

# RAIN Wins Millennium Development Goal Award for Environmental Conservation and Water Management

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The East and Central Africa Business Unit (ECABU) recently won a Millennium Development Goal (MDG) Award in the "Environmental Conservation and Water Management" category for The Coca-Cola Africa Foundation-led Replenish Africa Initiative (RAIN). The inaugural awards ceremony was held at the National Museums of Kenya in Nairobi.

The honor reaffirms our position as a leader in responsible corporate citizenship and represents yet another step in our journey to replenish natural water sources by supporting projects in African communities with little or no access to clean water.



The MDG Awards acknowledge the contribution of organizations and individuals in Kenya that have demonstrated outstanding efforts to drive businesses or organizations to achieve the UN's seven MDG goals. In Kenya, the initiative is a partnership of the UN and Ministry of State for Planning, the UN Millennium Campaign and other related bodies.

This award recognized RAIN for its progressive and tangible contribution to conserve and promote sustainable ecosystems in Kenya.

In the ECABU, RAIN supports water projects in nine countries. In Kenya alone, the initiative supports two community water projects through the Water and Development Alliance (WADA), a partnership between Coca-Cola and USAID. The projects, based in the Mara River Basin and the Coast Province of Kenya, aim to increase access to sustainable, safe water and sanitation in communities and schools while promoting behavior change and water resource governance, and expanding economic use of water by the poor. The projects also seek to expand health and hygiene promotion in communities.

An estimated 20,800 people in the Mara Basin are benefiting from protected springs and the construction of boreholes and shallow springs that will provide access to safe drinking water. An additional 24,000 people in the Coastal region in Kenya have access to an improved water supply thanks to rainwater harvesting systems in schools and villages and a new 10-km water pipeline. This has contributed to the improved health, wellbeing and long-term self-sufficiency of communities and primary schools in both areas.

Through RAIN, The Coca-Cola Company has committed \$30 million over the next six years to provide more than 2 million people in Africa with access to clean water by 2015.

The East Africa juice initiative dubbed "Project Nurture," a partnership between Coca-Cola, The Gates Foundation and TechnoServe, was also nominated for an MDG Award in the "Eradicating Extreme Poverty and Hunger" category. Project Nurture seeks to double the incomes of more than 50,000 fruit farmers in Kenya and Uganda by 2014. The fruit produced will be purchased for use in locally produced juice products, enabling farmers in both Kenya and Uganda to access this market for the first time.



Norah Odwesso, ECABU PAC Director, and Bob Okello, ECABU Public Affairs & Government Relations Manager, receive the award from a trustee of the MDG Awards Initiative.



ECABU President Nathan Kalumbu admires the award.



In Africa, women and children bear the heavy brunt of poverty. Coca-Cola, The Bill and Melinda Gates Foundation and TechnoServe – through Project Nurture – aim to double the incomes of more than 50,000 smallholder fruit farmers, including women.



Through RAIN, Coca-Cola will provide access to clean water, sanitation and hygiene education while protecting watersheds and promoting productive water use.

