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Inclusive Sustainable Human Development Initiatives: NewWorld

Coca-Cola

GWC
GLOBAL WATER CHALLENGE

NewWorld

Inclusive Sustainable Human Development Initiatives

BACKGROUND AND OBJECTIVES

The New World Program (NWP) is a partnership mechanism to encourage participation of civil society organizations to support **innovative, inclusive and sustainable solutions** for UN Sustainable Development Goals in the areas of:

- **Water and Sanitation**
- **Women and Youth Empowerment**

The program was initially launched in 2014 by the UN Development Program (UNDP) as a partnership mechanism with The Coca-Cola Foundation to encourage participation of civil society organizations, such as non-governmental organizations and community-based organizations, to support innovative, inclusive and sustainable solutions against the following four Sustainable Development Goals:

- **GOAL 4** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- **GOAL 5** Achieve gender equality and empower all women and girls
- **GOAL 6** Ensure availability and sustainable management of water and sanitation for all
- **GOAL 17** Strengthen the means of implementation and revitalize the global partnership for sustainable development

OUR PARTNERS

Since December 2016, the program is being administered by the Global Water Challenge (GWC).

GWC connects civil society, government, and private organizations across sectors to build sustainable communities. Founded in 2006, GWC is as an independent organization offering leading coalition of civil society and private sector organizations working to bring universal access to clean water and sanitation.

OUR ACHIEVEMENTS

The NWP is creating inclusive and sustainable solutions to key developmental challenges across Europe, Central Asia and the Caucasus, the Middle East, and Africa.

In its first generation, the program reached more than one million people through 22 projects implemented across 19 countries. The NWP began implementing the second generation of projects in early 2016, with an additional 22 new projects across 15 countries, including one regional project.

Through its second-generation projects, the NWP is providing access to improved water and/or sanitation to more than 200,000 people directly, while influencing the lives of an additional 600,000 people, and has introduced women and youth empowerment activities directly to more than 8,000 people.*

*All numbers are based on UNDP Annual reports to The Coca-Cola Foundation.



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EXAMPLES OF NEW WORLD PROJECTS



LEBANON: MENJEZ- WATER WISE VILLAGES

Implementing Partner: G Foundation

Considering the importance of water for Lebanon, the aim of the project was to create a water-wise village in Menjez, Akkar. The project provided improved water resources management, and helped the village adapt to new challenges arising from climate change and water shortages.

By improving farmers' access to water the agricultural viability was increased. By saving the water primarily utilized for agriculture, the community's overall water security improved. This also helped to protect the local river, traditionally purposed for irrigation. The project also targeted water use taught at the village school reaching approximately 350 students.

Photo Credits: HADI BOU AYASH, for UNDP Lebanon

BELARUS: BUILDING RESILIENCE CAPACITY OF LOCAL COMMUNITIES FOR SUSTAINABLE WATER MANAGEMENT FOR THE PROTECTION OF THE YELNIA BOG

Implementing Partner: UNDP Belarus

The Yelyna project started in 2007, since then a number of programs have been implemented. Within the scope of the New World program in 2016 and onwards, the focus was educational tools and awareness raising for local students. An eco-educational center was opened in a local school in the Germanovichi village to increase ecological awareness of 1,500 youth. Tutorial courses on water resources conservation and the ecological importance of the Yelnya bog was developed and included into educational curriculum of local schools. The project also focused on improving resilience capacity of 18 local communities in Myory and Sharkovschina districts in Belarus with for sustainable water management and the protection of the Yelnya bog through monitoring.



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IN ITS FIRST YEAR THE PROGRAM HAS REACHED MORE THAN

1 MILLION

PEOPLE THROUGH

22

PROJECTS IMPLEMENTED ACROSS

19

COUNTRIES



TURKEY: **QUEEN BEE PROJECT**

Implementing Partner: Hisar Anadolu Support Association

The “Queen Bee” project is helping women become business owners and income earners. Beehives were provided to 20 women, along with trainings on apicultural techniques and diversification of products. The program has enabled the economic empowerment of women for them to be asset owners and entrepreneurs who are running their own businesses.

Photo Credits: Hisar Anadolu Support Association



AZERBAIJAN: ECONOMIC AND SOCIAL EMPOWERMENT OF YOUNG WOMEN AND WOMEN WITH DISABILITIES

Implementing Partner: UNDP Azerbaijan

This project focused on four main components:

1. Developing the capacity of young women to assume greater roles within their local economies,
2. Strengthening the role of women in community-based decision making,
3. Building capacity within central and local authorities to address the needs of women, and,
4. Increasing the social and economic well-being of disabled women in society.

As a result the program has enabled the economic empowerment of nearly 400 women.

Photo Credits: UNDP Azerbaijan

“Projects highlighted in this brochure are from the first and second generations of the NWP and were implemented by UNDP in partnership with TCCF. All results mentioned in this document are based on the reporting UNDP has provided to The Coca-Cola Foundation. The NWP’s third generation, for which projects will tentatively launch in June 2017, will be administered by GWC.”