

The Coca-Cola Company

Replenish Report

Access to Water and Sanitation



Education and Awareness



Watershed Protection



Water for Productive Use



January 2010

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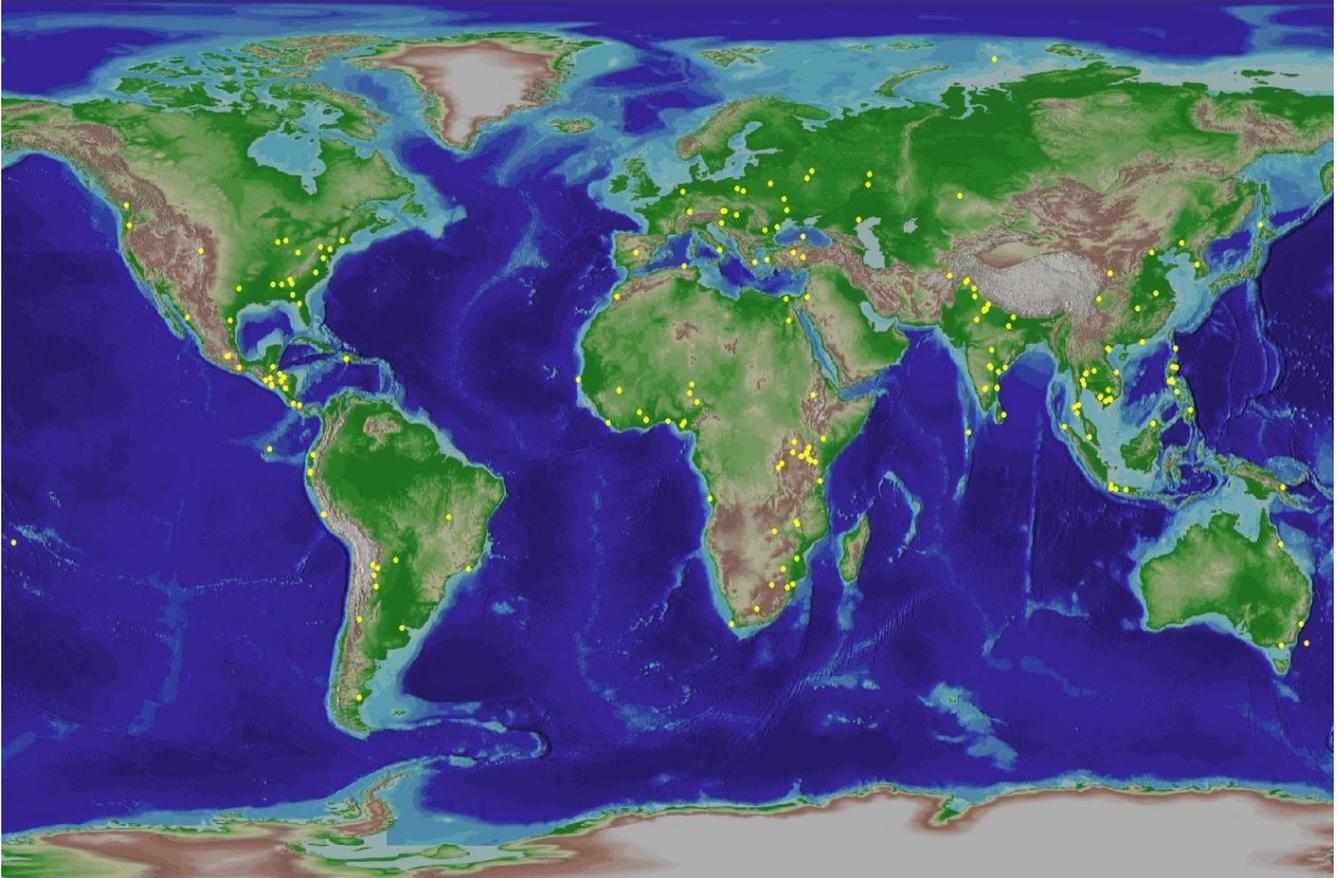
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COMMUNITY WATER PARTNERSHIP PROJECTS



*Please note, some project locations overlap

We are working around the world to replenish the water we use in our finished beverages by participating in locally relevant water projects that support communities and nature. Since 2005, the Coca-Cola system has engaged in more than 250 Community Water Partnership (CWP) projects in over 70 countries. In 2009, a total of 54 CWP project activities were completed, and 33 new projects were initiated.

The range of community projects includes watershed protection; expanding community drinking water and sanitation access; water for productive use, such as agricultural water efficiency; and education and awareness programs.

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EXECUTIVE SUMMARY

Water is a key ingredient of every product we make and vital to the communities of which we are a part and the ecosystems on which we all rely.

In 2007, we set an aspirational goal to safely return to communities and nature an amount of water equivalent to what we use in all our beverages and their production. The formulation of this goal came from open, honest dialogue with the international water stakeholder community combined with our own desire to establish a truly water sustainable business on a global scale. We formulated the following strategies to achieve our goal:

1. *Reduce* - Further improve our water efficiency with goal of 20% improvement by 2012;
2. *Recycle* - Return all water used in manufacturing processes to the environment at a level that supports aquatic life by the end of 2010; and
3. *Replenish* - Sustain investment in locally relevant projects that focus on water protection, conservation, and providing access to clean water and sanitation for communities in need.

This water conservation goal has come to be known as “water neutrality,” although we freely acknowledge that what it actually takes to be water neutral is an open issue and some question whether a for-profit company’s use of water can ever achieve a balanced and neutral position. This report details our efforts to replenish the water we use in our products. Information about our efforts to improve water efficiency and return the water that we use in manufacturing processes is available on our corporate website at www.thecoca-colacompany.com.

WHY ARE WE WORKING TO REPLENISH WATER?

Our motives for replenishing the water that we use are simple. Clean water is a cornerstone for any sustainable community and sustainable communities are THE foundation of our business. Our journey to attain and maintain water neutrality will help us and others advance emerging conservation and social science, to better understand impacts and therefore better plan and execute such projects. Further *replenish* is an integral part of our water stewardship strategy involving plant performance, watershed protection, sustainable communities, and helping to raise awareness. We fully acknowledge water neutrality is a continuous journey, not a destination, and we strive to attain and maintain our *Replenish* goal.

HOW ARE WE ACHIEVING OUR REPLENISH GOAL?

Our Company’s Community Water Partnership (CWP) program, initiated in 2005, is intended to help us meet our *Replenish* target through locally relevant projects implemented in partnership with key stakeholders. Presently, as we launch the program’s sixth year, we have engaged in more than 250 community water/watershed projects in over 70 countries. In 2009, we asked respected experts to work with us to calculate the water benefits of these projects to communities and nature (reports are offered at (www.thecoca-colacompany.com)). Chapter 4 of this report explains in more detail our initial efforts to calculate the water benefits, based on the current accepted science and methodology in this area, and acknowledges the limitations in the current state of our calculations. Initial estimates show that our CWP work thus far has allowed us to offset 22% of the water used in our finished beverages in 2009.

Replenish does not necessarily mean we will balance product water at each plant. It does mean we will focus, along with our partners, to identify the locations and projects where the need is greatest, and where we can have a positive impact on communities and ecosystems. We have, however, required all bottling plants to work with local communities and governments to assess shared vulnerabilities to their water source and then develop and implement a source water protection plan.

WHEN WILL WE ATTAIN OUR REPLENISH GOAL?

When we announced the goal in 2007, we did not set a date for completion because we wanted to better understand the methodologies required to measure benefits and gain widespread, external alignment. But now we have set a date of 2020 by which we intend to meet and maintain our goal of replenishing all of the water that we use in our beverages.

We acknowledge that becoming “water neutral” in our operations does not address the issue of embedded water in our agricultural ingredients and packaging materials. We are working with the conservation partners to identify opportunities to reduce water use in our supply chain, beginning with sugarcane, oranges and corn, as part of our broader efforts in sustainable agriculture.

Returning an amount of water equivalent to what we use is a bold goal. We recognize that it can only be accomplished in partnership with others. This report details the progress we are making in cooperation with our bottlers, our suppliers and our conservation partners.

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For more information, please contact:
Denise Knight
The Coca-Cola Company
deknight@na.ko.com

1. INTRODUCTION

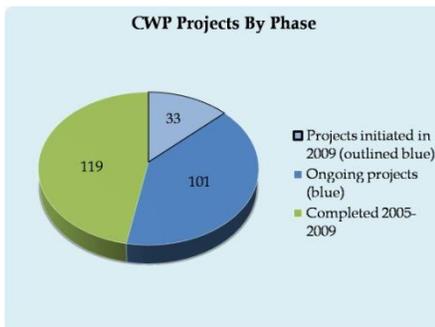
Human demands on freshwater resources are growing rapidly in many parts of the world, creating competition and uncertainty among water users and jeopardizing the ecological health of freshwater ecosystems. While the water crisis is considered global, its impacts are local. By 2025, an estimated two-thirds of the world's population could face severe and chronic water shortages, and climate change is expected to worsen the situation in many areas already facing water challenges.

Water is the main ingredient in all of The Coca-Cola Company's products, and essential to our operations and the well-being of the communities and environments where we operate. Our commitment to protecting and managing water resources is driven by the very real and growing vulnerability of the fresh water that sustains us. Through our commitment to water resources sustainability, we are helping to protect the sources of water used in our beverages, reducing vulnerability to water shortages and poor water quality, raising awareness, and strengthening the communities and the health of the ecosystems where we work.

Our *Replenish* target is an important component of our overall goal to safely return to communities and nature an amount of water equivalent to what we use in all our beverages and their production.

In 2007, we set a long-term goal to return to nature and communities an amount of water equal to what we use in our beverages and their production and later set a date of 2020 by which we expect to meet and maintain our goal. This report helps us to meet our pledge to be open and transparent about our progress and engage others to better understand what it takes to meet this goal. Our strategies to achieve this goal are:

1. Improving water efficiency while growing our unit case volume (*Reduce*);
2. Returning all the water used in manufacturing processes to the environment at a level that supports aquatic life by the end of 2010 (*Recycle*); and
3. Investing in locally relevant projects that focus on watershed protection, conservation and providing access to clean water and sanitation for communities in need (*Replenish*).



Our Company's Community Water Partnership (CWP) program is committed to help us meet our *Replenish* target through locally relevant projects implemented in partnership with key stakeholders. It is a platform for the Coca-Cola system to raise awareness of water resources challenges and engage the global community. Presently, in the program's sixth year, we have engaged in more than 250 community water/watershed projects in over 70 countries. (See Appendix A: *Ongoing Community Water Partnership Projects* and Appendix B: *Completed CWP Projects from 2005-2009* for more detail on these projects.)



Project types are driven by locally relevant, water-related needs in communities where the Coca-Cola system operates, and we classify projects into four main project types. Understanding the benefits from our CWP projects is an important part of understanding our water impacts and our progress toward our goal. In 2009, we partnered with external stakeholders to begin to calculate water benefits from these projects.

WATER STEWARDSHIP: FROM RISK TO SUSTAINABILITY

Water stewardship is a journey. In 2005, we conducted global water risk assessments to gain a better understanding of the potential water risks facing our business and the impacts of these risks to local communities and ecosystems. In 2008, we updated our risk assessments and made a system-wide requirement that all Coca-Cola bottling plants determine the source of their process water and that of the surrounding community, assess the vulnerabilities to the quality and quantity of this water and, working with civil society and governments, develop and implement a source water protection plan. All plants are required to complete this process and be actively implementing their protection plan by 2013.

These source water protection plans address critical water challenges at a watershed level, from hydrological vulnerabilities to local government capacity. A better understanding of threats to local watersheds will increasingly drive CWP projects to more effectively protect and preserve water resources where there is the greatest need.

As a company, we recognize that sustainable communities lead to a sustainable business, and nowhere is this more true than in the challenge of protecting freshwater resources. Water risks impact community, nature and our business. Water stewardship is aligning a positive, social engagement with a business imperative.



"Our business can only be as healthy as the local communities where we operate; access to clean water is one of the most important barometers of a community's health."

- Muhtar Kent, Chairman and CEO, The Coca-Cola Company

As the Coca-Cola system¹ strives to find balance in the water equation, we will continue to focus on reducing impacts *where it matters the most* – where there are the greatest water risks for communities and nature.

In this report, we review The Coca-Cola Company's *Replenish* target and the CWP projects that underlie our commitment to return the water that we use. We also take a look at progress toward our goal, key partnerships working with us to improve community water access and health of freshwater systems, groundbreaking efforts to quantify water benefits, and expanding work in sustainable agriculture.

¹ The Coca-Cola system refers to both The Coca-Cola Company and our more than 300 bottling partners. The Company manufactures and sells concentrates, beverage bases and syrups to bottling operations; owns the brands; and is responsible for consumer brand marketing initiatives. Our bottling partners manufacture, package, merchandise and distribute the finished branded beverages to our customers and vending partners, who then sell our products to consumers. Most of our bottling partners are independent companies which the Company does not control but with whom the Company works cooperatively on water stewardship issues.

2. TOWARD WATER NEUTRALITY

The Company's aspirational goal is focused on direct, operational water use. The international dialogue on water and how to best balance and manage its use is emerging. Our *Replenish* efforts are occurring as industry and academic leaders grapple with water stewardship concepts and terminology, such as water balance, "fair water," water stewardship, water neutrality, water labeling, and water footprint accounting. Regardless of the debate over terminology, the concepts invite positive action.

We strive to have a positive impact on water challenges facing communities and nature. As noted by Dr. A.Y. Hoekstra, the water neutral concept offers a useful tool "to discuss water footprint reduction targets and mechanisms to offset the environmental and social impacts of residual water footprints."²

Water Stewardship at The Coca-Cola Company

Our strategic water stewardship framework focuses on plant performance, watershed protection, sustainable communities, and raising global awareness and action around water challenges. We practice our water stewardship in three areas: **Reduce**, **Recycle**, and **Replenish**.

Reduce our water use ratio while growing our unit case volume, with a target to improve water efficiency by 20% over 2004 levels by 2012. Throughout our operations, we adhere to rigorous quality standards that cover both source water and finished products.

PROGRESS: Our 2008 water use ratio was 2.43 liters per liter of product, a **9% improvement from 2004 baseline**.

Recycle the water we use in our operations by returning wastewater to the environment at a level that supports aquatic life by the end of 2010. We have stringent wastewater treatment standards in place for our Company, and we are working with our bottling partners to ensure all system operations are aligned and we are on target to reach our 2010 wastewater treatment goal. Our bottling partners build their own on-site wastewater treatment systems where needed. This is an expensive and time-consuming activity, but we believe alignment with our global standards is critical to help preserve local water resources.

PROGRESS: In 2008, **88 % of our facilities** and over 95% of our process wastewater volume were in compliance with our wastewater treatment standards.

Replenish the water used in our finished beverages by participating in locally relevant projects that support communities and nature, and to meet and maintain this goal by 2020. Our more than 250 community water partnerships focus on watershed protection, conservation and providing access to clean water and sanitation for communities. These projects currently span more than 70 countries and are conducted in partnership with a wide range of organizations. We have a special responsibility with regard to replenishing water in areas of the world under water stress. And we focus much of our replenishing work in communities where the needs are greatest.

PROGRESS: Estimates to date are that in 2009 we "replenished" 638 million liters for communities and 28.8 billion liters to nature, representing approximately **22% of the water used in our finished beverages**.

For more discussion on the calculation of the above *Replenish* figure, the limitations in the current state of this work and the developing nature of accepted science and methodology in this area, please see Chapter 4 of this report.

² Hoekstra, A.Y. "Water Neutral: Reducing and Offsetting the Impacts of Water Footprints", *Value of Water Research Report Series No. 28*, UNESCO-IHE, Delft, The Netherlands, 2008.

Working toward 'water neutrality' helps us to:

- Advance the social and water conservation science by engaging NGOs and other science organizations such as the Water Footprint Network, The Nature Conservancy and World Wildlife Fund;
- Strive to do more good as the business grows by expanding our investments in watersheds and communities where we operate;
- Raise global awareness and action on the importance of water stewardship by supporting initiatives such as the CEO Water Mandate and the Global Water Challenge; and
- Drive toward a truly water sustainable business on a global scale by expanding efforts to address water risks through source water protection.

Water will always be important to our Company, and we are continually working to reduce our impact and minimize our use. Our goal is to establish a truly water sustainable business on a global scale.

Currently, we are on target to meet our *Reduce* and *Recycle* goals. But this will only take us part of the way toward 'water neutrality,' and the residual water in our beverages equates to our *Replenish* target. The following calculation is used to estimate our annual *Replenish* target.³

CALCULATING COCA-COLA'S REPLENISH TARGET



* Based on 2008 data⁴

Our *Replenish* target is based on actual product volume and water usage. The target is refreshed on an annual basis to reflect progress toward 100% compliance with our strict, internal wastewater treatment requirement, and increases in our production volume.

We strive to meet our *Replenish* target through the CWP program, which implements locally relevant projects focused on water supply, sanitation, hygiene, watershed management, productive water use, and raising education and awareness.

As our work evolved and, in 2007, when we announced our water conservation goal, we saw the need to better understand the benefits of the projects we were executing with partners and communities. Furthermore, as we built our source water protection program and set our 2013 goal, we recognized that this program would generate sustained and wide-spread community engagement and further project opportunities. As such, in 2009, we partnered with external stakeholders to begin calculating the volumetric benefits from CWP projects. Efforts to quantify the water benefits of our CWP projects are discussed in Chapter 4: Quantifying Water Benefits.

³ Replenish target is based on 100% compliance of wastewater treatment.

⁴ Most current externally validated data from 2008/2009 Sustainability Review, www.sustainability.thecoca-colacompany.com

As one of the biggest and most recognized brands worldwide, we are leveraging our Company's global presence and marketing strengths to help raise awareness about global water challenges. Events such as the 2010 FIFA World Cup™ are tremendous opportunities to raise global awareness and action on water challenges. As part of the FIFA World Cup™ platform, The Coca-Cola Company is sponsoring over 200 "RAIN Water for Schools" in approximately 13 countries in Africa. This project will help to provide improved access to clean water, basic sanitation, and hygiene education to over 80,000 students.

This project is complimentary to a larger water program, The Replenish Africa Initiative (RAIN). RAIN is a groundbreaking water movement lead by The Coca-Cola Africa Foundation (TCCAF), and initiated with a \$30 million, six-year commitment. It is an ongoing commitment focused on building sustainable communities in areas where we operate. (For more information, see Appendix C: *The Replenish Africa Initiative (RAIN)*).

In addition, The Coca-Cola Foundation has set water stewardship as a key global priority. The Foundation's commitment to water stewardship has included support of several CWP projects in 2009, including such initiatives as the water project grant program in Argentina. In 2010, the Foundation is funding a project in South Africa working with our global partner WWF and sugarcane growers to improve environmental impacts and livelihoods of small-scale farmers. The Foundation is also supporting development of a European-wide water vision through the European Water Partnership.

The European Water Partnership (EWP) is an independent value based non-profit organization with a broad membership from the industrial, governmental, NGO and research sector. It aims to join efforts to achieve the objectives of the Water Vision for Europe (www.ewp.eu/vision) through concrete solutions and active partnerships. The EWP harnesses European capacity, helps to coordinate initiatives and activities in international water issues and undertakes worldwide promotion of European expertise related to water. (See *Empowering Water Conscious Citizens* in Appendix A for more information on European Water Partnership's CWP project, pg. A-6).

In the United States, the Aquarius Spring! packaged water brand distributed \$500,000 in grants to ten community watershed organizations across the country to facilitate consumer education and clean-up events. In conjunction with community cleanup events, Aquarius Spring! vegetable oil-powered bus took a 20-week road trip in order to raise awareness and enthusiasm at each watershed cleanup. Complete details of the 10 watersheds supported in this campaign are listed in Appendix D: *Aquarius Spring! Watershed Conservation Program*.

Our water stewardship journey has expanded beyond our core operations and business risks. We now strive to leverage our strengths in community engagement and marketing, alongside key partners, to address water challenges locally, at a global scale.

3. KEY PARTNERSHIPS

Partnerships are a way of doing business for the Coca-Cola system. Through the CWP Program, we have engaged with hundreds of organizations with a focused expertise in the environment and community development as well as government agencies with an interest in protecting and improving their valuable water resources. The total impact of the CWP program goes well beyond Coca-Cola's contribution, and is a collaborative platform to help address global water challenges.

In this chapter, we detail four major partners that have collaborated with The Coca-Cola Company on water initiatives.

WORLD WILDLIFE FUND

Addressing global water challenges is of critical importance to both World Wildlife Fund (WWF) and The Coca-Cola Company. For this reason, we have embarked on a transformative partnership to conserve freshwater resources around the world. In 2007, WWF and The Coca-Cola Company built a partnership centered around water – conserving seven of the world's most important freshwater basins, increasing water efficiency and reducing energy consumption in the company's production facilities, and addressing the impacts of agriculture on freshwater resources. Within the freshwater basins, the partnership team is addressing four central challenges to conservation: better governance and management, resource protection, balancing conservation with development needs, and conserving biodiversity.

Project activities in each country engaged in the river basins are highlighted in Appendix A: *Ongoing Community Water Partnership Projects*.



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The **Danube** is the world's most international river, shared by 19 countries, and recognized as the freshwater hub of Europe. It is experiencing destruction of its wetlands and forests due to the construction of dams and dykes. The partnership is working to restore wetlands in Romania, Bulgaria, and Hungary, providing critical habitat for the Danube's rich flora and fauna, and supporting better river basin management.



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Containing more than 1,000 fish species and distinctive wildlife, **Lake Niassa** is one of the most unique freshwater ecosystems on the planet. Its biological richness is threatened by overfishing, increased sedimentation, and timber and firewood harvesting. Partnership work in and around the lake is focused on securing the livelihoods of local communities and conserving the biological diversity of the lake through the establishment of a new protected area.



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The **Mekong** is the freshwater source for 60 million people and home to more fish species than any river other than the Amazon. It is under increasing pressure from dams, overfishing, mining, and poorly planned roads, levees and bridges. Work in the region centers on influencing national policies for the conservation of freshwater resources through community management and sustainable agricultural practices.



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The **Mesoamerican Reef** is the second longest barrier reef in the world. Numerous small river basins from Mexico, Guatemala, Belize and Honduras drain into the reef. Threats to the reef include deforestation, forest fires, cattle ranching, and agricultural expansion causing organic pollutants that drain into the reef. Our focus is on demonstrating the benefits of private investment in freshwater conservation and river basin management in Guatemala.



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The **Rio Grande (Rio Bravo in Mexico)** flows 1,885 miles from the mountains of Colorado to the Gulf of Mexico. In 2001, for the first time in recorded history, the river failed to reach its destination. Diversion of water and over exploitation of water resources is the most serious problem facing the basin. Work here is focused on improving environmental flows at seven key sites along the river and its primary tributary, the Rio Conchos.



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The **Southeastern U.S. Rivers and Streams** are a globally significant center of freshwater biodiversity, and are among the world's richest temperate river ecosystems. The area is experiencing degraded water quality and drought underscoring the importance of freshwater resources for communities. This has guided partnership work to focus on harmonizing rapid urban growth with the protection of freshwater ecosystems by increasing the implementation of sustainable water policies and practices.



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Located in a region of diverse ecosystems, the **Yangtze** is the third longest river in the world and its basin holds 40 percent of China's fresh water. The area is experiencing flooding and erosion due to deforestation, agriculture, industry and climate change. The partnership is working to protect and conserve the Yangtze River with a goal to inspire better governance and sustainable river management practices across the basin.

For additional information on our global partnership, visit wwf.thecoca-colacompany.com or www.worldwildlife.org/water/cocacola.

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT



In the face of water resources scarcity and degraded quality around the world, the U.S. Agency for International Development (USAID) has worked for more than 40 years to address these issues through significant support to water-related development concerns in developing countries.

USAID is the primary government agency providing U.S. development and humanitarian assistance worldwide, and has invested in the full breadth of water management issues to protect the world's environment, foster economic growth and sustainable agricultural development, promote democratic participation in governance, and improve health.

For example, USAID invests heavily in water supply, sanitation, wastewater treatment and hygiene promotion in developing nations around the world. In addition, USAID is working to improve water use efficiency and productivity in industry and agriculture by improving irrigation systems and promoting more effective farming and food production techniques. The Agency is also addressing issues of water pollution by industry, promoting water reuse, and managing water-related natural resources through watershed protection and coastal zone/freshwater ecosystem management.

WATER AND DEVELOPMENT ALLIANCE



The Water and Development Alliance (WADA) is a unique partnership between The Coca-Cola Company (TCCC) and the U.S. Agency for International Development (USAID) to address community water needs in developing countries around the world. Since its launch in 2005, WADA has grown to a combined investment of \$28.1 million, supporting 32 projects in 22 different countries. WADA's objectives are consistent with USAID's

development goals and The Coca-Cola system's vision of water stewardship:

- 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; and
- Promote efficient and sustainable productive use of water to protect the environment and provide economic benefits to communities.



To accomplish these goals, WADA has partnered with international and local organizations including a broad range of NGO, private sector, and public institutions in each country.

WADA'S GLOBAL IMPACT

In addition to three projects in progress in Kenya and Mozambique, seven additional WADA projects were launched in 2009, addressing water and sanitation needs and other water resources management issues in Central America, Niger, Morocco, Nigeria, South Africa, Senegal, and Zambia. Five projects were also completed this year in Egypt, Ethiopia, Mozambique, Nigeria, and Ghana and Ivory Coast.

WADA's project model continues to evolve and improve to enhance impact and sustainability through rigorous project design, the institution of a multi-year project cycle, and a consistent monitoring and evaluation system for all projects.

Ongoing WADA Community Water Partnership Projects

Country and Project Name	Page
<i>CAFTA-DR Water Stewardship Initiative (El Salvador)</i>	A-6
<i>Mara River Basin Water and Development Alliance (Kenya)</i>	A-12
<i>Water and Sanitation Improvement (Kenya)</i>	A-13
<i>Potable Water Supply and Small-Scale Irrigation (Morocco)</i>	A-15
<i>Expanding Water Supply to Bairro 4, Bairro 5, and Surrounding Areas (Mozambique)</i>	A-16
<i>Multiple Use Water Services and Point of Use Water Treatment (Niger)</i>	A-17
<i>Water and Sanitation in Nkanu East (Nigeria)</i>	A-17
<i>Potable Water Supply to Rural Communities (Senegal)</i>	A-21
<i>Water Supply, Watergy Intervention and Education (South Africa)</i>	A-22
<i>Water, Sanitation and Hygiene Education in Schools (Zambia)</i>	A-32

Additional WADA activities are expected to launch in early 2010 in Angola, Burundi, Ghana, Malawi, Mozambique, Senegal, South Africa, and Tanzania. New project interventions will range from water supply and sanitation to watershed protection and productive use of water. In order to increase its presence worldwide, WADA also continues to explore expansion opportunities in Central America, Eastern Europe, and Asia.

CASE STUDY

Improving Health and Livelihoods in Nigeria's Rural Communities Water and Development Alliance



In Northern Nigeria, less than 30 percent of the rural population has access to improved water services. This situation leads to a high prevalence of waterborne diseases, threatens the livelihoods of smallholder farmers, and contributes to low levels of school enrollment, especially among girls.



The Improved Health and Livelihoods project aims to improve access to potable water, sanitation, and hygiene services by constructing shared public facilities in easily accessible areas such as schools and community centers. In total, 38 water access points (boreholes, tap extensions, hand pumps) and 22 hand washing facilities were constructed/rehabilitated. Additionally, 125 VIP latrines have been constructed, encouraging young girls who were previously staying home due to lack of sanitation facilities to attend school on a regular basis.



In addition, this project has supported income generation through promotion of improved agricultural practices for smallholder farming and increasing access to timely agricultural information and markets. These efforts by WADA and implementing partner, the Women Farmers Advancement Network (WOFAN), have led to improved crop yields and greater efficiency in water use – contributing to the sustainable management of the overall watershed. Notably, women made up the majority of the 120 pupils being trained in rainy and dry season farming, resulting in women producing needed seed stock during the dry season. This represented the first time in Kano State that women were the main seed providers for their families.

Over 66,000 people have benefited from the project's comprehensive approach to improving lives by ensuring adequate supply to water and sanitation services, building local income-generating capacity in Kano, and allowing community members to take ownership of all project components.

CALL FOR ACTION: LOCAL PARTNERSHIPS

Building on the success of the Water and Development Alliance, USAID in-country missions are spontaneously developing partnerships with Coca-Cola local business units to address specific country-level water challenges. These collaborations follow the WADA model of projects focused on local concerns and leverage the strength of both partners in-country presence.

An example of a successful locally-originated partnership relationship is the USAID - Philippines Sanitation Alliance (PSA). In the Philippines, water borne diseases cause 500,000 morbidity and 4,200 mortality cases a year with avoidable health costs of nearly \$71MM annually. According to the World Bank, more than 90% of the sewage generated in the Philippines is not treated, so it pollutes coastal waters, harming marine life reducing biodiversity, and causes disease outbreaks. In order to combat this problem, the Philippine Clean Water Act of 2004 requires all households and public and commercial establishments to connect to sewerage systems, and for the government to develop septage management systems (managing septic tanks). In order to meet these requirements, implementation requires capacity building and technical assistance which are strengths of this innovative, multi-sectoral partnership.

CASE STUDY

Leveraging Partnerships to Improve Sanitation in the Philippines **USAID Philippines Sanitation Alliance and Coca-Cola Partnership**



The Philippine Sanitation Alliance (PSA) was created with USAID support, and is a partnership of local governments, private sector companies, water utilities, and NGOs working to provide more than 1.2 million Filipinos with access to sanitation services to reduce public health risks, protect biodiversity and promote increased productivity. With a significant multi-year USAID investment, the Alliance leverages funding and resources from the private sector and participating cities to develop sanitation facilities for residential housing developments, hotels, hospitals, schools, public markets and slaughterhouses using a participatory, sustainable approach. Innovative public information campaigns are conducted to raise awareness, build demand and increase willingness to pay user fees for improved sanitation services.

Coca-Cola-Philippines is a member of PSA, and through the alliance is providing support including:

- Information and resource materials on technology and financing options for local governments; and
- Promotional materials for public information campaigns and programs aimed at reducing public health risks and the incidence of diarrhea (a leading global cause of death) through improved sanitation and proper hand-washing.

For more information, visit the Philippine Sanitation Alliance (PSA) website: USAID Philippines website: http://philippines.usaid.gov/ee_psa5.html.

UNITED NATIONS DEVELOPMENT PROGRAM



Beginning in 2005 with efforts to “build back” tsunami-affected communities in Asia, The Coca-Cola Company (TCCC) and United Nations Development Programme (UNDP) formed a multi-million dollar partnership to build long-term capacity of local communities to address water and sanitation needs. The convergence of this mutual commitment has provided the basis for the development of a long-term partnership with the main objective of identifying and supporting solutions to water-related challenges and building long-term capacity of communities to address these challenges.

Building on this objective, in 2007, UNDP and TCCC came together on the “Every Drop Matters” program focused in Europe and the Commonwealth of Independent States to recognize and support sustainable water solutions. Additionally, in 2007 TCCC and UNDP, in a joint collaboration with the Government of China, developed a partnership aimed at improving policy mechanisms.

POST-TSUNAMI “BUILD BACK BETTER”

To support the longer-term tsunami recovery effort in Asia, in 2005, The Coca-Cola Company and the United Nations Foundation forged a collaborative partnership with UNDP to “build back better” by expanding community access to water and sanitation services and infrastructure in tsunami-affected areas of Thailand, Indonesia, Sri Lanka, and the Maldives.

EVERY DROP MATTERS

The Coca-Cola Company and United Nations Development Programme have come together on the “Every Drop Matters” project, aimed at identifying and supporting sustainable water solutions. The main objectives of this program are to increase access to safe drinking water, facilitate the use of environmentally-sound industrial technologies, and promote responsible water resources management.

In 2009, the following significant projects occurred under this partnership:

- **Turkey: Every Drop Matters in Beypazarı Ankara** - Rainwater harvesting systems were established in 30 households;
- **Ukraine: Rehabilitation of Natural Springs** - 15 local communities in 12 regions of Ukraine are receiving high quality drinking water from revived natural sources;
- **Croatia: Adopt and Revive a River** - Developed a model to preserve water resources through alternative income generation for communities;
- **Water: H₂O = Life** - Exhibit held at the World Water Forum 2009 to raise awareness on environmental issues with special focus on children’s education;
- **Black Sea Box**: Together with WWF and Black Sea Commission, “Every Drop Matters” developed an education kit to be introduced to the primary schools curricula in the countries adjacent to the Black Sea.

WATER RESOURCES MANAGEMENT IN RURAL REGIONS OF CHINA

Beginning in September of 2007, The Coca-Cola Company and UNDP forged a groundbreaking partnership with the Ministry of Water Resources and the Ministry of Commerce in China focused on improving water access and sanitation in China’s rural communities and schools. The project supports the Chinese Government’s goal to develop a best practices model that can be applied in communities across the country and strengthen capabilities in water resources management.

This four-year, multi-million dollar joint project aims to improve policy mechanisms by demonstrating a series of sound water resources management approaches to water rights management, water resources allocation, and drinking water safety technologies, such as rebuilding drainage pipelines and ecologically sustainable agricultural technologies for water conservation.

The following significant efforts have been made in 2009:

- Conducted training sessions on drinking water safety and sanitation and establishing knowledge sharing platforms in 40 counties to reach 103,000 local residents;
- Established “Water Associations” in Kuerle, Xinjiang and Shuangcheng City, Heilongjian, to promote and educate residents on safe drinking water;
- Provided water supply equipment and sanitary toilet facilities that were installed in seven schools, benefiting 6,463 students and teachers;
- Supplied water disinfection equipment to 21 schools following the Sichuan earthquake, bringing clean drinking water to 24,000 students and 1,800 teachers;
- Built a sewage treatment plant in Shuangcheng City, Heilongjiang to improve the water quality of Lalin River and Songhua River.

GLOBAL WATER CHALLENGE



Global Water Challenge (GWC) is an independent non-profit supported by a coalition of 24 leading organizations working to create a global movement of transformational change to improve access to clean water and sanitation. GWC focuses on collaborative learning, connecting leaders, and investing in sustainable, scalable and replicable projects.

Since 2006, GWC and The Coca-Cola Company have supported eleven programs in nine countries. It is anticipated that the potential reach could be close to a million people benefiting from improved access to water and sanitation as a result of the interventions that are currently in progress, with many more expected to be added in the coming years.

SAFE WATER, SANITATION, AND HYGIENE PLUS COMMUNITY IMPACT PROGRAM (SWASH+)

With the support of The Coca-Cola Foundation (TCCF) and other like-minded donors, GWC has encouraged and supported new and innovative approaches to tackling the water and sanitation crisis. The first program that TCCF supported was the Kenya Safe Water, Sanitation, and Hygiene Plus Community Impact (SWASH+) program. This five-year program focused on implementing different types of water and sanitation activities in schools to determine the activity with greatest impact. The innovations and learning generated from this critical program have helped inform the planning, implementation, and monitoring of subsequent schools programs.

CHANGEMAKERS COMPETITION

In 2008, with support from TCCF, GWC hosted an online, open-source competition with Ashoka's Changemakers to attract local entrepreneurs who were already supporting their communities. TCCF saw the opportunity as one that could create transformative change in the sector and invested one million dollars toward the most promising programs. In addition, each organization has leveraged TCCF resources to expand their reach manifold. Funding was given to the following four initiatives:

- Ecotact (Kenya) - Creating a New Package for Sustainable Community Sanitation,
- Naandi Foundation (India) - Expanding Community-based Safe Water Drinking Systems
- Manna Energy Foundation (Rwanda) - Developing Another World in Rural Rwanda
- Center for Community and Organization Development (Malawi) - Improving Household Sanitation in Informal Areas in Malawi

GWC AND SUSTAINABILITY

To achieve their goal of universal access to clean water and safe sanitation, all GWC programs aim to be sustainable, replicable and scalable by local communities and national governments. Programs maintain the local water source and build local capacity in order to sustain and operate water systems. This requires long-term planning and the involvement of the local community, government, and businesses from the outset of program development. GWC measures impacts and outputs throughout the life of the program, reporting outcomes in a transparent manner. Documenting the results allows others in the sector to learn from program successes in order to replicate them in other areas. By ensuring rigorous evaluation of programs, GWC helps partners invest in successful models that are scalable and sustainable, and that can reach the urgent demand of communities most in need.

4. QUANTIFYING WATER BENEFITS

Community Water Partnership (CWP) project selection and design is driven by locally relevant, water-related needs in the communities where the Coca-Cola system operates. For example, Water Access and Sanitation projects help address critical needs of local communities including water availability and sanitation services to ensure good human health. Watershed Protection projects address threats to local waterways and ecosystems, and Water for Productive Use projects help ensure adequate water resources for industrial and agriculture use. Education and Awareness projects support programs aimed to increase motivation of the public and capacity of civil society to impact local water challenges.

CWP projects provide many important benefits that may be measured quantitatively or qualitatively. We have partnered with The Nature Conservancy and the Global Environment & Technology Foundation (GETF) to better understand how to quantify the water benefits from watershed restoration activities and increasing community access to clean water, respectively. Our current estimate is that the projects implemented by the end of 2009 will provide a benefit of approximately **29 billion liters** “replenished” to communities and nature, representing approximately 22% of the water used in our finished beverages in 2009.



However, it is important to note that we freely acknowledge that the science and methodology governing quantification of water benefits is new and developing. We hope that the assessment and methodology described in this report will contribute positively to an on-going exploration of this emerging discipline. Our objective in reporting our joint efforts with The Nature Conservancy and GETF regarding calculation of water benefits associated with our *Replenish* work is of course to report on how we are doing, but also to contribute to an open and transparent dialogue on the appropriate science and methodology to govern quantification of water benefits. We are not saying in this report that we have everything correct, although we believe that our estimate of water benefits and the underlying methodology are sound. We acknowledge that our estimate of water benefits and the underlying methodology for calculating the same may be questioned by some until the scientific community settles on “the” definitive approach in this area. In fact, it is such questioning that we invite through publicizing our progress.

The development of methodologies to accurately quantifying water benefits has been an iterative process involving reviews and input by numerous, external stakeholders and multiple, public presentations. At every step of the way The Nature Conservancy and GETF have engaged with external stakeholders to better understand and calculate water benefits from CWP projects.

The Nature Conservancy first categorized the existing CWP projects and explored the best means to calculate water benefits.⁵ This included multiple stakeholder events, including World Water Week in Stockholm and speaking engagements at several Water Footprint conferences. Significant effort has been invested in building stakeholder acceptance around the methodology to quantify water benefits. Throughout this journey, we have taken care to be open and transparent, with an ultimate goal to advance the overall science in the field of water resources management and human health.

⁵ A white paper was published with the initial discussion on the type of activities that have quantifiable water benefits: DePinto, Joseph, W. Larson, T. Redder, P. Freedman, B. Richter, D. Knight. *Quantifying Benefits from Watershed Restoration Projects: An Initial Exploration*. 16 April 2009.

METHODOLOGY

In 2009, we worked with our partners to develop computation methodologies for calculating the volumetric and water quality benefits from CWP projects. The first step in quantifying these projects was to categorize them into three “types”:

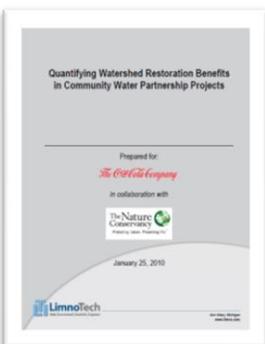
- Type 1: **Watershed Restoration** – Projects that have the potential to provide watershed benefits, i.e. offset benefits focused on water quantity and quality;⁶
- Type 2: **Access to Water and Sanitation** – Projects that are generating important, measureable social and/or economic benefits; and
- Type 3: **Education and Awareness** – Projects that are primarily of an educational, monitoring, research, or planning nature, and do not have a quantifiable water benefit.

These three “types” align with the Coca-Cola system’s use of four main project types: Watershed Protection (Type 1); Access to Water and Sanitation (Type 2); Water for Productive Use (may be Type 1 and/or 2); and Education and Awareness (Type 3).

The calculation of watershed restoration benefits from Type 1 projects relies on a range of simple to complex methods to quantify the changes in a watershed’s hydrological budget. Pathways calculated in the watershed include runoff and infiltration, evapotranspiration, and groundwater storage and outflow. In some instances, direct measurements were available, such as in the case of water savings due to leak repairs.

To calculate the amount of water in liters replenished in Type 2 projects, the equation used was: *Total number of beneficiaries receiving full access to water x 20 liters per person per day⁷ x 365 days*. The total number of beneficiaries in the equation was based on information provided by local implementing partners and reported in the Company’s 2009 Replenish Report.

If the project was funded by multiple partners, the total liters replenished were adjusted based on the percent of the Coca-Cola system’s financial contribution to the project. The reported liters replenished were calculated as a product of the total water benefit and the system’s cost share (as a percent). In addition, benefits are projected out for a conservative 5 years from completion. We recognize that over time, further study will be required on this topic, similar to the methodologies developed for climate change mitigation benefits. In the current methodology, if a project was completed in 2009, the volumetric water benefit will be counted toward the *Replenish* target for 2009 through 2013. In many cases, project benefits will extend beyond the five years, but will only be counted past the fifth year if validated.



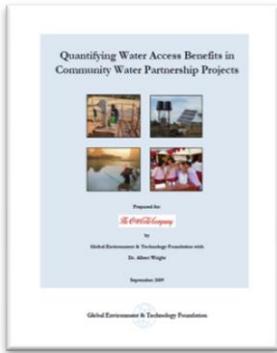
WATER BENEFITS

Quantifying Watershed Restoration Benefits in Community Water Partnerships, by The Nature Conservancy and LimnoTech, 2010

The initial estimate is that Type 1 projects implemented by the end of 2009 will provide a benefit of approximately **28.8 billion liters/year** in 2009. By 2012, it is estimated that the Coca-Cola system will have replenished approximately 35% of the product volume through watershed restoration activities.

⁶ LimnoTech and the Nature Conservancy. *Quantifying Watershed Restoration Benefits in Community Water Partnership Projects*. January 2010.

⁷ This is aligned with WHO standards.



In addition to the water volume benefits, the pollution reduction benefits from watershed restoration activities was also estimated to reduce sediment load by approximately **3 million metric tons/year** in 2009, increasing to 3.6 million metric tons by 2013. Currently, the water quality benefits are not converted to a volume equivalent; the details associated with converting pollutant loads to a volume currency require further investigation and discussion with external stakeholders.

Quantifying Water Access Benefits in Community Water Partnership Projects, GETF and Dr. Albert Wright, 2009

In 2009, more than **638 million liters** of water have been made readily available to households or public areas through Type 2 projects. It is projected that through these projects, the Company will make an additional 1.4 billion and 2.0 billion liters of water accessible to communities in 2010 and 2011 respectively.

CASE STUDY

Quantifying Watershed Restoration and Water Access Benefits from CWP Projects
The Nature Conservancy, LimnoTech, and GETF



The Clymer Meadow Preserve, located within the East Fork Trinity River watershed in North Texas, is the location of The Nature Conservancy’s efforts to restore tall grass prairie habitat to its native state through several activities, including the removal of 330 acres of invasive grass species. Pre and post-project conditions were determined and the Soil & Water Assessment (SWAT) model was used to estimate reduction in runoff and sediment load. TNC and LimnoTech estimate the following watershed restoration benefits from this specific activity:

Water Quantity Benefit: 41 ML/yr Water Quality Benefit: 164 MT/yr

Brazilian Reforestation Water Program is reforesting 3,000 hectares of land in two regions of Sao Paulo, an area that was once covered with rainforests. The program goals include watershed improvement through reforestation of riparian buffer zones; habitat protection through creation of wildlife corridors; and building socio-economic capacity by creating local jobs. TNC and LimnoTech estimate the following watershed restoration benefits from this specific reforestation activity:

Water Quantity Benefit: 2,029 ML/yr Water Quality Benefit: 182,025 MT/yr



The Rehabilitating the TextAfrica Water Treatment System aims to provide full access to a consistent supply of clean, potable water to **25,000** people by renovating a dilapidated former textile water treatment system. A second phase of this project will include construction of a 10,000 meter network to connect Bairro 4 to the rehabilitated TextAfrica water treatment system, and build capacity for sustainable water delivery through the local water company. GETF’s estimate the following water access benefits from this project:

Water Access Benefit: 91.25 ML/yr

The following table is the projected liters ‘replenished’ as reported in The Nature Conservancy’s and GETF’s reports.

Liters ‘Replenished’ from Water Access and Watershed Restoration CWP Projects

Benefit Type	2008	2009	2010	2011	2012
Water Access (Type 2) (million L/yr)	118	638	1,387	2,000	2,039
Watershed Restoration (Type 1) (billion L/yr)	15.7	28.8	34.2	40.7	54.8
Percent of <i>Replenish</i> Target ⁸	12%	22%	25%	28%	36%

Many significant benefits from Type 1 and Type 2 projects were not quantified, including habitat improvement, increased biodiversity, and access to sanitation. While these benefits are not counted toward our *Replenish* target, they are important and will continue to be noted in project evaluations. The best way to quantify these vital benefits and include in a water accounting system requires further dialogue with the global water community.

We are continuing our effort to quantify water benefits from watershed restoration and water access projects in 2010. We are currently developing guidance for the CWP program that includes details on the data needed to calculate project benefits, to be distributed at the onset of CWP projects. The Environmental Law Institute also has worked with us to develop a Stakeholder Engagement Guide for the Coca-Cola system to effectively engage key stakeholders on water resources management. Water is a shared resource, and stakeholder acceptance is critical for any water project. Key elements of this guidance include:

- Stakeholder identification,
- Engaging with stakeholders,
- Information access and disseminating information,
- Stakeholder forums, and
- Monitoring and evaluation of stakeholder engagement.

In addition, The Coca-Cola Company has supported the development of a Probabilistic Model for estimating the amount of water harvested and successfully used for end use purposes, including artificial aquifer recharge. The model was used to analyze a sample of Rainwater Harvesting and Artificial Aquifer Recharge projects in late 2009 and will be continually refined based upon additional project data and subject matter input.

For further details on each study published by The Nature Conservancy and GETF, including methodology in calculating liters ‘replenished’ from CWP projects, please visit www.thecoca-colacompany.com. Our objective in publishing these reports is to encourage an open and transparent dialogue on accounting methods for water benefits.

⁸ Based on projected annual increase in product volume of 5.25% during 2009-2013.

5. SUSTAINABLE AGRICULTURE

Moving beyond operational water use, and improving watersheds and local communities that support our operations, we are working to better understand the impact of our supply chain on freshwater resources. We are engaging with the Water Footprint Network (WFN) to better understand our supply chain water impacts, and working through our global partnership with World Wildlife Fund (WWF) to develop and implement a sustainable agricultural strategy.



John Pastega tests precision farming as part of Project Catalyst, Australia
Photo by Tony Crowley

A water footprint for a product measures the volume of freshwater used to produce a product, and is summed over the various steps in the production chain. It refers to where and when the water is used, in order to better understand the potential impacts on local water resources. We are calculating the water footprint of a selection of our core products, examining indirect water use embedded in our supply chain as well as direct operational water use. A water footprint identifies three different types of freshwater use:

- **Green water** = rainwater used for growing crops,
- **Blue water** = surface water and ground water (rivers, lakes, and aquifers), and
- **Grey water** = indicator for water pollution, for example through the use of fertilizer.

Water footprinting is a young science, and the methods are evolving through various initiatives. The WFN estimates the water footprint of several products, including the estimates that one cotton shirt is 2,700 liters and one kilogram of beef is 15,500 liters.⁹ Current assessments contribute to an ongoing exploration of the practical use of the water footprint accounting methodology.¹⁰

CASE STUDY

Looking Beyond Operational Water Use

Water Footprint of a Coca-Cola, University of Twente



In 2009, Coca-Cola Enterprises undertook pilot study to calculate the water footprint of our flagship product, Coca-Cola. The pilot study estimates the embedded water footprint of a 500mL regular Coca-Cola in a PET bottle, from Dongen, The Netherlands as 35 liters.

Of the 35 liters of embedded water use, 99% sits in the supply chain, mostly in the agricultural ingredient production from evaporated rainwater (**green water**) and fertilization (**grey water**). The sweetener, a locally produced sugar beet, accounted for 80% of the water footprint.

From this initial indication of our supply chain water usage, we have identified a number of priorities on which we will focus our efforts.

1. We are engaging multi-stakeholder initiatives in a deeper understanding and evolution of the water footprint methodology and its related impact calculation.
2. As nutritive sweetener is our main area of impact, we are conducting a deep dive into the water footprint impact of our sweetener supply chain (corn, beet, and sugarcane).
3. We are engaging with our main sweetener suppliers and NGOs to identify areas of potential partnerships.

A key focus in 2010 is to explore pilot projects to address our indirect water use and associated impacts related to agricultural ingredients.

⁹ Water Footprint Network, <http://www.waterfootprint.org/?page=files/productgallery>

¹⁰ Water footprints of agriculture based products are highly sensitive to crop and source location of ingredients.

The water footprint of our flagship product, Coca-Cola, indicates that the largest percentage of the embedded water use lies in the supply chain, with most of this coming from agricultural inputs. We have used this information to target key agricultural ingredients.

Agriculture is the world's largest industry, employing over one billion people and generating over one trillion dollars' worth of food annually. The agricultural sector also accounts for almost 70 percent of society's global use of freshwater. With the wide scale adoption of better management practices, agricultural production can help preserve and restore critical habitats, protect watersheds, and improve soil health and water quality while meeting the needs of society. By focusing on agricultural commodities within our supply chain, we can address freshwater conservation, foster better performance for agriculturally derived ingredients, and encourage innovation within a globally significant sector. Our global partnership with WWF is a critical part of our sustainable agriculture strategy and activities.

While agriculture accounts for the largest water use, it also offers the greatest opportunities to mitigate our water impacts. Our sustainable agriculture platform extends beyond water and addresses the three pillars of sustainability, including environmental impacts, social implications, and economic pressures. Our sustainable agriculture program evaluates key ingredients, with an initial focus on sugar from sugarcane, corn and corn-based products and oranges, seeks to:

- Mitigate risks by working with partners and suppliers to address environmental and social challenges to ingredient availability, quality, and safety;
- Meet customer and consumer demands for lifestyles of health and sustainability; and
- Manage costs and realize new revenue sources by leveraging relationships and tapping new opportunities.

Our approach to sustainable agriculture is multi-dimensional and incorporates principles to uphold workplace rights and conserve the environment in order to build sustainable communities for future generations.

SUGAR (FROM SUGARCANE)

Much of our work on sustainable agriculture has centered on sugar from sugarcane in 2009. Sugar is a key ingredient in our beverages, and has substantial impact on environmental resources.

PARTNER ENGAGEMENT

Existing supplier relations give us an ideal engagement point to begin discussions around sustainable agriculture practices. We have engaged with key suppliers and begun discussions on sustainable sourcing of sugarcane. Through the global partnership with WWF, we are addressing the freshwater impacts of sugarcane as an important first step in our overall sustainable agriculture strategy. This year, the partnership team launched several pilot projects to support the expansion of better management practices at the field level in key sugarcane producing countries and to inform standards for sugarcane production. Our partnership team is also working with a number of programs, specifically the Better Sugarcane Initiative, to improve the global performance of the sugarcane industry



© WWF/ Kevin Orgorzalek

Sugarcane Strategy

Partners: WWF, BSI, Reef Catchments, Wildlife and Environment Society of South Africa and suppliers

Innovation:

- Pilot projects in Australia, Brazil, Honduras, and South Africa

Supply Chain Sustainability:

- BSI Standard

through the development and implementation of a globally applicable standard.

FOSTERING INNOVATION

Through our partnership with WWF as well as The Coca-Cola Foundation, we initiated pilot projects in Australia, Brazil, Honduras and South Africa this year. We are exploring sustainable agricultural management practices to improve livelihoods and conserve freshwater resources. One example is our work in Honduras with a sugarcane mill and plantation to map soils to determine nutrient status and yield potentials while also implementing integrated pest management systems. The results are expected to reduce nutrient and pesticides application in the pilot area, leading to increased agricultural efficiencies in Coca-Cola's supply chain and reduced agrochemical runoff to local freshwater and reef systems. Improved practices from this and other pilot projects will inform development of best management practices, leading to a more sustainable supply chain.

SUPPLY CHAIN SUSTAINABILITY VALIDATION



The Better Sugarcane Initiative (BSI) is a multi-stakeholder initiative working to develop a certification for sustainably sourced sugarcane. The initiative focuses on improving the bulk of the sugar industry by reducing social and environmental impacts while improving the economic status of farmers. The Coca-Cola Company is an active member on the Supervisory Board and is conducting BSI pilot evaluations in key sugarcane growing markets, in order to inform both the standard and identify gaps in current agriculture practices. Our work with WWF on sustainable agriculture and the pilot projects is in alignment with BSI. The BSI draft standard has completed its public consultation period and is now under revision before the final standard is completed in early 2010 (more information is available at www.bettersugarcane.org). As part of our partnership with WWF, The Coca-Cola Company will set a target for the purchase of BSI-certified sugar.



ORANGES AND CORN

We are developing a strategy specific to oranges – one of our high volume agricultural ingredients. We are also focusing on corn as we procure many ingredients derived from corn such as vitamin C, corn syrup, and citric acid.

PARTNER ENGAGEMENT

As an active member of the Sustainable Agriculture Initiative (SAI), we are contributing to SAI's Working Group for Fruits. We also are engaging key suppliers in Florida, Brazil and Costa Rica markets.

FOSTERING INNOVATION

In Brazil, a key supplier has partnered with us to develop a pilot project aimed to minimize pesticide use, improve profitability of groves, and revitalize rural communities. Through an innovative approach to pest management for orange groves, fewer pesticides were applied by targeting hot-spots on the farm.

A second pilot project will be launched in 2010 in collaboration with another key supplier. In a public-private partnership with academia, a stakeholder analysis was conducted to deliver the maximum value of this pilot project and establish clear expectations and benefits for all stakeholders involved in the project.

CASE STUDY

Improving Water Quality through Farming Innovation Project Catalyst, Australia



*Chris and Lee Blackburn,
Sugarcane growers in Australia
Photo by Jane Turner, Prose PR*

Chris and Lee Blackburn are sugarcane growers in Mackay Queensland, Australia. They are two of the 19 sugarcane growers who are currently participating in Project Catalyst. This project aims to reduce the environmental footprint that sugarcane production has on freshwater quality and the Great Barrier Reef, by focusing on precision agriculture and other cutting edge practices in the sugar industry.

Their sugarcane farm is spatially mapped and linked to GPS, and the information is uploaded into their tractors. The tractors now 'know' when soil type changes, and adjusts as it moves along. They can match nutrients to soil needs and water and chemicals to crop needs. Tom Crowley is the project agronomist, and works with each grower to develop and implement precision agricultural plans.



*Tony Crowley (right) works with
each grower to develop precision
agricultural plans
Photo by Jane Turner, Prose PR*



*John Pastega tests precision farming
Photo by Jane Turner, Prose PR*

This is only one example of the innovative practices being implemented by the 19 growers currently participating in Project Catalyst to improve water quality, soil and nutrient conditions. In 2010, an economic trial data and an expansion of grower participation is planned.

Project Catalyst is making a difference with support from project partners: WWF, Reef Catchments, and The Coca-Cola Foundation.

APPENDIX A: ONGOING COMMUNITY WATER PARTNERSHIP PROJECTS

The following 134 projects reflect Community Watershed Partnership (CWP) projects which are currently in progress. New projects which were not featured in the 2009 Replenish Report are denoted with the Global Water Stewardship Symbol, a red water drop (). These 134 on-going projects join 119 projects completed by the Coca-Cola system from 2005-2009 (see Appendix B: *Completed CWP Projects from 2005-2009*). The Coca-Cola Company classifies projects into four main project types: Access to Water and Sanitation, Watershed Protection, Water for Productive Use, and Education and Awareness. For each CWP project listed below, the primary project type is underlined.

 = NEW Project

Argentina

Name: Conservation of the Andean Wetlands of Perico River 

Summary: Working to preserve the Andean Wetland, this project was selected as one of two recipients of the annual “Grant for Water Projects”, a program that encourages NGOs to develop projects with a focus on Watershed Protection, Water for Productive Use, and Access to Water and Sanitation. This conservation and sustainable consumption project aims to study the environment and paleontology of the Andean Wetland in order to identify the origin, physical, and biological characteristics as well as the human impact on the wetland. The overall project objective is to preserve the wetland and raise awareness among the local population on conservation.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): Asociación Bosque Modela Jujuy

Name: Protecting Water: Source and Promoter of Life 

Summary: Improving the quality of life for local residents of Morillo, this project was selected as one of two recipients of the annual “Grant for Water Projects”, a program that encourages NGOs to develop projects with a focus on Watershed Protection, Water for Productive Use, and Access to Water and Sanitation. This project aims to develop new water reservoirs and construct pipelines from the existing and new reservoirs to the homes of 975 local residents.

Project Type(s): Access to Water and Sanitation, Education and Awareness, Water for Productive Use, Watershed Protection

External Partner(s): Asociación Civil Tepeyac

Australia

Name: Great Barrier Reef Sustainable Freshwater Revitalization Project (Project Catalyst)

Summary: Aiming to significantly decrease the pollution affecting the Great Barrier Reef, this multi-year project will focus on working with innovative sugarcane farmers to increase the creation and uptake of cutting edge, precision management practices that will improve sugarcane industry production. Grower incentives, monitoring, and validating adoption of sustainable practices, water quality monitoring and communications efforts will be initiated. These farmers will become ambassadors for change, transforming farming practices that will lead to



Photo by Jane Turner,
Prose PR

measurable improvements in the health of the Great Barrier Reef and local fresh water ecosystems. In addition, the project focuses on soil health, farm production efficiency, pest control, and precision planning and implementation.

Project Type(s): Watershed Protection, Water for Productive Use

External Partner(s): World Wildlife Fund (WWF), Local development partners

Name: My Country Program 

Summary: Educating, engaging, and empowering young people to tackle critical environmental sustainability challenges, this project encourages youth to become agents for positive social change. The program introduces young people to their local environmental issues through scientific water quality testing and habitat assessment and promotes engagement with the local community through interviews and community forums.



Project Type(s): Education and Awareness

External Partner(s): OzGREEN, Corporate foundation, Local NGO

Name: Red Bank Track - Toongabbie Creek Restoration

Summary: Regenerating the Toongabbie Creek and surrounding areas, this project focuses on revegetation, landscape improvement, and construction of an access boardwalk in the Toongabbie Creek Riparian Zone.

Additionally, through this project an irrigation system will be installed in Arthur Philip Park and continued maintenance will be performed to ensure sustainability of these efforts.



Project Type(s): Watershed Protection

External Partner(s): Local government, State government, Civil sector stakeholders

Name: Watershed Protection and Regeneration Program

Summary: Applying innovative environmental management practices that stem from a “Landcare ethic” to watershed communities, this program ensures the cleanup, protection, and regeneration of many valuable and threatened waterways. Specifically, this program focuses on weed removal and control to allow water flow and source protection, riverbank cleanup, replanting of native flora to protect sensitive riverbanks from degradation and decrease harmful salination, and installing fencing to protect water sources.

Project Type(s): Watershed Protection

External Partner(s): Landcare

Belarus

Name: Development of Caretaker Networks around Key Wetland in Belarus

Summary: Enabling local people to participate in conservation and sustainable management of water resources, this project will develop caretaker networks around the three wetlands of Sporaŭskaje balota, Balota Zvanec and Mid Prypiac (Ramsar sites). The caretaker network will monitor bird populations to measure the health of the wetlands, identify threats affecting birds, and coordinate findings with local officials directing conservation activities. The program, which will benefit 210 people, also includes training activists in the basics of environmental monitoring, leadership, and

legislation. The program will run a series of the workshops around each Ramsar site to develop the caretaker network, raise awareness, and provide information and supporting materials.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): Akhova Ptushak Batsaushchyny

Name: Let's Save the Yelyna Together!

Summary: Restoring the Yelyna Bog by creating 38 cascade dams to block 3 main canals into the Bog to raise water levels, this project has begun to rebuild one of Europe's largest peat bogs. Due to the construction of irrigation canals, the Bog's groundwater levels have dropped dramatically, leading to annual fires. Currently, volunteer efforts have resulted in a 1-meter increase in the Bog's ground water level and bird populations and original vegetation have begun to return to the Bog. In addition, the efforts thus far have reduced CO₂ emissions in the over-dry Bog by an estimated 14,000 tons/year.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): Local NGO

Brazil

Name: Municipal Wastewater Treatment 

Summary: Treating sewage wastewater in Brazilian cities that lack basic sanitation, this project is allowing for 180,000 people to have access to potable water. This program also focuses on environmental preservation.

Project Type(s): Access to Water and Sanitation

External Partner(s): SOS Mata Atlantica

Name: Rainforest Water Program

Summary: Supporting watershed protection through the reforestation of Brazil's vital Atlantic Rainforest, The Rainforest Water Program focuses on mitigating the degradation of Brazilian riparian forests and monitoring the immediate improvement in water quality and quantity. In addition, this program protects the biodiversity in this fragile rainforest ecosystem and the mobilization of communities around this important environmental initiative. In four municipalities, 850,000 residents will have the direct benefit of water improvement in quality and increased volume.



Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): SOS Mata Atlantica, The Heinz Center Global Change Program, International NGO

Name: Water, Environmental, and Social Management Project

Summary: Sensitizing, organizing, and qualifying local communities on the importance of water resources preservation, this project supports and encourages the environmental education and participation in the local watershed committees, which define the resources use and long-term protection.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): SOS Mata Atlantica



Bulgaria

Name: Improving the Habitat Along the Danube 

Summary: Conserving and restoring the Lower Danube, which creates the border between Bulgaria and Romania for a substantial length, this project focuses on increasing sturgeon populations through improved knowledge of habitat locations and conditions. In addition, project activities promote cooperation with other lower Danube countries (Romania and Ukraine), and ensure the proper implementation of environmental legislation through policy work on a basin-wide level. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this region, we are working together to conserve the Danube River basin.

Project Type(s): Watershed Protection

External Partner(s): World Wildlife Fund (WWF)



© WWF-Canon/ Anton Vorauer

Cambodia

Name: Communities Clean Water Supply and Sanitation 

Summary: Providing access to clean water and improved sanitation, this project is installing 15 pump wells, providing 140 ceramic water purifiers, and conducting sanitation training. These activities are expected to improve the living conditions of 360 households in 19 villages and 2 communes, in the Udong district and Kampong Speu province.

Project Type(s): Access to Water and Sanitation

External Partner(s): Cambodian Women for Peace and Development (CWPD)

Canada

Name: Freshwater Conservation in Skeena Watershed

Summary: Implementing Conservation First principles in three key watersheds in the Skeena River basin located in Northwest British Columbia, this project is providing analysis of key risks to conservation, establishing evaluation metrics, and initiating locally relevant community initiatives to protect watersheds.

Project Type(s): Watershed Protection

External Partner(s): World Wildlife Fund (WWF), National government



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Name: Public Policy for Freshwater Conservation 

Summary: Elevating the importance of freshwater conservation in Canada, this project is engaging key decision-makers in a dialogue about a Canada-wide freshwater strategy. Key activities include framing the national discourse on fresh water in Canada from an ecosystem perspective, developing relevant policy recommendations to advance Integrated River Basin Management (IRBM), and engaging with water experts and building stakeholder support to advance those recommendations.

Project Type(s): Education and Awareness

External Partner(s): World Wildlife Fund (WWF)



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Central America

Name: School Water, Sanitation, and Hygiene plus Community Impact (SWASH+) Scale Up

Summary: Improving access to basic water supply and sanitation services, this project is implementing a comprehensive hygiene promotion program to bring about behavior change and the adoption of new hygienic practices in 150 rural public schools. The project is expected to benefit approximately 17,241 students and their families.

Country: El Salvador, Guatemala, Nicaragua

Project Type(s): Education and Awareness, Access to Water and Sanitation

External Partner(s): Global Water Challenge (GWC), CARE



Photo by Global Water Challenge

China

Name: Improving River Management Practices

Summary: Working across the Yangtze River basin, this program aims to inspire better governance and sustainable river management. Part of this program is training local residents to use a scorecard to track environmental indicators over time. Additionally, we are developing and distributing materials on drinking water safety to rural areas of China.

This program supports raising awareness about river management practices, including participation in the 2009 Wetland Ambassador Action program. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this area we are working to conserve the Yangtze River basin.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF)



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Name: Water Resources Management and Drinking Water Safety in Rural China

Summary: Supporting government efforts to improve water resources management and drinking water safety in rural China, this project promotes community participation in water resources management at a local level by establishing a Water User Association in pilot areas. The project also is contributing to improvement of national and provincial policy process for better application of integrated water resources management and improved safe drinking water supply. At the community level, the project is expected to bring clean drinking water and basic sanitary facilities to 300,000 people in pilot schools and rural and township communities.

Project Type(s): Access to Water and Sanitation

External Partner(s): United Nations Development Programme (UNDP), China International Center for Economic and Technical Exchanges of the Ministry of Commerce (CICETE)



Costa Rica

Name: Water Vigilants

Summary: Improving access to water and sanitation, considerably reducing water consumption in schools, and educating children to be leaders in water conservation and efficiency are the focuses of this project. Through this program 9,000 students at 11 schools are expected to benefit from improved access to water and sanitation. Beneficiary schools are expected to save an estimated 60 percent of the water previously consumed and improve the sanitary conditions.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): Municipal water provider

El Salvador

Name: CAFTA-DR Water Stewardship Initiative

Summary: Promoting private sector environmental compliance, this one-year program is a new initiative under the umbrella of the U.S. government's environmental capacity building for the CAFTA-DR trade agreement. This program will support the implementation of wastewater management practices for the sugar industry to national and corporate environmental standards in the CAFTA-DR region, promote the adoption of Water Efficiency indicators in one bottling plant, promote the adoption of Better Sugar Initiative standards in two sugar mills and improve agricultural practices related to water stewardship by sugar growers in El Salvador. It will also distribute case studies on sustainable practices and water stewardship in the sugar industry.

Project Type(s): Water for Productive Use

Countries: El Salvador, Honduras

External Partner(s): United States Agency for International Development (USAID), Global Environment and Technology Foundation (GETF), World Wildlife Fund (WWF), University of Costa Rica (UCR)

Europe

Name: Empowering Water Conscious Citizens 

Summary: Addressing the negative impacts of water challenges on society, this pan-European project motivates and provides concrete tools and examples for actions, and informs and involves young Europeans in sustainable water management - creating a multiplier effect in local communities and generating smart and water conscious citizens. The European Youth Water Summit is being conducted to inspire and inform youth on the water challenges of today as well as to establish a link between the decision makers of today and the decision makers of tomorrow. A three-minute animated movie is being created to translate the complex water resource issues into easily understandable, everyday terms using cartoon characters. In addition, a publicly accessible internet platform www.Aquawareness.edu will serve as both a pool of information as well as a promotional tool for good examples of campaigns, activities, and projects raising awareness on water issues in Europe.

Project Type(s): Education and Awareness

External Partner(s): European Water Partnership (EWP)

Name: The Green Danube Partnership

Summary: Engaging communities in collaborative activities, this partnership contributes to protecting and restoring the ecosystem of the Danube River. The partnership has four components including: celebration of International Danube Day; production of educational materials for schools in the region; the development of a "Business Friends of the Danube" fund; and development of local projects and partnerships in the



countries of the region, involving NGOs, national and municipal government agencies, and other parties. In 2005, the "Green Danube Partnership" was signed with the International Commission for the Protection of the Danube River (ICPDR). This river system supports 81 million people in 19 countries.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): International Commission for the Protection of the Danube River (ICPDR)

French Polynesia

Name: Partnering to Improve Water Access and Governance

Summary: Providing access to safe drinking water in communities and a better understanding of source water vulnerabilities in several municipalities, this project is helping to build the capability and capacity of the target municipalities to better manage their water resources and support public health. The project is designed to raise awareness and understanding of water stewardship and to improve development opportunities in local communities. An estimated 80,000 residents of the municipalities and schools will receive access to safe drinking water.



Project Type(s): Access to Water and Sanitation, Education and Awareness, Water for Productive Use

External Partner(s): Agence Francaise de Developpement, Ayrлие Partners

Global

Name: International Coastal Cleanup

Summary: Partnering with Ocean Conservancy's International Coastal Cleanup (ICC), this annual activity collects, removes, and tracks millions of pounds of litter and debris from shorelines in over 30 countries. The annual ICC is one of the largest volunteer events around the world for marine environment causes. Each year, during the third week of September, thousands of volunteers descend on beaches, lakes, and streams around the world to clean up trash and debris. This year, volunteers sorted litter/debris into recyclables and non-recyclables and helped identify the source of the debris to effectively change the behaviors that cause pollution. Last year, more than 19,000 Coca-Cola volunteers worldwide removed 200,000 pounds of debris from coasts.

Countries: Argentina, Bolivia, Brazil, Cambodia, Chile, China, Colombia, Costa Rica, Dominican Republic, Ecuador, Egypt, El Salvador, Hong Kong, India, Indonesia, Ireland, Japan, Korea, Malaysia, Mexico, Paraguay, Peru, Philippines, Singapore, Thailand, Turkey, Ukraine, Uruguay, United States, Venezuela, Vietnam

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): International NGOs

Greece

Name: Mission Water: "Care for Water" Program

Summary: Focusing on educating and engaging local communities, on water consumption, shortages, and conservation, this program aims to aid local communities in ensuring appropriate water usage. This program involves three distinct projects that include lakes and river cleanup, rainwater harvesting, and increasing communication on global water scarcity issues. This project is benefiting 1,018 community residents through Lake clean-up, 500 inhabitants of 3 Cyclades islands as well as 206 students, 83 teachers and 28 local technicians through rainwater harvesting, and providing outreach to more than half of the Greek population.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): Global Water Partnership-Mediterranean, Civil sector stakeholders

Guatemala

Name: Protecting the Mesoamerican Reef

Summary: Working to demonstrate the benefits of private investment in freshwater conservation, this project promotes sustainable management of the Mataqua and Polochic River basins which drain into the Mesoamerican Reef. A focus of this work is the Water Fund, an alliance of downstream water users that provide support to upstream communities to encourage conservation and better management of watersheds. These projects focus on environmentally friendly community-based businesses and sustainable agricultural practices to improve livelihoods of local communities and address watershed management by means of reforestation, forest conservation, promoting natural forest regeneration, forest fire prevention, halting agricultural frontier expansion and promoting soil conservation. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this area, we are working to conserve the Mesoamerican Reef catchments.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): WWF (World Wildlife Fund), International NGOs

Honduras

Name: Rio Chamelecon Watershed Protection Initiative

Summary: Establishing a community based integrated watershed management program is the focus of this project. Efforts to achieve this goal include engaging key communities in sustainable land-use management practices that reduce erosion, control water flow and protect water and soil integrity while sustaining local livelihoods.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF-CARO), Multi-lateral institution

Hungary

Name: Let's Save the Liberty (Szabadsag) Island!

Summary: Working to rehabilitate a side arm of the Danube River near Liberty Island, this project focuses on conservation and restoration to improve the quality of drinking water for the 20,000 residents living in the town of Mohacs. A stone dam currently blocks the free flow of water around the island, causing both economic and water quality issues. This project works to restore the area by

removing the dam and dredging the side channel to remove accumulated sediments, replanting native tree species to provide habitat for flora and fauna, and constructing trails and recreation areas for local residents and eco-tourists. This work is part of the WWF and The Coca-Cola Company global partnership focused on freshwater conservation. In this region, we are working together to conserve the Danube River basin.

Project Type(s): Watershed Protection, Access to Water and Sanitation, Education and Awareness
External Partner(s): World Wildlife Fund (WWF), National government

India

Name: Community-Based Safe Drinking Water

Summary: Expanding access to safe water, this cooperative project with the Naandi Foundation will build 120 medium to large capacity water treatment and distribution centers with a potential to reach 600,000 people. The Naandi Foundation works with state and local governments to access capital and land to construct safe water kiosks. This project also promotes community engagement by hiring local villagers to serve as health promoters and kiosk operators.



Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): Global Water Challenge (GWC), Naandi Foundation

Name: Construction of Check Dams and Restoration of Lakes and Ponds*

Summary: Check dams are an effective means of storing water as well as of ground water recharge. However, over time, the buildup of silt in the catchment areas results in the emergence of flat plains which no longer store water. In partnership with local stakeholders, 9 check dams have been reconstructed, including four completed in 2009. This project spans across 9 communities in the states of Andhra Pradesh, Karnataka, and Maharashtra. In almost all projects, local communities have actively contributed to the success of the projects through land and financial contributions.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): Several Local NGOs, technical/environmental consultants

Name: Drip Irrigation Projects

Summary: Promoting water efficient agriculture in the Kaladera area is the main focus of this project. Drip-irrigation, as known as trickle irrigation or micro irrigation, is a method which minimizes the use of water and fertilizer by allowing water to drip slowly to the roots of plants, through a network of valves, pipes, tubing, and emitters. This project is in partnership with government agencies who provide the knowhow, training and insights to the farmers to carry out drip irrigation based farming. Starting with 27 drip-irrigation projects installed in 2008 in an area over 13.82 hectares, this initiative has become extremely popular with the community, leading to its adoption by over 190 farmers by the end of 2009.

Project Type(s): Water for Productive Use, Watershed Protection

External Partner(s): National and local government, Private enterprise

Name: Expanding and Maintaining Rainwater Harvesting Structures across India*

Summary: Recognizing the importance of water to Indian communities, Rainwater Harvesting water stewardship initiatives work to combat water scarcity and depleting groundwater levels with simple and effective solutions. Over 400 rainwater harvesting sites have been developed, including 100 in

2009. Rainwater harvesting is the process of collecting and storing rain water and preventing its runoff, evaporation and seepage for its efficient utilization and conservation. Open spaces, rooftops and ground can be used as catchment areas. This initiative also maintains rainwater harvesting structures and works to ensure the structures continue to work at peak efficiency and experience prolonged lifespan. The project spans over 300 different communities and schools in over 20 states of India, including Delhi, UP, Rajasthan, Andhra Pradesh Karnataka, and Bidadi.

Project Type(s): Access to Water and Sanitation, Watershed Protection

External Partner(s): Local government, Civil sector stakeholders, Local development partners, Multi-lateral organizations, International NGOs

Name: Restoration of Lakes and Ponds*

Summary: Partnering with local stakeholders, this project is actively supporting the restoration of lakes and ponds across India. In North India, the Company is partnering with the local community to restore the Sarang Pond at Sarnath and Lehartara Pond in the city of Varanasi. In South India, the Hosurkare lake at Bidadi near Bangalore has been restored in partnership with local stakeholders. With immense benefit to the local communities, the restoration of lakes and ponds has expanded to an additional 6 ponds in 2009. This project is actively engaged in Varanasi (UP), Bidadi (Karnataka), Kalahasti (Andhra Pradesh), and Chennai (Tamil Nadu) communities.

Project Type(s): Watershed Protection, Water for Productive Use, Access to Water and Sanitation

External Partner(s): Several Local NGOs, Technical/environmental consultants

Name: Rural Livelihoods and Poverty Alleviation

Summary: Improving water-use efficiency is the main objective of this project, with additional objectives to enhance agricultural productivity; provide access to clean drinking water; enhance rural incomes; and train farmers in the area of sustainable natural resource management and livelihood options while helping to conserve water through a series of check dams. This project is focused in several villages in Dungarpu, Rajasthan, Tirunelveli Distt., and Tamil Nadu, and is in partnership with agricultural and industry organizations.

Project Type(s): Water for Productive Use, Watershed Protection, Access to Water and Sanitation

External Partner(s): National Industry NGO, International Agriculture NGO

Name: Water Conservation and Awareness

Summary: Improving access to safe drinking water and adequate sanitation in West Benegal, India is the goal of this project. With a focus on local schools, this project is installing household and community managed water treatment systems and raising awareness on water usage, sanitation and conservation through capacity building and mobilization of political will with legislators and political leaders. Project activities are expected to benefit 100,000 people over a three-year period.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): International Institution

Name: Water for Health and Wealth: Multiple Use Water Services

Summary: Launching a multiple-use water services demonstration and learning initiative in Andhra Pradesh, this project will meet multiple community water needs ranging from hydration, hygiene, and sanitation to food production and income generation. In addition, this project will increase access to water for domestic and small scale priority productive activities for two impoverished rural villages targeting 1,050 households or an estimated 5,250 people. Other benefits include improved health and

nutrition, greater food security, livelihood diversification, and social and economic development.

Project Type(s): Access to Water and Sanitation, Water for Productive Use

External Partner(s): Winrock International, Local NGO

Indonesia

Name: Water Initiatives for School (WIS) 

Summary: Improving water access and sanitation facilities in schools around Jabodetabek (Jakarta, Bogor, Depok, Tangerang and Bekasi) area, this project will provide capacity building to promote health and hygiene behaviors and ensure sustainability. The project will provide training to both teachers and students on water management, the Little Doctor Initiative, and the Hand Washing Initiative. The project also will establish school committees to promote healthy and hygienic behaviors.

Project Type(s): Education and Awareness, Access to Water and Sanitation

External Partner(s): Multi-lateral institution

Italy

Name: Campaign to Reduce Water Consumption

Summary: Educating Italian primary school children with the aim of reducing water consumption, this project is carrying out and promoting two main initiatives. The first is a communication campaign in 30 Italian cities using a theatrical tour entitled "The Mystery of the Disappearing Water" and the second is a national educational program focused on a water kit distribution (3,500 kits total involving 100,000 primary schoolchildren) and local events.

Project Type(s): Education and Awareness

External Partner(s): The Municipality of Milan (Comune De Milano), Fondazione AIDA, La Fabbrica Srl., National NGO

Japan

Name: "Learn from the Forest" Water Stewardship Promotion

Summary: Promoting water stewardship among elementary and junior high students in the Hokkaido Environmental Education House is the goal of "Learn from the Forest." This ongoing project focuses on environmental education to encourage sustainability. Experimental programs are being held to teach environmental issues, with an emphasis on water resources; 3,000 children and parents participated in the programs in 2009. In addition, a website has been developed to increase information sharing amongst its 30,000 members.

Project Type(s): Education and Awareness

External Partner(s): National government



Jordan

Name: Repair and Upgrade of an Irrigation Network in Greigreh and Fenan Regions

Summary: Ensuring an efficient distribution of water to support agriculture, this project will focus on the repair of a cement reservoir and replacement of existing pipelines with more efficient irrigation networks in the Greigreh and Fenan region. This project will improve the livelihoods of 1,500 farmers through higher agricultural yields and income, and will ensure the efficient utilization of water.

Project Type(s): Water for Productive Use

External Partner(s): Local NGO, Local government

Kenya

Name: Creating a New Package for Sustainable Community and School Sanitation "Ecotact Limited"

Summary: Focusing on architecture, behavioral change, cleanliness, and disposal technologies, this project plans to build and franchise pay-per-use "Toilet Malls." In addition to pay-per-use sanitation services, the spaces will offer services such as shoeshine and newspaper vendors to attract users.

With improved management through a franchise mechanism, local involvement and sustainability will be ensured. Local authorities, corporations and a local university have signed contracts or are engaged for development. Based on a pilot facility, these toilet malls will benefit an estimated 40,000 people.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): Global Water Challenge (GWC), Ecotact Limited



Photo by Global Water Challenge

Name: Mara River Basin Water and Development Alliance

Summary: Supporting the health and well being of schoolchildren and community members, this project increases access to sustainable safe water and sanitation services in the Rift Valley Province of Kenya. It is expected that 20,800 people, including schoolchildren, will benefit from increased access to improved drinking water supply through protected springs, shallow springs, and boreholes. To encourage behavioral change, Child-to-Child Clubs will be formed in schools to teach students about hygiene and promote latrine use. In addition, the project aims to strengthen governance of water resources and enhance water productivity through corresponding provision of water for small-scale livestock watering and drip-irrigated gardening.

Project Type(s): Access to Water and Sanitation

External Partner(s): Global Environment and Technology Foundation (GETF), United States Agency for International Development (USAID) Africa Bureau



Brent Stirton/Getty Images

Name: Safe Water in Kenya

Summary: Providing 500,000 people in Eastern Kenya with access to clean water, this project strives to prevent sickness, ease hardship, and promote entrepreneurship and sustainability. The project will accomplish these goals by building and renovating wells, extending water pipelines, providing water storage tanks, building latrines, and testing water quality. In addition, the project is providing training on water management, hygiene promotion, and group business skills.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): International and Local NGOs, Multi-lateral institution, International service

Name: The Sustaining and Scaling School Water, Sanitation, and Hygiene plus Community Impact Project

Summary: Learning how to improve access to water, sanitation, and hygiene in schools through support of the Global Water Challenge (GWC) and The Bill and Melinda Gates Foundation, the program focuses on researching and testing how to provide safe water, sanitation, and hygiene (WASH) improvements to schools in a way that can be sustained and replicated at a large scale. In addition, it studies the effects of these WASH interventions on students and their households.

Project Type(s): Education and Awareness, Access to Water and Sanitation

External Partner(s): Global Water Challenge (GWC), CARE



Photo by Global Water Challenge

Name: Water and Sanitation Improvement Program

Summary: Increasing community access to improved water supply and sanitation services and strengthening the capacity of community institutions to protect water catchments. Project activities include community-led sanitation promotion, construction of VIP latrines in schools, and construction of improved community water supply and storage facilities, benefiting an estimated 24,000 people, including 10,500 pupils.

Project Type(s): Access to Water and Sanitation, Education and Awareness, Watershed Protection

External Partner(s): United States Agency for International Development (USAID), Global Environment and Technology Foundation (GETF), Aga Khan Foundation



Korea, Republic of

Name: Water Guardian at School

Summary: Promoting water education for elementary school students through classroom education, hands-on experiences, as well as online programs, this project is helping students cultivate water-saving behavior in their daily lives. The program will contribute to making Korean children aware of the importance of water resources and fostering a sense of water volunteerism, helping them grow into responsible citizens in their communities. The program aims to inspire 1,000 Korean children to contribute to the nation's water protection by providing an environmental vision for the future.

Project Type(s): Education and Awareness

External Partner(s): Korea Green Foundation

Malawi

Name: Improving Household Sanitation in Informal Areas in Malawi

Summary: Providing adequate sanitation for the informal settlements of Malawi, this project offers financial and technical support to introduce household eco-sanitation facilities. In addition, women interested in selling materials and technical support to households for the construction of these facilities will receive business training and support. By increasing the number of sanitation facilities in these areas, CCODE is not only improving the standard of living and health conditions, but also generating new sources of income and cultivating female entrepreneurs.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): Global Water Challenge (GWC), Center for Community and Organization Development (CCODE)

Malaysia

Name: Water Vision Campaign 2009 

Summary: Nurturing a sense of responsibility by engaging and educating Malaysian youth and community on the importance of water sustenance, to nurture a proactive attitude toward the preservation of Malaysia water systems and encouraging multimedia skills through student projects, this project focuses on community activities to promote water conservation. Specifically, activities include workshops/ programs, a student conference, and a multimedia contest. This campaign promotes water conservation education and awareness to 10,000 members of the Malaysian Nature Society's School Nature Club in 255 secondary schools plus 20,000 university students and selected local communities nationwide.



Project Type(s): Education and Awareness

External Partner(s): Malaysian Nature Society

Mexico

Name: Mexico Restoration Program

Summary: Working to rehabilitate the environment, protect biodiversity, and restore ecosystem benefits through reforestation are the focuses of this project. In addition, this project will advance aquifer rehabilitation, soil fertility, and carbon sequestration efforts. An estimated 300,000 residents will benefit from the rehabilitation, protection, and restoration efforts.

Project Type(s): Watershed Protection

External Partner(s): Pronatura Mexico, Government and civil sector stakeholders



Name: Reforestation Efforts at the de Monarca Butterfly Bioreserve

Summary: Planting 100,000 fir (oyamel) trees over 1,000 hectares per year, this project aims to reforest 30,000 acres. These fir trees will reforest areas damaged and destroyed by inadequate forest management and forest fires. These areas are very important because they are wintering grounds for monarch butterflies inside the Monarch Butterfly Biosphere Reserve.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): Pronatura Mexico, Government and civil sector stakeholders



Name: Reforestation of Nevado de Toluca

Summary: Promoting the restoration of forest ecosystems, this project will reforest 1,000 hectares of National Park in Nevado de Toluca with 1,200 trees per hectare over the next five years increasing aquifer recharge. El Nevado de Toluca is a recharge area for the city of Toluca.

Project Type(s): Watershed Protection

External Partner(s): Private sector stakeholders, State government



Name: Restoring the Rio Conchos

Summary: Working with communities along the Rio Conchos, one the primary tributaries of the Rio Grande/Rio Bravo, this project provides training in soil and water conservation techniques, biodiversity conservation, development of community action plans, and distribution of educational materials comprising basic social, economic and environmental information. Work also centers on building capacity for wildlife management, including white-tail deer, mule deer and bighorn sheep and conserving the native Aparique trout and the Julimes pupfish. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this area, we are working to restore the Rio Grande/Rio Bravo.



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Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF), Municipal government, State government, Federal government, Local NGOs

Name: School Water, Sanitation and Health in Oaxaca Mexico 

Summary: Seeking to improve the quality of life in poor rural communities of Oaxaca, this project will address problems associated with poor water supply, sanitation, and inadequate hygiene in schools and surrounding communities.



The project activities will include diverse awareness raising, participatory assessment, education, communication and training activities, as well as infrastructure innovation and improvement in ecological sanitation. The project will implement an integrated water and ecological sanitation model in 20 schools in the Copalita-Zimatán-Huatulco watershed. It is estimated that approximately 3,000 people will benefit directly from the water conservation techniques and watershed protection initiatives that will be promoted and used in this water-stressed region of Mexico.

Project Type(s): Access to Water and Sanitation, Education and Awareness, Watershed Protection

External Partner(s): Global Water Challenge (GWC), Sarar Transformación S. C.

Name: Tree Nursery System in Mexico 

Summary: Producing 90,000 plants each year for the “Coca-Cola Mexico Restoration Forest & Reforestation Program”, this project will build, rebuild, expand, or operate a system of six nurseries that will grow the trees to be planted. This project also includes a campaign to encourage community and government engagement in reforestation.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): Pronatura Mexico

Name: Water Management in the San Pedro Mezquital Basin in Durango-Nayarit

Summary: Supporting development of new, integrated, water management models in the San Pedro Mezquital Basin, Mexico, this project will help restore water balance, allocate water to the environment, and improve freshwater ecosystem conditions. The main focus and driver of the project is environmental flow estimation and implementation. This project will benefit approximately 5,250 people, including 250 people in El Carrizo locality (Ejido El Tunal, Durango Municipality); 2,500 people in the El Tunal sub-basin; and 2,400 people in the San Pedro Ixcatan community (Ruiz Municipality, Nayarit State).

Project Type(s): Watershed Protection

External Partner(s): World Wildlife Fund (WWF), Private sector stakeholders, Government and civil sector stakeholders

Morocco

Name: Potable Water Supply and Small-Scale Irrigation 

Summary: Increasing access to improved potable water supply sources and improving on-farm water use practices, project activities are expected to improve the lives of 1,100 vulnerable rural citizens and benefit 50 smallholder farmers, enhancing their livelihoods and ensuring environmental sustainability.

Project Type(s): Water for Productive Use, Access to Water and Sanitation

External Partner(s): United States Agency for International Development (USAID/Morocco), Global Environment and Technology Foundation (GETF), CARE

Mozambique

Name: Conserving Biodiversity in Lake Niassa

Summary: Contributing to the conservation of biodiversity and the ecological integrity of Lake Niassa, this project focuses on establishing a new protected area – the Lake Niassa Reserve. Once established, the reserve will be one of the largest freshwater protected areas in Africa, and 40km longer than originally planned due to the demand of local communities that see a real benefit to protecting the lake’s physical and biological resources. Eleven Community Fishing Councils have been established, with five more in development, to control all fishing activities in the lake and supervise the ranger teams that monitor and enforce fishing regulations. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this region, we are working together to conserve Lake Niassa.



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Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF), Multi-lateral institution

Name: Expanding Water Supply to Bairro 4, Bairro 5, and Surrounding Areas

Summary: Providing drinking water to the urban poor, this project is installing six standposts in one peri-urban neighborhood and a secondary distribution network to connect another neighborhood to the rehabilitated TextAfrica water treatment system (also supported through WADA). The project works in collaboration with the local water company and other partners to build capacity for sustainable water delivery. More than 15,000 people are expected to benefit from access to safe, piped water for the first time.

Project Type(s): Access to Water and Sanitation

External Partner(s): United States Agency for International Development (USAID), Global Environment and Technology Foundation (GETF), Fundo de Investimento e Património de Abastecimento de Água (FIPAG), Private sector stakeholders, International NGO, Multi-lateral institution

Niger

Name: Multiple Use Water Services and Point of Use Treatment 

Summary: Increasing community access to improved water supply services for domestic and productive use, and introducing, distributing, and promoting an affordable household point-of-use (POU) water treatment product, this project will enable 13,250 rural residents to achieve sustainable improvements in access to water, income, health, hygiene, and food security. In addition, 800 households will benefit from improved access to water for agricultural practices and 69,000 will adopt household point-of-use water treatment.

Project Type(s): Water for Productive Use, Access to Water and Sanitation, Education and Awareness

External Partner(s): United States Agency for International Development (USAID), Global Environment and Technology Foundation (GETF), Winrock International, GFA Consulting Group, ARD Inc.

Nigeria

Name: Water and Sanitation in Nkanu East 

Summary: Implementing community and school-based water and sanitation programs in three schools and three communities in Nkanu East Local Government Area (LGA) of Enugu State, this project is working to significantly improve community health. The project increases community access to improved potable water sources and basic sanitation services by developing new community water points and carrying out community-led sanitation promotion for 125,000 people, as well as constructing communal latrine facilities for school settings. The project is also strengthening community-based structures and household hygiene and water quality by promoting use of household point-of-use water disinfectant products.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partners: United States Agency for International Development (USAID), Global Environment and Technology Foundation (GETF), Society for Family Health (SFH)

Pakistan

Name: Ayubia National Park

Summary: Focusing on watershed management in and around the Ayubia National Park, this project will work on sub-watershed management, community development and awareness raising, and capacity building involving communities that are dependent on the natural resources. The community development activities, benefiting 20,000 people, include introduction of alternate sources of energy, rainwater harvesting, crop diversification and better management practices, community led ecotourism, a cleanup of Lake Saiful Maluk by teachers and schoolchildren from Nathiagali, and water filtration.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF)

Philippines

Name: Caliraya Native Tree Nursery 

Summary: Supporting water quality, this project is establishing a nursery of tree species suitable for planting within the Caliraya watershed, and is educating and initiating active participation of various stakeholders in forest restoration. The project is part of a larger campaign, Haribon's ROAD to 2020.



Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): Haribon Foundation for the Conservation of Natural Resources, Inc.

Name: Green Kalinga 

Summary: Promoting proper water resources management in the different GK Communities all around the Philippines. This is accomplished through the use of rainwater catchments to enhance the water supply and biogas digesters and reed bed systems to increase treatment levels of wastewater of the community. Additionally, this project is promoting water stewardship in their respective areas as more working models are built on the ground.

Project Type(s): Access to Water and Sanitation

External Partner(s): Gawad Kalinga Community Development Foundation, Inc.

Name: Ilagan Watershed Conservation Project in Isabela

Summary: Increasing the local community's awareness of protecting watersheds and conserving water resources, this project will help to secure the watershed's services to benefit water users in Isabela, Philippines. Soil erosion due to illegal logging is threatening the watershed, and the resulting water pollution and sedimentation are reducing the amount of water available to farmers and other users. To combat these changes, the project is identifying and assessing the watershed threats and facilitating stakeholder planning for the conservation and sustainable use of the Ilagan Watershed. The project will plant 125,000 plants to rehabilitate bare areas in the watershed; sustainable financing for watershed activities will be developed through payments for watershed services.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF)

Name: Laguna Lake Watershed Project

Summary: Focusing on water conservation and watershed management of the Santa Rosa river basin and benefitting around 10,000,000 people in the Laguna Lake basin, the project will develop unified plans and programs to address water-related issues. Key stakeholders will participate in a year-long planning process that will explore technical, institutional, political, and socially equitable solutions at the watershed level. These solutions will be further elaborated into local ordinances, plans, and programs.

Project Type(s): Watershed Protection

External Partner(s): World Wildlife Fund (WWF)

Name: Rainwater is Life, 500 Homes in Romblon

Summary: Installing rainwater harvesting cisterns and bio-sand filters, this project will provide potable water to 500 households in San Jose Municipality in the Province of Romblon. Each cistern can store up to 3 cubic meters of rainwater. Currently in San Jose, an island municipality of Romblon, 54% of the households survive without access to clean water. With Rainwater is Life, the percentage of water-poor households will be reduced to 34% when the installations of the rainwater harvesting cisterns are complete.



Project Type(s): Access to Water and Sanitation,

External Partner(s): Peace Equity Access for Community Empowerment Foundation, Inc.

Name: Rainwater is Life, 612 Households in Bohol (PEF) 

Summary: Constructing rainwater harvesting cisterns for 612 households and 11 public schools in 10 barangays in the municipality of Carlos P. Garcia, this project is decreasing the percentage of water-poor households in the Bohol Province. This project also involves the construction of biosand filters with labor and maintenance provided by beneficiary households. The project will provide access to potable water for approximately 600 households.



Project Type: Access to Water and Sanitation, Watershed Protection

External Partner(s): Peace Equity Access for Community Empowerment Foundation Inc., Local NGO, Local government

Name: River Councils

Summary: Working closely with communities, local government units, and other private businesses, this project is helping preserve and rehabilitate major watersheds in Santa Rosa and Canlubang in Laguna, Meycauayan in Bulacan, Calasiao in Pangasinan and Naga in Bicol, through the formation of river councils. These river councils conduct cleaning, dredging and tree-planting activities as well as information drives to educate communities in their areas.



Project Type(s): Watershed Protection

External Partner(s): Toyota Auto Parts, Local government, Local NGO

Name: USAID Philippines Water, Sanitation, and Hygiene Day 

Summary: Working in partnership with local government units, the USAID Philippine Sanitation Alliance is developing comprehensive promotion programs to reduce public health risks and the incidence of diarrhea through improved sanitation and proper hand washing with soap, focusing on mothers with children under the age of five. The PSA also provides technical assistance to cities, water utilities and private companies in designing and building low-cost, low-maintenance wastewater treatment facilities and developing city-wide septic tank management programs. Governance is also being strengthened to reduce threats to biodiversity as local government units work to control wastewater discharges to coastal and freshwater ecosystems. The Water, Sanitation and Hygiene Day taught children proper handwashing skills and encouraged them to participate in games and other activities about proper hygiene. Additionally, children received WASH kits with soap, towel and hygiene comic book.



Project Type(s): Education and Awareness, Water for Productive Use, Watershed Protection
External Partner(s): United States Agency for International Development (USAID) Philippines Sanitation Alliance, AECOM International Development

Name: The Water Trail Project

Summary: Emphasizing the importance of water supply and quality in Manila, this project is orienting 32 principals/school heads and training 64 teachers on "The Water Trail," an elementary and secondary level module that will impact 1,280 students in the initial ten month period. The aim of "The Water Trail" is to dramatize the value of water, make an impression on what wasting water really entails, and drive lasting changes on individual behaviors, using a combination of classroom-based and experiential learning.

Project Type(s): Education and Awareness

External Partner(s): Philippine Business for the Environment, Municipal utility

Poland

Name: Kropla Beskidu Fund

Summary: Educating community groups in the local communities of four provinces of Beskid Sądecki region, this project aims to preserve the natural resources in the area through communication campaigns, providing annual grants to organized community groups (NGOs, schools, etc) to be used for water resources protection initiatives: e.g. construction of small ponds, hydro-technical facilities, cleaning up of the banks, school educational programs about water protection, and community engagement.

Project Type(s): Education and Awareness

External Partner(s): Polish Environmental Partnership Foundation

Name: Rivers for Life - The Vistula

Summary: Aiming to restore the population of salmon in upper Vistula, this project seeks to educate students in secondary schools in the Vistula Basin. 1,800 students from 50 schools have participated in the long-term interactive educational program about protecting salmon and river habitats and 700,000 young salmon have been released into the Vistula River.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): WWF Poland, Local University

Romania

Name: Restoring the Floodplains 

Summary: Reconnecting wetlands to restore biodiversity and mitigate flood damage, this project focuses on restoring the cut-off floodplains to the Danube. Reconnecting the floodplains will help restore natural hydrological processes, create better habitat for flora and fauna, and improve the quality and quantity of natural resources as a source of income for local inhabitants. Moreover, the project also is monitoring and ensuring the proper implementation of environmental legislation through participation in the International Commission for the Protection of the Danube River (ICPDR) and in national level



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meetings with government authorities. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this region, we are working together to conserve the Danube River basin.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF)

Russian Federation

Name: Enhancement of Environmental Awareness Targeting Effective Water and Wetlands Ecosystems Management

Summary: Creating awareness of conservation activities and effective water and wetlands ecosystems management of the Volga Delta, this project supports a demonstration project on sustainable development, produces and distributes educational materials, and builds awareness of sustainable development which will help address environmental challenges in the area.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): Multi-lateral institution

Rwanda

Name: Developing Another World in Rural Rwanda

Summary: Installing an estimated 500 water treatment systems and biogas generators for secondary schools and surrounding communities, this project aims to deliver clean water and energy to 236,000 Rwandan citizens. The project will be funded by the award and sale of carbon credits generated by saving fuel wood, creating a continuing stream of income, ensuring that these systems do not fail due to neglect. At peak rollout of the project, approximately 300 Rwandans will be employed.

Project Type(s): Access to Water and Sanitation

External Partner(s): Global Water Challenge (GWC), Manna Energy Foundation and Manna Energy Limited



Photo by Global Water Challenge

Senegal

Name: Potable Water Supply to Rural Communities

Summary: Improving living conditions of vulnerable rural villagers, this project increases access to improved potable water supply in the Tambacounda Region of Senegal. It is expected that 8,000 people will benefit from increased water supply through the construction of 20 wells, 7 of which will include solar powered pumps and 13 with an innovative manual pump design. To encourage behavioral change, promotional health materials will be provided to teach students and community members about hygiene and promote latrine use. In addition, the project aims to strengthen governance of water resources and build local capacity through collaboration with the USAID-Senegal Agriculture & Natural Resource Management Program (WULU NAFAA), which has provided training on the sustainable management of water resources since 2003.

Project Type(s): Access to Water and Sanitation

External Partner(s): United States Agency for International Development (USAID) Africa Bureau, Global Environment & Technology Foundation (GETF), International Resources Group (IRG)

South Africa

Name: Protecting Freshwater Resources and Improving Livelihoods of South Africa's Sugarcane Growers 

Summary: Seeking to improve livelihoods of disadvantaged sugarcane growers while mitigating and eliminating impacts that their cultivation activities have on freshwater systems. This project is strengthening and expanding existing collaboration between commercial farmers and previously disadvantaged sugarcane farmers through a mentorship program. Additionally, this project is creating new farm layouts that reduce impacts on freshwater resources and improve income from sugarcane.



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Project Type(s): Water for Productive Use, Education and Awareness
External Partner(s): World Wildlife Fund (WWF)

Name: Water Supply, Watergy Intervention and Education 

Summary: Upgrading broken and/or unusable plumbing fixtures in schools that contribute to water wastage, and increasing access to improved community water supply services, this project is making a positive impact on people's lives in Gauteng Province, Eastern Cape, and Cape Town. In addition to water efficiency improvements in school facilities, the project is also constructing a water distribution network that will extend service access from an improved water source of the Amathole District Municipality to approximately four villages. In addition, water conservation as well as health and hygiene practices will be promoted through school and community training programs. This project is expected to benefit 8,733 people.



Project Type(s): Water for Productive Use, Access to Water and Sanitation

External Partner(s): United States Agency for International Development (USAID), Global Environment and Technology Foundation (GETF), Alliance to Save Energy, The Mvula Trust, Re-Solve Consulting Ltd.

Spain

Name: Aquabona Initiative: Contest in Spain and Well Construction in Guinea Bissau 

Summary: Promoting awareness among Spanish University Students and improving access to water and sustainability in Guinea Bissau, this project involves 2 components. The first component, a competition among University students in Spain was held in 2009 and enlisted the help of students to develop ideas to reduce waste water. Projects were judged in 2 categories: 'Best Domestic Project' and 'Best Idea,' the winning students will travel to Guinea Bissau with the Spanish Red Cross to see the construction of a well. In addition to this competition, a series of wells are being funded by Aquabona and built in Guinea Bissau by the Spanish Red Cross, improving the lives of more than 4,200 children from 9 African schools by providing access to safe drinking water.

Project Type(s): Education and Awareness, Access to Water and Sanitation

External Partner(s): Spanish Red Cross

Name: La Guadiana Sub Basin

Summary: Aiming to restore and improve the natural habitat and plant species in three sections of La Guadiana sub basin, this project focuses on reforestation, reintroduction of native plant species, cleanups, and awareness raising. This project, which is benefiting 65,000 people in La Guadiana River sub basin, is contributing to the improvement of technical and scientific knowledge about the recovery of eco-systems associated with the Guadiana River Basin, which in turn promotes integrated, cross-border management of water resources.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF), National government, Local NGO



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Tanzania

Name: Water, Sanitation, and Hygiene Education in Schools, Mtwara District, Tanzania 

Summary: Improving access to water and sanitation facilities at schools, the AMREF program is located in six wards of Mtwara Rural District (Mtwara Region – Mnima, Mtiniko, Nitekela, Kiromba, Njengwa and Chawi Wards). Within the District, 36 primary and 6 secondary schools are included in the program and about 13,000 pupils and teachers are benefiting from this project. In addition to improving water and sanitation access, this project is also providing education and implementation of good hygiene and sanitation practices, installation of functional systems for water and sanitation facilities, and provision of first aid and health counseling services at the schools.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): African Medical & Research Foundation, Inc., Global Water Challenge (GWC)



Thailand

Name: Clean Water for Communities

Summary: Providing a sustainable supply of clean water to more than 30,000 villagers in 3 villages of the Munchakiri District, Khon Kaen Province and building 60 water storage tanks for 50 villages in the province, this project is bringing a long-term supply of clean water to 8,000 households. In addition, the project is running training courses on water quality testing, water management and water treatment for the villagers. The project is providing over 49 million liters of clean water every year to the region.

Project Type(s): Access to Water and Sanitation, Education and Awareness

External Partner(s): Population & Community Development Association (PDA), National government, Civil sector stakeholders



Name: Disaster Preparedness and Relief Partnership with the Thai Red Cross

Summary: Supporting communities affected by natural disasters, this project uses nationwide, distribution networks (over 3,000 trucks and 80 warehouses), 'Namthip' bottled water, and volunteers to contribute to disaster preparedness and response in Thailand. The partnership multi-year project involves a training program on first aid and disaster relief basics ensuring that decentralized rapid

response teams can be deployed in emergencies in collaboration with The Thai Red Cross local staff. As of June 2009, the project has already benefitted almost 50,000 households (200,000 people) in 68 locations across Thailand and Myanmar. In total, the project, by the end of 2010, is expected to benefit over 200,000 disaster-hit Thai households (800,000 people) with over 2.5 million bottles of 'Namthip' water and 2,500 trained volunteers ready for emergency relief.

Project Type(s): Access to Water and Sanitation

External Partner(s): Thai Red Cross Society

Name: Improving Wetland and Watershed Management

Summary: Reducing the impacts of agriculture on ecological functions in the Chi River sub-basin of the Mekong River Delta, this project is improving management of wetlands and watersheds, focusing on the production and use of organic fertilizer on sugarcane, cassava and rice. More than 2,000 people across 35 villages in Khon Kaen Province are benefiting from this project. The project is successfully strengthening the capacity of a range of stakeholders to develop an effective mechanism and appropriate plan to conserve the forest and wetland habitats, using a community-based natural resources management approach. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this region, we are working together to conserve the Mekong River basin.



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Project Type(s): Watershed Protection

External Partner(s): World Wildlife Fund (WWF), National NGOs, Local Universities

Name: Suphan Buri River Project 

Summary: Promoting water conservation for agricultural sufficiency, this project is supporting organic agriculture as a means to eliminate water pollution in local canals. In addition to organic agriculture training, the project is working with the community to raise awareness on conservation of the Suphan Buri River. This project will benefit 1,500 children and 300 farmers, as well as 25,000 villagers in 2 districts in Suphan Buri province, the central region of Thailand.



Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): Sub-district Administrative Organization (Sali), National NGO

Name: Thailand Water Challenge

Summary: Recognizing and promoting best practice in community-based water resources management, the Thailand Water Challenge is an annual nationwide competition in honor of His Majesty the King's Birthday celebrations. The program has established a network of 54 communities across Thailand for information and best-practice sharing. Annually, the project has also developed a series of informational cartoon booklets and 12 documentary episodes on community-based water resources management that have been provided to communities and local governments and broadcasted on TV channels across the country.

Project Type(s): Education and Awareness

External Partner(s): Hydro-Agro Informatics Institute (HAII)

Name: Village That Learns and Earns

Summary: Empowering villagers to establish sustainable community water and environmental management systems, this project applies information technology such as GPS and satellite imaging. The project has



provided improved access to water and training on integrated water resources management to almost 5,500 households or more than 26,000 people in the following provinces of Thailand: Chiangmai, Buriram, Nakorn Sawan, Tak, Nakorn Ratchasima, Lumpang and Songkla.

Project Type(s): Access to Water and Sanitation, Education and Awareness, Watershed Protection, Water for Productive Use

External Partner(s): Hydro and Agro Informatics Institute (HAI)

Turkey

Name: The Black Sea Box

Summary: Promoting the sustainable use of natural resources, this project will create and provide "The Black Sea Box," an educational kit and capacity building program for elementary school children, to all Black Sea Coastal communities. The project aims to reach 1 million students in the first year by increasing their awareness of environmental issues pertaining to the Black



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Sea and increase the capacity of the teachers to better train students on environmental sustainability.

Project Type(s): Education and Awareness

External Partner(s): World Wildlife Fund (WWF), Multi-lateral institution, Government and civil sector stakeholders

Name: Kirazli Water Harvest 

Summary: Aiming to use rainwater harvesting to accumulate the idle natural water resources of the Kirazlı Village in a depot, this project enables irrigation via canals to the fields and public areas of the village. A drip irrigation system will be built to irrigate fields and greenhouses where organic produce is grown. Utilizing idle natural water resources will allow for more efficient and money-saving use of the village's drinking water resources.

Project Type(s): Water for Productive Use

External Partner(s): The Aegean Association

Name: Life plus Youth Program

Summary: Supporting youth projects in the field of environmental issues in 33 cities all around Turkey, this project helps youth gain experience in creating solutions for local environmental challenges while working with local partners, other issue-related local NGOs, universities and local authorities.

Project Type(s): Education and Awareness

External Partner(s): United Nations Development Program (UNDP)



Name: Saving the Aegean Rivers in the Gediz and Buyuk Menderes River Basins

Summary: Monitoring and managing the usage of the Gediz and Buyuk Menderes river basins, this project will raise public awareness and help develop a stakeholder network. The initial step will involve an environmental and social situation analysis, including field and archival studies, followed by the implementation of the "Save the River, It is not a Sewer" campaign. The campaign seeks to raise

awareness in the eight provinces surrounding the river basins, reaching around 100,000 people. Activities will include capacity building, school briefings, conferences, studies, films, photography and an exhibition of written and visual materials, which will later be expanded into an Aegean Rivers Museum.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): The Aegean Association, Buyuk Menderes Basin Environmental Conservation Union, Local NGOs

Name: Water to Bafa Crops to the Aegean 

Summary: Offering an important means of livelihood for the local people, Bafa Lake hosts several species of birds and plants, and attracts local and foreign tourists. Initiated to ensure the continuity of both Bafa Lake and the agricultural activities in the region, this project aims to protect the lake and promote the agricultural water saving through capacity building activities and a pilot implementation on drip irrigation. The project targets to raise awareness among 3,000 farmers and to spread the use of drip irrigation on 36,000 hectares of agricultural land surrounding the lake in the first two years of the five year project implementation plan. Projected water savings would be up to 70% or approximately 60 million tons of water annually.

Project Type(s): Education and Awareness, Water for Productive Use

External Partner(s): World Wildlife Fund (WWF)

United States

Name: Aquarius Spring! Watershed Conservation 

Summary: Encouraging people to take action in their local communities, this project provided grants to community watershed organizations to facilitate consumer education and clean up events in 10 watersheds. The centerpiece of this 20 week Aquarius Spring! Summer tour was a specially designed, interactive, vegetable oil powered bus that visited select communities to invite local residents to participate in the watershed cleanup events.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): Local NGOs



Name: Big Spring Watershed Protection

Summary: Conserving Big Spring's water, this project is sponsoring a municipal water supply sonic leak detection program since 2006. Big Spring is approximately a sixteen million gallon/day spring source serving the Borough of Bellefonte in Pennsylvania and uses over six million gallons of water per day to service its community. In 2010, another cycle of sonic testing is being conducted to detect leaks. The estimated volume of spring water saved per day in 2009 due to sonic testing and repair of distribution system leaks is 2,259,270 gallons of water/day or 824,633,550 gallons of water per year.



Project Type(s): Watershed Protection

External Partner(s): Borough of Bellefonte

Name: Connecticut River Watershed Council and Water Quality Laboratory

Summary: Developing and constructing a water quality laboratory and volunteer training facility in the Greenfield, Massachusetts headquarters of the Connecticut River Water Council (CRWC), this project will process river water samples from the Deerfield and local Connecticut River watersheds and move outward to invite and encompass water sampling performed by other organizations in a wider portion of the Connecticut River watershed. Construction of the lab began in 2009, and will directly benefit five organizations and support 5-20 volunteers in each organization. This project also includes conducting water quality analysis and providing training to volunteers in water stewardship activities. In conjunction, CRWC annually conducts a watershed-wide, four-state cleanup.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): Connecticut River Watershed Council



Name: Conservation Planning and Groundwater Recharge

Summary: Collecting baseline watershed data within the Spring Creek Watershed, this project is working on conservation planning and protection of the groundwater recharge area for Bellefonte's Big Spring. Project activities include a land conservation program, a water resources protection program, a riparian conservation program, as well as community outreach, education and workshops. This project is also working to protect Scotia Barrens, which is the source of recharge that feeds Bellefonte's Big Spring.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): ClearWater Conservancy



Name: Conserving the Southeastern U.S. Rivers and Streams

Summary: Working to increase the implementation of sustainable water policies and practices, this project focuses on educating decision makers, bottlers and other stakeholders on water efficiency and storm water management. This project has developed a storm water benchmarking tool for Coca-Cola bottlers, conducted rain barrel workshops, and is changing water utility management practices from policies that reward water use to policies that reward water conservation and efficiency. In addition, this project is working to improve water-related legislation throughout the region to protect headwaters, in-stream flows and riparian buffers. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this region, we are working together to restore the Southeast Rivers and Streams.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF)



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Name: Etowah River Watershed Conservation Partnership

Summary: Restoring and conserving the Etowah Watershed, this project is installing stormwater infiltration systems to promote sustainable development, reduce sediment erosion, and increase infiltration to groundwater in the watershed. The Etowah Watershed project is also conducting rain barrel workshops with barrels being distributed throughout the watershed, working to ensure adoption of the Etowah Habitat Conservation Plan, one of the largest



aquatic habitat conservation plans in the United States, and is restoring over a mile of Raccoon Creek, the only biologically significant tributary of the Etowah downstream from Lake Allatoona. Removal of a man made dam by Coke employees along Raccoon Creek restored aquatic habitat and fish passage for listed species upstream of the Raccoon Creek restoration project.

Project Type(s): Education and Awareness, Watershed Protection

External Partner(s): The Nature Conservancy, State government, Local NGO

Name: Flint River Watershed Restoration

Summary: Raising awareness on the relationship between farming, water conservation and environmental health, this community water partnership is a sustainable supply chain model for better watershed management in the agricultural sector. Specifically, activities for this project in 2009 include implementing agricultural water saving practices; providing demonstrations for area farmers; distributing related information including water and cost savings; and developing an education program.



Conservation irrigation management of crops directed by remote soil moisture monitoring saved 154 million liters for Flint River ecosystems.

Project Type(s): Watershed Protection

External Partner(s): Flint River Soil and Water Conservation District, The Nature Conservancy, C.M. Stripling Irrigation Research Park

Name: Great Lakes Water Conservation Initiative 

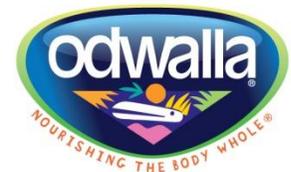
Summary: Increasing public understanding about the Great Lakes, this project is anchored by a “Listen to Your Lakes” public awareness campaign, which offers diverse opportunities for the public to learn about and get involved in Great Lakes conservation. The campaign consists of newspaper, magazine, television, radio, on-line advertising and banners for public outreach at neighborhood festivals. These outreach tools are being used to increase public understanding about our Great Lakes and inspire people to take positive actions to help preserve and protect these amazing, but limited, natural resources. The Great Lakes Conservation Initiative, with its successful Listen to Your Lakes public awareness campaign, is in its fourth year and reaches more than 22 million people annually.

Project Type(s): Education and Awareness

External Partner(s): Local NGO

Name: Help Odwalla Plant Trees across the Nation for Greener Future 

Summary: Aiming to support reforestation and planting across the country, this project will allow community members to donate trees to their state parks. Trees are important because they remove CO₂ from the air, and help filter rainwater, decreasing runoff and erosion, and allowing water to be stored in the soil. Park Visitor Welcome Kits® featuring the Odwalla Plant-a-Tree program are being distributed in State Parks nationwide, reaching millions of consumers. In 2008 and 2009, \$150,000 was donated for trees to be planted in parks and it is projected for \$200,000 to be donated in 2010.



Project Type(s): Watershed Protection

External Partner(s): Government Solutions Group

Name: Improving Ecosystem Conditions along the Rio Grande/Rio Bravo River

Summary: Improving river ecosystem conditions for native flora and fauna and the well-being of citizens along the middle and lower Rio Grande/Rio Bravo and its tributaries, this project is working to address environmental flows at key sites along the river. These sites, known as “pearls,” include Big Bend, Elephant Butte Reach, Pecos River, as well as the Rio Conchos in Mexico. Activities have included the release of Rio Grande silvery minnow along the Big Bend reach of the river, management strategies for wetlands and public use along the Elephant Butte reach of the river, and habitat restoration projects throughout the basin. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this region, we are working together to restore the Rio Grande/Rio Bravo.



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Project Type(s): Watershed Protection

External Partner(s): World Wildlife Fund (WWF)

Name: New Seasons Campaign

Summary: Educating the public about water conservation, sustainable practices, and the promotion of a healthy, greener environment, this initiative will support a re-circulating water feature in an Atlanta Botanical Garden. The water feature will not only be an aesthetic destination for garden visitors, but will include educational activities on how to conserve water, especially in drought situations, and will promote best water usage practices. In addition, the Garden captures and recycles rainwater, with an estimated 653,560 gallons per year of recycled rainwater harvested for watering the botanical gardens.

Project Type(s): Education and Awareness

External Partner(s): Atlanta Botanical Garden

Name: Paw Paw River Watershed Restoration

Summary: Improving the quantity and quality of water flowing into the river, this project will identify the key areas of farmland where specific best management practices will provide the most benefit.

Local partners will enroll farmers in programs to implement practices that will reduce river sedimentation and contaminant sources, thereby improving the water quality of the Paw Paw River. Best management practices include removal of invasive species and implementation of conservation tillage practices.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): The Nature Conservancy



Name: Rain Barrel Donation Programs 

Summary: Partnering with community and watershed groups throughout the United States, these projects distribute ingredient drums for use as rain barrels. By collecting rainwater that normally flows off a property, rain barrels save money on water bills, conserve water during dry periods and prevent polluted runoff into local watersheds. To date, 4,000 syrup barrels have been donated through the Rain Barrel Partnership Program projects.

Rain barrels are primarily installed on down spout of residential properties and the collected water is largely used for gardening and lawn maintenance. Some barrels are also donated to local schools, Scouting Troops and businesses.

Project Type(s): Watershed Protection, Water for Productive Use



Communities Actively Engaged: Atlanta, GA; Baltimore, MD; Cincinnati, OH; Detroit, MI; Ft. Wayne, IN; Grand Rapids, MI; Lehigh, PA; Montgomery, AL; Nashville, TN; Tucson, AZ

External Partner(s): Lehigh County Authority, Alabama River Clean Water Partnership, Soundkeeper, Inc., Cumberland River Compact, Upper Chattahoochee Riverkeeper, Civil sector stakeholders, Local NGOs

Name: Rain Gardens* 

Summary: Capturing stormwater runoff from roofs, parking lots, and other urban surfaces, Rain Garden Programs around the United States are cleansing water pollution by redirecting stormwater runoff to specially constructed gardens. Debris from the runoff is broken down by microbes in the rain gardens as water is allowed to infiltrate the soil instead of directly entering storm/sewer drains and overwhelming river systems. These rain gardens have been built using environmentally friendly and recycled materials and are planted with plant species native to the natural areas of each state.



Project Type(s): Watershed Protection

Communities Actively Engaged: Birmingham, AL; Lexington, KY; St. Louis, MO; Twinsburg, OH; Seminole County, GA; Canton, GA; and Cook County, IL.

External Partner(s): Lexmark, EcoGro, Village of Niles, SEC Group Inc., The Flint River Basin Program, The Nature Conservancy, Seminole County Elementary School, Railroad Park Foundation

Name: Restoring Ecological Health of the Chattahoochee River

Summary: Striving to secure the protection and stewardship of the Chattahoochee River, its tributaries, and watershed, this project aims to restore and preserve their ecological health for the people, fish, and wildlife that depend on the river system, including 3.5 million people who use the river for drinking water. Activities in 2009 included the annual trash cleanup program, river race and environmental festival, and promotion of the new water quality conservation campaign "No Time to Waste".



Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): Upper Chattahoochee Riverkeeper

Name: Tallgrass Prairie Watershed Restoration in North Texas

Summary: Helping preserve the watershed through conservation easements and working with local ranchers to restore grasslands through sustainable prairie management practices, this project will work to increase the flow from local springs. The Brazos and Trinity River Community Watershed Partnership works for tall grass prairie restoration to replenish surface and groundwater resources, restore spring flow, and increase water quality and quantity to Dallas/Ft. Worth city supply.



Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): The Nature Conservancy

Name: 4-H₂O Replenish Community Projects

Summary: Saving more than 128 million gallons of water through local water conservation projects such as rain gardens, rain barrels and retrofitting 4-H camps, 4- H₂O Community Projects are engaging youth in 4 states throughout



34 communities in hands-on, science-based, experiential learning. The National 4-H Council helps youth identify and understand environmental issues in their communities and develop solutions. 4-H is the United States' largest out-of-school educational youth program, coordinated by the Cooperative Extension System of the United States Department of Agriculture.

Project Type(s): Education and Awareness

External Partner(s): National 4-H Council

Vietnam

Name: Clean Water for Communities (Phase II)

Summary: Providing access to clean water and sanitation for communities and schools, this project will focus on the Thu Duc, Lien Chieu, and Thuong Tin districts. Wells and latrines will be constructed, and communication events will be conducted for school children and communities.

Project Type(s): Access to Water and Sanitation

External Partner(s): Research Center for Family Health & Community Development (CEFACOM)

Name: Plain of Reeds Wetland Restoration Project

Summary: Improving the governance and management of wetlands and the livelihoods of people dependent on the wetland resources along the Plain of Reeds floodplain of the Mekong River Delta, this project is seeking to demonstrate a comprehensive applied approach to wetland conservation in Vietnam. Activities have included the passing and implementation of a statute that stipulates an ecosystem approach to management and provides legal access to wetland resources in surrounding communities. This work is part of the WWF-TCCC global partnership focused on freshwater conservation. In this region, we are working together to restore the Mekong River basin.

Project Type(s): Watershed Protection, Education and Awareness

External Partner(s): World Wildlife Fund (WWF), Provincial government



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Zambia

Name: Water, Sanitation and Hygiene Education in Schools 

Summary: Implementing comprehensive water, sanitation and hygiene (WASH) education programs in 200 schools and communities to complement water infrastructure development and management funded through a separate USAID effort, this program will provide water and sanitation educational materials and basic equipment to education resource centers in 6 districts. Upon project completion, approximately 120,000 students and 200 teachers will directly benefit from this program.

Project Type(s): Education and Awareness

External Partner(s): United States Agency for International Development (USAID), Global Environment and Technology Foundation (GETF), Development Aid from People to People Zambia (DAPP)

* Some projects have very similar project objectives and activities, but take place independently in different locations. These discrete projects have been grouped into one summary in this report. For this reason, some project summaries represent multiple projects.

APPENDIX B: COMPLETED CWP PROJECTS FROM 2005 – 2009

Since the creation of the Community Water Partnership (CWP) program in 2005, 119 projects have been completed by the Coca-Cola system. Each year, the number of projects initiated and completed has steadily increased.

Completed CWP Projects	
2005	3
2006	8
2007	17
2008	37
2009	54

Country	Project Name	Completion Date
Angola	Water Supply Access for the Urban Poor	2008
Argentina	Grant for Water Projects I - Chaco	2007
	Grant for Water Projects I - Jujuy	2009
	National Contest "A Better Place"	2007
	Provision of Clean Drinking Water: El Algarrobal - Barrios Solidarios (Solidary Neighborhoods)	2007
Austria	Danube Challenge	2008
Belize	TIDE Freshwater Cup Football and Environment League	2007
Bolivia	A Public-Private Water Resources Management Forum	2007
Bolivia, Paraguay, Peru, Uruguay	Environmental Services for Improving Water Quality Management	2008
Brazil	Freshwater Landscape Protection	2005
Cambodia	Clean Water for Communities	2009
	River Basin Conservation Program	2009
Central America	School Water, Sanitation, and Hygiene Plus Community Impact (SWASH+) Expansion in Central America	2009
China	Coca-Cola New Village	2009
	Conserve and Pass it On	2009
	Rainwater Harvesting Project	2007
	Recycling Water Program - Hefei Plant	2007
	Save a Barrel of Water	2008
Colombia	Improvement of Home Sanitation Facilities	2008
Costa Rica	Water for My School	2008
Croatia	Adopt and Revive a River	2009
Dominican Republic	Access to Water & Sanitation Project in Two Schools in Elias Pina Province	2009
Ecuador	Improved Quality of Life through Water and Sanitation	2006
	Protection of Water Sources in El Carmen	2009
Egypt	Cleaner Water	2009
	Protecting the Red Sea Campaign	2006
El Salvador	Rainwater Harvesting for Schools	2008
	Rio San Antonio Watershed Protection Initiative	2009
Ethiopia	Amhara Community Watershed Partnership Project	2009
Germany	Wasserschutz macht Schule	2009
Ghana	Ahensan Water and Sanitation (AWSAN) Project	2008

Country	Project Name	Completion Date
Ghana/Ivory Coast	Transboundary Community Water Management	2009
Global	International Coastal Cleanup (Annual Project)	2009
Guatemala	Water for My Schools	2007
Honduras	Vereda Tropical Project	2006
	Water from Local River for Local Community	2009
India	Community Watershed Assessment	2009
	Elixir of Life Clean Water Program for Schools	2009
	Spreading Awareness Amongst Students and Youth on Water and Environment Conservation	2009
	Restoration of Traditional Water Bodies in Sarai Bawari and Amer (Jaipur)	2008
Indonesia	Cinta Air (Love Water)	2007
	Jabotabek Community Water Project at Setu	2009
	Water Distribution System and Well Conservation in the Sombron Community	2009
	Water Supply and Sanitation in Aceh	2006
Italy	Fonti Del Vulture	2009
Kazakhstan	Every Drop Matters - Almaty, Akmola & Jambyl	2008
Kenya	Community Water, Sanitation, and Sustainable Agriculture	2007
	Hygiene Improvement in Kenyan Schools	2006
	Kibera Water for Olympic School and Community	2006
Korea	Contest for Ideas on Water Quality Improvement	2007
	Clean Water for Future	2009
Malawi	Building Local Conservation Capacity - East Africa	2005
	Mulanje Mountain Community Watershed Management	2008
Malaysia	Community Empowerment Through Water and Sanitation	2009
Maldives	Island Sanitation in the Maldives	2009
Mali	Community Water Supply, Sanitation, and Small-Scale Agricultural Program	2008
	Productive Uses of Treated Wastewater	2009
Mexico	Mexico Support Winning Water Project	2008
Mozambique	Rehabilitating the TextAfrica Water Treatment System	2009
Nicaragua	Rainwater Harvesting for Schools	2008
	Water for My School	2008
Nigeria	Improved Health and Livelihoods in Nigeria's Rural Communities	2008
	Oguta Lake Watershed Restoration Project	2007
	Water for Community Productive Use - Fish Farms	2005
Pakistan	Water Filtration Plant for Internally Displaced Persons in Pakistan	2009
Papua New Guinea	Papua New Guinea Community Water Partnership	2009
Peru	Beach Cleaning Campaign "Ecoplayas"	2008
	XII Coca-Cola Eco-Efficiency Award	2008
Philippines	Clean the Marilas, Meycauayan, and Obando River Project	2009
	Contest for Youth, Water Conservation	2008
	Go Green! Go For the Real Thing!	2009
	Rainwater is Life 126 Households in Iloilo	2009
	Tree Planting in Caliraya Watershed	2009
	Watershed Watch Comics	2008

Country	Project Name	Completion Date
Romania	Every Drop Matters in Dorma	2008
Russian Federation	Expedition to Antarctic	2009
	National Junior Water Prize Contest	2009
	Save the Volga River Ecosystems in Samarskaya Luka National Park	2009
	Volzhsko-Kamskiy State Biosphere Reserve Visitors Center	2008
	Youth Camp at the Ugra National Park	2009
Rwanda	Community Development through Sustainable Water Supply	2008
South Africa	PlayPumps for Schools and Communities	2007
	Watergy Program - Fixing the Leaks	2008
Spain	AH20RRA (Save Water) - Phase I and STOP/Phase II and III	2009
Sri Lanka	Community Empowerment through Water and Sanitation	2009
Swaziland	Emlonyeni Water Project - Providing Water to the People	2009
Tanzania	Improved Community Livelihoods and Sustainable Water Management	2008
Thailand	Community Based Water and Environmental Management in the Songkla Lake Basin	2009
	Conservation and Rehabilitation of the Klong Yan Watershed in Surat Thani	2009
	Expanding Community Water Access on Lanta Island	2006
	Junior Water Challenge	2009
	Monkey Cheeks	2008
	Raknam.com	2009
	Sustainable Coast Living Neighborhoods	2006
	Water Supply for Community - In Celebration of His Majesty's 80 th Birthday	2008
Young Water Leaders	2008	
Turkey	Every Drop Matters in Beypazari	2009
	Every Drop Matters in Saraykoy	2008
	Water: H2O Equals Life Exhibit	2009
Uganda	Clean Water for Hospitals - Kalungi	2007
	Northern Uganda Watersprings Initiative	2008
Ukraine	Every Drop Matters	2009
	The Dnipro Day	2008
United States	Adopt-A-River High Springs Watershed Partnership	2008
	Emory-Georgia Tech Global Water Research Initiative	2008
	Friends of Alum Creek and Tributaries (FACT)	2008
	Lake Pleasant Cleanup	2009
	Santa Fe Springs Community Watershed Partnership	2009
	Spirit Lake Drain System	2009
	Honolulu Storm Drain Stenciling Program	2009
	Strengthening Watershed Stewardship in North America	2009
	WEFTeach	2008
	Wildlands Conservancy Lehigh River Restoration	2009
Vietnam	Clean Water for Communities	2009
	Clean Water for Communities in Hatay	2008
	Clean Water for Communities in Lien Chieu District, Danang	2007
	Community Water in Thu Duc District	2007
Zambia	Water for Life	2007

APPENDIX C: THE REPLENISH AFRICA INITIATIVE (RAIN)



REPLENISHING AFRICA'S WATER RESOURCES

More than 300 million Africans lack access to clean water, and 3.4 million die each year as a result of water borne illnesses. The Replenish Africa Initiative (RAIN) is a groundbreaking clean water movement spearheaded by The Coca-Cola Africa Foundation (TCCAF). RAIN is the Foundation's response to the continent's mounting water challenges and will serve as its umbrella for all of TCCAF's water programs. Initiated by a \$30 million, six-year (2009-2014) commitment from The Coca-Cola Company (TCCC), RAIN seeks to assist communities to address their most critical local water needs in all regions in Africa where The Coca-Cola Company operates.

RAIN projects address the most locally critical water challenges facing African communities with three distinct project-types: 1) Water Supply and Sanitation/Hygiene Promotion, 2) Productive Use of Water, and 3) Watershed Management. Given Africa's serious needs for water and sanitation access, RAIN focuses primarily on projects that provide clean drinking water, expand access to sanitation services, and promote hygiene to contribute to meeting the United Nation's Millennium Development Goals (MDG) for clean water and sanitation access.

In 2009, RAIN initiated the development of 19 projects in 18 countries including: Angola, Burundi, Cameroon, Democratic Republic of Congo, Egypt, Ghana, Ivory Coast, Liberia, Malawi, Mozambique, Nigeria, Senegal, Sierra Leone, South Africa, Swaziland, Uganda, Tanzania, and Zimbabwe.

BECOMING A "RAIN MAKER"

A "RAIN Maker" will make an individual or collective, visible commitment through personal involvement in, or financial contribution toward water-related initiatives and their advocacy in Africa. The Coca-Cola system and the public are getting involved as "RAIN Makers," an opportunity to make a significant difference in the lives of Africans living without access to clean water. By showcasing successes and the people who made it a success, RAIN aims to demonstrate the power of collective efforts.

LOOKING FORWARD...

Contributing to The Coca-Cola Company's water stewardship goal *Replenish*, or returning the amount of water used in Coca-Cola's finished products to people and nature, RAIN seeks to provide clean drinking water to at least 2 million people through an estimated 100 projects in nearly every African country by 2015.

Over the course of the next five years, RAIN is expected to grow significantly through additional co-finance and partnership development. As public development organizations such as USAID and private foundations team up with TCCC to address the water crisis in Africa, RAIN will represent one of the largest water partnerships in Africa.

CASE STUDY

Improving Water and Sanitation in Schools Across Africa

RAIN WATER FOR SCHOOLS AND THE FIFA WORLD CUP™



Building on the estimated 2 million people that will be provided access to clean drinking water through the Replenish Africa Initiative (RAIN), The Coca-Cola Company's "RAIN Water for Schools" program will provide over 200 schools in approximately 13 countries throughout Africa with water supply, sanitation, and hygiene education (WASH). Beyond these direct impacts, "RAIN Water for Schools" leverages Coca-Cola's marketing strength and the FIFA World Cup™ platform (The Coca-Cola Company is an official partner) to raise global awareness around one of Africa's greatest challenges and opportunities – water.

During the FIFA World Cup™, the Company will raise money through its markets and business units to provide water, sanitation, and hygiene education (WASH) to schools throughout Africa. This fundraising effort is in addition to TCCAF's \$30 million commitment to RAIN.

WHY WASH IN SCHOOLS?

- According to the World Health Organization (WHO), roughly one-third of Africa's population – nearly 325 million people – lack access to safe drinking water and up to half of the continent's population at any one time suffers from diseases related to unsafe drinking water and poor sanitation.
- 5,000 children die globally every day from preventable waterborne illnesses – the highest rate among any age group.¹¹
- UNICEF's 2009 WASH Annual Report indicates that 4 out of 10 children will not reach their full educational potential because of water or sanitation related diseases.

The Coca-Cola Company's "RAIN Water for Schools" program will provide over 200 schools WASH interventions in approximately 13 African countries including Algeria, Angola, Cameroon, Egypt, Ghana, Ivory Coast, Kenya, Nigeria, South Africa, Tanzania, and Tunisia. This program is expected to benefit approximately 80,000-100,000 students with improved access to clean water, basic sanitation, and hygiene education. While the specific activities will vary based on the needs of each beneficiary school, potential activities include water supply access, sanitation improvement, education, and raising awareness.

An interactive map with community water projects has been developed as part of Coca-Cola's FIFA World Cup™ platform. Learn more about our water programs around the world at http://www.thecoca-colacompany.com/citizenship/fifa_water.

¹¹ Water Resources Group:

<http://www.wasrag.org/downloads/newsletters/Water%20Resource%20Group%20Newsletter%20-%20October%202009.pdf>.

APPENDIX D: AQUARIUS SPRING! WATERSHED CONSERVATION PROGRAM



Hydrate, donate, and participate are the three pillars of Aquarius Spring! natural spring water and they brought the pillars to life during the summer of 2009. Aquarius Spring! packaged water brand distributed \$500,000 in grants to ten community watershed organizations across the country to facilitate consumer education and clean-up events. In conjunction with community watershed cleanups, Aquarius Spring! took their vegetable oil-powered bus on a 20-week road trip across the country in order to raise awareness and get people involved. This program shows how The Coca-Cola Company leverages its marketing strength to promote water stewardship and raise global awareness of water challenges.

Below you will find specific information regarding the clean-up activities funded by Aquarius Spring!

Arizona:

- **Camp Verde, AZ: Verde River Watershed:** Verde Watershed Association led a river restoration effort focused on removal of trash, barbed wire fencing and invasive plants. More than 100 volunteers, working via land and boat, cleaned up nine miles of river and removed nearly ½ mile of barbed wire fencing from wildlife corridors. An invasive plant training session was also held, after which volunteers spent the morning removing invasive plants species from the river corridor. Ten different volunteer organizations participated in this community-building event.

California:

- **Los Angeles, CA: Los Angeles River:** Friends of the Los Angeles River held a revitalization clean-up event that removed nearly 20 tons of trash.

Georgia:

- **Roswell, GA: Upper Chattahoochee River:** Upper Chattahoochee Riverkeeper (UCR) hosted the “Back to Chattahoochee River Race and Festival” to promote activity and community involvement in the watershed. In addition, UCR hosted 20 river cleanups in 2009, resulting in the removal of tons of trash from the watershed.

Florida:

- **Tampa, FL: Tampa Bay Watershed:** Tampa Bay Watch coordinated 215 volunteers in a cleanup event along the shoreline of Fort De Soto Park and was largely successful in its goal to build citizen awareness, concern, and participation through community engagement.

Idaho:

- **Boise, ID: Boise River:** Idaho Rivers United coordinated a 40-person river-clean up followed by a 200-person educational celebration to promote protection of the Boise River. In addition, Land Trust of the Treasure Valley built a nature trail, the “Star River Walk,” through the community of Star, Idaho increasing watershed conservation awareness and support for community sustainability.

New York:

- **Riverhead, NY, East Quogue, NY: Peconic River and Shinnecock Bay:** Peconic Baykeeper led a community based effort to conserve aquatic resources through active participation in recreational and stewardship activities. Activities included a 5-mile interpretive paddle, the restoration and enhancement of coastal habitats by planting native grasses, and the removal of marine debris.

North Carolina:

- **Charlotte, NC: Lake Wylie, Lake Norman – Catawba Riverkeeper:** Through engagement with other local river advocates, Catawba Riverkeeper led the most successful clean-up activity conducted on the watershed in terms of number of volunteers participating (over 500 volunteers) and tons of trash removed.
- **Raleigh, NC: Fall Neuse River: Led by Neuse Riverkeeper Foundation:** Volunteers covered nearly 50 miles of river collecting trash by canoe and by foot. This community effort involved youth groups, civic organizations, church groups, college students, and river enthusiasts.

Pennsylvania:

- **Philadelphia, PA: Delaware River Watershed:** Delaware Riverkeeper Network led three separate cleanups, including Petty's Island, the Fish Hatcheries, and a local wildlife refuge. A significant amount of volunteer hours and tonnage was dedicated to invasive plants removal.
- **Pittsburgh, PA: Nine-Mile Run Watershed:** The Nine Mile Run Watershed Association led over 100 volunteers in litter cleanups in Nine Mile Run as well as sediment removal from a small tributary, improving flow to the main stream.