



*Empowered lives.
Resilient nations.*

Every Drop Matters

A community based initiative
to support the achievement
of the Millennium
Development Goals
by improved access to
water and sanitation

Volume 1

Every Drop Matters is a water partnership initiative of UNDP and The Coca-Cola Company



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Without clean water and improved sanitation services, no country can meet its sustainable development goals. Advances in health, food security, access to energy, resilient economic growth and climate change all depend on water. As recognized in the Millennium Development Goals and again at the United Nations Conference on Sustainable Development (Rio+ 20), access to clean water and safe sanitation is a priority on the path to a sustainable future.

In 2006, UNDP and The Coca-Cola Company formed a unique partnership to foster community-based solutions to water and sanitation challenges. The Every Drop Matters Regional Water Partnership focuses on a collection of countries in Europe and the Commonwealth of Independent States. Working with local authorities and community groups in these countries, Every Drop Matters supports innovative projects that improve access to clean water. With attention to water stewardship, governance and public awareness, Every Drop Matters helps build local capacities for sustainable water management.

Every Drop Matters is a model of how private sector partnerships can work for development. It is a functional partnership, drawing on UNDP and The Coca-Cola Company's respective strengths. With diverse experiences and expertise, the partners complement each other and together deliver a range of support that exceeds what each could offer on its own. This innovative partnership mechanism is a model worthy of examination and replication.

Recognizing the success of the Regional Partnership, UNDP and The Coca-Cola Company have scaled up the project to a global initiative: 'Every Drop Matters – Inclusive Community-Based Water Management and Adaptation to Climate Change for Catalyzing Achievement of the MDGs'. This global programme is implemented by the UNDP Water and Ocean Governance Programme and will reach more than 30 countries worldwide.

This publication showcases the projects implemented through the Every Drop Matters Regional Partnership. It highlights key achievements and impacts. In short, it illustrates the lasting change that can be realized when people are empowered to address their clean water needs.

Cihan Sultanoglu

UNDP Assistant Administrator and Director of the Regional Bureau for Europe and the Commonwealth of Independent States (RBEC)



Many global issues; including the water crisis are too important to be addressed by the governments alone. Intergovernmental organizations such as UN agencies, NGOs, community members, academia, individuals and private sector all have a role to play. And we are proud to partner with UNDP to contribute in the achievement of Millennium Development Goals, aiming to halve the people without access to safe drinking water and sanitation.

As a non-alcoholic beverage company, Coca-Cola's business is totally dependent on water. Preserving water resources is crucial to sustain the success of our business in the future. Therefore we don't see our role in water resources conservation as a tool to demonstrate good corporate citizenship; it is smart business investment as well.

What I like most about the partnership experience between UNDP and Coca-Cola is the endless opportunity to learn anew thing, every new day. None of the project solutions are the same, neither are the challenges, opportunities, and the impact on communities. This partnership earned many awards and recognition at local or international level; helped the projects earn desperately needed grants and loans to assist governments to advance their campaign towards water sustainability; and most importantly, made many people happier.

The success of the partnership in East Europe and CIS encouraged UNDP and Coca-Cola to expand the project to the Middle East, North Africa, and South West Asia. As we learn from the partnership practices each and every day, I hope this publication will provide a unique opportunity to understand the mechanism of this model partnership, which re-defines the engagement between public and private sector as a “collaborative working together culture” rather than a “donor-implementer” relationship.

Dr. Kadri Özen
Group Public Affairs Director
Eurasia and Africa Group, The Coca-Cola Company

Every Drop Matters: A partnership for safe water

Clean water is fundamental to sustainable development. It is the common thread that runs through the global challenges that top development agendas: energy, food, health, security, climate change and poverty eradication.

But just as water is central to sustainable development, it is also one of development's greatest challenges. Globally, approximately 1 billion people lack access to clean drinking water and water-borne illness remains a leading cause of death worldwide. Conflict over increasingly scarce water resources undermines peace and stability in many areas. Poor people— particularly women and children — are most severely affected by inequitable access to water services.

The international community has repeatedly acknowledged the importance of clean water to development. In adopting the Millennium Development Goals (MDGs) in 2000, the world pledged to halve the proportion of people around the globe without access to safe drinking water and sanitation. Two years later, the World Summit on Sustainable Development in Johannesburg again recognized the key role of water in combatting poverty and added a sanitation target. Most recently, the UN Conference on Sustainable Development (Rio+20) reaffirmed the centrality of access to safe drinking water, sanitation services and effective water resources management.

An innovative partnership model

In 2006, the United Nations Development Programme (UNDP) and The Coca-Cola Company (TCCC) joined forces to help make the promise of improved access to



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