliance will move to include locally driven and financed activities as the partnership is fully mainstreamed throughout both organizations. Already the existence of WADA has encouraged bi-lateral country Missions and Coca-Cola offices to collaborate on local water initiatives.



**INSTITUTIONAL SYNERGY:** WADA makes a conscious effort to maximize its impact by aligning multiple goals and pooling diverse resources in creative ways. The Alliance makes strategic value-added investments that complement existing long-term development programs of USAID in collaboration with other donors and host country governments. Through engagement with WADA, TCCC also promotes long-term changes in water stewardship within the production facilities of Coca-Cola, as local bottlers are increasingly engaged and demonstrate their commitment to corporate principles by making their own investments to improve water use and management. Building on this, Coca-Cola foundations are able to 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 far more than the sum of the parts.

**TECHNICAL QUALITY:** The partnership is strongly committed to the highest standards of technical excellence. 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 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 approaches that will make a positive contribution to solving the world's water problems on a global scale. On the one hand, this means assistance to help Coca-Cola achieve 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. In the community development dimensions of WADA, positive change is advanced through program components that promote innovation and creative application of 'at-scale' approaches to service access, behavior change, and policy and governance reform.