



BEKASI DISTRICT



To actively support hygiene and sanitation practices, new public latrines were installed in Kampung Wangkal.

COUNTRY: Indonesia
DATES: July 2006 – October 2007
FUNDING: \$354,000 - WADA

KEY PARTNERS:

- Coca-Cola Indonesia
- Coca-Cola Bottling Indonesia
- Coca-Cola Foundation Indonesia
- USAID/Indonesia
- Development Alternatives, Inc. – Environmental Services Program “ESP”
- Johns Hopkins Bloomberg School of Public Health – Center for Communication Programs

ACTIVITIES SUMMARY:

- A “catchment to consumer” project, combining watershed protection, water supply and sanitation infrastructure, and household point-of-use water treatment

BENEFICIARIES:

- More than 1 million people exposed to project messages
- 3,223 persons benefited from access to improved water supply or sanitation services
- 1,500 hectares of degraded land reforested

ALLIANCE RESULTS:

- **Watershed Management**
 - Reforested upper Bekasi watershed
- **Water Supply and Sanitation Services**
 - Constructed or rehabilitated shallow wells and sanitation facilities
 - Built capacity for water committees to sustainably manage water and sanitation facilities
- **Hygiene and Sanitation Behavior**
 - Promoted chlorine-based *Air RahMat* as household point-of-use water treatment product
 - Designed and launched a comprehensive multi-media campaign for hygiene behavior change
 - Implemented the “Go Green Schools” environmental and hygiene education program



*At a “Safe Water Day” event supported by WADA, children learned to test water treated at point-of-use with *Air RahMat**

MANAGING WATER FROM CATCHMENT TO CONSUMER

The Water and Development Alliance (WADA) worked in the Bekasi district in West Java, Indonesia to support sustainable management of watersheds, outreach and education on water issues, water and sanitation service provision, and household water treatment promotion. Indonesia is currently ranked third in the world in the number of people lacking safe drinking water and the problem is particularly acute in urban and peri-urban areas such as Bekasi. To confront these challenges, WADA worked with local residents living adjacent to and near Coca-Cola’s bottling plant in the Cibitung neighborhood in a coordinated effort called “*Cinta Air*,” or “Love Water.”

The program design reflected the vital connection between upstream forest areas and regular volumes of clean water downstream, all the way to the domestic or industrial consumer. The project included a creative mix of approaches that simultaneously fostered environmental protection, human health, and economic well-being.

Reforestation was promoted in the upper Bekasi watershed to stabilize seasonal fluctuations in water supply, improve water quality through reduced sedimentation, and mitigate the risk and impact of flooding during the rainy season.

The partners also conducted multi-media campaigns to promote key messages on protecting natural resources to ensure water quality and quantity to the general population, and worked with local schools through the Go Green School concept to raise awareness and promote action to protect water sources.

Downstream, partners collaborated with community members to rehabilitate and protect 22 shallow wells and revitalize inadequate sanitation infrastructure. In conjunction with this hardware support, WADA sponsored the commercialization of the household water treatment product *Air RahMat*, and promoted adoption of hygiene behaviors to reduce water-borne illness.

WADA partners provided a highly-coordinated and integrated program responding to strong community demand. Building on the collaboration established through this WADA project, USAID partners and the Coca-Cola System in Indonesia will continue to work together to address water challenges in the region.