



instituto
Coca-Cola Brasil

WATER+ ALLIANCE



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 e 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.**

IBGE

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 can not 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)**



Grants and infrastructure are not enough



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.

Together we go further

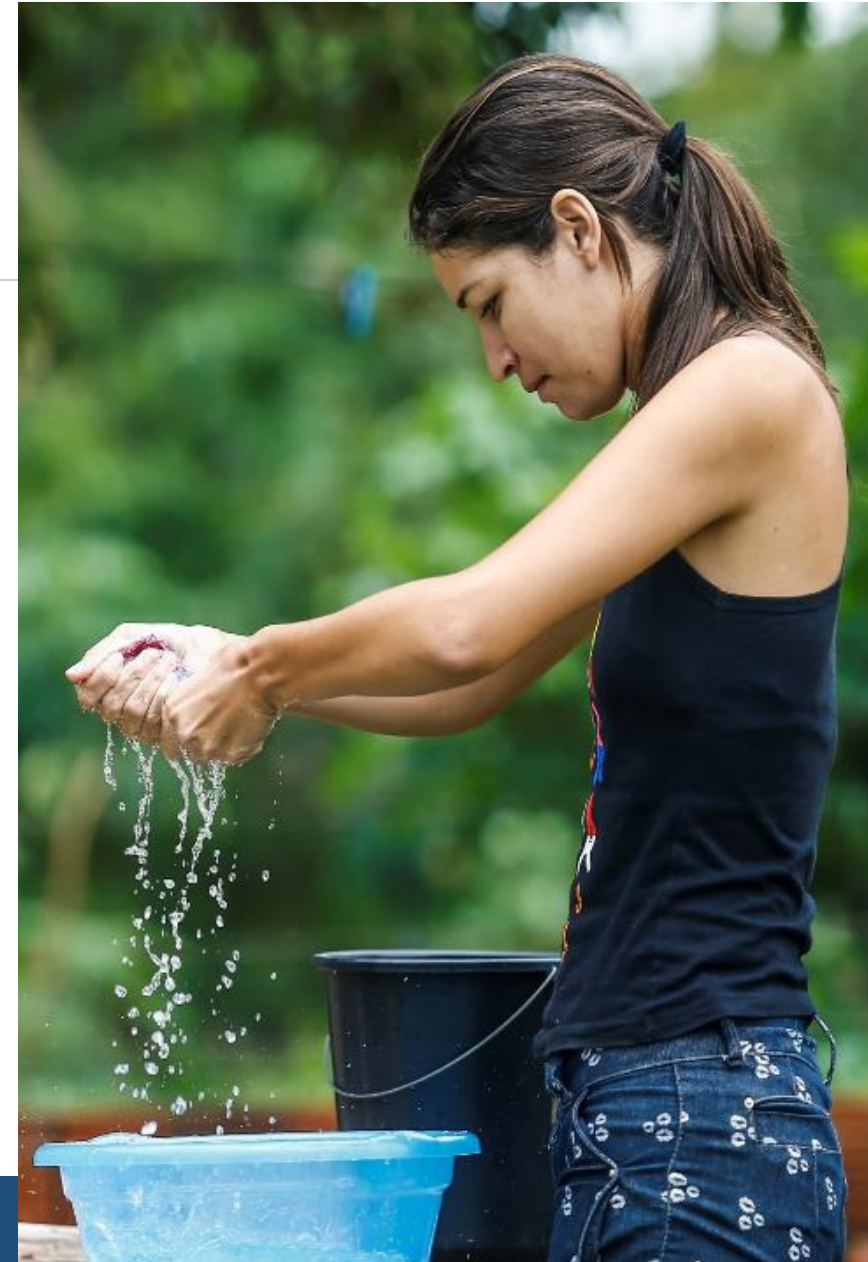
An intersectoral alliance that leverages know-how, contacts and resources and contributes to the formation of a Brazilian network of access to water organizations.

A lasting impact

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

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.



Our “how”

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 trough 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



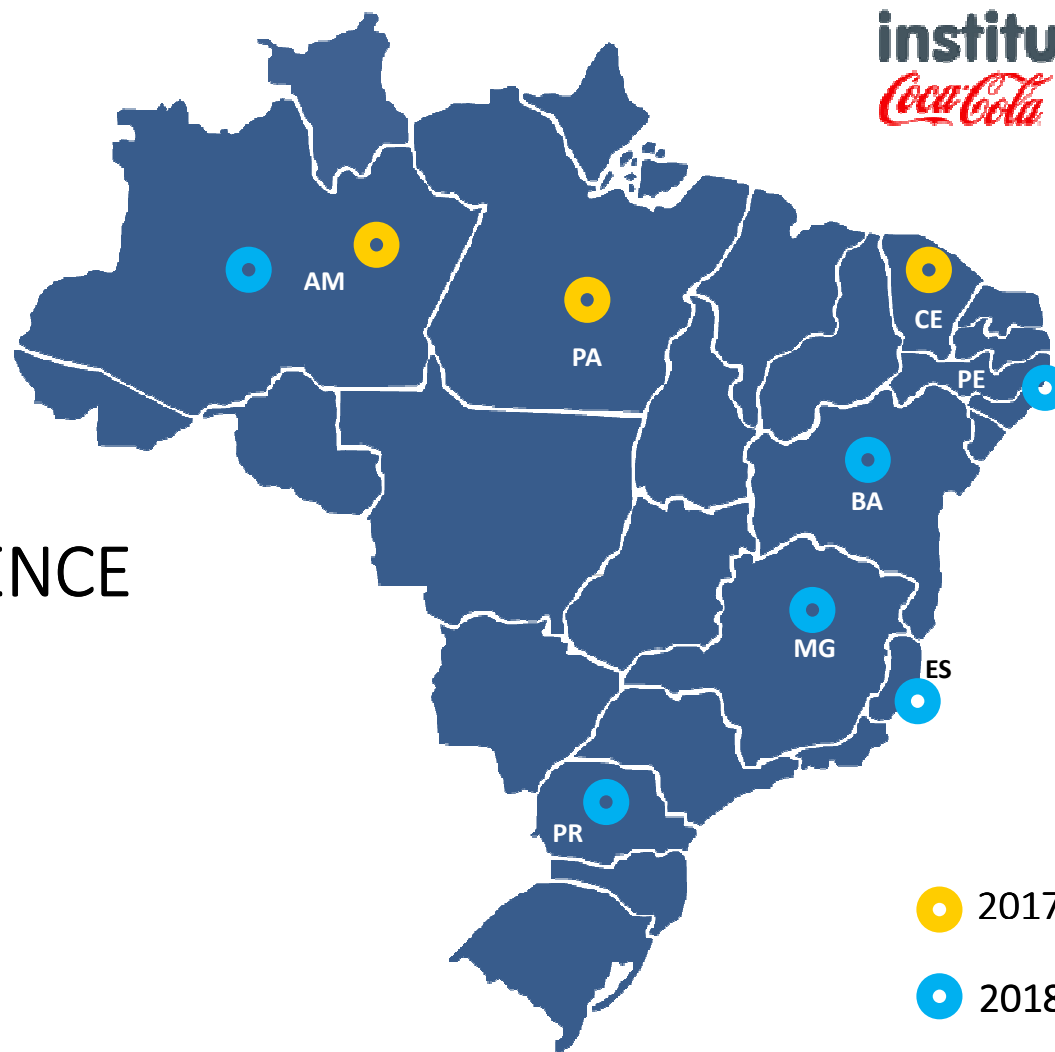
- Technical & management support



+PARTNERS & PRESENCE



instituto
Coca-Cola Brasil



● 2017

● 2018

INTEGRATE












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

BRO3 Ozone System	Hybrid Solar Energy System	Ultra-filtration process	Water Pump+Treat System
 	 	 	  

INNOVATE – Innovative solutions for water access and treatment



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 tank 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



Jun17: Water Innovation Conference - Ceará



Nov17: Latin American Meeting Community Water Organizations - México – 18 countries



May17: 1º Brazilian Conference on Community Water Organizations



Jul17: Sustainable innovations for Amazon Forum



Dec17: Workshop with World Bank, Avina and 15 investors / agencies

INSPIRE – Promoting the Access to Water Agenda



Water+ Numbers	2017	2018
Brazilian States	3	8
Communities	15	100
Allied Organizations	9	15
Number of beneficiaries	4.222	50.000
Innovative solutions piloted	6	8
Investment	R\$1.3 Million (USD 433K)	R\$7 Million (USD 2.3M)
Strategic events	6	9
Research / studies supported	1	1

IMPACT 2017-2018

A close-up photograph of a person's hand held palm-up, with water dripping from the fingers into a black plastic tub. The background is blurred, showing green foliage and a white wall.

instituto
Coca-Cola Brasil

Contact: Rodrigo Brito +55 21 969919398
rbrito@coca-cola.com – Skype: rdzbrito 
<https://www.cocacolabrazil.com.br/institutococacolabrazil>