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Cocaâ??Cola System Aims to Strengthen Water Security in Tanzania

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The Cocaâ??Cola system in Tanzania is investing $1.94 million to help restore the Ruvu Basin, a vital water source serving Dar es Salaam, the countryâ??s commercial capital of approximately 9 million people, and a lifeline for communities, farms, and businesses across eastern Tanzania.

The initiative focuses on improving water replenishment through nature-based solutions, restoring catchment areas, and supporting more sustainable water management in the Ngerengere catchment of the Ruvu sub-basin. It also aims to strengthen capacity for watershed management, help restore degraded catchment areas and promote water stewardship.

Led by the Global Water Challenge (GWC) and implemented by the International Union for Conservation of Nature (IUCN), in partnership with the Wami-Ruvu Basin Water Board (WRBWB), the project aims to deliver on-the-ground impact, including tree planting and the uptake of more climate-resilient livelihood practices, benefiting at least 2,000 farmers.

This work forms part of the Cocaâ??Cola systemâ??s Africa Water Stewardship Initiative, launched in 2024. The initiative represents a nearly $25 million investment to help address critical water-related challenges in local communities in 20 African countries by 2030.

â??The world is experiencing increased water insecurity, which is evident through water scarcity, with demands for safe, usable water exceeding supply in certain areas and scarcity challenges forecast to increase in the future. The Cocaâ??Cola system intends to continue focusing on promoting water stewardship, increasing water use efficiency, and treating and returning safe water to communities,â?• said Alfred Olajide, Vice President, Franchise Operations, East and Central Africa at Cocaâ??Cola.

David Chait, Managing Director of Cocaâ??Cola Kwanza, added: â??As part of the Cocaâ??Cola Beverages Africa group, we have a responsibility to assist those who face water scarcity and to help protect local water resources where we operate, especially in places with the biggest challenges. The Cocaâ??Cola systemâ??s Africa Water Stewardship Initiative aims to help protect and enhance the health of important watersheds and to improve access to water and sanitation services in local

communities.â?•