

RAIN Initiatives to Benefit 250,000 Women and Girls in Africa

TCCC announces \$6 million commitment at World Water Day event

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The Coca-Cola Company and The Coca-Cola Africa Foundation will dedicate \$6 million to water and sanitation programs aimed at improving the lives of women and girls across the African continent.



Jeff Seabright, Vice President, Environment & Water Resources, announced the commitment today at a World Water Day event in Washington, D.C. Secretary of State Hillary Rodham Clinton and World Bank President Robert Zoellick spoke at the high-profile event and signed a Memorandum of Understanding (MOU) to support developing countries seeking a water secure future.

"At Coca-Cola, we believe that empowering women and having water as a key focus of our sustainability efforts are both central to our business and to our future," Seabright said.

Through our Replenish Africa Initiative (RAIN), which will provide at least 2 million people with access to safe drinking water and sanitation by 2015, the \$6 million contribution will benefit an estimated 250,000 women and girls in Algeria, Kenya, Liberia, Morocco, Nigeria, Rwanda, Sierra Leone, South Africa, Swaziland, Tanzania, Tunisia and Uganda.

Access to clean, safe water remains a fundamental obstacle to women's economic empowerment. The lack of adequate sanitation for adolescent girls also contributes to lower school attendance. Girls represent the majority of the 120 million school-age children around the world who are not attending school. RAIN funding will provide gender-segregated latrines in schools to encourage female school attendance.

Additionally, the World Health Organization estimates that African women and children spend up to 40 billion hours collecting water each year – valuable time that could otherwise be spent learning, working or caring for their families. Because of the long distances many women are required to travel to retrieve clean water, they often resort to using unsafe surface water sources, putting themselves and their families at risk of life-threatening diseases.

In fact, United Nations data show that a child dies every 15 seconds from the diarrheal and malnutrition impacts related to unsafe water, inadequate sanitation or insufficient hygiene.

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– Jeff Seabright, VP, Environment & Water Resources

With these funds, RAIN will help improve community access to clean water, thereby decreasing the amount of time women and girls spend collecting water. The funds also will ensure that women in Africa play a significant role on village water committees and water project steering committees.

"In short, reversing that situation and supporting initiatives that promote access to water for women and girls is fundamentally a women's empowerment issue," Seabright said. "It is a *world* empowerment opportunity, because a real driver for change and growth of our world in the 21st century will be women."

RAIN's focus on gender issues builds on our Company's existing commitment to improve the lives of women and girls, including our **5 BY 20** pledge to empower 5 million women entrepreneurs throughout our global business system by 2020. This ambitious pledge entails capitalizing on our presence in more than 200 countries and our business model, which relies

on millions of small-scale distributors and retailers, many of whom are women. [Learn more about RAIN.](#)

World Water Day serves as a reminder that everything is inter-related – and connected – by water, Seabright said.

"Water is the source of life – and a source to solutions for women's empowerment," he added. "Whether it is educational initiatives, environmental programs, human-health programs, cultural programs or economic development initiatives, all of these touch and influence women's empowerment and entrepreneurship. By building on that connection, we can help bring about tremendous positive change."



By partnering with NGOs and government organizations, our Company can positively impact communities in need through health, safety, education and income-generating activities for women. In 2011, RAIN will continue to support multi-year initiatives implemented through the Water and Development Alliance (WADA), our Company's partnership with United States Agency for International Development (USAID) in Angola, Burundi, Egypt, Ghana, Malawi, Mozambique, South Africa and Tanzania.

Additionally, in Rwanda, we work with Water For People and other partners to provide access to water for approximately 17,000 people in the Gahanga and Masaka districts of Kicukiro.

In 2011, the provision of water access in two schools and sanitation access in four schools should help increase the attendance of female learners who often don't attend school due to the absence of proper sanitation facilities. In addition, 17 new community tap stands in the Gahanga sector will help to decrease the amount of time women and girls spend travelling to collect water.

The RAIN Water for Schools project is providing integrated Water, Sanitation and Hygiene (WASH) interventions at 100 South African schools. In partnership with the Government's Department of Basic Education (DBE), The Mvula Trust and H₂O for Life, water points and gender segregated latrines will be constructed helping to increase female attendance in schools and empower girls to share proper hygiene and sanitation behaviors with their communities.



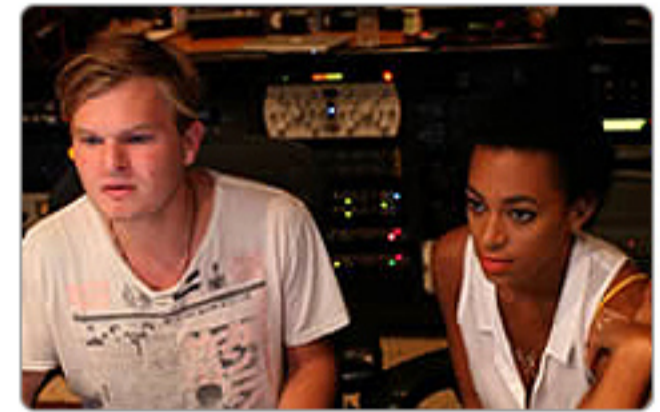
Jeff Seabright, VP, Environment & Water Resources



'Donate to Download'

Three musicians have partnered with The Coca-Cola Africa Foundation for an inspiring new project to raise money for RAIN. Chris Taylor, Solange Knowles and Twin Shadow have come together to record a song and video – "Kenya" – that is available exclusively on a "donate to download" basis at www.MusicforRAIN.net.

Proceeds will help make a positive difference by funding three RAIN projects: building a latrine at a school in Rwanda; installing a rainwater harvesting roof at a school in Uganda; and buying water containers to help children carry water home to their families in Cameroon. [Read more.](#)



Water Stewardship and Replenish Report

At Coca-Cola, our goal is to return to communities and nature an amount of water equivalent to what we use in our beverages and their production by 2020. Ultimately, we are working to establish a truly water-sustainable business on a global scale. To achieve this aspirational goal, measurable targets were set, and inspiring results have been achieved:

- **Reduce** our water use ratio while growing our product volume, with a target to improve water efficiency 20 percent by 2012, using a 2004 baseline. We are on track to meet this improvement target.
- **Recycle** the water used in our manufacturing processes and return it back to the environment at a level that supports aquatic life by the end of 2010. By the end of 2010, we estimated that 94 percent of system facilities were compliant with our wastewater treatment standards. Remaining plants have started work and are expected to become compliant throughout 2011.
- **Replenish** or offset the water used in our finished beverages by participating in locally relevant projects that support communities and nature. The target is to meet and maintain this goal by 2020. Current calculations estimate that 42.8 billion liters of water have been "replenished" to communities and nature through locally relevant water projects, representing 31 percent of our anticipated product volume, in 2010. This value is up from 22 percent in 2009.

In January, TCCC launched the 2011 Water Stewardship and Replenish Report, which provides an in-depth review of our global water risks and strategy while sharing progress on our water commitments. [View the full report here.](#)

