EVERY DROP MATTERS

A partnership for safe water in 21 countries

every drop matters

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THE Coca-Cola FOUNDATION

Every Drop Matters
This publication highlights the achievements of Every Drop Matters global programme, a six year partnership between the United Nations Development Programme and Coca-Cola that improved water supply and sanitation and promoted responsible water resource management through more than 76 projects supporting communities in 21 countries around the world.

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Disclaimer
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INTRODUCTION

In adopting the Millennium Development Goals (MDGs), the countries of the world pledged to reduce by half the proportion of people without access to safe drinking water and sanitation, and to stop the unsustainable exploitation of water resources. Recognizing the significant challenges related to achieving these goals, both Coca-Cola and the United Nations Development Programme (UNDP) committed to identifying and supporting solutions to these challenges. The convergence of this mutual commitment provided the basis for the development of Every Drop Matters (EDM) in 2006.

Initially starting out as a regional programme, EDMs demonstrated success led to its expansion into a long term global partnership. Since 2010, this global programme has been a catalyst for protecting and replenishing water resources, helping communities gain much needed access to safe water supplies and sanitation, and improving water use efficiency. Not shying away from piloting novel solutions, its focus has always been to promote sustainable, cost-effective and replicable ways of managing water.

As the MDGs drew to a close in 2015, EDM has now wrapped up its activities. Both the MDGs and EDM are now closed, but there are still great challenges and opportunities to be made within progress to their respective goals. The global community still has a great way to go in addressing the many problems it faces. The Sustainable Development Goals (SDGs), adopted in 2015, are the road map for tackling these problems.

Both UNDP and Coca-Cola recognize the continued power of partnership in tackling development challenges. So, whilst EDM is complete, its mission is not. New World: Inclusive Sustainable Human Development Initiatives, a new partnership programme between UNDP and Coca-Cola is a natural extension of EDM. Within the new sustainable development agenda the programme builds on, and enhances, the focus of EDM.

As EDM closes, the programme is now taking stock of its achievements. Through its global programme, it has reached out to over one million people within Europe and the CIS, the Arab States and Asia. This publication highlights the key achievements made across its many projects conducted during 2010-2016, providing snapshots of some impressive results across 21 countries. You can learn more about the results of projects both online, at everydropmatters.org, and in a partnering overview report. We hope that these publication – as well as the wealth of guidance materials produced by the EDM global programme across its projects – can serve as a source of knowledge and inspiration for all those working to catalyze water security and sustainable development.

EDM GLOBAL PROGRAMME:

A partnership for safe water in 21 countries

ARMENIA

- Number of projects: 1
- People gaining improved access to drinking water and sanitation: 947
- People reached by awareness activities: 947

BAHRAIN

- Number of projects: 1

The EDM project in Bahrain supported the development of a National Water Resources Adaptation Strategy

BANGLADESH

- Number of projects: 4
- People gaining improved access to drinking water and sanitation: 97,603
- People gaining improved adaptive capacity to climate change: 40,500
- People reached by awareness activities: 153,247

BELARUS

- Number of projects: 4
- People gaining improved access to drinking water and sanitation: 5,200
- People reached by awareness activities : 35,676

IRAQ

- Number of projects: 1
- People gaining improved access to drinking water and sanitation: 143

JORDAN

- Number of projects: 3
- People gaining improved access to drinking water and sanitation: 1,255
- People gaining improved adaptive capacity to climate change: 3 160
- People reached by awareness activities: 26,863

KAZAKHSTAN

- Number of projects: 7
- People gaining improved access to drinking water and sanitation: 15,617
- People gaining improved adaptive capacity to climate change: 383
- People reached by awareness activities: 28,150

KYRGYZSTAN

- Number of projects: 1
- People gaining improved adaptive capacity to climate change: 299

LEBANON

- Number of projects: 4
- People gaining improved access to drinking water and sanitation: 400
- People gaining improved adaptive capacity to climate change: 8,470
- People reached by awareness activities: 39,823

NEPAL

- Number of projects: 6
- People gaining improved access to drinking water and sanitation: 16,057
- People gaining improved adaptive capacity to climate change: 9,045
- People reached by awareness activities: 41,311

PAKISTAN

- Number of projects: 5
- People gaining improved access to drinking water and sanitation: 17,600
- People gaining improved adaptive capacity to climate change: 1,200
- People reached by awareness activities: 22,580

PALESTINE

- Number of projects: 5
- People gaining improved access to drinking water and sanitation: 2 116
- People gaining improved adaptive capacity to climate change: 116
- People reached by awareness activities: 3,435

RUSSIA

- Number of projects: 9
- People gaining improved access to drinking water and sanitation: 36,800
- People gaining improved adaptive capacity to climate change: 7,100
- People reached by awareness activities: 101,038

SRI LANKA

- Number of projects: 5
- People gaining improved access to drinking water and sanitation: 1 032
- People gaining improved adaptive capacity to climate change: 290, 762

TURKEY

- Number of projects: 5
- People gaining improved access to drinking water and sanitation: 2,764
- People gaining improved adaptive capacity to climate change: 40,664

UKRAINE

- Number of projects: 4
- People gaining improved access to drinking water and sanitation: 78,772
- People reached by awareness activities: 215,500

UNITED ARAB EMIRATES

- Number of projects: 2
- People reached by awareness activities: 15,402

UZBEKISTAN

- Number of projects: 4
- People gaining improved access to drinking water and sanitation: 5,286
- People gaining improved adaptive capacity to climate change: 338
- People reached by awareness activities: 10,745

BLACK SEA BOX

Introduced the Black Sea Box toolkit to Ukraine, Georgia, Russia, Belarus and Romania.

CONSERVING WATER FOR NATURE AND PEOPLE

Recent scientific assessments concluded that billions of people live in regions that face water scarcity on a regular basis. This includes 500 million people living in places where water is consumed twice as fast as it can be replenished by rainfall. Finding ways to save water by reducing losses, increasing efficiency and changing wasteful practices is imperative to ensure people and ecosystems have access to the water they need to maintain their health and basic needs. This is why the EDM programme championed diverse solutions to save water and restore ecosystems which in total conserved nearly 60 million m^3 of water*.

1 m^3 = 1,000 litres
1 m^3 = 264 gallons

"I am so thankful that [EDM] came up with this project. Our community well has been dry for the past two years and I was worried that we would never see water in it again. Now, I am optimistic about the chances and I am looking forward to the monsoons. Hopefully, I will have to spend less money buying water too!"

Nepal – Community Led Recharge management project

Mr. Chaitya Narayan Maharjan, Brahmatole, Kathmandu, Nepal

Fixing the Auja canal in Palestine

The canal that transports the water from Auja spring to its users is cracked and poorly maintained. As a result, 25–35% of the water is lost along its transit. The EDM project rehabilitated the canal, improving the quality of water delivered to 1,200 people and reducing losses of an estimated 3 million m^3 of water per year. These water savings make improved production in irrigated agriculture possible. It also provides a valuable example: many springs in the region face similar needs for restoration and pollution reduction measures that could learn from and replicate the results achieved in Auja.

Restoring Russia's lakes and wetlands

The EDM programme conducted successive projects to demonstrate best practices to restore the health of local ecosystems in three lake regions: Sotovo, Sazany and Zapornoye. In Lake Sotovo, the project removed a dam which helped increase the flow of water and restore the lake area from less than 600 m^2 to more than 100,000 m^2. In Lake Sazany, clearing the natural channel and lakebed and removal of poorly planned small dams helped increase the lake's flooded area by 40% and some 300 hectares. In Lake Zapornoye, project interventions increased the surface area of the lake by more than 10%. The overall volume of water in the lake is expected to increase by more than 250,000 m^3 during its yearly flooding.

System solutions saving water in Uzbekistan

In the Pastdargom district, EDM created monitoring and distribution systems to oversee water distribution at the farm level and increase distribution equity, and provided training to Water User Associations to operate them. Through the construction of a 250 meter distribution canal, installation of hydroposts to accurately monitor water distribution, and piloting of laser land leveling, furrow and drip irrigation technologies, the project contributed to more than 150,000 m^3 of potential annual water savings. It also created a resource center to educate and advise farmers on water efficiency and provide a forum for the Water User Association to discuss and solve local water resource problems to ensure improvements in local water management are sustained.

CHANGING LIVES THROUGH CLEAN WATER AND SANITATION

Development is impossible without safe and sustainable access to clean water and sanitation. A core objective of the EDM program was to provide sustainable access to communities in need of these basic services in countries around the world. Through a wide range of activities ranging from the rehabilitation of infrastructure, installation of water taps, and investments in water and sanitation facilities in schools, 278 685 women, men and children are now able to live with these basic necessities.

>> 278,685*
Number of people with improved access to WASH

*Does not include EDM regional projects

"Before the project, we had to travel 2 km to fetch water from the lake. We knew it wasn't clean, but we still used it. Now the piped water supply has been provided to my house, I have all the water I need to irrigate my garden and support my two cows and young calf.

Sri Lanka - Water and Sanitation Project in Dalukana GN Division, Polonnaruwa district
Mr L.A. Updio, Dalukana, Polonnaruwa, Sri Lanka

Improving WASH in Bangladeshi Schools

Going to class can be risky for children in Bangladeshi cities who must attend schools without running water, working toilets and facilities for hand-washing. Through its four projects within Bangladesh, EDM projects benefitted over 90,000 people, helping them gain access to safe water and sanitation services, with several targeted to improving WASH in schools. In Baunibad, EDM installed rainwater systems on school roofs and new drinking-water taps. In Sirajgonj municipality, 22,000 school students in 50 schools benefitted from improved water and sanitation facilities and new tube wells, water access points and rainwater harvesting systems. In Chittagong city EDM rehabilitated existing and built new water and sanitation facilities in 12 cyclone shelters that also serve as schools, benefiting 10,000 school children and 24,000 community members.

Lesson learned: Helping 35 schools inspire 300 more to clean water in Kazakhstan

Kazakhstan has made significant progress to provide access to clean drinking water and sanitation over the past decade. In small part, the EDM programme has been part of that success story. In the Bakten region, water filters were installed in 35 schools, improving drinking water quality to 7,000 students and 500 school staff. Through spirited campaigns and active community involvement, local authorities were inspired to invest and install new water filters in an additional 300 schools to remove dangerous substances in the drinking water used by thousands more students, teachers and school staff.

Providing safe drinking water to earthquake victims in Nepal

In Nepal, EDM helped improved access to clean water and sanitation for more than 16,000 people and helped to support communities to recover following the tragic earthquake in April 2015. Following the disaster, 178 micro-filters and 15 reverse osmosis filters were distributed and installed to provide clean drinking water to 250 households, 20 communities and 2,360 people in the Sindhupalchok and Dolkha districts. In Bhaktapur, where half of all schools lack clean drinking water and sanitation, new facilities were provided to the 285 students of Panachakanya Secondary School. To ensure a larger and lasting impact, School-Led Climate Resilient WATSAN Guidelines have been presented to district and national level authorities to catalyze informed action to improve WASH at all schools.

CAPACITATING CLIMATE SECURE COMMUNITIES

The impacts of climate change are felt through water. In many places, it leads to less frequent, more intense and unpredictable rainfall. This means longer droughts, stronger floods, shorter growing seasons, and major challenges for rural and urban communities vulnerable to the arrival of too little or too much water. EDM piloted community-based integrated water resources management approaches to enhance the resilience of the communities to the negative impacts of climate change. Through approaches ranging from the installation of rainwater harvesting and storage technologies to the demonstration to modern agriculture techniques, 84,175 people now have stronger capacity to cope with the consequences of a more variable climate.

>> 84,175
Number of people with improved adaptive capacity to climate change

Our water consumption is much less now. We used to irrigate the trees buy buying water. Now we are not buying it anymore. But there is something more important, a nice feeling that you are not wasting the water. Water is very, very precious."

Anas Benihani, Jordan

Catalyzing climate security in Cihanbeyli, Turkey

Cihanbeyli, within the Konya Basin, is highly vulnerable to climate change. Its dry climate, low water efficiency and dependence on agricultural production poses large risks to sustaining local livelihoods and healthy ecosystems. EDM demonstrated improved agricultural productivity and climate resilience options through modern farming techniques. A 306 hectare demonstration site achieved a water savings of 97,000 m^3. Identifying the potential impacts on ecosystems of potential climate change scenarios, it further informed the farming community, local and national government authorities on climate risks and possible advanced actions that can be taken to reduce vulnerabilities.

Introducing the Climate Box

Beginning in 2014, the 'Climate Box' was created to provide a new educational toolkit for children focused on climate change. Targeted to students aged between 9 and 12, it provides a fun and interactive way to improve their knowledge of the science behind climate change and its implications. The Climate Box has been presented to the Ministries of Environment and Education in Russia, along with Moscow City Government, Sochi City Government, and several education organizations, NGO's, teachers, and news media. After their translation into English and review by experts from the International Panel on Climate Change, an international version of the Climate Box was presented at the COP21 in Paris in December 2015. To date, 13,500 students in Moscow and Sochi have been educated using the Climate Box, which will continue to be disseminated widely across Russia and internationally.

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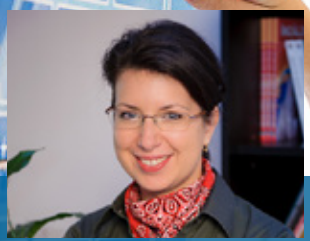
RAISING AWARENESS, INSPIRING ACTION

Capitalizing on the synergy of strengths of UNDP, Coca-Cola Foundation and the networks of more than 100 project contributors EDM projects were able to engage, inform and educate more than 1 million people on how to protect local water resources. Activities ranged from award winning educational materials, such as the Black Sea Box, to national exhibitions, film festivals and press events. Today, from Armenia to Uzbekistan, generations young and old are inspiring their communities to wisely use their precious water resources.

>> 1,202,994
People reached by awareness raising



"In Romania, thousands of students got engaged in the topic of preserving the Black Sea. The Black Sea Box educational project not only put this key ecosystem on the educational agenda in Romania, but had a rippling effect in schools all over the country. All in all, the project was an efficient and innovative intervention proving once again the visionary but at the same time hands-on approach of EDM."

Catalina Murariu,
Education for Sustainable Development
Coordinator, WWF-Romania

Nature knights inspire and protect Jordan's wetlands

The EDM programme worked to improve water efficiency, reduce losses in water supply systems and lower water demand in the Azraq nature reserve, located in the heart of the East Jordan Desert. Local citizens were engaged through a series of awareness raising activities and an educational programme tailored for use at the Azraq nature reserve. Forty young 'Nature Knights' were trained to continue providing environmental education to their peers. The project also provided an effective demonstration of solutions for water saving and grey water reuse solutions, which have great potential for further uptake throughout the Arab region.

Empowering communities for a cleaner Kelani River in Sri Lanka

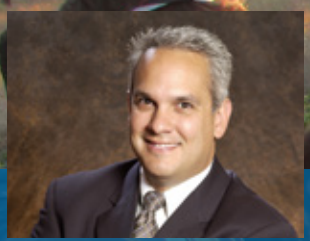
In Sri Lanka, EDM catalyzed action across government, the private sector and local communities to reduce pollution in the Kelani River. Over four years, the project engaged the general public and policy makers, developed public-private partnerships and delivered appropriate technologies to improve water quantity and quality. Ultimately, this led to many concrete contributions to improve planning and water quality in the basin as well as a more enabling environment for decision makers, communities and local stakeholders to take action and improve pollution control. Reports done in the project fed directly into the development of the Kelani River Conservation Plan and stimulated a number of additional studies and actions to be taken in the coming years throughout the region.

Engaging children to protect their local sea, and think beyond the box

EDM innovated educational tools utilized in numerous countries. The Black Sea Box toolkit was designed to engage and teach children about the Black Sea ecosystem and the living organisms in it. The award winning educational set has been introduced to schools in all six Black Sea coastal states, and is estimated to have reached over 725,000 students. The project also spawned toolkits for Lake Baikal, the Caspian Sea and on global Climate Change. These toolkits are consistently recognized as high quality and much needed materials within schools, and are sought after within countries beyond their original reach.

SCALING SOLUTIONS TO TAKE THE NEXT STEP

EDM projects were designed to demonstrate scalable solutions and capacitate local stakeholders so that achievements made by one community can be replicated by many more in the countries and regions where they took place. In a number of cases, solutions and good practices of different kinds piloted by EDM were scaled up to increase their impact and provide momentum towards successive gains to be achieved for the foreseeable future. In doing so, it is expected that many projects leave a lasting legacy and solid foundation to continue to catalyze communities to implement cost effective solutions to improve secure access to clean water and maintain livelihoods.



"Numerous EDM projects like these, implemented over several years, make us proud to have partnered with UNDP and participated in delivering beneficial impact to communities and nature. We're also appreciative to have learned so much from our partnership. We are taking learnings from our work with UNDP to inform projects elsewhere and to further share this knowledge by making best practices available for others."

Carlos Pagoaga, Group Director, Global Community Affairs, The Coca-Cola Company

Growing greener in the Bekaa Valley of Lebanon

The Bekaa Valley in Lebanon is the primary agricultural zone of Lebanon. To sustain productive farming in the region, amid growing demand and scarcity of water, major improvements in water efficiency are needed. The EDM project established a pilot site in Tanail, Bekaa to test an integrated water conservation system to optimize agricultural practices. In its first year, an annual water saving of 52,185 m^3 at the demonstration location was achieved – equating to a water and energy savings of more than 40%. The installation of an advanced monitoring systems resulted in 20% reductions of fertilizer and pesticide use, demonstrated significant opportunities to reduce both water consumption and pollutions from agriculture while simultaneously improving the quality of crop production and lowering labour costs. These successes are scalable and can be replicated across Lebanon.

Helping hydrams revitalize rural communities across Nepal

EDM has helped the communities within Dhungkharka, Balthali, Dhukharak, and Sankhu regions abstract water for water sources which lay lower than their land through hydraulic ram pumps (hydram) technology, providing improved access to drinking and irrigation water. The installed hydram systems lifts approximately 135,360 liters of water per day, directly benefitting more than 700 people that now have a reliable drinking water source that reaches their household. This increase in available water for irrigation has enabled communities to irrigate new farm land, using sprinkler systems to grow high value crops. With the demonstrated effectiveness of the hydram installation, many more communities have now looked to access financing from local government agencies or micro-financing institutes that provide loans for rural communities to finance the technology.

Demonstrating solutions for sustaining agriculture in Turkey

The EDM project in Kahta demonstrated advanced techniques to improve irrigation performance and optimize use of organic fertilizers through a series of pilot sites and workshops with farming communities. The piloted irrigation systems achieved a water savings of 30,000 m^3, which has the potential to increase savings exponentially when the technologies are taken up by others in the area. Successes are not only replicated locally, they are going global. A rooftop rainwater-harvesting system successfully piloted in Gediz, Turkey for example, has now been replicated and adapted in many other countries, as far away as Pakistan, Nepal and Bangladesh. These systems provide safe water to communities in remote and urban areas who do not have a piped water supply or whose water supply is being threatened by droughts.

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Through the Every Drop Matters (EDM) global programme, Coca-Cola and United Nations Development Programme (UNDP) worked in partnership with communities around the world to identify and implement solutions to water-related challenges. This publication highlights the key achievements made across its many projects conducted during 2010-2016, providing snapshots of some impressive results across 21 countries.

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