

RAIN Water Programs Praised on Capitol Hill

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The Global Water Challenge hosted a reception last week in Washington, D.C. to heighten awareness of – and inspire solutions to – the African water crisis.



Ambassador Hattie Babbitt, GWC Board Member, Jeff Seabright and William Asiko at the Sept. 16 event.

The event showcased public-private partnerships, such as TCCC's Replenish Africa Initiative (RAIN), which have effectively improved access to water sanitation and hygiene education on the continent. Powerful photos taken by Getty Images photographer Brent Stirton were displayed at the event to illustrate the projects TCCC and its partners are working on in Angola, Kenya, South Africa, Egypt and Mozambique.

The event, held in the Visitor's Center of the U.S. Capitol, was attended by five African ambassadors and envoys from additional African embassies, representatives from Executive Branch Agencies such as USAID, international NGOs including CARE, CitiHope and WWF, U.S. State Department officials and staffers from Senate and House of Representatives offices.

Ambassador Hattie Babbitt, a Global Water Challenge board member, introduced Jeff Seabright, Vice President of Environment & Water Resources, TCCC, and William Asiko, President, The Coca-Cola Africa Foundation. She recognized Coca-Cola's commitment to bring clean water to millions of Africans and to other regions in the developing world.

Seabright highlighted TCCC's three-tier global water stewardship strategy, which focuses on Reducing, Recycling and Replenishing the amount of water used in our beverages and their production. As the largest private sector employer on the continent, Coca-Cola's "commitment to our clean water and sanitation work in Africa is connected to our deep roots in the continent... and this is an area where we can make a positive and lasting impact," he said.

Asiko, who has been a driving force behind RAIN, spoke about our Company's \$30 million commitment through The Coca-Cola Africa Foundation (TCCAF) to provide at least 2 million Africans with clean water by 2015. TCCAF currently has water projects in 19 African countries. While much more work remains, our Company is making progress through RAIN to bring clean water to more than 300 million Africans who lack access to safe drinking water.

"When we complete our RAIN commitment in six years, we expect to have touched every African country," Asiko said.

H₂O For Life founders Val Johnson and Patty Hall spoke about their organization's efforts to develop partnerships and raise awareness about water and sanitation issues in schools around the world. U.S. schools are paired with schools in developing countries to help raise funds for water improvements. TCCAF recently announced a partnership with H₂O For Life called RAIN: Water for Schools (WFS), which will bring access to water and sanitation to 100 schools across South Africa, benefiting at least 80,000 students. [Read more.](#)

In his closing remarks, Steve Hayes, President of the Corporate Council on Africa, emphasized the importance of partnerships and business investment in Africa for the continent's progress.

"Providing access to clean water is one of the most solvable challenges of our time," he said.

RAIN is The Coca-Cola Company's contribution to help Africa meet the United Nations Millennium Development Goal (MDG) on water and sanitation. With only five years left until the 2015 deadline to achieve the MDGs, UN Secretary-General Ban Ki-moon is calling on world leaders this week to attend a summit in New York to accelerate progress towards the MDGs.

Several countries have made significant progress in fighting poverty, improving school enrollment and child health, expanding access to clean water, combating malaria and tuberculosis, and providing increased access to HIV treatment, according to the UN *Millennium Development Goals Report 2010*. These successes have taken place in some of the world's poorest countries, demonstrating that the MDGs are achievable with the right policies, adequate levels of investment and international support. Progress has been uneven, however, and many countries are likely to miss several MDGs without additional efforts.

Global Water Challenge

The Global Water Challenge (GWC) is a coalition of leading corporations, NGOs and other organizations committed to achieving universal access to safe drinking water and sanitation (WASH). GWC's mission is to accelerate the delivery of safe water and sanitation through partnerships that catalyze financial support and innovation for sustainable solutions. With partners including The Coca-Cola Company, Dow and Cargill, GWC has sponsored path-breaking water and sanitation projects in Africa, Central and Latin America and India. GWC focuses on providing clean water to schools in the developing world. GWC operates under a strategic alliance with the **Global Environment & Technology Foundation**, a leading not-for-profit that develops public-private partnerships to bring clean water, sanitation and technology to communities in need. [Learn more.](#)



RAIN

The Replenish Africa Initiative, or RAIN, is the signature community initiative of The Coca-Cola Africa Foundation. Backed by a six-year, \$30 million commitment by The Coca-Cola Company in partnership with other donors, RAIN's goal is to provide more than 2 million people in Africa with access to drinking water by 2015. RAIN will launch more than 100 water access programs across Africa, including sanitation and hygiene education programs. In collaboration with various partners, volunteers, patrons and organizations, RAIN is not just for the immediate future of Africa, but also for the long-term sustainability of its resources. [Learn more.](#)



H₂O For Life

H₂O For Life connects schools in the United States with schools in developing countries to complete WASH (Water, Sanitation and Hygiene) in Schools projects. A nonprofit, all-volunteer organization run by teachers, parents and students, H₂O for Life aims to help students build an allegiance to and an understanding of their partner school through curriculum and experiential learning while raising funds for WASH in Schools projects. All contributions raised by schools go directly to partner school projects. All overhead expenses are funded through in-kind donations and grants. [Learn more.](#)



Asiko addresses the audience.

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