

Name of Reporter:	Mrs. Neelima Khetan
Event title/number:	World Urban Forum 7
Date:	8 th April, 2014
Venue:	Medellin, Colombia
Time:	1:30 P.M – 2:30 P.M
Name of Organizing Institution(s):	The Coca-Cola Company and UN Habitat
Country/City where Organizing Institution(s) is/are based:	Atlanta, USA/Nairobi
Approximate number of participants:	100
UN-Habitat Thematic Area:	URBAN BASIC SERVICES

SUMMARY OF THE EVENT:

The Coca-Cola Company and the United Nations system enjoy a longstanding partnership that includes advocacy and implementation of projects in a wide range of areas, including support of the Millennium Development Goals. Over the years, The Coca-Cola Company has made available its expertise and experience in support of UN causes, leading to stronger links with UNAIDS, UN Foundation, UN Global Compact, Global Business Coalition on HIV/AIDS, OCHA, WFP, UNHCR and now UN-Habitat.

The partnership aims to promote water sustainability in 12 countries around the world including India, Nepal, Bangladesh, Sri Lanka, Pakistan, Cambodia, Vietnam, Uganda, Kenya, Tanzania, Bhutan and the newly added South Sudan.. Begun in 2007 by Coca-Cola India, this global partnership with UN- Habitat not only improves community access to safe water and basic sanitation, but also mobilizes a variety of stakeholders from Government, businesses and the community to come together and promote water and well-being.

At the WUF 7 , this year - The Coca-Cola Company and UN-HABITAT came together to elaborate on the partnership between the two organisations, **in a Special Event with a Panel Discussion on the “Golden Triangle Approach to Equity and Development”**. The Golden Triangle Approach was discussed in much detail, with many Social Sector Experts wanting to replicate the same within their Geographies.

The panel was moderated by Professor Saswat Bandyopadhyay of the Center for Environmental Planning and Technology - India in English and by Marcos Llinas Senior Manager, PAC-Columbia, Coca-Cola in Spanish. With eminent speakers including, Ms. Aminath Athifa, Minister of State for Housing and Infrastructure, Maldives, Ms. Alka S



The minister from Maldives talks about water conditions in the island country

Asthana, Director, Ministry of Housing and Urban Poverty Alleviation, India and Mr. Dionisio Velez, Mayor of Cartagena, Colombia. Mr. Deepak Jolly, VP-Public Affairs and Communications, represented Coca-Cola India and Mr. Andre Dzikus, represented UN-Habitat as Chief of Water and Sanitation.

The panel was attended by over 100 people including prominent officials from the field of water and sanitation. The speakers discussed the importance of safe water in schools and communities and deliberated upon ways in which the Golden Triangle of Business, Government and Civil Society can come together for public-private coalitions, to renew and expand the focus in water, sanitation and hygiene. **A brochure titled the 'Power of Partnership' was also launched that highlighted the initiatives undertaken in each country by the two partners.**

The expansion of the Support My School (SMS) Campaign was also discussed at length. This collaborative effort with more than 100 partners including Coca-Cola India and UN-Habitat expands to India, Bangladesh, Bhutan and Nepal. The programme aims at revitalizing schools in rural and semi urban areas by providing basic infrastructural facilities such as Clean Water, sanitation, sports equipment etc. Thereby, creating a more welcoming and learning environment in government schools, also directly impacting reduced school drop-out rates especially among girl children. In India, SMS has now spread to 18 states and has covered more than 350 schools. In Nepal more than 6,500 students have benefitted from the campaign, while in Bangladesh, SMS has impacted about 8,000 students.



The Launch of Power of Partnership brochure at WUF7



Mr. Deepak Jolly, VP, PAC, Coca-Cola India addressing the gathering



Mr. Andre Dzikus talks about the partnership between The Coca-Cola Company and UN-Habitat

At the Special Event Mr. Andre Dzikus announced the extension of the Global partnership between the two organizations to the 12th country of South Sudan, making it the fourth country in Africa to be part of this initiative.