WATER AND COCA-COLA BRASIL

**+EFICIENCY**
- Reduction in the volume of water used for production – 1,7 liters of water per liter of product
- Water reuse and recycling
- Innovations to reduce water consumption in agriculture - Agrosmart

**+AVAILABILITY**
- Conservation and reforestation projects in +100 thousand hectares in the Amazon, Northeast and Southeast of Brazil
- In 2016 Coca-Cola Brazil return to nature 2X the amount of water used in its production process.

**+ACCESS**
35 million people do not have access to safe drinking water in Brazil. 20 million live in rural areas.

U$D170 Billion are needed to universalize the access to water and sanitation in Brazil until 2033

PLANSAB - National Basic Sanitation Plan

To overcome a giant challenge like this we cannot act alone.
50% of the WASH projects in Latin America fail after 2 to 5 years due to the lack of any sustainability model. (UNICEF)
OUR CHOICES

**A consistent commitment**
Long-term commitment (2025) of Coca-Cola Brazil to the cause of access to water in regions of greater vulnerability: rural areas.

**A lasting impact**
Contribute to strengthening, disseminating and expanding self-sustaining impact-models of access to water and sanitation in low income communities.

**Together we go further**
An intersectoral alliance that leverages know-how, contacts and resources and contributes to the formation of a Brazilian network of access to water organizations.

**Contribute, not substitute**
Contribute to the agenda, governments and public policies related to access to water with new models, innovative solutions and strengthened organizations.
Water+ Alliance

**Purpose:** To provide and expand the access to safe drinking water in a sustainable way to low-income rural communities in Brazil.
Purpose
Provide and expand the access to safe drinking water in a sustainable way to low-income rural communities in Brazil.

INTEGRATE
• To build and strengthen a growing alliance of key players and partners for the access to water in Brazil.
• Stimulate and provide opportunities for a continuous integration and exchange with partners.

INNOVATE
• Mobilize innovators and developers of solutions for the access and treatment to water.
• Identify and invest in pilots with innovative solutions and models.

IMPACT
• Invest in expanding partners, models and successful solutions to a growing number of communities.
• Systematize good practices and learning for dissemination

INSPIRE
• Strengthen and enhance the visibility of the agenda, water organizations, models and solutions through events, studies and communication.
• Contribute to the access to water agenda and public policies.

Funding partners
- Investments, partners and networks

Field Partners - Access to Water
- Geographic presence, know how and self-sustainable models

Support organizations
- Technical & management support
1 - Participative Diagnosis and definition of 9 main water challenges faced by communities and water organizations

2 – National “Open Call for Water Innovations” – 114 technological solutions assessed

3 – Six innovative solutions selected and implemented through pilots in 15 communities

<table>
<thead>
<tr>
<th>BRO3 Ozone System</th>
<th>Hybrid Solar Energy System</th>
<th>Ultra-filtration process</th>
<th>Water Pump+Treat System</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="BRO3 Ozone System" /></td>
<td><img src="image2" alt="Hybrid Solar Energy System" /></td>
<td><img src="image3" alt="Ultra-filtration process" /></td>
<td><img src="image4" alt="Water Pump+Treat System" /></td>
</tr>
</tbody>
</table>

**INNOVATE** – Innovative solutions for water access and treatment
INSPIRE – Promoting the Access to Water Agenda

Support to research and studies

- Study - Challenges and Opportunities to increase the Access to Water on the North and Northeast of Brazil
- Partnership with Trata Brasil, the main Brazilian think thank on Water and Sanitation
- Focus – Present the main sustainable solutions and models for the access to water in rural and isolated communities

Support, promotion and presence in strategic events - 2017

- Mar17: Launching of Water+ Alliance & Initiative
- May17: 1º Brazilian Conference on Community Water Organizations
- Jun17: Water Innovation Conference - Ceará
- Jul17: Sustainable innovations for Amazon Forum
- Nov17: Latin American Meeting Community Water Organizations - México – 18 countries
- Dec17: Workshop with World Bank, Avina and 15 investors / agencies
## Water+ Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazilian States</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Communities</td>
<td>15</td>
<td>100</td>
</tr>
<tr>
<td>Allied Organizations</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Number of beneficiaries</td>
<td>4,222</td>
<td>50,000</td>
</tr>
<tr>
<td>Innovative solutions piloted</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Investment</td>
<td>R$1.3 Million (USD 433K)</td>
<td>R$7 Million (USD 2.3M)</td>
</tr>
<tr>
<td>Strategic events</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Research / studies supported</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Contact: Rodrigo Brito +55 21 969919398
rbrito@coca-cola.com – Skype: rdzbrito
https://www.cocacolabrazil.com.br/institutococacolabrazil