



GEMI®

Collecting the Drops:

A Water  
Sustainability  
Planner

## Case Example

### The Coca-Cola Company: Teaming to Meet the Global Water Challenge

*Recently, there has been a sharp increase in the level of interest in water causes among companies and foundations. However, water and sanitation efforts are often scattered, uncoordinated, and fail to have a significant impact on the daunting global problem of lack of water and sanitation access. To help address this problem, The Coca-Cola Company, Procter & Gamble, Cargill, The Dow Chemical Company, Wallace Genetic, and other companies are working with the United Nations (UN) Foundation and a select group of foundations and non-government aid organizations, to launch the Global Water Challenge ([www.globalwaterchallenge.org](http://www.globalwaterchallenge.org)).*



**The Global Water Challenge**

*An initiative of the Better World Fund*

The Global Water Challenge (GWC) is a multi-year campaign by companies, foundations, academia, and aid organizations to save lives and reduce suffering in the developing world by providing safe drinking water, sanitation, and hygiene education. The partnership brings together the expertise and resources of companies, foundations, and donors in a partnership with knowledgeable organizations that have practical experience in delivering sustainable solutions to at-risk communities. The objective of the GWC is to provide a platform for bringing together diverse partners around innovative water/sanitation initiatives, pool and leverage resources, and demonstrate effective, scalable interventions with potential for global impact.

The GWC is administered as a strategic initiative of the UN Foundation, and its sister agency, the Better World Fund, a U.S. public charity. The BWF is a "sister organization" of the UN Foundation. Both were created in 1998 with entrepreneur and philanthropist Ted Turner's historic \$1 billion gift to support UN causes and activities. As a U.S. public charity and the fiduciary for a number of grassroots campaigns and global coalitions, UN Foundation and BWF offer individuals, companies, foundations and governments a neutral platform to uniquely or collectively support and/or work on behalf of specific causes through UN agencies and non-governmental organizations. To date the UN Foundation and BWF serve as a fiduciary for 22 initiatives including the Global Fund to Fight AIDS, TB & Malaria, the International Year of Microcredit, the One by One Campaign against fistula, as well as the response efforts for the 2004 Indian Ocean tsunami and the 2005 South Asian earthquake.

The Global Water Challenge will:

- Develop clean water and sanitation projects globally in an effort to substantially reduce the number of people who have no access to these basic needs.
- Bring new partners together to leverage their resources and expertise to solve water and sanitation challenges.
- Provide leadership and share knowledge and best practices on these issues in order to speed the deployment of new water and sanitation projects and to drive progress toward better and more sustainable project outcomes.

As of May 2006, the GWC has attracted a diverse group of partners, raising over \$3 million in initial funding. As an incentive to potential donors, the GWC has been designed to create the unique opportunity whereby 100 percent of donations to the GWC go directly toward field projects.

## **Coca-Cola: Global Water Risk Assessment and Mitigation Planning (Cont.)**

GWC's pilot initiative is focused on providing safe water and sanitation for schools globally, beginning with a major effort in primary schools in Western Kenya. While over half of the world's schools do not have adequate water and sanitation, the GWC Water for Schools program aspires to enable schools to be "islands of health," positively affecting the health and educational attainment of children, but also being an entry point to wider impact with the local communities. Kenya was selected as a site for the flagship program of the GWC because of a small-scale effort initiated by the Millennium Water Alliance and The Coca-Cola Company in 2005 that demonstrated promising results, as well as the convergence of factors considered critical for scalable impact, especially the engagement and interest of the provincial and national government. Current partners in the Kenya project include CARE Kenya, Center for Global Safe Water at Emory University, Centers for Disease Control and Prevention, Millennium Water Alliance, and WaterPartners International.

The proposed expansion will target approximately 1,500 schools in the Nyanza Province in Kenya, reaching a potential student population of 500,000 and approximately 650,000 people in surrounding communities. Like the original pilot program, this program will include training on point-of-use water treatment and safe water storage, along with hygiene education and sanitation in primary schools. Where there is not an adequate source of water in either the school or the surrounding community, the program will work with the school and the community to develop new water sources, to train community members in the operation and maintenance of that water point, and to conduct hygiene education and promotion of sanitation.