



USAID
FROM THE AMERICAN PEOPLE

The Community-Watersheds Partnership Program

Fourth World Water Forum
Mexico City, Mexico
March, 2006



CWPP activities support the sustainable management of the Tarija watershed in Bolivia.

The Coca-Cola Company (TCCC) has formed a global partnership with the U.S. Agency for International Development and non-governmental organization the Global Environment and Technology Foundation (GETF) to address specific local water resources and development needs. In addition to producing tangible results for target communities, the partnership will also advance Coca-Cola's business objectives in corporate responsibility, water stewardship, and local community support. The Community-Watersheds Partnership Program GDA alliance was born to support collaborative water sector interventions in developing countries around the world.

Partnership Profile

Water is the main ingredient in The Coca-Cola Company's (TCCC) approximately 400 beverage brands and its reliable supply is fundamental to the company's business success. Access to adequate, dependable, clean water is also a basic need for human quality of life. TCCC has committed to playing its role in being responsible managers of this shared resource and in helping to address the challenges of global water access.

Water supply sustainability (quality and quantity), watershed protection and conservation, and wastewater treatment are key environmental business risk issues for TCCC. As a responsible global corporate citizen, TCCC is working together with local and international partners to address each of these areas towards ensuring efficiency in plant operations and, more broadly, in helping to ensure access to safe water and sanitation for the people in the communities where they operate.

Translating this commitment into action through the Community-Watersheds Partnership Program, USAID and The Coca-Cola Company and their bottling partners (The Coca-Cola system) work together to provide incentive grants to local business units and USAID missions to carry out water-related projects in target communities. The purpose of the partnership is to promote water resources management and service delivery in countries where both partners operate. In its first year, the Community-Watersheds Partnership Program was funded with \$1 million from USAID matched by \$1.5 million from TCCC.

Projects developed under the alliance can address any important water resources management or water service delivery problem facing the local communities, and must follow internationally established principles of the sector including good governance and public participation, financial and ecological sustainability, and social and gender equity. Projects must also directly support both the strategic development priorities of the local USAID mission as well as the business objectives of TCCC locally.

Accomplishments and Outcomes

The first two projects supported by the Community-Watersheds Partnership Program are located in Bolivia and Mali. These activities, as well as additional interventions under development, reflect the diversity of water-related challenges that face both the business and development sectors, and highlight the numerous opportunities for intersection of the two. Two additional projects in Indonesia and Malawi will be initiated during 2006, and the partners hope to extend the program into 2007.

Mali

In Mali, Coca-Cola faces water resources opportunities and challenges. Through the partnership, TCCC and USAID co-invested in support for community interventions in water supply, sanitation, and hygiene to increase access to clean water for residents in the immediate communities. USAID's local NGO partners are developing and rehabilitating water points and promoting sanitation and hygiene in peri-urban Bamako (near the local bottling plant), as well as rural communities in the Ségou, Mopti and Timbuktu regions. In addition, the local TCCC bottler is upgrading their wastewater treatment plant in 2006, and is exploring opportunities with NGO partners to use treated wastewater for small-scale irrigation, and potential application of waste biosolids as a soil conditioner, with the goal of increasing food security and generating revenues for local families.

Bolivia

In Bolivia, the local Coca-Cola bottler EMBOL is located in the Tarija municipal watershed which experiences chronic surface and groundwater shortages due to a number of factors including inadequate water supply service development, wasteful water use practices by a number of actors, and lack of sustainable watershed management. As a leading industrial user of water in the area, EMBOL was motivated both to improve its own internal management to reduce water use and prevent water contamination, and to become a more active participant in governing area water resources with other local stakeholders. The USAID mission in Bolivia became interested in the partnership as a way to build on its past investments in biodiversity, upper watershed management, and cleaner production in Tarija, by engaging an important industrial actor and strengthening local participatory governance models for water resources management.

Thinking Globally, Acting Locally

The Community-Watersheds Partnership Program is still quite new and faces challenges in its efforts to spread a forward-looking vision throughout two highly decentralized, global organizational structures. Both organizations seek to successfully demonstrate that community development and business objectives are in many cases naturally allied in the water sector, and can together create a much greater positive impact in developing countries. Eventually, TCCC and USAID envision that the Community-Watersheds Partnership model will be fully internalized within each of their organizational structures, fostering the formation of many additional locally-developed alliances in the water sector that go well beyond the boundaries of the existing global program, and embrace other actors beyond the two founding partners.

