



PARALLEL EVENT PROGRAM DESCRIPTION FORM

10TH WORLD WATER FORUM

This Session Description is for the specified program of the side event. Please complete this form no later than 27th of April 2024.

**The session description 1 (online form) is separately requested for the session coordinators to deliver a concise session outline with the contact info and the logistical requests.*

Session Title:

"Splash of Innovation: Uplifting Indonesia's Water Solution Through Innovation"

Parallel Event Coordinators (Name, Position, Organization, email, mobile number):

Session coordinator and moderator

Session Coordinator: Coca-Cola Indonesia
Name; Andreas P. Adianto
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Moderator Event: Didi Kasim - Editor in Chief, National Geographic Indonesia

Panelists :

Coca-Cola Indonesia
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IUWASH-USAID
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Ministry of Public Works and Housing (PUPR)
Name : Dr. Ir. Firdaus Ali, M.Sc.
Position : Special Staff of the Minister of PUPR in the field of Water Resources

Session Description including objectives and expected outcomes (500 words maximum):

Background



Responsible water management is a business imperative and top priority for The Coca-Cola Company because it is essential to life, their beverages, and the communities they serve. It is also critical to public health, food security, biodiversity, and the climate crisis.

Our 2030 water strategy is focused on accelerating the actions needed to increase water security where we operate, source ingredients and touch people's lives. We do that by contributing toward sustainable, clean water access that improves livelihoods and wellbeing while protecting against water-related disasters. We also work to preserve nature, biodiversity and promote advanced water management practices.

In Indonesia, The Coca-Cola Company through The Coca-Cola Foundation has a long history of collaboration with local partners in various community water programs to support local water resource management and environmental sustainability. Through Coca-Cola Foundation Indonesia (CCFI), Coca-Cola has implemented community water programs across the country and through these programs has continue to replenish 100% of the water we use in finished beverages to nature and communities.

Our 2030 strategy is grounded on the fact that water is a shared resource between communities, business and nature. Collective action is critical. We cannot do this alone, To achieve long-term change, we must work together, This panel discussion intends to bring together stakeholders from governments, NGOS, communities to discuss challenges in water management, how partnership and innovation can enhance water security and shared prosperity in Indonesia. We will have expert panelist to share their insights moderated by National Geographic Indonesia.

Panel Discussion : Objective

The objective of the panel discussion is to ignite collaboration ideas and innovation on water interventions through the following elements:

- **Drive Engagement through Open Dialogue:** To create an environment where participants feel encouraged to share their experiences, challenges, and insights on water management, fostering a community-driven approach to learning.
- **Facilitate Collaboration:** To build and strengthen networks among various stakeholders, including corporations, communities, NGOs, and governmental bodies, emphasizing that partnership is key to scaling up efforts in water management.
- **Scale Up Impact:** To demonstrate how collaborative efforts and innovative approaches can be expanded and adapted across different sectors and regions, aiming to achieve a broader, global impact on water conservation.

These objectives are designed to produce a ripple effect, where the drive towards innovation and collaboration not only addresses immediate water sustainability challenges but also contributes to a long-term, sustainable future for water management globally.

Featured Coca-Cola Water Intervention and Innovation

Each featured water intervention and innovation will be presented and shared by the respective implementing partner for each project. The interventions and innovations are as follow:

1. Master Meter

The "Master Meter" program is a pioneering community-based water connection service initiative designed to address the critical issue of water accessibility among marginalized populations to ensure public health and hygiene, minimize environmental impact, promote sustainability, engage the community, and create economic opportunities. This program centres on establishing a unified water distribution system, utilizing a single main meter to supply clean, safe drinking water to underserved communities. The program is a collaboration between The Coca-Cola Foundation, IUWASH Tangguh Program of the USAID, and local PDAM.

2. Mini Reservoir/Embung

The Coca-Cola Foundation has funded the establishment of several mini-reservoirs/*Embung* in water critical areas throughout the country. *Embung* refers to the artificial lake or rain water harvesting reservoir with geomembrane layers. The *Embung*s were designed to catch the rain water and distribute the water using gravity to the surrounding area without any electricity and fuel if it is situated on a high land. The water from the *Embung*s is being utilized by the community not only for their daily needs but also to water the farms and other agricultural activities, including being developed as a local tourism spot.

3. Infiltration Wells

Infiltration wells project is one of the key projects The Coca-Cola Foundation to harvest and deposit rain water to be absorbed as ground water. The program is not only around the



construction of the wells, but also a story of collaboration with the local community in which they donated a part of their land to be used for the infiltration wells.

Detailed Session plan :

ESTIMATED TIMING	ITEM DESCRIPTION / ROLE	SPEAKERS	SPEAKERS STATUS (OK OR TBC)
14.30 - 15.00	Participants Registration		
15.00 - 15.05	Opening by Moderator	National Geographic Indonesia (NGI)	OK
15.05 - 15.10	Opening Remarks	Dr. Ir. Firdaus Ali, M.Sc., Special Staff of the Minister of PUPR in the field of Water Resources	TBC
15.10 - 15.40	Uplifting Indonesia's Water Solution Through Innovation Panel Discussion	<ol style="list-style-type: none"> 1. Triyono Prijosoelilo, PACS Sr. Director, Coca-Cola Indonesia 2. Dr. Ir. Firdaus Ali, M.Sc., Special Staff of the Minister of PUPR in the field of Water Resources 3. Alifah Sri Lestari, Deputy Chief of Party, USAID IUWASH Plus 4. Pratomo, Yayasan Obor Tani Executive Director 5. Didi Kasim, Editor in Chief National Geographic Indonesia (Moderator) 	OK
15.40 - 16.00	Q&A Session	NGI	Ok
16.00 - 16.15	Photo Session		OK
16.15 - 16.20	Closing by Moderator	NGI	OK

Additional information (logistics and other necessary information):

