

New World Program

Impact Overview

Program Objectives

Launched in 2014, The New World Program (NWP) is a partnership between The Coca-Cola Foundation and Global Water Challenge that supports initiatives across Europe, the Middle East and Africa in the areas of Water, Sanitation and Hygiene (WASH), Youth and Women's Empowerment and Waste Management.

Program Impact by 2020:



Portfolio Footprint:

81 Community Projects in 22 Countries

Azerbaijan	Georgia	Lebanon	Russia	Uzbekistan
Belarus	Iraq	Morocco	South Africa	Zimbabwe
Egypt	Jordan	Nigeria	Tajikistan	
Ethiopia	Kazakhstan	Pakistan	Turkey	
The Gambia	Kyrgyzstan	Romania	Ukraine	

\$7.1 MM

Committed

1:1 Match

Leveraged

Contributing Significantly to Sustainability Priorities



WOMEN



WATER



WASTE

More Than
23,000
Women and Youth
Empowered

580,000
People with
WASH Access
3 BN
Liters Replenished

At Least
300KG
Of Litter
Collected

Contributing to the



NWP Project Examples Include

Partner: International Public Association

Country: Belarus

Restoring water resources management

- 10,000 women with access to clean water
- 4,000 youth trained in environmental protection awareness



Partner: Mercy Corps

Country: Kyrgyzstan

Improving WASH facilities and behavior at 33 schools

- 6,000 students engaged through and benefiting from project activities
- 660 young girls trained as Sanitation Leaders in their schools



Partner: Water Initiatives Center

Region: Caspian Sea

Establishing a multinational network for collaboration in marine litter reduction and prevention in the Caspian Sea

- 5 littoral states engaged in Caspian Marine Litter Action Plan
- 16 MM citizen of littoral states indirectly benefiting from improved water quality, particularly in coastal areas



Partner: UNDP

Country: Egypt

Recycling crop residues for fertilizer and products in Upper Egypt

- 304 farmers, including 102 women, trained
- 21 women trained and employed to harvest banana fiber for income-generation opportunities



LEFT: Woman harvests her garden following training in climate-conscious techniques through the NWP partnership with Humana People to People in Limpopo, South Africa.



RIGHT: Divers collect marine litter in the Gulf of Aqaba as part of the NWP partnership with UNDP in Jordan.



For more information on the New World Program, please contact Victoria Phillips at vphillips@globalwaterchallenge.org

Contributing to the

