

# **Working with Communities**

## **Power of Partnerships – The Ripple Effect !**



# Coca-Cola India: Vision, mission and preamble



## Vision

To be a trusted partner contributing to social, economic and environmental progress

## Mission

To socially and economically empower communities around our operations, by creating an enabling environment and through sustainable projects that lead to the betterment of communities

## Excerpts form our CSR Preamble

“The Coca-Cola Company has dedicated itself to environmental protection as a business priority and as its corporate social responsibility ..... Coca-Cola being a hydration company has a special interest in the quantity and quality of water, particularly in water-stressed areas. Water management, therefore, has to be given the highest priority in the environment policy and corporate social responsibility action plans of the Company”

# Coca-Cola India: Initiatives and partnerships

## CSR intervention in the areas of

### 1. Water Conservation

- 320 Rainwater harvesting structures
- Rejuvenation of traditional water bodies, check dams etc

### 2. Access to potable water

- Project underway in 100 schools in Chennai

### 3. Sustainable Packaging

- Working towards creating capacity for 100% PET Recycling

..... other partners in community projects



**RAJIV GANDHI FOUNDATION**



*Indian Army*

**CAF**

One of the most respected and credible international NGO

Focus : Sustainable Development

Partnership : Water Conservation, 3 states. Tsunami rehabilitation



One of the largest Developmental NGO, Corpus nearly Rs 100 crores

Focus : Sustainable Development

Partnership : Water Conservation in select areas, Film on Env Conservation



Rotary International – Chennai Chapter  
Focus: Humanitarian Services ,Education

Partnership : Drinking Water, In & Around Chennai, in 100 schools

# UN-Habitat: Mission and Introduction

## Mission

To promote socially and environmentally sustainable human settlements development and the achievement of adequate shelter for all

## Introduction

The United Nations Human Settlements Programme, UN-HABITAT, is the United Nations agency for human settlements. It is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. The main documents outlining the mandate of the organization are the Vancouver Declaration on Human Settlements, Habitat Agenda, Istanbul Declaration on Human Settlements, the Declaration on Cities and Other Human Settlements in the New Millennium, and Resolution

56/206

# UN-Habitat- Water for Asian Cities Programme



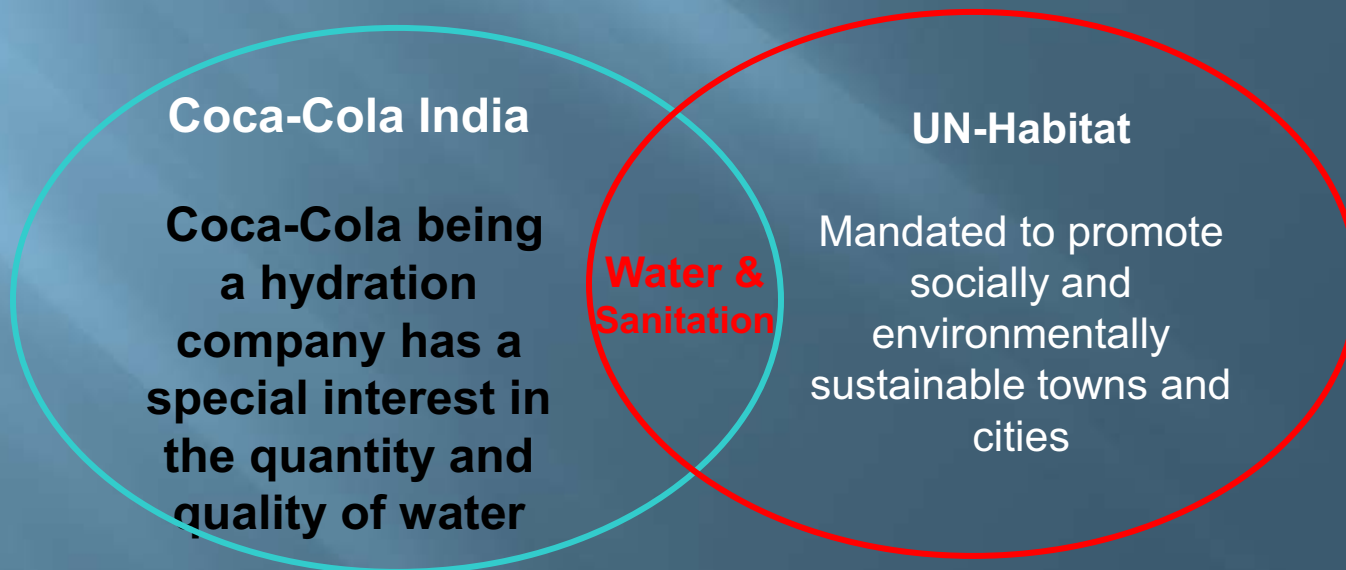
- WAC Programme is a collaborative initiative of the UN-HABITAT, the Asian Development Bank (ADB) and Governments of Asia
- Objective is to pursue the Millennium Development Goal 7 Target 10 of halving proportion of people without sustainable access to safe drinking water and basic sanitation to half by 2015.
- Pro-poor urban water and sanitation governance
- Promoting urban water demand management
- Promoting urban environmental sanitation
- Income generation for the urban poor through community-based Water and sanitation (WATSAN) services



## Coca-Cola Partnership with UN-Habitat

---

**A story... with shared vision and goals**



**ED, UN-Habitat and VP, Coca-Cola India at the partnership signing ceremony at Nairobi on April 14, 2007**



# Partnership – 3 dimensions

## Water Stewardship

Equal contribution by Coca-Cola India and UN-Habitat in a USD 300, 000 partnership

### Conservation of water

Augment the source with rainwater harvesting and other techniques to store and conserve rainwater in **Madhya Pradesh**

- RWH in 16 schools



### Access to potable water

Provision for safe drinking water and sanitation for urban poor in **West Bengal**

- Drinking water in 150 schools



### Awareness on water and sanitation

Improve water management, hygiene and sanitation in **Nepal**

- “Partnership for safe water” campaign



Private sector partnerships for sustainable urbanization



# UN-HABITAT : Coca-Cola Partnership – An overview

Country/ Year of Agreement	Coca-Cola Contribution (USD)	Project Objectives
<b>India &amp; Nepal</b> <i>April 2007</i>	150,000	Rainwater harvesting in 16 schools in Madhya Pradesh; improved water supply and sanitation in 100 schools in West Bengal; and launching of Partnership for Safe Water in Nepal.
<b>Nepal</b> <i>October 2009</i>	10,000	Install rainwater harvesting system in historical ponds to reduce water stress in Lalitpur at community level.
<b>Bangladesh</b> <i>March 2010</i>	100,000	HVWSHE and improved water and sanitation in thirty five (35) schools
<b>Pakistan</b> <i>December 2010</i>	100,000	Water and Environmental Sanitation Improvement in two Coastal Communities in Karachi, Pakistan benefitting about 3000 population.
<b>Vietnam &amp; Cambodia</b> <i>December 2010</i>	300,000	Complementing UN-HABITAT support to MEK-WATSAN with community-based Water Supply Projects in Cua Viet, Vietnam and Preaek Thmei, Cambodia
<b>India</b> <i>December 2010</i>	300,000	Improved water and sanitation in 6 schools combined with mass media campaign “Support My School”

# Ripple in Madhya Pradesh, India



Dedication of completed RWH projects by Advisory Council members and local leaders

Awareness session on RWH with school Teachers and students





# Ripple in West Bengal, India

**Awareness on WAT-SAN  
and dedication of system for  
potable water in a rural school**



**UN Habitat team from Nairobi and India,  
officials of WB Government, scientist  
and Franchise Bottler himself dedication  
the systems**



# Ripple in Nepal

Awareness on WAT-SAN  
and visit by our Advisory Council

Few of the water purification  
Techniques propagated



Biosand filter



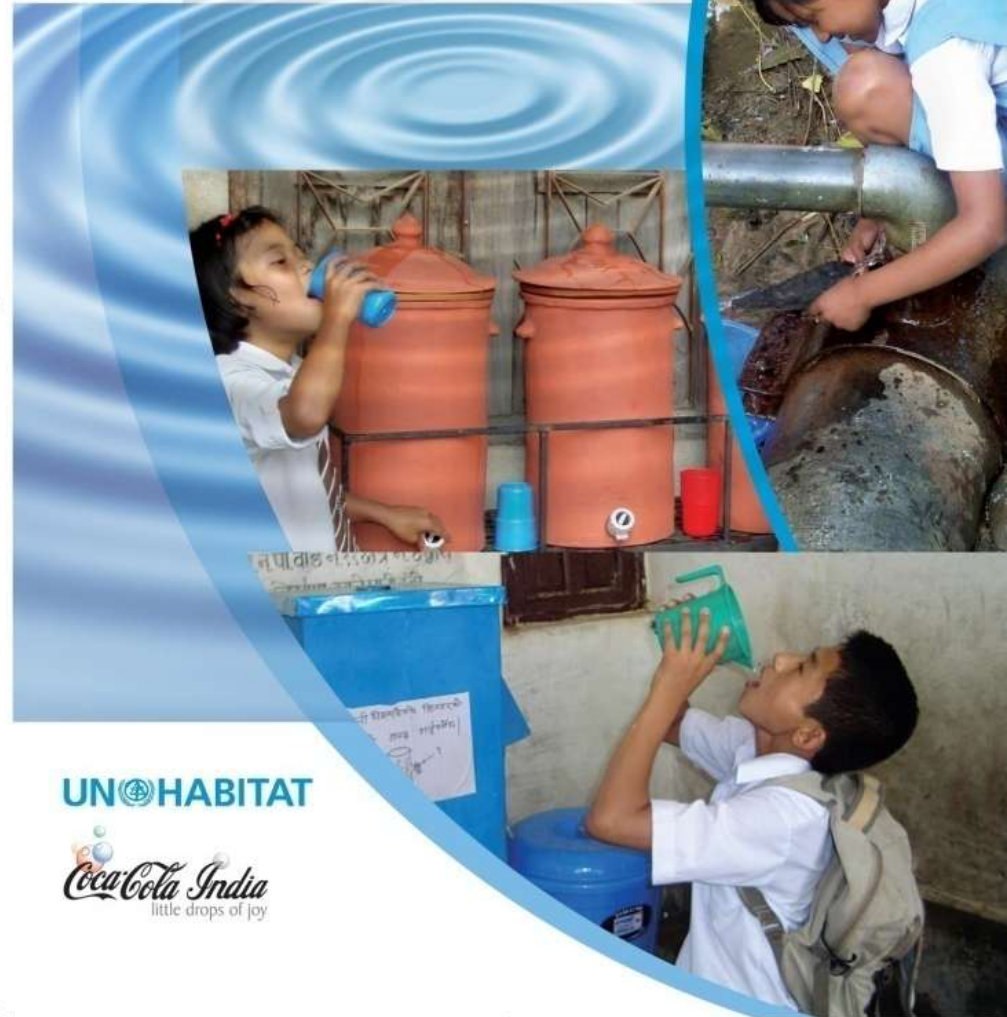
Colloidal silver filters



# the ripple effect

Impacting Communities  
through  
Public Private Partnerships for  
Water and Sanitation

Partnership  
Studied the difference  
It made in the communities  
And brought out the  
“Ripple Effect” book



UN HABITAT

*Coca-Cola India*  
little drops of joy

# As we moved ahead, more partners joined the cause ... causing a Ripple effect in communities

## Resulting in:

### Communities impacted

- More than 1 million

### No. of Partners

- up from 2 to 12

### Corpus up

- from x to 3X

### Students engaged

- 120,000

### Water conserved

- 10 million litres



**CENTRE FOR  
GROUND WATER  
STUDIES**

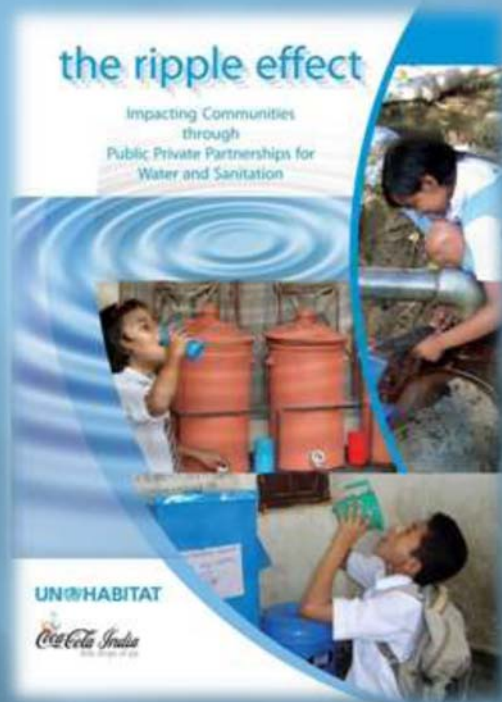


**Department of School Education, Madhya Pradesh**  
स्कूल शिक्षा विभाग, मध्यप्रदेश



# **“The Ripple Effect” : Sharing the Learnings**

## **A booklet on the Partnership - jointly released**



“The Ripple Effect” documents the partnership between UN-Habitat and The Coca-Cola Company

- **Studies and lists the impacts**
- **Dwells on replicability and sustainability**
- **Leveraging the funds**
- **Document the best practices**
- **Reflects on the challenges**
- **Shares the learnings**
  - **Views of experts**
  - **Way forward**



# Ripple Creating Waves

**Byuoyed by success of these partnership and the impact created  
new initiatives undertaken in 2009**





# PARTNERSHIP GOES GLOBAL



Top to top meeting between TCCC CEO and ED OF UN Habitat  
at World Economic Forum, Davos in early 2010  
Lays foundation for further collaboration on “Sustainability”

# Next level of partnership for Sustainable Communities

TCCC& UN Habitat announces USD one million partnership in water & sanitation for Asia, Africa & South America

- Both KO and UN H to contribute USD 0.5 million
- Project tied up in Pakistan
- MOU signed in Bangladesh
- Commitment made by KO Brazil and Africa

Simultaneously Partnership expands in Cambodia, Vietnam etc





# Reached out to 20,000 global delegates

## KO-UN-Habitat Exhibition at 5th WUF

Showcasing:

- Live Positively at TCCC
- Water Stewardship at KO India
- Sustainability efforts of KO Brazil





# UN-Coca-Cola to tie up for water initiative

**NEW DELHI:** The United Nations Human Settlements Programme (UN-HABITAT) and the Coca-Cola Company on Wednesday announced that they will collaborate to improve community access to safe drinking water and adequate sanitation in countries in Asia, Africa and South America. UN-Habitat and Coca-Cola will identify and undertake projects to improve access to safe drinking water and sanitation in a \$ 1 million partnership. The two partners will contribute equally in monetary terms in this partnership.

## Economic Times

### UN - Coca-Cola to tie up for water initiative UN-Habitat, Coca-Cola join hands on safe water project

New Delhi, May 6: The United Nations Human Settlements Programme (UN-Habitat) and the Coca-Cola Company today announced that they will collaborate to improve community access to safe drinking water and adequate sanitation in countries in Asia, Africa and South America. The two partners will undertake water and sanitation projects in the three continents as a part of UN-Habitat's ongoing regional programmes on water and sanitation in these geographical areas. The Water and Sanitation Trust Fund of UN-Habitat, 1994, collaboration announced on World Water Day builds on the earlier partnership between UN-Habitat and Coca-Cola which undertakes water conservation, sanitation and clean drinking water

projects in India and Nepal over a three-year period. According to the partnership at the Fifth session of the World Urban Forum in Rio, Anna Winkler, Executive Director, UN-Habitat said, "The poor, who are denied good water supply, tap water from standers and pay up to 20 times more than those who have access to good water supply. The partnership announcement today with Coca-Cola builds on the joint vision of the two organisations to work for the sustainability of communities and follow the successful implementation of water and sanitation projects in India and Nepal. This is also a step forward in implementing Public-Private-Community partnerships projects to meet the challenges of the Millennium Development

Goals in an affordable and acceptable manner." Atul Singh, President and CEO, Coca-Cola India and South West Asia, announcing the partnership on behalf of The Coca-Cola Company while also launching the Publication expressed, "The Ripple Effect" said, "Water is fundamental to all communities and we understand that business thrives only amidst vibrant and sustainable societies. The Coca-Cola Company and the United Nations system urge a long standing partnership that includes advocacy and implementation of projects in a wide range of areas. Both organisations share the vision to improve the overall standard of living in communities and we are delighted to broaden the Company's existing partnership

with UN-Habitat and its geographical and regional water and sanitation initiatives." In India, the partners identify new projects to the existing projects in 30 Pradesh and West Bengal painting projects. Key areas include the installation of water harvesting systems, schools in Bihar, Madhya Pradesh, India.

These two work centres provide clean drinking water to more than 30 million people in West Bengal. The two organisations have also undertaken drinking water and sanitation projects in 5 more states in India. These projects have helped in providing clean drinking water to 10 million people in India. The two organisations have also undertaken drinking water and sanitation projects in 5 more states in India. These projects have helped in providing clean drinking water to 10 million people in India.

Water is a basic human right and is essential for the survival of all living beings. The United Nations and the Coca-Cola Company are committed to ensuring that everyone has access to safe drinking water and adequate sanitation. This partnership is a step towards achieving the Millennium Development Goals and improving the quality of life for people in developing countries.



### UN-Coca-Cola to tie up for water initiative

**NEW DELHI:** The United Nations Human Settlements Programme (UN-HABITAT) and the Coca-Cola Company on Wednesday announced that they will collaborate to improve community access to safe drinking water and adequate sanitation in countries in

### यूएन-कोका कोला ने अपनी साझेदारी को मजबूती दी

यूएन-कोका कोला ने अपनी साझेदारी को मजबूती दी। यह साझेदारी दुनिया भर में पानी की उपलब्धता और पर्याप्त स्वच्छता के लिए मिल कर काम करेगी। दोनों ने तीनों महाद्वीपों में यूएन-हैबिटेट के जल और स्वच्छता संबंधी क्षेत्रीय कार्यक्रमों को ले जायेंगे, जिन्हें यूएन-हैबिटेट के वाटर एंड सैनिटेशन ट्रस्ट फंड समर्थन प्राप्त है। यूएन-हैबिटेट की कार्यकारी निदेशक डॉ. आन्ना तिबैयूका ने कहा कि स्वच्छ पानी और स्वच्छता दोनों ही मानव विकास की बुनियादी रूढ़ि हैं। भारत और दक्षिण-पश्चिम एशिया के लिए कोका कोला के अध्यक्ष और मुख्य कार्यकारी अधिकारी अतुल सिंह ने कहा कि कंपनी और संयुक्त राष्ट्र बीच दीर्घकालिक साझेदारी है।

संयुक्त राष्ट्र के मानव बस्ती कार्यक्रम (यूएन हैबिटेट) और कोका कोला ने सुरक्षित पेय जल उपलब्धता के लिए मिलकर काम करने की घोषणा की है। इस अवसर पर एक प्रकाशन 'रिथल इफेक्ट' का विमोचन करते हुए यूएन हैबिटेट के कार्यकारी निदेशक डॉ. आन्ना तिबैयूका और कोका कोला के अध्यक्ष (भारत एवं दक्षिण-पश्चिम एशिया) अतुल सिंह

### सुरक्षित पेयजल के लिए मिल कर काम करेगा कोका कोला



यूएन-हैबिटेट की कार्यकारी निदेशक डॉ. आन्ना तिबैयूका ने कहा कि स्वच्छ पानी और स्वच्छता दोनों ही मानव विकास की बुनियादी रूढ़ि हैं। भारत और दक्षिण-पश्चिम एशिया के लिए कोका कोला के अध्यक्ष और मुख्य कार्यकारी अधिकारी अतुल सिंह ने कहा कि कंपनी और संयुक्त राष्ट्र बीच दीर्घकालिक साझेदारी है।



# Ripple Creating Waves

Augment the source with rainwater harvesting to store and conserve rainwater in 16 schools of **Madhya Pradesh, India**

November 2007

Partnership for Safe Water campaign to improve water management, hygiene & sanitation in 5 municipalities of **Nepal**

November 2007

Provision for safe drinking water and sanitation for urban poor in 5 districts of **West Bengal, India**

September 2008

Partnership for Water Conservation to reduce Water Stress in **Lalitpur Municipality, Nepal**

November 2009

Water, Sanitation and Hygiene Improvements in 35 Schools serving urban poor in **Comilla & Dhaka, Bangladesh**

June 2010

## Completed/ Ongoing Projects under UN-HABITAT and Coca-Cola Partnership

December 2010

Water and Environmental Sanitation Improvement in Coastal Communities in **Karachi, Pakistan**

December 2010

Increased Access to Safe Water Supply towards reaching the MDGs in 2 communes of **Quang Tri Province, Vietnam**

December 2010

Provision of community-based water supply for communities in 12 villages of **Praek Thmei Commune, Cambodia**

March 2011

WSHS and Healthy Active Living in Schools serving Urban/ Peri-Urban poor project in 14 states of **India**

# Overcoming the Challenges



# PPP Partnership: Common Challenges

- ▣ Governance
  - ▣ Transparency
  - ▣ Reporting/Documentation
  - ▣ Ability to innovate
  - ▣ Costs control
  - ▣ Implementation
- ▣ Partnership terms
  - ▣ Capability gaps
  - ▣ Stakeholder engagements
  - ▣ Communications
  - ▣ Sustainability



# Addressing the Challenges

## Building Solid Foundations



- ▣ Meeting of heart and mind: **top to top meetings**
- ▣ **Operations teams:** Finance, engineers, technical experts, management experts, operations, communications
- ▣ **National team;** for monitoring, communications, ironing out issues, strengthen relationships
- ▣ **Advisory Council:** three eminent independent honorary experts
- ▣ **Joint Community mobilization-** launch/dedication, media interactions. Communications
- ▣ **Documentation-** standardized formats, reports
- ▣ **Community Participation** of women & children
- ▣ Unique **"Reach out" strategies:** Launch/dedication, media interactions
- ▣ **Tools for ops teams:**
  - Base data
  - Material standards
  - Quality standards
  - Price /cost benchmarks
  - Documentation standards
  - Design standards
  - Precaution sheets
  - Reporting formats-monthly/quarterly...
  - Dialogue between consultant/ village director, ops teams
  - Budget controls
  - Project management tools
  - Contractor's selection criterion



# Benefits of the partnership

- ▣ **Serving Communities in wider geography  
:40 locations**
- ▣ **Strengthen stakeholder engagements –  
impacts over 2 million people in 40  
communities**
- ▣ **Serve as a model for future partnerships  
with large NGOs**
- ▣ **Mutual Capability Building- skill  
enhancement**
- ▣ **Positive impact on the reputation of both-  
Company and the NGO while supporting the  
communities**
- ▣ **Media, through over 500 insertions already,  
helping reach message of water conservation  
to several millions in the communities across  
India**



TO SERVE COMMUNITY

# **LOOKING FORWARD: Converting the Ripple to a Wave**

**Successful collaboration has established a sound foundation  
for an effective and long-term partnership;**





**LETS MAKE A DIFFERENCE: COCA-COLA & NDTV presents SUPPORT MY SCHOOL**



*a campaign to raise awareness for and provide safe water, sanitation and play opportunities for children in India's schools...so that they remain in schools*



Confidential

Learning  
Partner

PEARSON  
FOUNDATION



# SMS: Overview

<b>Launch</b>	Program announced JAN 2010 at a Launch Event carried live on television by multiple News Channels. 10 Months of sustained multi-media campaign climaxing at a Fund Raising Telethon
<b>Investment</b>	Backed by USD 600,000 funding from Coca-Cola and UN-HABITAT, with goal to raise at least another USD 1 Million. Revitalization budgeted at USD 55K-60K /cluster (5 Schools)
<b>Impact Quotient</b>	Permanently impact lives of 50000+ children in first year and thousands more added every year
<b>Reach</b>	At least 100 schools across Rural and Semi-Urban India
<b>Project Elements</b>	<ul style="list-style-type: none"> <li>• Access to Water</li> <li>• Separate toilets for Boys and Girls</li> <li>• Rainwater Harvesting</li> <li>• Greening, Horticulture and clean up of the premise</li> <li>• Sports and playing facility</li> </ul>

# Principal **PARTNERS: Synergetic and Complimentary to each other**



- **NDTV:** Prominent News Network of India with most credible and experienced news team in the country: Brings in reach and editorial strength to the campaign ([www.ndtv.com](http://www.ndtv.com))
- **UN HABITAT:** Funding and Knowledge partner, who bring in best-in-class global expertise and access to information, global platforms and organizations ([www.unhabitat.org](http://www.unhabitat.org))
- **CAF India:** Part of CAF international, who won a global bid from UNHABITAT to execute this project as Implementation Partner. They collect funds on behalf of campaign and are responsible for execution of the projects ([www.cafindia.org](http://www.cafindia.org))
- **Sulabh International:** Heralded as pioneers in water and sanitation work in India with projects and consulting work now spanning over 15 countries. Brings in unparalleled knowledge and insight into grass root issues and their remedy. ([www.sulabhinternational.org](http://www.sulabhinternational.org))
- **Sachin Tendulkar:** Prominent Cricketer and undisputed National Icon is the Campaign Ambassador and will lend voice to this campaign as its chief spokesman
- **Pearson Foundation:** As a Learning Partner, the Foundation brings in wealth of global experience in building knowledge and training at school level ([www.pearsonfoundation.org](http://www.pearsonfoundation.org))
- **Coca-Cola India:** As part of its sustainability initiative is responsible for bringing the project together and contributing to the seed fund for this campaign ([www.coca-colaindia.com](http://www.coca-colaindia.com))

## Clearly defined Role and Responsibilities



Confidential

Learning  
Partner

PEARSON  
FOUNDATION





# Grassroot NGO PARTNERS...still growing



Expertise in community mobilization, swift implementation



Confidential

Learning Partner





**THE EFFECT**

Classified Confidential



# SMS Spreads Smiles in Haryana, MP & Rajasthan



## Jhundpur School – Principal Mr Arya Enrollment of girl child up

- Absenteeism is down
- School has been given permission to add 9<sup>th</sup> and 10<sup>th</sup> standard

## Bhopal Cluster – Aarambh NGO

- Teachers from nearby school have visited the school with completed toilets and water dispenser
- Pamphlets and posters with pictures of toilets to be used for recruitment of children from villages nearby





# PROGRESS REPORT



## REVITALIZING

- **100 Schools IDENTIFIED**
- **2 SCHOOLS : WORK COMPLETED**
- **23 SCHOOLS: WORK UNDERWAY**
- **22 SCHOOLS : WORK TO BEGIN IN AUGUST**

## OUTREACH

- **30 MINUTES SHOW on NDTV**
- **22 Stories, Social Media, Astons, Tickers**
- **Union Ministers ENGAGED**
- **Presentation on MULTIPLE PLATFORMS**

# Partners help take the Partnership **INTERNATIONAL**



**Sustainable Water Solutions for a  
Changing Urban Environment**

Suntec Singapore International Convention & Exhibition Centre

4 - 8 JUL

**2011**



**London Fundraiser**



Confidential

Learning  
Partner

**PEARSON  
FOUNDATION**



# STRATEGIC PARTNERS COMING ON BOARD

**Each contributes:**

**Time/Resources/Products/Money/ Volunteers**



**Power solutions/ Inverters**

Learning  
Partner

PEARSON  
FOUNDATION

**Funds, Libraries, Teacher Training**



**Print Media**

**Digital Media, Fund raising**



**Fund raising in US/ Europe**



**Global Environment &  
Technology Foundation**



# **SPECIAL PARTNERS** EXTENDING THE REACH

## **Multiplier Effect**



**SOCIAL  
REVIEW**



**RADIO**



**CELEBRITIES**



**FUNDING**



Confidential

Learning  
Partner

**PEARSON  
FOUNDATION**



# SPREADING THE WORD: **ONLINE PARTNER**



[Home](#) | [About the Campaign](#) | [News](#) | [Schools](#) | [Donate](#) | [Videos](#) | [Gallery](#) | [Campaign Ambassador](#) | [Our Partners](#)

You are here: [Home](#) » [Videos](#)



The other side of doubling literacy figures

16 Apr 2011



स्कूल में सुविधाएं बढ़ाने की मुहिम

16 Apr 2011



टॉयलेट नहीं, बरिचियों का फूटा स्कूल

01 Apr 2011



'We are equal in our classroom'

27 Mar 2011



A school with just one teacher

27 Mar 2011



बदहाली में यूपी के प्राइमरी स्कूल

27 Mar 2011



Education in tatters at this primary school in Bihar

19 Mar 2011



दरभंगा का बदहाल प्राइमरी स्कूल

19 Mar 2011



School with 5 classes, 12 students and 2 teachers

12 Mar 2011



स्कूल बीपेल : प्राइमरी स्कूल बौहान

12 Mar 2011



Campaign for education in the downpour

07 Mar 2011



School without roof or walls

06 Mar 2011

Our Partners

UN HABITAT

CAF  
India



Suabhi International  
Social Service Organisation

SHARE YOUR POST



Campaign Ambassador



We are supported in this initiative by Sachin Tendulkar, the campaign ambassador. We also have the support of Charities Aid Foundation, UN Habitat and Suabhi.

[More »](#)



About the schools



Classified - Confidential



# Celebrities Volunteer: TELETHON on 18<sup>th</sup> Sept, 2011



- An action packed fundraiser: 12 hour live action packed television event on NDTV News Network planned in 3<sup>rd</sup> Quarter of 2011
- Likeminded Corporate, NGOs, Foundations and individuals to be brought on board as partners to make live on Telethon with Donor Cheques being given Live on air
- People participation : Innovative ideas for people to engage like auction..
- Live Celebrity Performances, chats, interaction through phone calls with viewers who have donated/ want to donate to the cause
- Use of web, mobile and TV to gain maximum penetration and offer interactivity with the event as it progresses





# RIPPLE EFFECT: In Action



# Power of Partnerships – The Ripple Effect !

## IN NUTSHELL

- **Identify the Partners with due care**
- Partnership of Heart and Mind- resources should come later
- **Partner for Long Term relationship**
- Spend time on setting up routines for Governance
- **Create Transparency**
- Communicate Passionately
- **Look beyond the Obvious- identify hidden strengths**
- Capitalize on intangible Assets
- **Create opportunities to Celebrate**



**This ripple can grow bigger and lead to sustainable, inclusive growth ...**



**... Lets join hands for a better India.**

