

It's RAINing in Zimbabwe's Masvingo Province

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The Coca-Cola system in Zimbabwe, in conjunction with CARE International, recently launched a water stewardship initiative under the Replenish Africa Initiative (RAIN) banner.

The project will benefit more than 7,000 students and teachers in 20 schools and provide access to water and sanitation facilities in the Gutu and Zaka Districts of the country's Masvingo Province. The initiative will simultaneously reach an estimated 4,000 households in the larger school catchment areas.

In addition to improving access to clean water through the rehabilitation of boreholes in the area, the project will raise awareness of sanitation and hygiene issues through local community health clubs. Health and hygiene tutorials based on field guides approved by the Ministry of Health have been produced in English and the local language, Shona.

Targeted school communities also will benefit from the construction of new restrooms and ablution stations. The initiative fully involves all local stakeholders, including students, teachers and the wider community, and community-based management systems will be established to ensure the sustainability of the project.

Coca-Cola bottling partners in Zimbabwe, Delta Beverages and the Mutare Bottling Company, will collaborate with the implementing partner (CARE) to ensure the success of the project. CARE is a member of the National and Provincial Water, Sanitation and Hygiene (WASH) clusters set up by the United Nations and local authorities.

The Coca-Cola Company announced the transformational, US\$30 million Replenish Africa Initiative (RAIN) in 2009. The six-year commitment aims to provide at least 2 million people in Africa with access to safe drinking water.

Four strategic principles form the bedrock of RAIN:

1. Contribute to the Company's Replenish commitment and broader water stewardship goals;
2. Locate projects at the nexus of Coca-Cola system presence and impact – bottling facilities;
3. Focus the Company's water efforts on region most in need globally – Africa; and
4. Contribute to the UN's Millennium Development Goals (MDGs) on water and sanitation.

RAIN projects focus on the provision of Access to Water and Sanitation, Watershed Protection, Water for Productive Use, and Education and Awareness. [Learn more.](#)

