



# All Together Now

Mobilizing community and basin-level resilience via Collective Action.



**Collective Action Compendium**







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# SHARED RISKS CALL FOR COLLECTIVE SOLUTIONS

## DEAR PARTNERS:

Water is a common good within a system of inter-relationships - closely linked to climate change, public health, biodiversity, urbanization, gender equity and food security – each reinforcing the other.

As highlighted at the recent UN 2023 Water Conference, we need to scale action and drive transformation working at global and local levels.

This requires greater collective resolve, investment, innovation, and sustained, coordinated effort from governments, civil society, and companies alike.

## OUR PARTNERSHIPS ACHIEVE MORE IMPACT, FASTER.

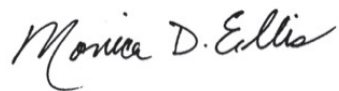
For more than three decades, the Global Environment and Technology Foundation (GETF) and our partner organization, Global Water Challenge (GWC), have built leading Collective Action platforms by setting ambitious goals, catalyzing co-investment and leveraging core capacities for measurable impact. We thrive on collaboration.

With over 600 multi-sector partners, we are catalyzing positive outcomes in critical basins and climate-resilient WASH service delivery in vulnerable communities - in more than 100 countries.

We are pleased to share this “All Together Now” Compendium as evidence of our proven Collective Action management models and their impact on our world.

On behalf of our team, I invite you to join us to engage for Collective Action today.

Monica Ellis  
Chief Executive Officer



## WE MOVE COMMITMENTS TO IMPACT THROUGH COORDINATED EFFORT, LEVERAGE AND SCALE.

GETF/GWC's high impact platforms demonstrate that successful Collective Action must be structured in governance and adaptable in programming to meet partner goals and local needs.





## **BUILDING PARTNERSHIPS THAT TRANSFORM LIVES AND HELP COMMUNITIES AND ECOSYSTEMS THRIVE.**

The Global Environment and Technology Foundation (GETF), a 501(c)(3) nonprofit organization established in 1988, leads in mobilizing and managing high impact, multi-sector water partnerships and programs at scale.

By catalyzing over USD \$400 MM in co-funding and billions in non-financial resources, GETF's water security platforms have positively impacted over 15 MM people, in a total of 115 basins through climate resilience, basin health, water, sanitation and hygiene (WASH) access, utility strengthening, entrepreneurship, women's empowerment and regenerative agriculture programming.



**GETF is Secretariat to two high-impact water coalitions - Global Water Challenge and the U.S. Water Partnership.**



## **MOBILIZING COLLECTIVE ACTION TO ACHIEVE CLEAN WATER FOR ALL.**

Since 2005, Global Water Challenge (GWC) has been a sector leader in mobilizing clean water access, advancing water security and community empowerment in high need regions.

With its 50+ multi-sector partners, GWC programs have improved WASH service delivery for over 3 MM people in 39 countries across Africa, the Americas and Asia while providing critical tools, data and best practices to reach millions more.

GWC advises governments, donors, companies, and NGOs on ways to leverage private sector approaches to meet ambitious water security goals in communities and basins while mobilizing new financial resources and mechanisms to support programs worldwide.



# ACCELERATED ACTION IS CRITICAL, NOW



## The private sector must act in partnership to manage risk and advance growth.

The CEO Water Mandate's recent Open Call for Business to Accelerate Action on Water is an unprecedented appeal for increased private sector support.

For most industries, water is operationally vital. With more than USD \$300 BN<sup>7</sup> of value at stake due to water scarcity, pollution and climate change, commercial users must invest to improve basin quantity and quality and water access for impacted communities.

To address this key point of vulnerability, companies must act in partnership with basin-level authorities, utilities and stakeholders.

Navigating these stakeholders to make meaningful contributions can be challenging and this is where we excel.

## Across all sectors, demand for water increases while water insecurity in basins and communities escalates.

### BY 2030

- Demand for fresh water will outstrip supply by 40%<sup>1</sup>
- Over 3.6 BN people will live in water-stressed areas<sup>2</sup>
- Over 40% of urban basins will experience degradation<sup>3</sup>
- 1.6 BN people will lack safe drinking water and 2.8 BN people will lack safe sanitation<sup>4</sup>
- Almost 2 BN people will live in basins depleted by overuse<sup>5</sup>

### BY 2050

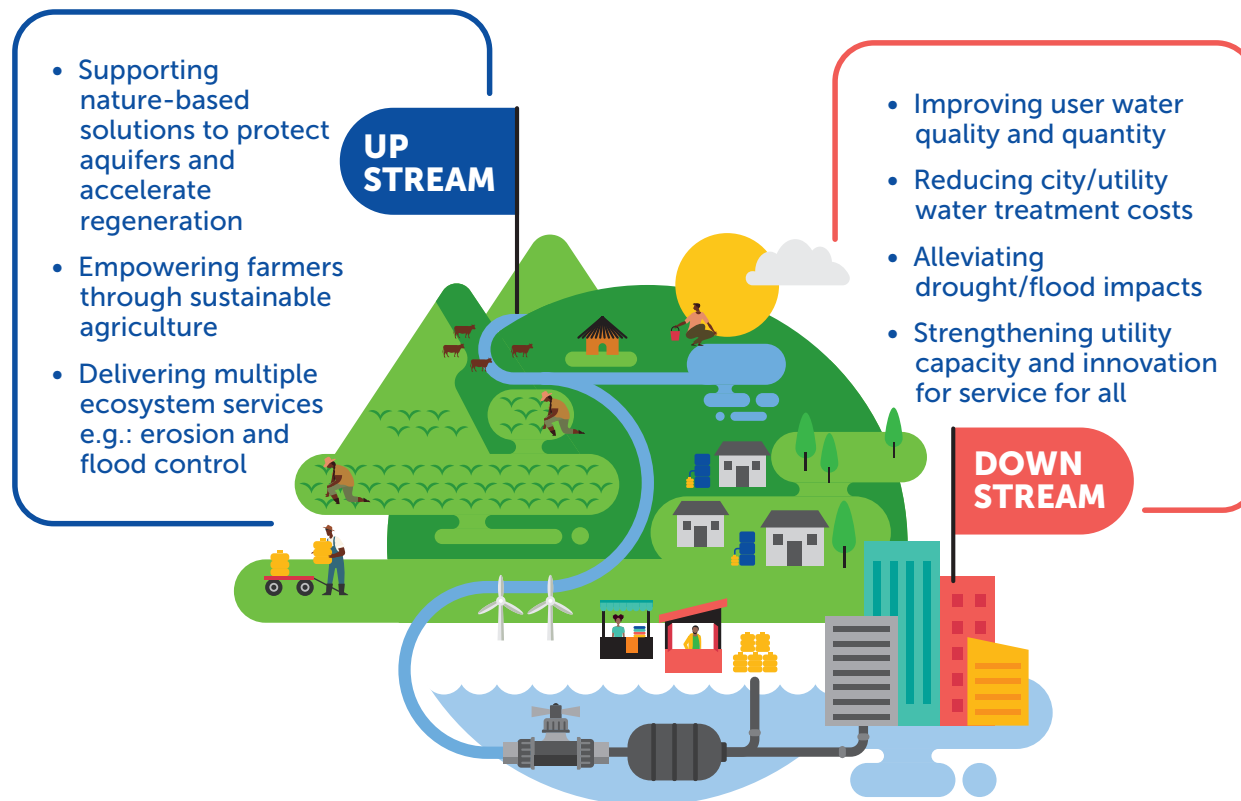
Water scarcity and user competition will reduce availability by 2/3 compared to 2015 - costing some regions up to 6% of GDP, spurring further migration, and sparking conflict.<sup>6</sup>

1. Global Commission on the Economics of Water 2. World Resources Institute  
3. The Nature Conservancy 4. The Sustainable Development Goals Report 2022 5. The Guardian  
6. The World Bank Group, 2023 High and Dry Report 7. Carbon Disclosure Project (CDP) 2020 report



# STRENGTHENING WATER SYSTEMS HOLISTICALLY

We implement a whole-of-the-system approach, emphasizing climate resilient WASH and water outcomes for communities and ecosystems.



**Our Collective Action platforms** fortify upstream systems for agriculture, industry, and habitats and improve daily water and sanitation systems for communities downstream.

**Additionally, we:**

- Drive efforts to resolve specific water risks ranging from scarcity and quality to poor governance and ecosystem degradation within basin parts or adjacent catchments
- Mobilize partnerships to restore WASH in crisis-impacted communities



# OUR FIT-FOR-PURPOSE COLLECTIVE ACTION APPROACH

Within our adaptable  
management framework, we:

## DEPLOY A RANGE OF PARTNERSHIP MODELS TO SHAPE SYSTEMIC SOLUTIONS.

We design diversified public-private partnerships to enable investment at scale and to spur innovation.

By taking a systems approach, our local solutions optimize complementary partner strengths.

## DEVELOP PLATFORMS TO INCREASE SCALE, EFFICIENCIES AND REPLICABILITY.

As a trusted intermediary between funders and projects, we pool projects into single platform investment opportunities. This attracts greater funding, diversifies risk and reduces capital costs while achieving economies of scale.

Our best practice programs are among the most ROI efficient.

## SUPPORT INNOVATIVE PARTNERSHIPS AND FINANCE.

We've championed the development of several blended finance water mechanisms that enable downstream water users to invest in upstream land management to improve water quality and quantity.

We also support microfinance and enterprises that accelerate WASH delivery.

## SERVE AS AN “HONEST BROKER” FOR GOVERNMENTS AND DONORS.

Our long-term relationships with donors and government agencies provide us with inside knowledge to extend outreach, education, and partnership opportunities to a range of stakeholders.



## CATALYZE INNOVATIVE CO-FUNDING AND BLENDED FINANCING.

We've secured over USD \$400 MM in co-investment for water security while also generating over USD \$2 BN in non-financial contributions including technical expertise, intellectual property, equipment and marketing assets to address water challenges.

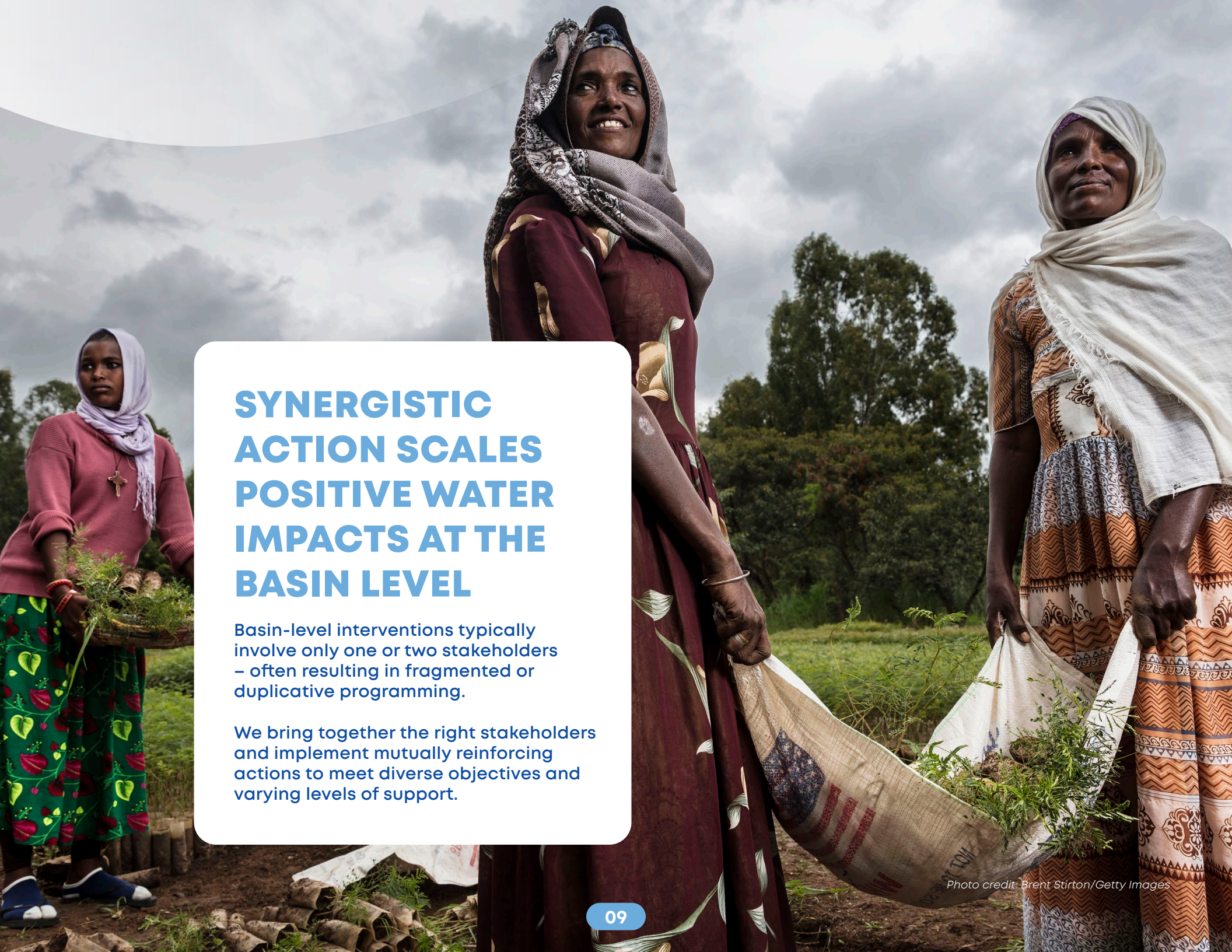


# CENTRAL PARTNERSHIP MANAGEMENT

Flexible programming addresses changing local contexts and diverse partner goals







## SYNERGISTIC ACTION SCALES POSITIVE WATER IMPACTS AT THE BASIN LEVEL

Basin-level interventions typically involve only one or two stakeholders – often resulting in fragmented or duplicative programming.

We bring together the right stakeholders and implement mutually reinforcing actions to meet diverse objectives and varying levels of support.

Photo credit: Brent Stirton/Getty Images



**TO DATE, OUR  
PLATFORMS HAVE  
DELIVERED COLLECTIVE  
ACTION PROGRAMS  
IN HALF OF THE WATER  
RESILIENCE COALITION'S  
100 PRIORITY BASINS.**

## **DRIVING BASIN RESILIENCE BY:**

- Improving ecosystem health and biodiversity through nature-based solutions
- Boosting economic productivity and public health through stable water supplies
- Advancing food security through sustainable agriculture
- Enabling women and youth empowerment through WASH access



- 100 priority basins
- Priority basins with GETF | GWC platforms
- GETF | GWC project locations



Our partner, the Water Resilience Coalition (WRC) identified 100 at-risk catchments with strong need and potential for Collective Action.



Helping the world *thrive*

## Driving change where it's needed most

**Cargill Currents** is a Global Water Challenge and Cargill partnership platform designed to address water challenges in priority communities and basins.

Initiated as part of the company's 2030 ambition to enable water positive impact across its operations, supply chain and communities, Cargill recognizes that a key contribution to local water security lies in improving upstream quantity, quality, and access and prioritizes Collective Action in basins where the enterprise sources crops.

Together with farmers, ranchers, customers, cooperatives, communities and NGOs, Cargill plays a leadership role in agricultural solutions that help protect, conserve and equitably share water resources.

Cargill Currents works to address water-related challenges faced by communities while advancing basin health, regenerative agriculture, women empowerment, farmer livelihoods, climate resilience and economic development.



## BASINS

### EUROPE

Scheldt, Belgium  
West Coast, France  
Oder, Poland  
Ems-Weser, Germany

### INDIA

Kutch Basin

### BRAZIL

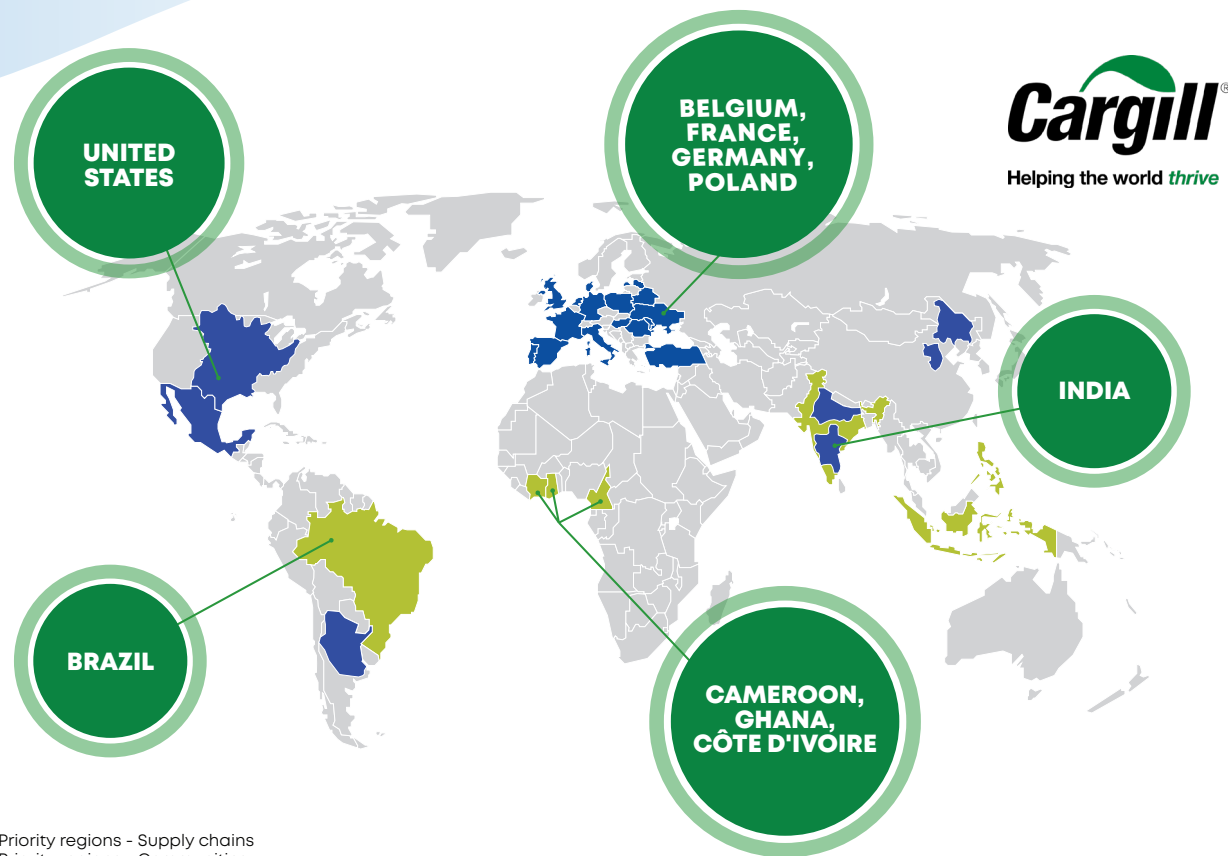
Rio Ponta Dagua  
Rio Tapajos  
Rio Xingu  
Rio Grande  
Rio Curipi

### USA

San Joaquin River, California  
Arkansas River, Kansas  
Cape Fear River, North Carolina  
Ohio River, Ohio  
Red River of the North Basin, North Dakota  
Trinity River, Texas  
Brazos River, Texas

### WEST AFRICA

Bia, Ghana  
Bandama / Komoe Sassandra, Côte d'Ivoire  
Sanaga River, Cameroon



## COLLECTIVE ACTION RATIONALE

With about 70% of the world's annual freshwater used to grow crops, the urgency to produce more food sustainably to meet growing populations is increasing. While most agribusinesses manage water risk in their direct operations, less than half<sup>8</sup> of the largest food companies have conducted supply chain assessments, and only one in four have targets to improve water management where ingredients are sourced.

Cargill's assessments identified that their upstream agricultural supply chains have critical water dependencies and can be part of the solution to improve basin-level quality and availability, while improving community access and supporting farmer livelihoods.

As such, Cargill focuses on mobilizing collective support for communities where employees live and work while improving the wellbeing of farmers, their families and broader communities.



8. Feeding Ourselves Thirsty Report: Ceres (2021)

## PARTNERS SUMMARY

### Lead partner



### Managed by



### Public sector partners

Local governments, municipalities, district development agencies and village councils.

### NGOs

Civil society partners include:



## GWC ROLE

**GWC manages the program portfolio - prioritizing actions that deliver multiple benefits for community and basin health while helping to build more sustainable and resilient supply chains.**

By engaging GWC's network and the company's basin-level stakeholders, GWC increases programming depth and scale - harnessing subject matter expertise and innovation, unlocking new investments, and applying learning, assuring and reporting outcomes.

GWC also deploys its **women for water** platform to promote and advance gender equality through WASH and water-related business ventures - helping to improve conditions for female farmers and workers.







## KEY ACTION AREAS

- WASH service delivery and systems strengthening
- Basin conservation and restoration
- Water-smart and regenerative agriculture
- Agricultural skills-building and income generating activities

## IMPACT

**By the end of 2024, Cargill Currents initial investments will benefit up to 150,000 people in West Africa with improved water access in priority communities and basins.**

The platform is expanding to support water security across Africa, Europe and North and South America and aims to also improve community health and farmer livelihoods, promote women's empowerment, protect critical basins and build climate change resilience.



## The transformative power of multi-sector partnerships

For almost two decades, across 34 countries, the Water and Development Alliance (WADA), a partnership between the United States Agency for International Development (USAID) and The Coca-Cola Company, significantly contributed to building resilient communities and ecosystems through water-based initiatives.

A pioneering model of successful Collective Action, WADA's strength lay in its agility to address changing local needs while delivering evolving partner priorities. This was achieved by adaptive platform management and by leveraging shared core capacities – particularly the in-market knowledge and relationships of the Coca-Cola system and USAID.

By integrating efforts across their vast networks, co-designing country-level programs and by sharing data and expertise, WADA's initiatives were highly efficient - demonstrating how well coordinated partnerships help to drive systemic change.

***“What made WADA novel was its approach to involve government partners in the design and implementation of activities.***

*We are now better prepared to improve the network and have a master plan for new areas where the government is expanding to meet future demand.*

*We are also now able to talk and plan using numbers, which improves our ability to request more government resources.”*

Tahsin Saadallah Abdullah,  
Director, Soran Water  
Directorate (Iraq)



Formed in 2005, WADA, one of USAID's longest running Global Development Alliances, thrived from the lead partners' strategic and operational alignment which combined Coca-Cola's business system capabilities with USAID's development expertise.



## PARTNERS SUMMARY

Lead partners	
Managed by	
Private sector partners	<div>  </div> <p>30+ local/regional corporate partners including:</p> <div>  </div>
Public sector partners	25+ ministries, utilities and municipalities
NGOs	<p>30+ civil society partners including:</p> <div>  </div>
Funding	Combined investment (2005-2023): USD \$60 MM (Excl. non-financial contributions)

## PLATFORM GOALS

With local accountability and ownership as imperatives, and climate resilience foundational to all programming, WADA focused on achieving three key outcomes:

### WATER FOR HEALTH

Innovative water and sanitation delivery through improved operating environments.

### WATER FOR PRODUCTIVE USE

Efficient use for value chains through increased access to markets, production and income.

### WATER FOR ENVIRONMENT

Basin resiliency and access to ecosystem services through risk reduction and basin management.

**W A D A**  
WATER & DEVELOPMENT  
ALLIANCE

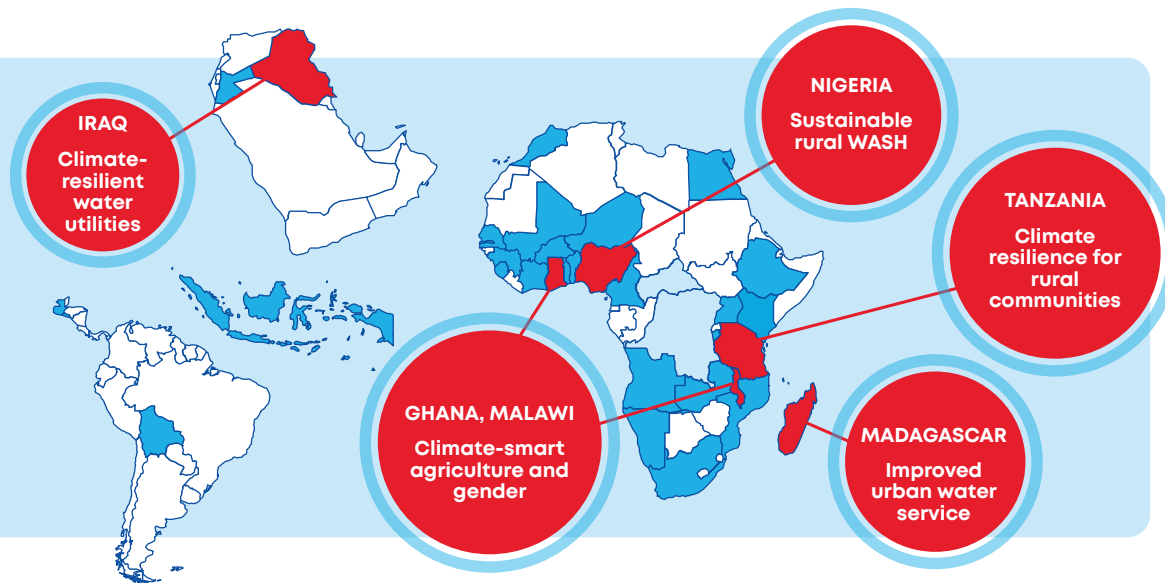
## GETF ROLE

Along with overall partnership facilitation, platform design and program management, GETF provided catalytic support including:

- **Adaptive Collective Action management** that adjusted partnership priorities based on learning and arising challenges
- **A unique project assessment and implementation process** that simplified program development with local implementing partners
- **Significant co-investment** where for every dollar USAID invested, GETF mobilized over a 1:1 match
- **Flexible financing mechanisms** that enabled programs to be built or extended across sectors
- **New collaboration models** for innovative activities, resources and coalition opportunities
- **Best practices for locally led solutions** by incorporating market-based programs and cross-marketing knowledge share
- **Effective community engagement for local ownership** via local leader collaboration throughout project lifecycles

# IMPACT SUMMARY

Across the lead partners' shared geographies, water insecurity is complex and context-driven which required diverse, local programs and partners to ensure sustainable outcomes – especially in areas with acute water-food-health-climate related challenges and in fragile states.



## DIRECT BENEFITS

WADA's 40 high impact projects positively impacted over 1.78 MM people in almost 1,000 communities.

### Improved WASH service delivery

- **1.7 MM+ people** provided with safe water access in homes, schools and health clinics
- **308,807+ people** provided with sanitation access and education
- **900 communities** with improved water and sanitation system capacity

### Economic empowerment and food security

- **488,264+ women and youth** provided financial literacy and entrepreneurship training
- **9 countries** with increased food security through sustainable agriculture training/tools

## Improved land use and basin management

- **1 MM land acres** with improved management via tree planting, soil conservation and water efficient farming practices
- **38 basins** conserved/restored with climate smart and water efficient technologies and improved wastewater treatment

## Climate resilience building and utility strengthening

- **Climate adaptation across 181 communities in 6 countries** through utility strengthening that reduced non-revenue water (NRW), improved water service efficiency, energy-efficient water supply, flood-resistant water infrastructure and climate-smart agriculture practices
- **Capacity building for 6 utilities** through planning processes, data management and network analysis - unlocking new investment for sustainable service delivery

## CO-BENEFITS

Beyond SDG 6, WADA delivered multiple co-benefits, linked to SDGs 2, 3, 4, 5, 13 and 17 – including:

- **Over 3.6 BN water liters** returned annually to communities and nature
- **Enhanced water security and climate resilience** for urban centers in Iraq and Madagascar
- **39+ metric tons of CO2 avoided** annually in Tanzania via solar-powered water systems
- **6,700+ people received menstrual hygiene and health training** in Ghana and Malawi



**W A D A**  
WATER & DEVELOPMENT  
ALLIANCE





## SECTOR BENEFITS

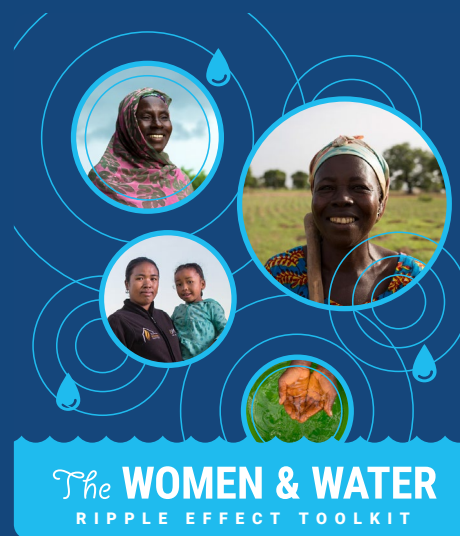
WADA made significant contributions to sector strengthening through research, decision making platforms and evidence-based frameworks and tools to advance water and gender, climate resilience, water quality and geospatial analysis knowledge.

**W A D A**  
WATER & DEVELOPMENT  
ALLIANCE

## RIPPLE EFFECT STUDY

With The Coca-Cola Foundation, GWC and Ipsos, WADA supported the pathbreaking Ripple Effect Study, delivering evidence that clean water is a force multiplier for gender equity.

- The insights and tools stimulated significant new investment and wide adoption as foundational indicators for women's empowerment through improved water access.
- The data also galvanized the development of GWC's **women for water** platform, to mobilize Collective Action for gender-sensitive WASH in 27 countries and growing.



## DATA SCIENCE AND DECISION-SUPPORT TOOLS



In 2015, WADA partnered with GWC to catalyze the development of the Water Point Data Exchange (WPdx), the sector-leading rural water data and decision support platform with over 800,000 water point records from 65 countries and 100 organizations.

Building on WPdx's success, and in response to 1 in 4 healthcare facilities worldwide lacking basic water services<sup>9</sup>, GWC launched the **WASH in Health Facility Data Exchange (WHdx)** to offer decision-makers an open data platform with analytics, insights and decision-support tools to guide resource allocations at district and facility levels.

GWC has combined these data exchanges under **WASHdx**, an innovative insights and consulting platform to inform evidence-based policy, funding and programming to improve rural WASH service delivery.

WHO/UNICEF/JMP Report



## Teaming up to empower lives through every drop

**women for water** is a Global Water Challenge platform building community resilience by empowering women and girls through access to clean water, sanitation, hygiene and life skills.

Grounded on the Water and Development Alliance's Ripple Effect Study, GWC established **women for water** to mobilize Collective Action for holistic, women-led solutions.

Since 2019, the platform has joined forces with diverse multi-sector partners to raise funds and awareness for high impact programming.

Now scaling across Africa, the Americas, Middle East and Central Asia, **women for water** integrates across multiple GWC/GETF platforms while also implementing its own projects.

## PLATFORM GOAL

**Mobilize collective action for clean water access for every woman and her community.**



## COLLECTIVE ACTION RATIONALE

In many developing nations, women and girls bear the burden of water collection – reducing schooling and limiting economic opportunities. Women are also more affected by water scarcity and climate change - particularly the impacts on agriculture.

Per the Ripple Effect Study, the benefits of sustainable water, sanitation and hygiene access go far beyond health by improving safety, nutrition, education and income while building community resilience and shifting gender norms.

With water now recognized as a force multiplier for women's empowerment, large-scale support is needed to take these catalytic outcomes to scale.

### THE RIPPLE EFFECT

NUTRITION	TIME SAVINGS	INCOME	EDUCATION
HEALTH	LEADERSHIP + SKILLS	SAFETY + SECURITY	SHIFT ROLES + NORMS

PER UNICEF,  
WOMEN  
AND GIRLS  
COLLECTIVELY SPEND  
**200 MM HOURS**  
FETCHING WATER  
EVERY DAY.

## GWC ROLE

Integrated platform and program management services including:

- Partner convening, structuring, governance
- Program design, financial leverage, management
- Impact partners identification, contracting, oversight
- Monitoring, impact evaluation, reporting, storytelling
- Campaign development, marketing, fundraising



## PARTNERS SUMMARY

### Managed by



### Private sector partners



### NGO partners



women  
for water



## KEY ACTION AREAS

women for water implements proven programs that scale gender-sensitive WASH and address barriers to women's empowerment through water - including:

- Climate-resilient WASH
- Women-led WASH enterprises
- Sustainable agriculture
- Menstrual hygiene management
- Sanitation and hygiene education
- Life, business and leadership skills training
- Basin conservation and restoration
- Climate adaptation/resilience initiatives

## BRAND PARTNERSHIPS RAISE AWARENESS AND SUPPORT

As a campaign and action platform, **women for water** also collaborates with brands, celebrities, athletes and influencers.

“**Smart solutions: global water challenge**” is a community grant program with actress Zendaya and **Glacéau Smartwater** that supports community non-profits to deliver inclusive clean water access, protect basins and advance economic opportunities.







→ **400+**  
**COMMUNITIES**

→ **27 COUNTRIES**

→ **27 BASINS**

## IMPACT TO DATE

Since 2019, women for water's Collective Action programming has uplifted over 400 communities and contributed to the health of 27 basins in 27 countries.

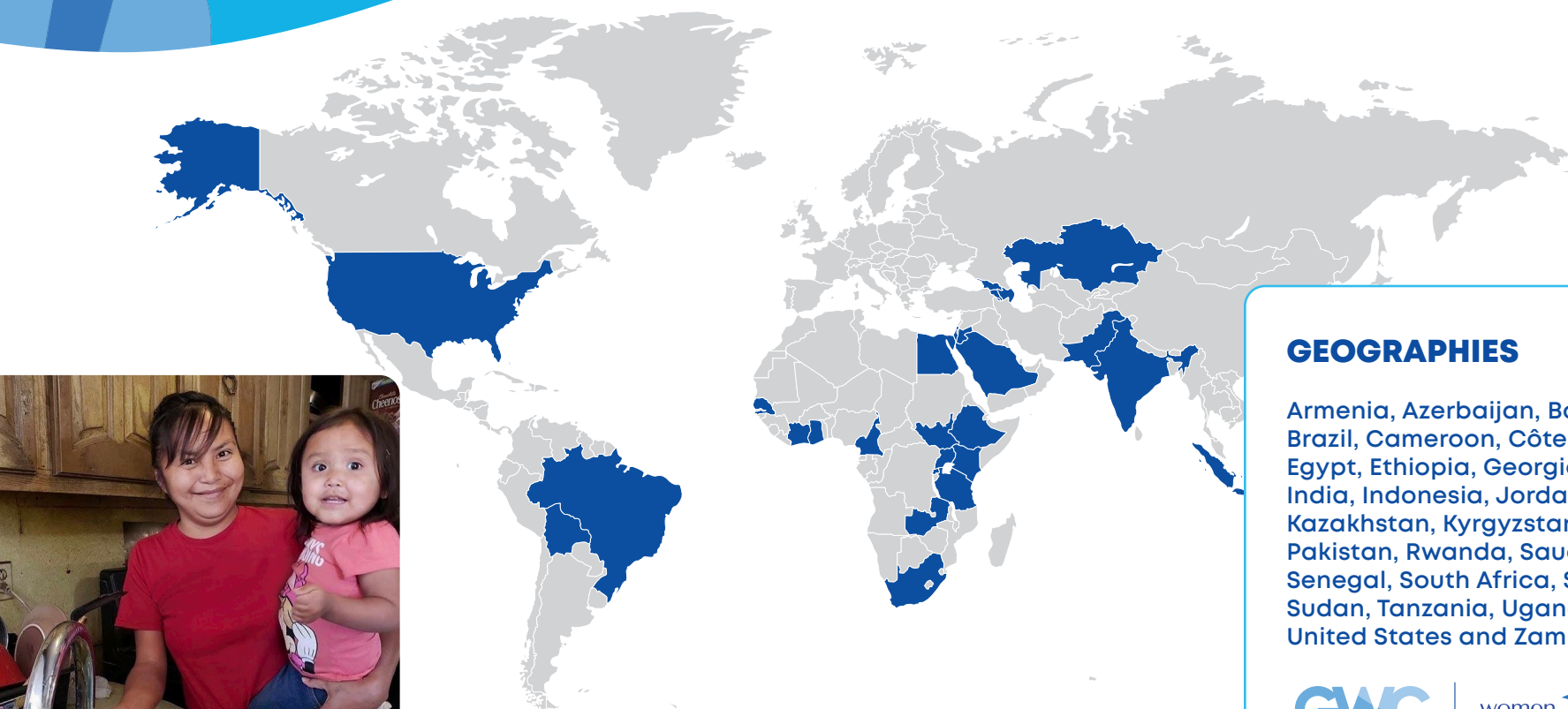


Photo courtesy DigDeep

## GEOGRAPHIES

Armenia, Azerbaijan, Bolivia, Brazil, Cameroon, Côte d'Ivoire, Egypt, Ethiopia, Georgia, Ghana, India, Indonesia, Jordan, Kenya, Kazakhstan, Kyrgyzstan, Mexico, Pakistan, Rwanda, Saudi Arabia, Senegal, South Africa, South Sudan, Tanzania, Uganda, the United States and Zambia.





## Catalytic partnerships for pan-African impact

For over a decade, the Replenish Africa Initiative (RAIN), The Coca-Cola Foundation's groundbreaking community water platform, improved millions of lives and measurably contributed to Sustainable Development Goal (SDG) 6.

With collaboration at its core, RAIN partnered across Coca-Cola's bottling system and forged multi-sector alliances to address local needs while accelerating progress on national water strategies.

By combining resources to implement projects in nearly every African country, RAIN became one of the continent's most impactful community water initiatives – proving that companies can mobilize meaningful Collective Action at scale.

### COLLECTIVE ACTION RATIONALE

With water scarcity impacting 1 in 3 people<sup>10</sup>, the world's lowest levels of WASH, the highest rate of urban growth and the most vulnerability to climate change, all worsening due to economic growth and increasing conflicts, Africa faces significant water security challenges.

To address these systemic issues, the continent requires large-scale, multi-sector investment<sup>11</sup> to ensure sustainable supplies, wastewater management and environmental flows to support surging domestic, agricultural and industrial use.

*"RAIN is a testament to the power of Collective Action. Knowing that no single organization can resolve the continent's water crisis, RAIN has demonstrated that business, civil society, NGOs and government can work together to develop sustainable solutions."*

**Bea Perez, Senior Vice President and Chief Communications, Sustainability and Strategic Partnerships Officer for The Coca Cola Company**





## PARTNERS SUMMARY

Lead partner	
Managed by	
Private sector partners	The Coca-Cola Company, 30 Coca-Cola bottlers and over 350 public, private and civil society partners.
NGOs	<p>Civil society partners included:</p> 
Funding	<p>Total combined co-investment: USD \$120 MM (Excludes non-financial contributions)</p> <p>RAIN attracted significant co-investment from leading multilateral development and government organizations.</p>  <ul style="list-style-type: none"> <li>Private sector</li> <li>Civil society</li> <li>Government and multilateral</li> </ul>

## PLATFORM GOALS

By 2020, RAIN aimed to reach 6 MM people through:



### Water, sanitation and hygiene

Community access to water and sanitation and improved hygiene behaviors.



### Productive use of water

Promotion of efficient and sustainable use of water for economic development.



### Basin protection

Conservation of critical water basins that provide upstream economic services and downstream community water supplies.

All programming was underpinned by the ambition to build climate resilience and improve human and basin health.



## GETF ROLE

GETF designed and managed RAIN as an adaptive platform to engage diverse partners and deliver a range of interventions to address community water needs.

GETF also provided innovative support, including:

- Responsive implementation
- New collaboration models
- Flexible financing mechanisms
- Programming best practices
- Local capability building

# IMPACT

By 2020, RAIN surpassed its goal by improving the lives of over 7 MM people across 4,250 at-risk communities in 41 countries.

## KEY OUTCOMES

### WATER, SANITATION AND HYGIENE (WASH)

- RAIN focused on increasing sustainable access to clean water and sanitation and promoted improved hygiene behaviors.

### BASIN PROTECTION AND CONSERVATION

- RAIN helped to conserve and restore water quantity and quality in critical basins and improved the management of hundreds of thousands of land hectares.

### CLIMATE CHANGE ADAPTATION

- Through landscape rehabilitation, renewable energy supply systems, flood-resistant water infrastructure and healthy basins promotion, RAIN helped communities adapt to climate change.

### SUSTAINABLE AGRICULTURE

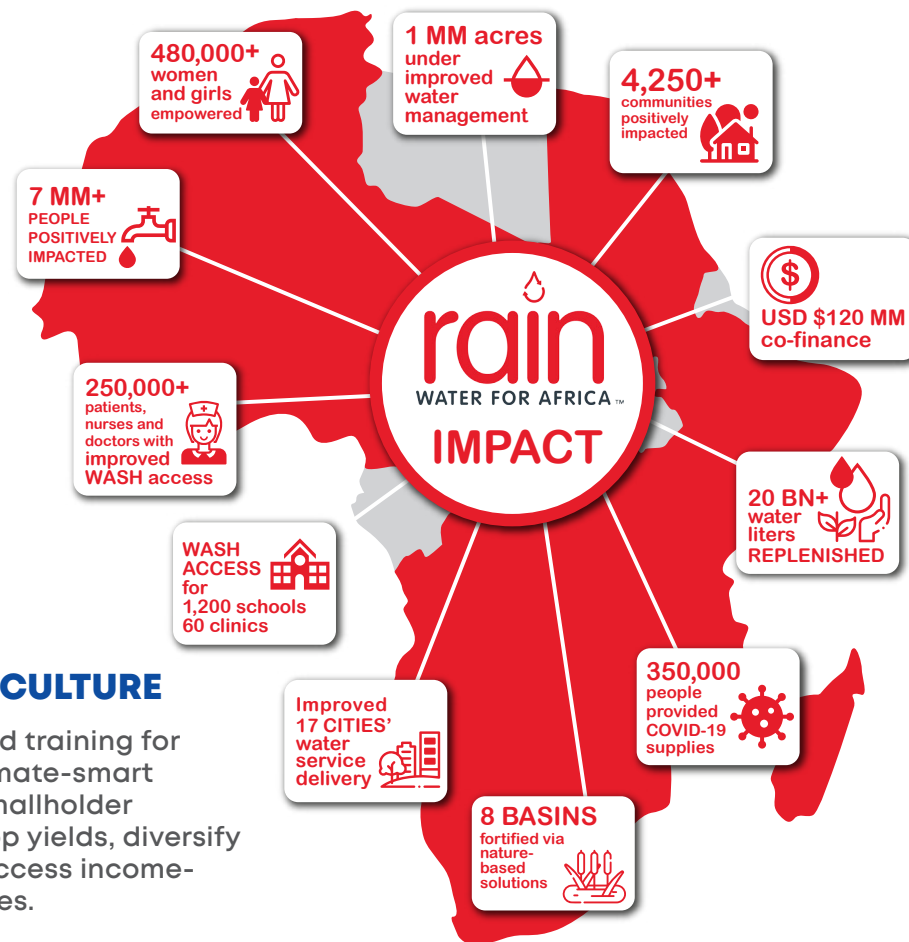
- RAIN delivered tools and training for water-efficient and climate-smart agriculture enabling smallholder farmers to increase crop yields, diversify revenue sources and access income-generating opportunities.

### WOMEN'S EMPOWERMENT

- By freeing up time spent on water collection, and by providing skills training and WASH-related small business opportunities, RAIN helped to economically empower women.

### UTILITY STRENGTHENING

- Millions of underserved urban and peri-urban residents benefited from improved water services through RAIN's collaboration with utilities to improve WASH service delivery.



### EMERGENCY RELIEF

- During the 2014-2016 Ebola pandemic, RAIN provided safe water access for 75,000 people, rehabilitated four rural health facilities and facilitated school reintegration for 500 orphans and vulnerable children.
- In response to the COVID-19 pandemic, RAIN supported over 350,000 vulnerable people with WASH, personal protective equipment, handwashing stations and hygiene supplies.



## CO-BENEFITS



Beyond SDG 6, RAIN delivered multiple co-benefits, linked to SDGs 2, 3, 4, 5, 8, 13 and 17.

For the Coca-Cola system, RAIN also delivered progress towards sustainability priorities including:

- Returning over 20 BN water liters in high need basins to communities and nature in 2021
- Support achievement of the **5by20 Program** by empowering 480,000 women through water access as an asset for time savings



BASINS	
COUNTRY	BASIN
Algeria	Algerian East Coast, Chelif
Angola	Bengo
Benin	Nono
Botswana	Nosob
Burkina Faso	Nankamba River, Volta River
Burundi	Congo River, Lake Tanganika, Rusizi River
Cameroon	Nyong
Chad	Kordofan Basin
Côte d'Ivoire	Tano
Democratic Republic of the Congo	Congo River
Egypt	Nile
Eswatini	Pangani, Usuthu River, Wami-Ruvu
Ethiopia	Awash River, Afar Depression, Bilate River, Blue Nile, Dabus River, Danakil Depression, Gilgel Abay River, Lake Abaya, Lake Abhe, Lake Karum, Lake Tana, Lake Turkana, Omo River, Ragali River, Temcha River, Walaqua River
Ghana	Accra, Afram, Ankobra, Densu, Kordjor River, Nakambe, Ofin River, Volta
Guinea	Tano
Kenya	Athi-Galana River, Isiolo River, Keiro River, Kenyan South East Coast, Kibos River, Lake Naivasha Basin, Lake Nakuru Basin, Lake Turkana, Lake Victoria, Tana River, Tudor Creek
Liberia	Cestas, Moa, Saint Paul
Madagascar	Betsiboka, Ikopa River, Fiherenana River, Nile

BASINS	
COUNTRY	BASIN
Malawi	Chire, Kaombe, Lake Chilwa, Lake Malawi, Nkhotakota, Shire River, South Rukuru River, Zambezi River
Mali	Bani 1, Niger 16
Mauritania	Maj B (Africa, North West Coast), Min B (Central Mauritania)
Morocco	Oued Draa, Oued Lakhdar, Oued N Fis, Oum Er-Rbia River, Ourika River, Tensift
Mozambique	Black Umbuluzi, Buzi, Ligonha
Namibia	Cubango Basin, Kavango Basin
Niger	Bunsuru
Nigeria	Anambra, Cross River, Ekulu River, Kano, Ogun
Rwanda	Kagera, Nyabarongo River, Nyabugogo River, Kagera River, Lake Victoria
Senegal	Casamance, Gambia, Saloum
Sierra Leone	Bumbuna Basin, Guma River, Rokel River, Sewa
Somalia	Juba 2, Nugal, Somalian North Coast, Tug Der
South Africa	Bree River, Diep River, Elefanties, Gamtoos, Groot Berg River, Groot Vis, Krokodil, Krom River, Mutamba River, Limpopo River, Olifants, Umzimvubu
Sudan	Bahr al Arab
Tanzania	Mlalakua River, Pangani River, Ruvu, Simiyu, Singida, Tabora
Tunisia	Bizerte Lake
Uganda	Lake Mburo, Lake Victoria, River Rwizi, Unyama River
Zambia	Chongwe, Kafue 1, Lake Mweru
Zimbabwe	Mazowe, Runde

## AFRICA



## Partnering to build resilience by empowering women and girls

Launched in 2021, Global Water Challenge's women and girl-focused impact partnership with The Starbucks Foundation and Amref Health Africa is building community resilience and improving economic opportunity in coffee- and tea-growing communities in East Africa.

With gender equity as a shared priority, GWC brings together local NGOs, governments, community-based organizations and entrepreneurship groups to remove barriers to WASH, education, health, and nutrition.

The initiative contributes to The Starbucks Foundation's commitment to positively impact 1 MM women and girls in coffee-, tea- and cocoa-growing communities by 2030. Since 2005, the Foundation has invested over USD \$25 MM in partnerships that strengthen these communities.

The partnership prioritizes women and girls' empowerment through water, sanitation, and hygiene (WASH), as one of the most reliable pathways to build community resilience and improve the health and economic status of smallholder farmers and their families.

### KEY ACTION AREAS

- WASH infrastructure and service delivery
- Climate change adaptation
- Sanitation and hygiene training and marketing
- Market-based WASH approaches
- Entrepreneur and farmer skills training

### COLLECTIVE ACTION RATIONALE

Coffee- and tea-growing communities depend on women for labor, yet often their work isn't valued, and land ownership is predominantly male.

With limited cash control and low decision-making ability, women laborers and smallholder farmers are deprived of advancement opportunities - exacerbated by a lack of access to drinking water, safe sanitation, and hygiene at home and at work.

To improve the agency of women working in vulnerable environments, multi-stakeholder efforts are needed to promote women's empowerment and support approaches to increase gender-sensitive services.



*“This partnership couldn’t have come at a better time. The impacts of climate change are testing the resilience of sanitation systems and the availability of safe water owing to floods, droughts and extreme weather patterns impacting vulnerable communities.”*

**Dr. Githinji Gitahi, Global CEO,  
Amref Health Africa**

## PARTNERS SUMMARY

Lead partner	 <b>THE STARBUCKS® FOUNDATION</b>
Managed by	 <b>GWC</b>   <small>GLOBAL WATER CHALLENGE</small>  <small>women for water.</small>
Private sector partners	Starbucks Farmer Support Center, National Microfinance Bank PLC, CRDB Bank PLC, AVO Africa Limited, Tanzania Horticultural Association
Public sector partners	Local governments, municipalities, district authorities
NGOs	 <b>amref health africa</b> 
Communities	<ul style="list-style-type: none"> <li>Farmer and women entrepreneurship groups</li> <li>Community water committees</li> <li>Community health volunteers</li> </ul>

## GWC ROLE

Along with partner identification, project development, management, local engagement, reporting and assurance, GWC provides:

- Insight-gathering to identify gender sensitive needs
- Integration of best practices for locally led solutions
- Sustained outcome planning with water management committees and service providers

## IMPACT TO DATE

The partnership is benefitting 130,000+ people in Kenya and Tanzania, across 19 communities, 10,000 households and 11 schools - empowering nearly 80,000 women and girls while educating 500+ entrepreneurship and farmers' groups.

## CO-BENEFITS

**Improved community:**

- Food security, climate resilience, economic development, health and wellbeing

**Additional benefits for women entrepreneurs:**

- Access to development revolving funds and injector capital
- Links to financial services, marketers, wholesalers, and district development departments







## Innovative civil society partnerships to advance the SDGs

The New World Program (NWP) is a partnership between The Coca-Cola Foundation, Global Water Challenge, and civil society organizations to advance the UN Sustainable Development Goals (SDGs) by building community resilience through water, waste management and empowerment programs in high need regions.

Launched in 2014, the platform is recognized as a best practice model enabling non-governmental organizations (NGOs), community-based organizations (CBOs), civil society organizations (CSOs), development cooperatives, regional development agencies, and capacity development institutes to support innovative, inclusive, and sustainable local solutions.

### GWC ROLE

GWC utilizes its extensive network and management expertise to provide the following key services:

- Platform strategy, design and management
- Co-financing leverage
- Implementing partner identification, vetting, contracting and training
- Monitoring and measuring program progress
- Marketing, implementation and evaluation tools
- Knowledge management and advocacy support



## COLLECTIVE ACTION RATIONALE

Community-based organizations and NGOs play an important role in delivering the SDGs by collaborating to design, launch and implement the agenda.

As we approach 2030, the Global Goals are entering a critical phase and civil society actors are a vital force to drive the action, cooperation, and innovation needed.



Photo courtesy CARE

## PARTNERS SUMMARY

Lead partner



Managed by



Multilateral partners



Civil society partners

70+ partners including:



Photo courtesy Mental and Environmental Development Initiative for Children (MEDIC)



## PLATFORM FOCUS

The New World Program focuses on three programmatic pillars to advance community resilience and scale impact towards SDGs 5; 6; 12; 13 and 17:

- Improved water, sanitation, and hygiene (WASH) access
- Youth and women's economic empowerment
- Waste management and recycling



## BASINS

COUNTRIES	BASINS
Gambia, Nigeria, Senegal	Africa, West Coast
Kazakhstan, Tajikistan, Uzbekistan	Amu Darya
Georgia	Black Sea, South Coast
Azerbaijan, Georgia, Turkey, Armenia	Caspian Sea, Southwest Coast
Romania	Danube
Jordan	Dead Sea
Ukraine, Belarus	Dnieper
Pakistan	Indus
Kazakhstan	Lake Balkash
South Africa	Limpopo
Turkey, Lebanon	Mediterranean Sea, East Coast
Lebanon, Algeria	Mediterranean Sea, South Coast
Egypt, Ethiopia, Rwanda	Nile
Kenya, Ethiopia	Rift Valley
Jordan	Sinai Peninsula
Kyrgyzstan	Syr Darya
Zimbabwe, Zambia	Zambezi



## ACTION AREAS

- Climate-resilient water infrastructure and WASH service delivery
- Sanitation and hygiene education
- Basin conservation and restoration
- Waste management focused on marine litter and recycling
- Sustainable agriculture through improved irrigation practices, farmer training and mentorship
- Distribution of personal protective equipment and supplies
- Women's empowerment activities promoting income generation, resilience, health and wellbeing



## IMPACT TO DATE

Through 100+ projects  
The New World Program has  
benefitted over 8.4 MM people.

### DIRECT BENEFITS

- 700,000 people with improved WASH
- 120,000+ women and youth empowered
- 3,000+ metric tons of waste collected/recycled

### INDIRECT BENEFITS

- 8.4 MM+ people through awareness raising

### CO-BENEFITS

- Climate change adaptation
- Local capacity building
- Cross-sector, regional and national cooperation

## GEOGRAPHIES

Algeria, Armenia, Azerbaijan, Belarus, Egypt, Ethiopia, Gambia, Georgia, Iran, Jordan, Kazakhstan, Kenya, Kyrgyzstan, Lebanon, Nigeria, Pakistan, Romania, Russia, Rwanda, Senegal, South Africa, Tajikistan, Turkey, Ukraine, Uzbekistan, Zambia, Zimbabwe.



Photo courtesy Global Shapers



GEOGRAPHIC FOCUS

**LATIN AMERICA  
AND CARIBBEAN**



*Coca-Cola* Latin America



## Local allies for global impact

Aliados por el agua (Allies for water) is a Collective Action platform that initiates, unifies, and scales efforts to advance water security and climate change resilience in critical basins and high need communities across Latin America and the Caribbean.

### COLLECTIVE ACTION RATIONALE

Latin America's development is driven by water.

With a quarter of its population living in water-scarce areas, millions of people lacking water and sanitation, basins degrading, failing infrastructure and rising climate change impacts water insecurity and threatens the region's socio-economic progress.

As the largest regional net exporter of food<sup>12</sup> impacting global supply chains, key actors are challenged to help manage the region's water as a strategic asset without borders.

### 2030 GOALS

- Improve WASH access for more than 2 MM people in 18 countries
- Empower 1.1 MM women and youth
- Protect and improve the health of 29 critical basins

<sup>12</sup> World Bank



## PARTNERS SUMMARY

### Lead partner



### Managed by



### Private sector partners



### Public sector partners

- 49 local governments
- 50 municipalities

### NGOs

26 implementing partners



## ACTION AREAS

- Basin conservation and restoration
- Climate resilient WASH service delivery
- Sanitation and hygiene education
- Infrastructure improvements
- Climate adaptation and resilience interventions
- Water replenishment initiatives
- Women's empowerment (income generation, climate resilience, health and wellbeing) through water-related programs, integrating GWC's **women for water** Framework for Action



Women's empowerment



Hygiene and sanitation



Sustainable agriculture



Small business development



Youth empowerment

## GEOGRAPHIES

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, México, Nicaragua, Panamá, Paraguay, Perú, Dominican Republic, Suriname, Venezuela.

## IMPACT TO DATE

Since 2021, 30+ projects have been implemented across 14 countries, 23 basins and 236 communities - with plans for expansion into four countries.

### DIRECT BENEFITS

- **500,000+ people** with improved WASH
- **6 key basins** with restoration and conservation initiatives
- **~ 200,000** women-girls/youth empowered
- **57,000 people in 119 schools**, with sustainable, safe water access
- **20 utilities** strengthened

### CO-BENEFITS

- Climate change adaptation
- Water replenishment: **5,381 land hectares, 27,000 trees planted** in key basins
- Local capacity building
- Cross-sector, regional and national cooperation
- Contributions to public policy priorities and the SDGs

## EXPANSION

The platform has been extended to become **#AliadosCocaCola** - to also accelerate impact in waste management and economic empowerment.



## BASINS

COUNTRIES	BASINS
Argentina	Plata Southwest
Bolivia	Caine, Grande 1, Pilcomayo 2
Brazil	Acarau, Choro, Maués Acu, Pajeu, Tiete 2, Urubu
Chile	Maipo
Colombia	Colombia North Caribbean Sea Coast, Colombia West Caribbean Sea Coast, Magdalena 4, Patia
Costa Rica	Colorado, Guacimal, Sardinal, Seco, Tárcoles, Tempisque, Virilla
Ecuador	Yaque del Norte
El Salvador	Lempa
Haití	Anse à Veau, Corail, Daule
Honduras	Anse à Veau, Corail, Ulua
México	Armeria, Arroyo de Maneadero, Arroyo Tijuana, Atoyac A, Atoyac B, Bravo, Cerradas, Fuerte, Grande de Amacuzac, Grijalva, Jamapa, Lerma, Mayo, Papaloapan, San Juan, Toluca, Villa Hermosa, Ulua
Panamá	Grijalva, Villa Hermosa
Paraguay	Paraguay 2
Perú	Amazon 7, Canal de Panamá, Lima Coast
República Dominicana	Lima Coast
Venezuela	Laguna de Tacarigua





*“As a shared, finite resource impacting climate, health, food, energy and inequality, the onus is on all water users - most especially at the basin-level - to join forces to better manage its protection, development, and use.”*

**Monica Ellis,**  
**Chief Executive Officer of GETF and GWC**

*Photo credit: Brent Stirton/Getty Images*





**Join us in  
Collective Action at:**

[info@getf.org](mailto:info@getf.org)  
[GETF.org](http://GETF.org)  
[globalwaterchallenge.org](http://globalwaterchallenge.org)



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our Guide To Intelligent Giving

Rated 100 out of 100 for financial health,  
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