



# PRESS RELEASE

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## UNDP, Coca-Cola Romania Leverage 2,5 million Euro for Dorna Candernilor Infrastructure and Waste Water Management

**22 September 2008 - A small community in the North East of Romania received 2,5 million EU grant for infrastructure upgrades through Structural Funds, following the “Every Drop Matters” project, a joint initiative of the United Nations Development Programme (UNDP) and Coca-Cola Romania.**

The EU project proposal prepared within the ‘*Every drop matters*’ framework in partnership with local authorities was approved shortly after the training sessions ended. As a result, Dorna Candreni, a small mountain community in Suceava County obtained a 2,5 million Euro European Union grant for three infrastructure upgrades: the rehabilitation of 3.5 km of the local road, and the building of a much needed sewerage system and water treatment station.

“The fact that our project bears fruit is gratifying, and, in this case, we are particularly pleased with the fast, tangible results of *Every Drop Matters* in Romania,” said Mr. Jan Sorensen, UN RC/UNDP RR.

Romania is one of the pilot countries for ‘Every Drop Matters’ initiative implemented during 2007-2008 in several Suceava County remote mountain villages with no or limited access to clean water. The project aimed to help local people gain access to safe water supply systems and raise their awareness on the water quality and environment issues.

“The success of this project owes to the fact that we worked extremely well with the local authorities who were quite open and quick to learn the EU financial mechanisms available for rural development,” said Ms. Monica Moldovan, Head of UNDP Romania Environment Section.

The project determined the best suitable option to secure access to healthy drinking water supply in Dorna Candrenilor and Cosna communes; it conducted a local awareness and educational campaign on the importance of water quality for people’s health, as well as the potential to develop tourism and it also supported local authorities and entrepreneurs through training sessions on how to access national and EU funds.

“Having our efforts recognized by the EU and receiving such a degree of support is rewarding for us and fantastic for the local communities,” said Sandro Baricevic, Public Affairs and Communications Manager for the Adriatic and Balkan Business Unit, Coca-Cola Company. “These measures ensure that the impact these facilities have will be long-lasting. Awareness-raising initiatives and skills-development programmes mean local stakeholders can play a vital role in the future of the water systems their communities rely on,” Baricevic added.

Dorna Candrenilor has a total population of 3,100 people. Most of the locals work in forest exploitations – small family businesses. 15-20% of inhabitants are working abroad, while 12% of them wish to start their own business in the community. Through the ‘*Every Drop Matters*’ project, local authorities have broadened their understanding and knowledge on European Rural Development funds and have benefited from technical expertise to develop eligible projects.

**Details are available on the sites: [www.everydropmatters.com](http://www.everydropmatters.com) and [www.undp.ro](http://www.undp.ro)**

**Contact person:**

**Alexandra Ares**, Communications Officer, tel. +40-729-660-597

**Oana Mateescu**, Public Affairs & Communication Supervisor, Coca-Cola Romania, tel.: +40-21-20 32 522

# Fact sheet

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## Every Drop Matters background

- At least 1.2 billion people currently lack access to safe drinking water and water resources are becoming scarce day by day. In adopting the Millennium Development Goals (MDGs), the countries of the world pledged to reduce by half the proportion of people without access to safe drinking water and basic sanitation by 2015, and to stop the unsustainable exploitation of water resources.
- Given the importance of water to poverty alleviation, human and ecosystem health, the management of the water resources becomes of central importance. The depletion and pollution of water resources has resulted not only from the natural limitations of the water supply or lack of financing and appropriate technologies, but also from profound failures in water governance.
- The Coca-Cola Company (TCCC) and United Nations Development Programme (UNDP) have committed to identifying and supporting solutions to these challenges.
- UNDP's Regional Bureau for Europe and the CIS and Eurasia and Middle East Division of TCCC (Coca-Cola EMED) signed a partnership for mutual commitment to develop the Every Drop Matters Project
- Every Drop Matters is designed as a regional partnership initiative in the countries of Europe and CIS, aiming at increasing access to safe drinking water, facilitating the use of environmentally sound industrial technologies, and promote responsible water resource management by outreach and awareness raising activities.
- This partnership initiative will initially focus on countries including Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Georgia, Kazakhstan, Kyrgyzstan, (FYR of) Macedonia, Moldova, Montenegro, Romania, Serbia, Tajikistan, Turkey, Turkmenistan and Uzbekistan as well as Russia, Ukraine and Belarus that fall under the coverage area of UNDP-RBEC as well as Coca-Cola EMED.

## Why does the Coca Cola Company initiate Every Drop Matters?

In the nearly 200 countries where it does business, The Coca-Cola Company system celebrates a tradition of giving back to the community. It partners with a variety of organizations to create and support activities to make a visible difference in the lives of people. Water is fundamental to Coca-Cola's business; aside from being the largest ingredient in the company's product, packaged drinking water is itself a fast-growing product category. Because water is so integral to Coca-Cola's business, the Company's ability to prosper depends on its management of this resource.

## Why does UNDP initiate Every Drop Matters?

The United Nations Development Programme (UNDP) is the United Nations' development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. UNDP has been supporting proven solutions in developing countries to the common development challenges of the urbanizing world.

UNDP supports the sustainable use of marine, coastal and freshwater resources and improved access to water supply and sanitation services. UNDP develops with its partners the appropriate local,

national and regional water governance frameworks, and application of integrated water resources management approaches.