

Water & Development Alliance (WADA)



W A D A
 WATER & DEVELOPMENT
 ALLIANCE



The Water and Development Alliance (WADA) is a collaboration between the Coca-Cola system (including corporate, foundations, and bottling partners) and USAID to improve water resource management and expand access to improved drinking water and sanitation services for poor and marginalized people in developing countries.





LAUNCHED: November 2005

FUNDING COMMITMENT: \$13.8 million (2005 - 2010)

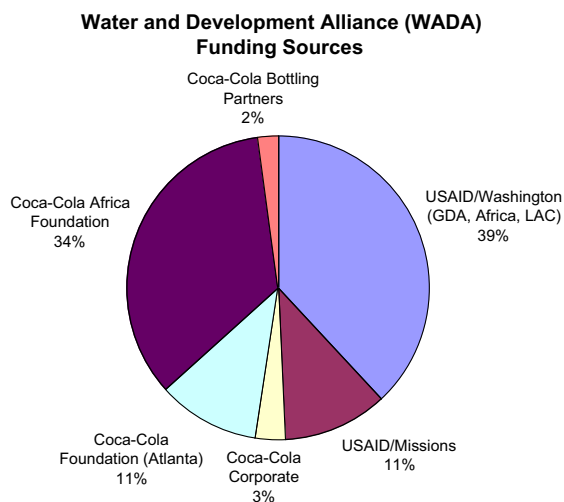
COUNTRIES OF ACTIVITY: Angola, Bolivia, Egypt, Ethiopia, Ghana/Ivory Coast, Indonesia, Kenya, Malawi, Mali, Mozambique, Nigeria, Tanzania, and Uganda (through 2007)

DIRECT BENEFICIARIES: 250,000 men, women and children (through 2007)

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 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 \$13.8 million since 2005, WADA is having a positive impact on the lives of people and the health of ecosystems in 14 countries in Africa, Asia, the Near East, and Latin America, with plans for expansion in 2008.

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.



WAMI-RUVU AND PANGANI RIVER BASINS: TANZANIA

COUNTRY: Tanzania
START DATE: February 2007
FUNDING: \$500,000 – WADA
 \$158,000 – USAID/Tanzania



An integrated river basin management approach is helping to sustain freshwater in the Pangani and Wami-Ruvu river basins

KEY PARTNERS:

- Bonite Bottling – local Coca-Cola bottlers
- USAID/Tanzania
- University of Rhode Island, Coastal Resources Center
- Florida International University
- Tanzania Health, Environment, and Sanitation Association
- World Vision

ACTIVITIES SUMMARY:

- Integrated water resources management, industrial and agricultural water use management, and water supply and sanitation service delivery in two of the country's most critical river basins

BENEFICIARIES:

- 20,000 people benefiting from access to water supply or sanitation services
- 150,000 residents and industries benefiting from improved watershed protection
- Five private industries receiving assessments to increase water and energy efficiency and reduce pollution

ALLIANCE OBJECTIVES:

- **Watershed Management**
 - Conducting assessments to increase industrial water and energy efficiency and reduce wastewater discharges
 - Conducting an environmental flow assessment
 - Supporting community-based reforestation and land care education
 - Establishing and strengthening community water supply and sanitation management committees
- **Water Supply and Sanitation Services**
 - Providing rain catchment systems and improving sanitation infrastructure
- **Hygiene and Sanitation Behavior**
 - Conducting campaigns to promote improved hygiene practices



Replacing unusable sanitation infrastructure will help alleviate stresses on valued water resources

INTEGRATED APPROACHES AND MULTIPLE USES

The Water and Development Alliance (WADA) is applying an integrated river basin management approach to address water-related challenges in two of Tanzania's most populated river basins, the Pangani and Wami-Ruvu, directly and indirectly benefiting over 150,000 people. The activity complements and builds on the efforts of a longer-term USAID/Tanzania ecosystem conservation program.

While these basins still have adequate freshwater to meet existing needs, ambitious development plans and population growth point to the need for effective basin management and better water and sanitation practices. Uncontrolled discharge of industrial waste, agricultural pollution, deforestation, and lack of sanitation infrastructure are increasing stresses on valued water resources.

WADA is supporting a holistic approach that recognizes resolving water problems will require concerted action by individuals, industries, and governments alike. On the community-level, the project is engaging village leaders and residents to increase access to water and sanitation services and participate in soil conservation activities, such as planting economically valuable tree species in degraded land parcels. To complement these activities, process-efficiency assessments are being conducted in water-intensive industries with the cooperation of sisal growers, sugar producers, and Coca-Cola bottling facilities. Local scientists are assisting the Wami Ruvu Basin Water Office to carry out an analysis of water use and availability to determine optimal water allocation for ecosystem function.

In the near-term, this approach addresses urgent needs by expanding availability of water and sanitation services for thousands of residents in the target basins. Over the long-term, the project will institutionalize benefits within local and national government agencies by strengthening their capacity and providing scientific data to support decision-making on watershed management.

Work is carried out with a broad-range of partners including US and Tanzanian universities, World Vision, and the local organization Tanzania Health, Environment, and Sanitation Association (THESA) to complement Tanzania's integrated approach to water sector governance as reflected in the recent National Water Sector Development Strategy.