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COMMUNITY WATERSHEDS PARTNERSHIP PROGRAM SAFEGUARDING WATER RESOURCES

THE CHALLENGE

Sustainable freshwater is a critical underpinning of all developing countries. By the year 2025, 2.8 billion people in 48 countries are expected to face severe and chronic water shortages. Worldwide, more than 1.2 billion people are at risk of illness because they lack access to clean water services. A dependable and clean water supply is essential for economic and industrial development. The cost of disease and productivity losses linked to unsafe water and poor sanitation in developing countries amounts to 2 percent of GDP. In addition to being critical for daily life, water is also the key ingredient in The Coca-Cola Company's approximately 400 beverage brands. Its reliable supply is fundamental to the work of Coca-Cola's 1,000 bottling facilities throughout the world.

THE APPROACH

In 2004, USAID and The Coca-Cola Company formed the Watershed Partners Program to support water-related programs in developing countries where both partners operate. The first year of the alliance assessed community-based needs and developed a 10-year vision statement recognizing water stewardship as a critical element of the overall Coca-Cola corporate strategy. Projects developed through the program can address any important water issue such as access to a safe water supply, promoting sanitation and hygiene, and protecting and conserving local water resources. The project directly supports the strategic development priorities of USAID missions as well as the goals of the local community. Since November 2005, the alliance has supported projects in Mali, Bolivia, Indonesia, Malawi, Egypt, Thailand, Uganda, and South Africa. After the success of the first programs, Coca-Cola and USAID expanded the alliance in 2007 from a \$3 million venture to a \$10 million program. The new projects will expand to nine African countries.

PARTNERS

The Coca-Cola Company, The Global Environment and Technology Foundation



RESULTS

- The partnership improved hygiene and household water disinfection for 25,000 underserved residents near Jakarta, Indonesia
- In Mali, 21,000 people have increased access to clean water. The alliance also supported small-scale garden irrigation using recycled wastewater from the local bottling plant for 1,000 local gardeners to increase nutrition and incomes
- A 12-village project in Ethiopia to supply potable water and improve school sanitation is underway. It is expected to impact 45,000 people

