



Aerial view of the Black River in Ohio, a tributary of Lake Erie. Aerial view of the Black River in Ohio, a tributary of Lake Erie © Robert J. Hurt

The Coca-Cola Company and Partners' Approach to **Addressing Watershed Health**

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Acronyms

AWS Alliance for Water Stewardship

CCI Coca-Cola Icecek

NGO non-governmental organization

NPWI Net Positive Water Impact

SBTN Science-Based Targets Network

TCCC The Coca-Cola Company

TCCF The Coca-Cola Foundation

TNC The Nature Conservancy

WASH water, sanitation and hygiene

WWF World Wildlife Fund

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INTRODUCTION

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PURPOSE

The purpose of the paper is to show how companies can incorporate a watershed health approach into their business through a case study provided by The Coca-Cola Company. The paper will outline The Coca-Cola Company and its partners' approach to addressing watershed health, based on the company's sustainability goals and application of the [CEO Water Mandate's Contextual Water Targets Guidance](#) in priority locations. This paper also discusses several water resource management programs that The Coca-Cola Foundation has funded to enable vulnerable communities to effectively prepare for, recover from, and adapt to the impacts of climate change.

Audience

The primary audience of this paper is **corporate sustainability practitioners**, specifically those who are tasked with leading a company's water stewardship efforts, to help them understand best practices in watershed stewardship in priority watersheds. Secondary audiences include **public sector actors, NGOs, investment organizations, development banks and funding agencies, academia, civil society groups and local communities** involved in activities that contribute to watershed health.

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When done well, it can be useful to both the company and their partners in developing a shared vision and a portfolio of projects that contribute to improving watershed health and helping improve water security.

Benefits of a Watershed Health Approach

Companies and NGOs are increasingly recognizing the need for more coordinated efforts to improve watershed health. To do this, companies need to understand key shared water challenges, drivers behind the challenges, interventions, and existing/future projects that they can support. Watershed health plans (or watershed stewardship plans) can help to build this understanding in a way that is not resource intensive. Watershed health planning draws on existing information and assessments, as well as stakeholder expertise. While the process is mainly qualitative, it requires that companies collaborate with local partners to develop a shared understanding and vision for watershed health. When done well, it can be useful to both the company and their partners in developing a shared vision and a portfolio of projects that contribute to improving watershed health and helping improve water security.

Alignment With Other External Frameworks

Watershed health plans involve information gathering, stakeholder engagement and developing implementation plans. Therefore, the process can complement steps required in other water stewardship frameworks such as those published by [Alliance for Water Stewardship \(AWS\)](#), the [Science-Based Targets Network \(SBTN\)](#) and [CEO Water Mandate's Net-Positive Water Impact \(NPWI\)](#).

For example, [AWS Standard](#) Steps 1 & 2 are 'Gather and Understand' and 'Plan and Commit'. Much of this can be complemented through the watershed health planning process which requires collection of information through watershed assessments, stakeholder engagement, and development of an implementation plan.

A similar set of steps are seen in the [CEO Water Mandate's Contextual Water Targets](#) guidance (use local assessments, identify water-related risks, develop understanding of local context through engaging stakeholders).

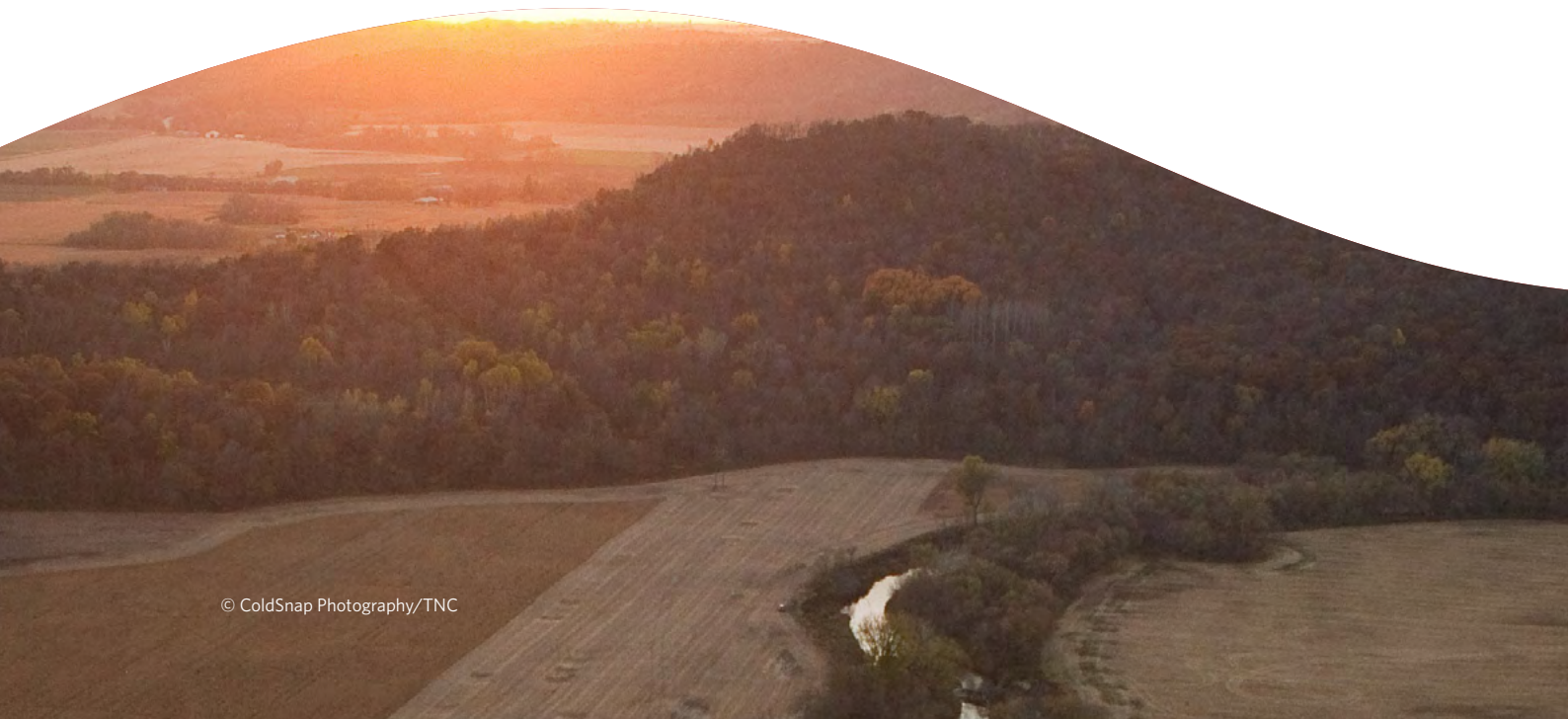
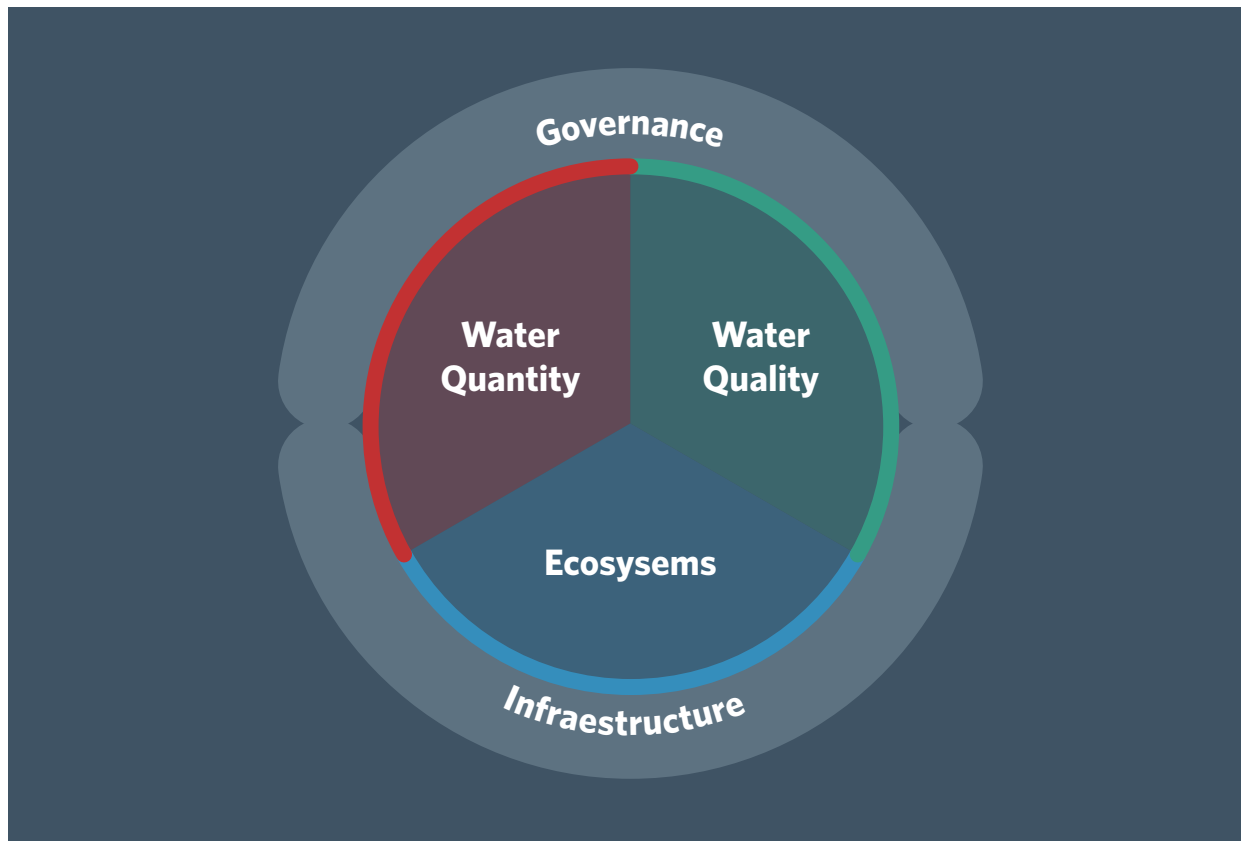
Watershed health plans can help chart a roadmap across [CEO Water Mandate's Net Positive Water Impact \(NPWI\)](#)'s key elements: measurement, reduction, replenishment and collective action. Water-related challenges and interventions are categorized similarly to NPWI's primary water themes (water availability, quality and access).

For [Science Based Targets for Nature \(SBTN\)](#)'s target-setting guidance for companies, watershed health plans can help identify key stakeholders to consult on existing models for target setting (SBTN Step 3) and help direct efforts in SBTN Step 4 (implementation).

Note, however, that **many of these frameworks do require some quantitative analysis of data, whether for target setting or monitoring and evaluation, and this is not something that watershed health plans cover.** Nevertheless, they can be a tool for companies to streamline steps they are taking with other frameworks.

Importance of Watershed Health and Collective Action

Like all water users, companies are dependent on the health of watersheds and the services they provide. Based on review of existing watershed assessments, tools and scorecards, and consultation with stakeholders, TCCC and its partners understood that balanced water quantity, good water quality and healthy ecosystems supported by appropriate infrastructure and good governance in communities are vital to improving watershed health.



- The table below provides more details on each of these watershed health elements, including possible measurements and desired end states, which may vary depending on the local physical and socioeconomic contexts.

Watershed Health Elements	Maybe measured by:	Possible desired condition:	Considerations:
Water quantity	Total water availability compared to total water use	Water availability / water use balance allows for equitable, sustainable use for business, communities and nature	Temporal aspects - water availability and water use changes throughout the year
Water quality	Concentration of pollutants; water temperature	Water quality is maintained for desired uses, such as drinking, fishing, swimming and business operations	Pollutants can come from point or nonpoint (diffuse) sources
Ecosystems	Ecosystem structure and functions	Ecosystems' natural structure and functions are maintained; no loss of biodiversity	Ecosystems should include terrestrial, freshwater and in some cases, marine
Governance	Engagement of all stakeholders in water decision-making	Engage key community groups, including women and youth, in water resource planning and management decisions	Governance can take many forms
Infrastructure	Access to water and sanitation; reduced risk to extreme events like floods or droughts	All people in the watershed have access to clean water and improved sanitation; flexible and robust physical and governance systems are in place to reduce damage and promote recovery from extreme events	Integrated green-grey solutions may provide more flexibility and robustness against extreme events

- Due to the complex nature of water management, TCCC and partners recognize that watershed health cannot be achieved through individual interventions alone. That's why these partners believe that the process of establishing watershed stewardship plans should be based on sound science, aimed at driving measurable and impactful interventions, collective action and governance engagement.


- Collective action is a critical lever for making improvements in watershed health. The CEO Water Mandate describes the rationale for collective action in watersheds as follows: "Freshwater management has certain multifaceted and unique characteristics. [...] Water is required for life; it supports community livelihoods and sustains ecosystems. It is also viewed by many as a commodity that enables economic production and consumption. The use of water is inherently subject to public good expectations and can easily raise socio-political tensions, particularly when a use or waste discharge has, or is perceived to have, negative impacts on local communities or ecosystems. These situations require cooperation—and sometimes compromises—among interested parties."¹ Collective action often requires shared goals, objectives and understanding for the watershed, based on consensus between different companies and stakeholders. Watershed health planning is a process that can help achieve this.

¹ <https://ceowatermandate.org/collectiveaction/understanding/>


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WATERSHED PRIORITIZATION PROCESS OVERVIEW

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 **Water is a priority for The Coca-Cola Company because it is essential to life, their beverages and the communities they serve. It is also critical to public health, food security, biodiversity and the climate crisis.**

The world is experiencing increased water insecurity, which is evident through water scarcity, with demands for safe, usable water exceeding supply in certain areas. The Coca-Cola Company has operations nearly everywhere in the world. That is why the company endeavors to accelerate its efforts to help address water stress, protect local water resources and help build community climate resilience, which is communities' ability to adapt to these changing conditions. That's why the [TCCC 2030 Water Security Strategy](#) is focused on accelerating the actions needed to increase water security where it operates, sources ingredients and touches people's lives. In 2022, TCCC completed its analysis of water-related risks in areas where it can make the greatest impact.² **For TCCC, good water stewardship begins from actions it takes within its four falls and extends to context-based actions outside.** So, TCCC prioritized watersheds linked to its operating facilities, commercial regions, sourcing regions for global priority ingredients along with communities to target its actions. Independently, The Coca-Cola Foundation determines which water resource management programs and communities to work in through an assessment of climate vulnerability, climate readiness, and water stress.

 **Operations:** TCCC analyzed water sourcing risks across approximately 700 operational locations (mainly concentrate plants and bottling facilities) and mapped the minor river basins and sourcing basins of these facilities. TCCC catalogued these locations based on the detailed mapping and results from an Enterprise Water Risk Assessment from the World Resources Institute's Aqueduct 3.0 tool and from Facility Water Vulnerability Assessments—TCCC's site-level, internal proprietary tool. As a result, TCCC placed each facility within one of three categories:

LEADERSHIP LOCATIONS:

Approximately 25% of TCCC's facilities face the highest level of water-related risks and are on a path to 100% regenerative* water use by 2030.


ADVANCED EFFICIENCY LOCATIONS:


System facility locations in a water-stressed context that will drive advanced water efficiency improvements in operations.

CONTRIBUTING LOCATIONS:

System facility locations in areas with low water-related risks. These will contribute to water security overall by implementing the Coca-Cola system's Water Resource Sustainability Standard, achieving industry benchmark water efficiency and 100% compliance with wastewater discharge standards.

*Regenerative water use means that Coca-Cola operating facilities must reduce, reuse, recycle and replenish the water used in operations in the local correlated watersheds for beneficial social, economic and/or environmental uses by other stakeholders and nature.

 **Watersheds:** Similarly, TCCC undertook a comprehensive process to identify priority watersheds across its system. These include its Leadership Locations and their water sources, where its system sources global priority ingredients, key growth markets and priority communities.

 **Communities:** TCCC also began mapping priority communities, based on their lack of access to water, sanitation and hygiene (WASH) and resilience to water related impacts of climate change (e.g., floods and droughts), with a focus on communities close to their facilities, and/or in urban growth centers where TCCC sells its products, and/or in rural farming communities where it sources ingredients. Community use and management of water resources can have significant impacts on the health watersheds.

2 During the course of implementation of its 2030 Water Security Strategy, The Coca-Cola Company reviews its prioritization periodically, as risks evolve and/or new data emerges. This may lead to changes in the prioritized facilities, watersheds and communities.

8 By mapping and overlaying its priority facilities, watersheds and communities, TCCC has developed a framework of prioritization and a deeper understanding of risks. This helps it develop holistic, integrated and context-based approaches to help increase water security where it matters the most in its business, operations and supply chains.

Based on this process, TCCC finalized its priority watersheds and set a goal to “work with partners to help improve the health of 60 watersheds identified as most critical for the company’s operations and agricultural supply chains by 2030.”³ For each priority watershed, TCCC teams aim to conduct a watershed health assessment (unless one is already available) and develop a watershed stewardship plan, outlined below.

3 <https://www.coca-colacompany.com/media-center/coca-cola-shares-key-goals-of-2030-water-security-strategy>



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WATERSHED HEALTH ASSESSMENT AND STEWARDSHIP PLAN PROCESS OVERVIEW

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The watershed health planning process was adapted from global water stewardship frameworks such as the CEO Water Mandate's guidance on Contextual Water Targets. The guidance encourages companies to use local assessments, identify water-related risks, develop understanding of local context through engaging stakeholders, setting targets and monitoring. Likewise, the watershed health planning process requires corporates to gather local assessments and stakeholder input to identify water-related risks, drivers and interventions. As mentioned earlier in this report, watershed health plans can streamline some of the steps needed to implement multiple water stewardship frameworks at the site level qualitatively. An overview of the steps in the process is included in the figure below:



Where possible, TCCC regional teams gather and collate information from local assessments and stakeholders to help assess watershed health. This includes information on:

- Water-related challenges in the basin (e.g. water scarcity, access and quality),
- Drivers of those challenges (e.g. agricultural conversion),
- The desired end state for the basin (e.g. improved water use efficiency in agriculture)
- Needed interventions (e.g. regenerative agricultural practices)
- Current or potential projects (e.g. incentivizing farmers to practice regenerative farming practices conversion over xx hectares by yy organization).

To complete these assessments, where possible, TCCC regional teams work with partners, including NGOs, who have local knowledge and experience on the ground in the basins of concern. As part of an initial pilot to develop watershed health plans, TCCC regional teams tried two different approaches:

1. **A partner-led approach** where the partner took the lead on collecting assessments, engaging stakeholders and developing the plan. Here the partner reported back to the company, educating them on the situation in the basin.
2. **A company-led approach** where the regional teams took the lead on collecting assessments, engaging stakeholders and developing the watershed health assessment. Here the partner played a guiding role, helping the company identify the right resources and stakeholders, as well as organizing information into a coherent plan for the watershed.

	Company-led Approach	Partner-led Approach
Company roles and responsibilities	Review and interpret watershed assessments	Provide internal resource (company locations, internal assessments etc.)
	Identify issues, partners and interventions	Provide internal resource (company locations, internal assessments etc.)
Partner roles and responsibilities	Provide guidance on process, resources and stakeholders	Review and interpret watershed assessments
	Bring in expert local knowledge where needed	Identify issues, partners and interventions

🌿 The choice of approach depended on available resources (manpower, time, financial, partner availability and expertise, etc.).

TCCC have begun working on developing watershed plans for their priority watersheds. As a result of the development of these plans, TCCC's regional teams are now scoping and beginning to implement on-the-ground projects that aim to address the identified shared water challenges.



4 WATERSHED HEALTH APPROACH- RECOMMENDATIONS AND LESSONS LEARNED

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Before you start:

- 🌿 Get familiar with the whole process and align on a template for collating information so you have a sense of time expectations, information needs, and which stakeholders will be involved.
- 🌿 Decide if your company needs to adjust the process or templates to meet the needs or better fit the culture or structure of your enterprise.
- 🌿 Engage different parts of the business early on to build understanding of the process, outputs and benefits, set expectations and clarify resource requirements.
- 🌿 Balance support offered to different parts of your business between 1) providing the framework only, 2) providing guidance on how to implement the framework or 3) providing financial or in-kind assistance to complete the framework depending on how advanced different parts of the business are.
- 🌿 Make sure you are clear on your defined priority watershed(s) and their boundaries.

Step 1: Establish Watershed Health Baseline

- 🌿 Much of what you need to complete Steps 1.1-1.4 should come from existing reports and information sources, including internal risk assessments, research studies, government assessments or water plans made available from project stakeholders, etc.
- 🌿 If there are information gaps, in any of the actions under Step 1, one efficient way to address them is to consult two or more water experts (from NGOs, universities, consultancies, water management agencies, for example) during this process.
- 🌿 It can be helpful to start wide (consider all the possible issues, think about a variety of stakeholders who impact or are impacted by water) and note all major and minor issues, but then narrow down to the most important issues to carry forward into Steps 2 and 3.
- 🌿 Be sure to consider which issues may change over time due to pressures such as

climate change, increasing demand, land use changes, and industrial development. In many cases it's beneficial to make educated predictions of changes (such as land use change) than to wait to deal with them later.

- 🌿 For Step 1.3, make a list of challenges then rank them (e.g., low/medium/high severity) based on likelihood and potential for impact for the facility and the watershed, using existing data sources. You may want input or review from external parties to make sure you're not missing anything critical. Do this for current and future (10+ years) situation.
- 🌿 For Step 1.4, along with listing the highest priority challenges, it can be useful to include key drivers of those challenges, as understanding the drivers can help with selection of the most impactful interventions that address root causes.

Step 2: Identify Opportunities for Action

- 🌿 For Step 2.1, take the time to understand WHO is already leading on activities to address priority water challenges and WHAT efforts are already underway. This can help ensure the company's action plan builds on what is working and doesn't duplicate or conflict with those efforts.
- 🌿 For Step 2.2, don't get stuck on developing Desired End State statements. Ideally, this would be something that has already been developed by watershed stakeholders. Looking at examples and additional guidance (such as in this guide) can be helpful.
- 🌿 Selecting partners for action (Step 2.3) and identifying potential interventions (Step 2.4) do not have to take place in that order. They can happen in parallel, or be an iterative process of engagement, discovery and decision making.
- 🌿 For Step 2.4, start with a wide list of potential interventions and narrow down based on those that are likely to have the most impact, are feasible and cost-effective, are scalable and replicable, and which ones can bring real value and deliver on multiple benefits. For example, nature-based solutions (NBS) can be an effective way to deliver on water security outcomes, such as water quality and increased flows during the dry season,

Step 2: Identify Opportunities for Action (Continued)

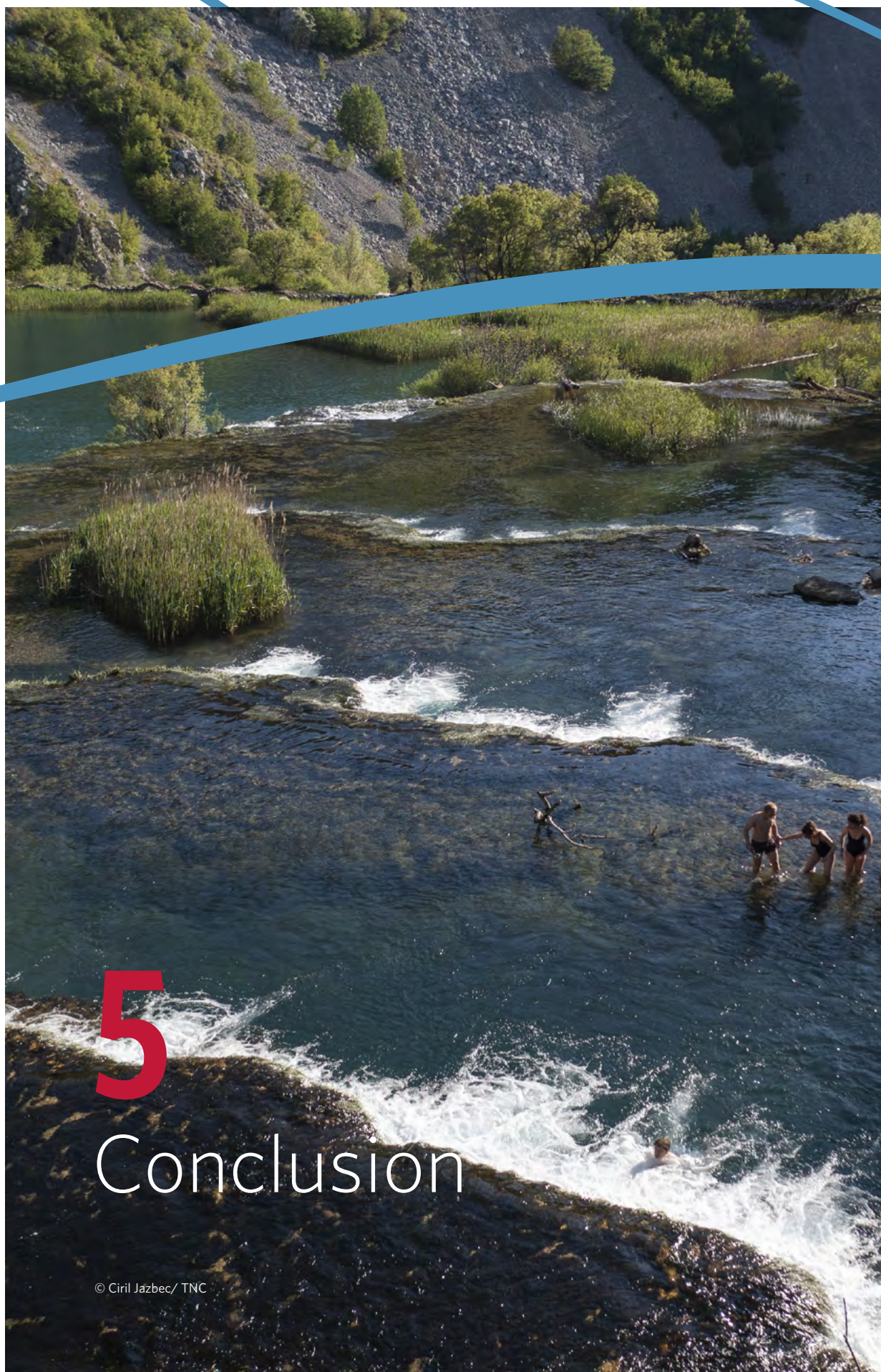
and can also deliver on benefits such as climate mitigation, biodiversity and human health and well-being. More information on the multiple benefits of NBS can be found [here](#).

- Bonus: evaluate how different interventions hold up under various climate scenarios, to better plan for lasting positive impacts.

Step 3: Develop & Implement Watershed Stewardship Plans

- Start filling in what you know now and you can add more information over time as it becomes available.
- Review your plan periodically to check progress and adaptively manage to address priority water challenges more effectively.
- Consider how funding of interventions will be sourced, whether from company headquarters, from the local facility, from external sources or a combination of these sources. Be sure to consider funding needed for ongoing maintenance and monitoring of projects.





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Conclusion

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With their 2030 Water Security Strategy, **TCCC recognizes that the sustainability and resilience of their operations, supply chains and communities are dependent on the health of the watersheds in which they reside.** This requires a more holistic and deliberate process to prioritize watersheds, develop watershed health plans, and implement a series of interventions that help increase water security.

Improving watershed health is a significant endeavor and cannot be done by TCCC alone. TCCC and its partners are therefore sharing TCCC's approach and existing watershed plans to encourage similar efforts by others and to facilitate collective action in prioritized watersheds. The process is aligned with globally recognized water stewardship frameworks and provides a streamlined way to create a complete, qualitative picture of watershed health. **Our hope is that others in the water stewardship community can draw this approach to develop a shared understanding of issues, a shared vision of what is needed and, ultimately, help drive towards collective action at the scale needed move the needle on watershed health.**



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APPENDIX/CASE
STUDIES

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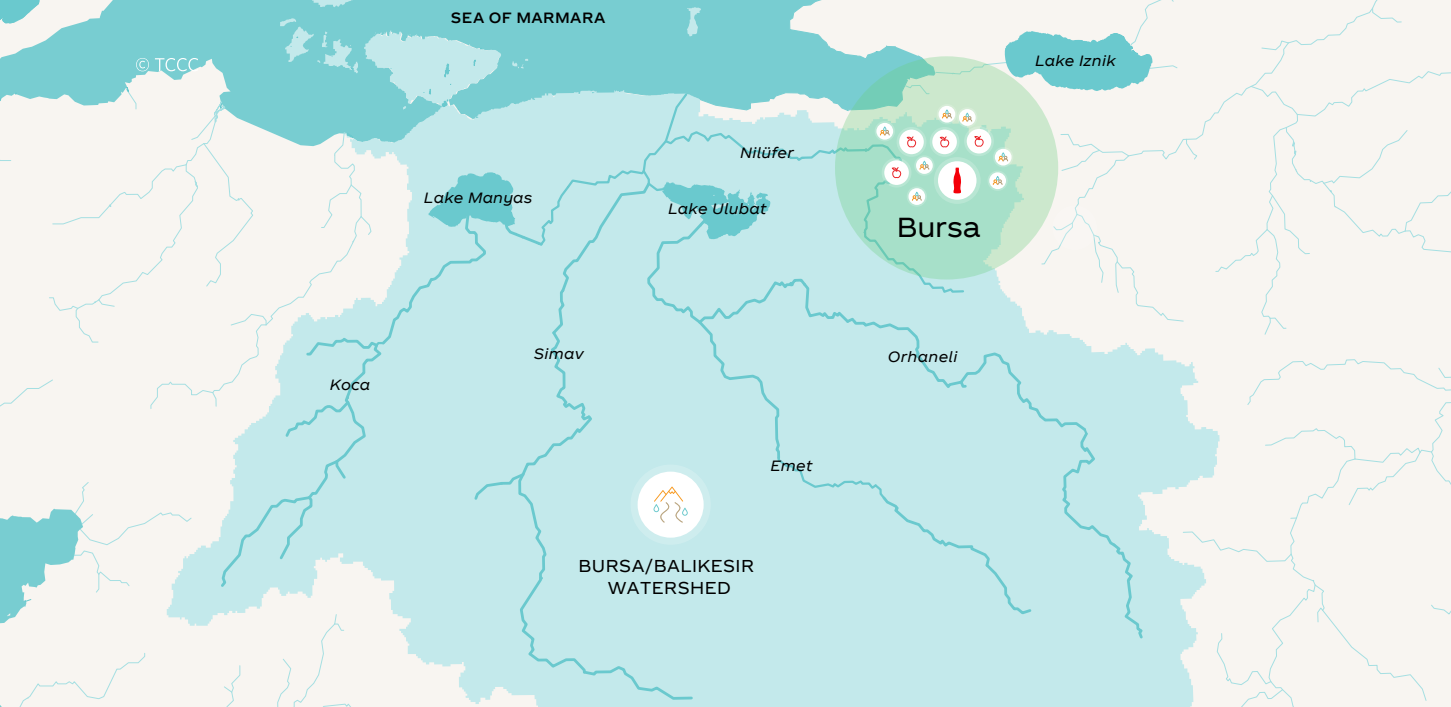
Addressing Watershed Health in Pakistan

TCCC worked with WWF-Pakistan to develop a watershed stewardship plan for the Ravi River watershed, a sub-basin of the Indus River Basin, and a priority watershed because it is a key ingredient sourcing (sugarcane) and market growth region. The river extends through both India and Pakistan and supports approximately 38 million people. The analysis found that the river faces increasing water scarcity and quality challenges. The watershed health plan developed included infrastructure and ecosystems, community wellbeing, information management, policy and regulations, finance and planning. One project already underway, funded by TCCF and the local bottler Coca-Cola İçecek (CCI) Pakistan, is helping WWF-Pakistan to address the identified water issues for approximately 360,000 people in Lahore. The project aims to install household rainwater harvesting systems, recharge wells to replenish a groundwater aquifer, reforest urban areas and construct floating treatment wetlands. The treatment wetlands will allow wastewater to be reused for agricultural purposes and remove pollutants and excess nutrients from village ponds.



Addressing Watershed Health in Mexico

In Chihuahua, Mexico, TCCC provided funding to The Nature Conservancy, to develop a watershed stewardship plan for the Lago Bustillo y de los Mexicanos watershed. This was identified as a priority watershed because it supplies water to a TCCC manufacturing facility classified as a Leadership Location, owned by TCCC's bottling partner Corporación del Fuerte. In addition, the region is an apple sourcing watershed. The agricultural sector and the city of Cuauhtémoc are major water users. The watershed is forecasted to face increasing water quality and quantity challenges in the coming years due to population growth and rising temperatures. The watershed stewardship plan helped identify key context-specific interventions to consider for future projects including, reforestation, rainwater harvesting, dams, plant nurseries, conservation of springs and community access to WASH, as well as the need to strengthen local partnerships. The plans will also help track future improvements in watershed health and co-benefits of projects (e.g., enhanced biodiversity and carbon sequestration). One project launched in 2022, funded by The Coca-Cola system is working with an agri-tech partner, Kilimo, to help local farmers save water by adopting technology-enabled irrigation management tools.



Addressing Watershed Health in Turkey

In Türkiye, the watershed of TCCC's Leadership Location in Bursa overlapped with a sourcing region for apples. The Coca-Cola local teams conducted a gap assessment for the bottling facility using The Coca-Cola system's Water Resource Sustainability Standard compliance process, and screened options for improving water efficiency in TCCC's operations. Further, the local team developed a watershed health plan that identified that the watershed faces high levels of water scarcity and pollution of water sources from local industries, including textiles and agriculture (e.g., use of insecticides). Rural farming communities have relatively low levels of access to clean water. The watershed health plan helped identify context-based interventions, for e.g. supporting farmers to improve irrigation efficiency and reduce water contamination, reforestation efforts to help filter water pollution, regulate precipitation and evaporation flows, and installing rainwater harvesting systems. In addition, the local team identified seven farming villages to support through access to clean water. In 2022, in partnership with Doktor, an agri-tech company, and with funding from The Coca-Cola Foundation and Coca-Cola İçecek, a project was launched in Bursa, to help improve irrigation efficiency and agricultural practices on approximately 500 acres of agricultural land. Through the project, sensors will be installed to monitor climate and soil moisture conditions and satellite data (Sentinel-2 and PlanetScope) used to calculate levels of evapotranspiration. This data will inform personalized irrigation programs

for participating farmers and help avoid excessive watering. Drip irrigation infrastructure will be built on selected sites, to help reduce water use, and artificial reservoirs will be constructed to capture and hold rainwater for irrigation, leading to improvements in water use efficiency for irrigation. It is estimated that drip irrigation will lead to a 20% increase in water efficiency for apple, peach and nectarines and a 50% increase for tomatoes. It is estimated that the project will replenish approximately 500 million liters of water per year. These water-use efficiency improvements are expected to help reduce costs and increase profitability for farmers. In this way, Coca-Cola is working to help improve water security by focusing on actions both within and outside their operations, through interventions tailored to the local context that help improve water efficiency, watershed health, and support local communities and farmers.





Three Priority Watersheds



**Coca-Cola system
bottling facilities**



Lemon farms



Addressing Watershed Health in California

Coca-Cola's regional teams in North America partnered with The Nature Conservancy to establish a watershed health plan for their priority watershed in California that supplies water to their system bottling plants and grow some of their agricultural ingredients. The watershed health plan developed highlighted key risks and challenges together with corresponding Watershed Stewardship Plans that identified actions to help improve watershed health and water security in the region. These include projects relevant to the local context, such as meadow and forest restoration, invasive species removal, fire management and prevention, and water-use efficiency. These plans will also help track improvements in watershed health and co-benefits of projects (e.g. enhanced biodiversity and carbon sequestration) over time.



© WWF

Addressing Watershed Health in Guatemala

For more than a decade, The Coca-Cola Company has partnered with World Wildlife Fund (WWF) and the Fundación Defensores de la Naturaleza on an integrated watershed management project that addresses the interconnected issues of climate, water and agriculture. In addition, TCCF has provided grants to WWF to fund aspects of this project.

The cloud forest of the Sierra de las Minas mountains of Eastern Guatemala serves as the primary source of water for thousands of people who live and work in communities that are located in the Pasabien and Teculután watersheds. The rivers that flow down the mountainside once provided a plentiful supply of water for human consumption, agriculture and business.

However, deforestation, intensive agriculture and human encroachment into the area—combined with a changing climate—degraded the natural ecosystem of these watersheds. This led to

droughts, forest fires, polluted water sources and crop failure, with dire consequences for both nature and people: loss of biodiversity, respiratory problems from smoke and increased competition for scarce resources.

In response, more than a decade ago, WWF and the Fundación Defensores de la Naturaleza launched an integrated watershed management project that simultaneously addressed the interconnected issues of climate, water and agriculture. Coca-Cola was among the first to sign on as a partner and joined the project in 2007.

In the Teculután and Pasabien watersheds, The Coca-Cola Company provided funding and partnered with WWF for technical expertise while its local bottling partner, ABASA, signed a conservation agreement to help protect 500 hectares of forests through fire prevention activities and controlled burning.

Collective Action Examples

1. Water Funds

One example of collective action mechanisms are [water funds](#), supported by The Nature Conservancy and other partners. Water funds are organizations that design and enhance financial and governance mechanisms which unite public, private and civil society stakeholders around a common goal to contribute to water security through nature-based solutions and sustainable watershed management. The water funds share key characteristics, taking action to encourage and drive implementation of natural infrastructure and other innovative projects at the basin level, while offering an attractive vehicle of cost-effective investments in source watersheds. By promoting sustainable agriculture, natural infrastructure and other water-conserving practices in the rural watersheds that provide urban water supplies, the Water Funds improve the sustainability and the resilience of both kinds of communities.

The [Latin America Water Funds Partnership](#) was created in 2011 by Fundacion FEMSA, the foundation of TCCC's bottler partner in Mexico, Global Environment Facility, The Nature Conservancy, Inter-American Development Bank, and the International Climate Initiative (IKI). Projects in Mexico highlight how the concept adapts to local conditions and challenges. In Mexico City, overexploitation of aquifers is causing the land to sink, so [Agua Capital](#) focuses on increasing underground water recharge levels and more efficient use of this precious resource. [The fund for the City of Monterrey](#) targets flood prevention and improving infiltration so the San Juan River basin absorbs more water. The 25 water funds created across Latin America involved hundreds of public and private partners, and tens of thousands of families and individuals engaged upstream.

Based on the success of the model developed in

Latin America, TNC aims to catalyze additional watershed investment programs throughout the world, with the help of numerous partners including TCCC. Africa's first such fund, the [Upper Tana-Nairobi Water Fund](#), created in 2015 with funding from TCCF and other partners, is working with thousands of smallholder farmers on water conservation, soil management, women's empowerment and forest protection to improve both livelihoods and sustainable use of rural lands in the watershed.

2. Living Danube Partnership

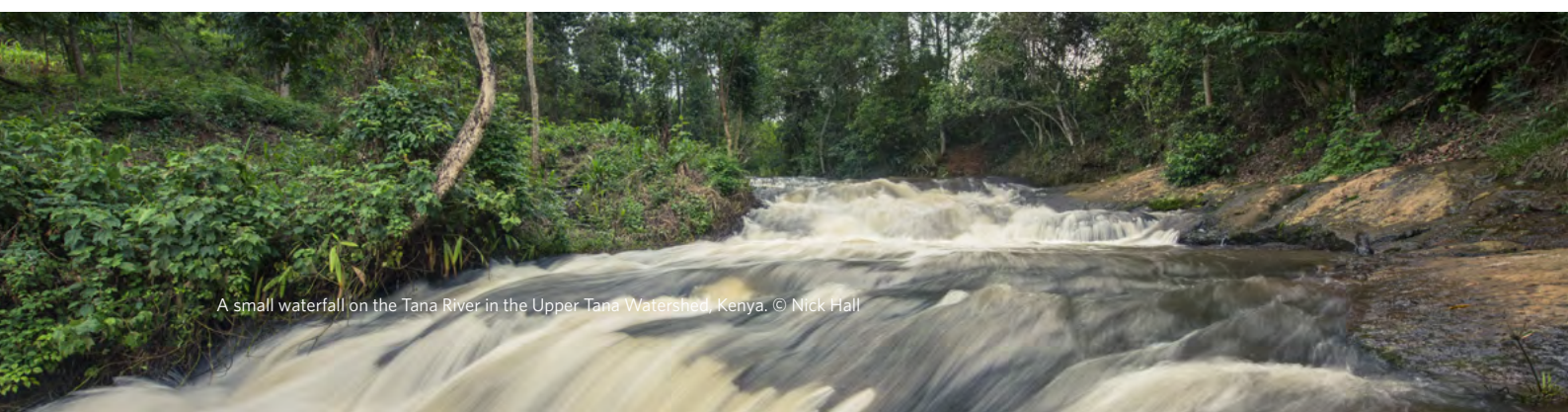
Another example of a collective action platform is the Living Danube Partnership. Passing through several countries, the Danube delivers ecosystem services such as biodiversity, flood control, recreation and water quality. [The Living Danube Partnership](#), a unique, cross-sectoral collaboration that brings together World Wildlife Fund, The Coca-Cola Foundation and the Coca-Cola system as well as the International Commission for the Protection of the Danube River (ICPDR), is working to protect this unique ecosystem and restore wetlands across several countries, in addition to water replenishment benefits.

3. Open Call to Accelerate Action on Water

TCCC and its bottling partners Coca-Cola FEMSA, Coca-Cola Europacific Partners and Arca Continental joined the "Open Call to Accelerate Action on Water", an initiative of the UN Global Compact, the CEO Water Mandate, and others. This initiative is designed to help achieve collective positive water impact in at least 100 vulnerable water basins by 2030.

4. World Bank's 2030 Water Resources Group

The Coca-Cola Company is also a founding member of World Bank's 2030 Water Resources Group, and seeks to engage collectively with peer companies, NGOs, and key stakeholders through this platform.



A small waterfall on the Tana River in the Upper Tana Watershed, Kenya. © Nick Hall



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