ENTERPRISE DRIVEN DEVELOPMENT

WADA leverages the unique capabilities and capacities of USAID and Coca-Cola – applying them collaboratively to water-challenges that otherwise neither could tackle alone.

USAID

USAID is the world’s premier international development agency and a catalytic actor driving development results. For more than 40 years, USAID has worked closely with governments, communities, and water sector experts to improve water supply and sanitation service delivery while supporting community-led sustainable management of water resources in developing countries.

Coca-Cola

Coca-Cola is the world’s leading total beverage company with operations in over 200 countries. Together with its bottling partners, Coca-Cola is committed to responsible water stewardship, community prosperity, and the empowerment of individuals across their global areas of operation. Through targeted investments and the deployment of its technical expertise, Coca-Cola creates shared value around the world.

USAID + COCA-COLA

A GLOBAL PARTNERSHIP FOR WATER PROSPERITY

The Water and Development Alliance (WADA) partners with companies, communities, and governments to address challenges and harness opportunities connected to water. WADA’s enterprise-driven approach brings together business capabilities of the Coca-Cola system with USAID’s premier development expertise to create solutions that help develop thriving communities, grow stable economies and strengthen resilient environments around the world.
OVERVIEW
The Water and Development Alliance (WADA) is a unique partnership between the U.S. Agency for International Development (USAID) and Coca-Cola to co-invest and collaborate with communities on high impact and innovative water projects.

Since 2005, this public-private partnership has improved sustainable access to water and management of water resources for communities around the world – building their capacity for self-reliance, unleashing economic potential, and empowering them to thrive.

AREAS OF FOCUS

WATER FOR HEALTH
- Improved Water Access
- Improved Sanitation Access
- Improved Access to Hygiene Training

WATER FOR ECONOMIES
- Women’s and Youth Economic Empowerment
- Sustainable Business Practices
- Market-Based Approaches

WATER FOR NATURE
- Watershed Protection
- Ecosystem Services
- Enhancing Biodiversity

SUSTAINABLE IMPACT

+40 PROJECTS
+30 COUNTRIES

+580,000
PEOPLE HAVE RECEIVED
IMPROVED WATER ACCESS

+284,000
PEOPLE HAVE RECEIVED
IMPROVED SANITATION ACCESS

+1,000,000
ACRES OF LAND HAVE BEEN PUT
UNDER IMPROVED WATERSHED
MANAGEMENT PRACTICES

$30 MILLION
COMBINED INVESTMENT TOTAL

PARTNERSHIP STRENGTHS

COMMUNICATIONS
WADA distills compelling, genuine, and dignified communication content from programming impacts, challenges, and lessons learned – informing the sector on the power of partnerships, engaging global stakeholders in development outcomes, and celebrating community empowerment.

ENTERPRISE-DRIVEN DEVELOPMENT
Recognizing Coca-Cola’s capacities, WADA engages diverse roles from across its system to collaborate with USAID development networks, reaching beyond traditional contracting and development models – collaborating, co-financing, and co-designing better programs, tools and initiatives.

KNOWLEDGE MANAGEMENT
WADA leverages the partner’s technical expertise, networks, and local experience – improving water sector performance and service delivery through research, convening and learning opportunities.