



# CAMPAIGN OVERVIEW

**A NEW WAY**

**TO DO**

**BUSINESS ON EARTH**

> **1**

**BILLION PEOPLE  
DON'T HAVE ACCESS TO  
CLEAN & SAFE WATER**



TOGETHER WE CAN ANNUALLY RAISE

**\$1 BILLION**

TO END THIS CRISIS



# BECOME A MEMBER OF WHOLE WORLD Water

It's as easy as...

- 

**1** **BECOME A MEMBER**  
OF WHOLE WORLD Water
- 

**2** **FILTER YOUR OWN WATER**  
BOTTLE IT AND SELL IT
- 

**3** **CONTRIBUTE 10%**  
OF THE PROCEEDS TO THE  
WHOLE WORLD Water FUND

# SOME FILTRATION SYSTEMS & WHOLE WORLD Water BOTTLE

We have sourced best in class 'point' of service' filtration companies from all over the world. We are happy to refer you to the ones in your geographic region for consideration. You may also choose your own system. Once you have identified a company you like the process is quite simple: they install a filtration system, in a location of your choosing, this system will filter your water and then dispense chilled still and sparkling. Your staff bottles it in WHOLE WORLD Water reusable, commercial grade glass bottles. Bottles can also be co-branded for an additional cost.

These systems traditionally cost around \$250 - \$300 per month to lease. The cost includes installation, staff training, maintenance and a certain number of complimentary of WWW bottles. Additional bottles cost \$7.50



# WHOLE WORLD Water FUND

**The WHOLE WORLD Water Fund is a charity registered in the UK.**

Registration Number: 1154199



10% from the sale of WHOLE WORLD Water from our hotel, resort, spa and restaurant members will be contributed to The WHOLE WORLD Water Fund (spas and all-inclusives will donate \$1 per guest visit).

100% of these funds will be invested in approved clean and safe water projects around the world. Applications will be held to rigorous criteria vetted by a Committee made up of water experts, engineers, scientists and a third party expert manager.

Most importantly, our members are asked to identify projects in the communities where they do business, if they so choose. Funds will be earmarked for those specific projects.

# PROJECTS FUNDED TO DATE



## MADAGASCAR

1001 Fontaines offers a unique micro-finance model where “operators” are trained in how to establish a water business to service the community. The model was first developed in Cambodia to great success; 250 operators now have stable income with 102 stations servicing more than 200,000 people with clean & safe water to drink everyday. WHOLE WORLD Water is partnering with 1001 Fontaines in Madagascar, Analanjirifo and Antsinanana where they are scaling their model. The majority of beneficiaries live on the coast and the populations of the villages are dispersed over a large area, where homes are often remote. Average income is USD 30 per month, mainly derived from agriculture, but this income does not allow families to access some of the basic necessities for survival. The 1001 fontaines model will help bring access to clean and safe water as well as financial stability to the community.



## BIGULI, UGANDA

The WHOLE WORLD Water Fund will be investing in Water For People’s (WFP) new project located in the Biguli Sub-county of the Kamwenge District in Uganda. WFP is currently working in Uganda’s Kyegegwa, Kamwenge and Mukono districts. In the district, WFP will be working in with the Malere primary school in Malere parish. This parish has a total population of 10,788 whereas Malere primary school has an enrolment of 1,600 pupils. Here WFP will pioneer the implementation of the “Everyone Forever” strategy in Uganda; this is a strategy aimed at enabling everyone – every community, every school and every clinic – to have access to safe water and sanitation services forever.



## SHEOHAR, INDIA

Sheohar is one of the 38 districts in the State of Bihar; it is divided into five blocks, which in turn are subdivided in 209 villages. The State of Bihar has the lowest human development index and nominal GDP per capita of all 28 states and seven Union Territories in India. Around 70% of the population lives below the poverty line and the literacy rate is barely 43.9%. Current water coverage in Sheohar is estimated at 62%, which means that 249,628 people do not have access to safe drinking water. In the first stage, One Drop and Water for People will focus on water for production aiming to improve agricultural production and processing activities through better year round access to water. In the second stage, access to training programs and micro-finance is provided so that productive, revenue-generating activities, mainly related to agriculture, can be generated.



## TRODAIT VILLAGE & KOMA VILLAGE, CAMBODIA

Trodait Village and Koma Village are located in the Sampong Chey district of Cambodia, and although only 3 km from the national highway, the villages have no paved roads. As with many rural villages in Cambodia, several families share access to a single well to meet their water needs. Water Charity will build two wells, one in Trodait Village and one in Koma Village; the wells will provide for the water needs of the people, including for drinking, cooking, washing clothes, sanitation and hygiene.

# PROJECTS FUNDED TO DATE



## HOPE FOR HAPPINESS SCHOOL, CAMBODIA

Angtasom, located in the Takeo Province of Cambodia, is a town located halfway between the popular tourist destinations of Phnom Penh and Kampot. Because of the town's location and relative ease of transportation, it has become a destination for visitors who are looking to experience Cambodia in its true sense. But During the dry season, the school and work space do not have sufficient water for drinking, watering the gardens and keeping the bathrooms sanitary. Water Charity expanded the water storage capacity at the Hope for Happiness School and Cambodian Weaving Village by installing a 5,000-liter water storage tank and the necessary piping, collection system and hardware.



## KAMPONG TRACH PRIMARY SCHOOL, CAMBODIA

Kampong Trach Primary School, with nearly 900 registered students, is the largest primary school in Romeas Hek District. There is no accessible water on the school grounds; water for drinking, hygiene, cooking and cleaning must be brought in each day from a neighboring house. Although there is a drilled well, it is not functioning because it lacks a pump. This project is to install a pump and runoff system for the well, and also to restore the rainwater catchment system to full functionality.



## THNOT CHUM COMMUNE, CAMBODIA

Almost all residents of this larger-than-average commune in Kampong Thom Province engage in farming. Although it is only 8 kilometers from the National Road, it faces huge economic and educational disparities; multiple families tend to live in compounds and share wells, or walk to nearby locations that have shared wells for the community. Water Charity will work directly with the Peace Corps to implement and manage, monitor and measure the project of building two wells in two compounds of the village.



## KANDIENG REAY HEALTH CENTER, CAMBODIA

Located in the growing community of Prosaut, Kandieng Reay Health Center officially services 21 villages in the area (with a population of 21,493 according to a 2012 survey). However, the population has increased steadily since that survey and many people from outside those villages are also beginning to use the health center. Water Charity has built a new well with a pump, and installed a piping system and 3 water filters throughout the facility.

# MOTIVATION

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## 50 MILLION

The number of barrels of oil used per year for plastic bottle production

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## 2.5 MILLION TONS

Amount of carbon dioxide produced per year to bottle water

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## 90%

of the 30 billion plastic bottles that are thrown away each year in the US end up in landfills.

The other **10%** is "recycled"—or rather sent to India and down-cycled.

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## 700 YEARS

The time it takes for a plastic bottle to break down in a landfill

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### BOTTLED WATER COSTS

## 2000x more

### THAN MUNICIPAL WATER

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The growth in bottled water production has increased water extraction in areas near bottling plants leading to water shortages for the local communities.

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Bottled water consumes between

## 1100-2000x

more energy on average than tap water

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Drinking imported bottled water is

## 2.5-4x

more energy intensive than local consumption

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US bottled water consumption requires an energy input equivalent to

## 32-54 MILLION BARRELS OF OIL.

Global demand is 3-4x that.

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Sources: Pacific Institute, Food & Water Watch, Polaris Institute, Container Recycling Institute, "Bottled & Sold" Dr. Peter Gleik, Resilience Science, Scientific America

# BENEFITS

The WHOLE WORLD Water Campaign provides your company with a consumer facing program that raises awareness, drives demand and changes behavior. As a member you have the license to use the print ready WWW collateral which is easily downloaded from our web-site. You will also become part of our robust social media campaign, our employee mobilization program, our schedule of high profile events to raise awareness about clean & safe water issues. Wholeworldwater.org will launch in March 2015 and will showcase projects funded, CO<sup>2</sup> reduced and overall impact our members are making to help solve this global issue.



# 2015 CALENDAR

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## JANUARY 31

WHOLE WORLD Water  
Champion applications due

## MARCH 9

www.org launches  
WHOLE WORLD Water  
Champions profiled

## MARCH 16

WHOLE WORLD Water Champion  
of the Whole World announced

## MARCH 17 - 21

global market events to  
celebrate World Water Day

## MARCH 22

World Water Day

## APRIL 27 - 28

Global Water Summit  
Athens, Greece

## MAY 12

SIWI Industry Roundtable  
Stockholm, Sweden

## JULY - SEPTEMBER

Fountains for the Future  
Exhibition Opens  
London, UK

## AUGUST 23 - 28

World Water Week  
Stockholm, Sweden

## SEPTEMBER 27

World Tourism Day  
Burkina Faso, Africa  
(announce the next city)

## SEPTEMBER 28

70th UN General Assembly begins  
New York, USA

## OCTOBER TBD

Fountains for the Future Auction  
London, UK

## NOVEMBER TBD

SLOW LIFE Symposium  
Soneva Fushi, Maldives

## NOVEMBER 13 - 15

Global Spa Summit  
Mexico City, Mexico

## NOVEMBER TBD

World Economic Forum -Global  
Council on Water  
Dubai, UAE

## NOV 30 - DEC 11

COP 21  
Paris, France  
SDG

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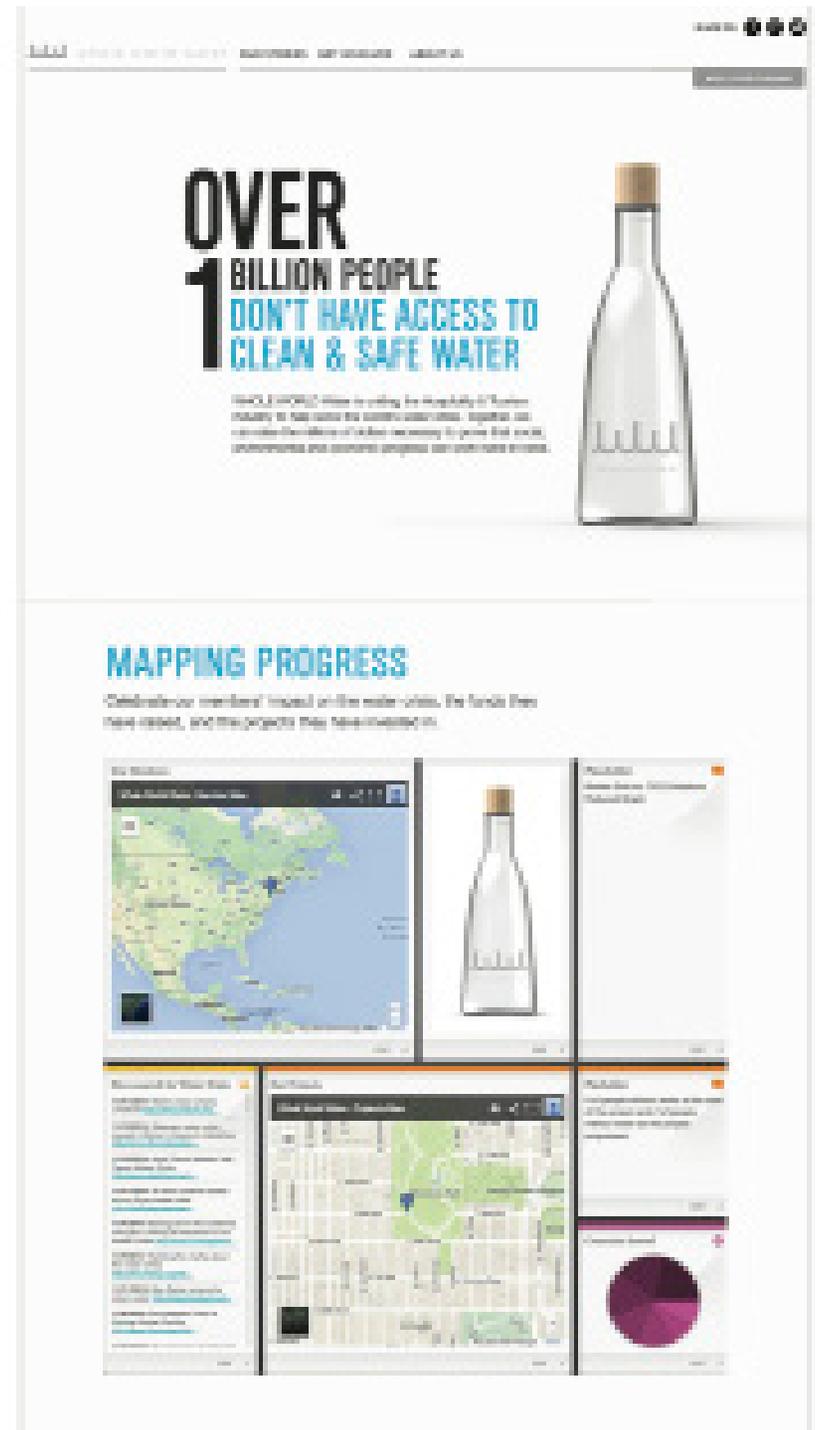
These milestones are designed to raise the profile of our members, bring awareness to the issue and highlight the progress of the campaign. Members are encouraged to align their PR and marketing activities with these key moments to achieve maximum global impact

# TRACKING OUR PROGRESS

WHOLE WORLD Water will launch [wholeworldwater.org](http://wholeworldwater.org) March, 2015. Included on the site will be a unique visual dashboard tracking impact - including money raised, people served, bottles sold and CO2 reduced as a result of our members commitment to WHOLE WORLD Water. We will also profile the specific projects on the ground and highlight each of our members' commitment and stories from the field.

This globally connected interactive platform will track progress through real time mapping, visualization and storytelling. It will be free, dynamic and open source.

This platform will be available exclusively to all members of WHOLE WORLD Water.



# FOUNTAINS FOR THE FUTURE

Presented by WHOLE WORLD Water & Quintessentially Foundation

WHOLE WORLD Water, in partnership with the Quintessentially Foundation, Corporate Sponsors and London will lead the way with a global art competition inviting renowned London artists and designers to submit design renderings for this citywide program.

Beautiful in form and function these drinking fountains will enliven parks, streets, hotels, restaurants, tube stations, airport lounges, squares, stores, boutiques and public places in London attracting tourists, furthering London's reputation as a global leader in design, innovation and creative sustainable solutions.

Fountains for the Future is a perfect demonstration of cooperation between the public & private sector illustrating that environmental and economic issues are not mutually exclusive. The Campaign will culminate in a Black Tie Gala where the Fountains will be auctioned off and Londoners will determine where the funds should be invested. Projects could include restoring London's own historic fountains, campaigns in Sub-Saharan Africa, India or even further efforts to restore the ancient infrastructure that supports the Thames River.

Fountains for the Future will launch in London and will be a model that can be replicated in other cities all over the world in future years. We will have a press conference in London to make the announcement on March 22nd ( World Water Day ) in London at Chiltern Firehouse.



# AMBASSADORS



HAIDER ACKERMANN



WARIS AHLUWALIA



YVES BEHAR



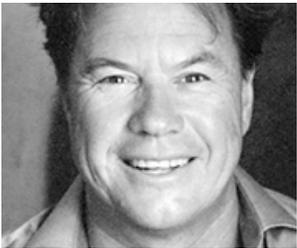
RICHARD BRANSON



GABRIEL BYRNE



BEN ELLIOT



JOHN HITCHCOX



GRAHAM HILL



STANLEY JOHNSON



SHEKHAR KAPUR



NATASHA KAHN



TARUN MAHROTRI



RYAN MCGINLEY



EDWARD NORTON



TILDA SWINTON



JOHAN ROCKSTROM

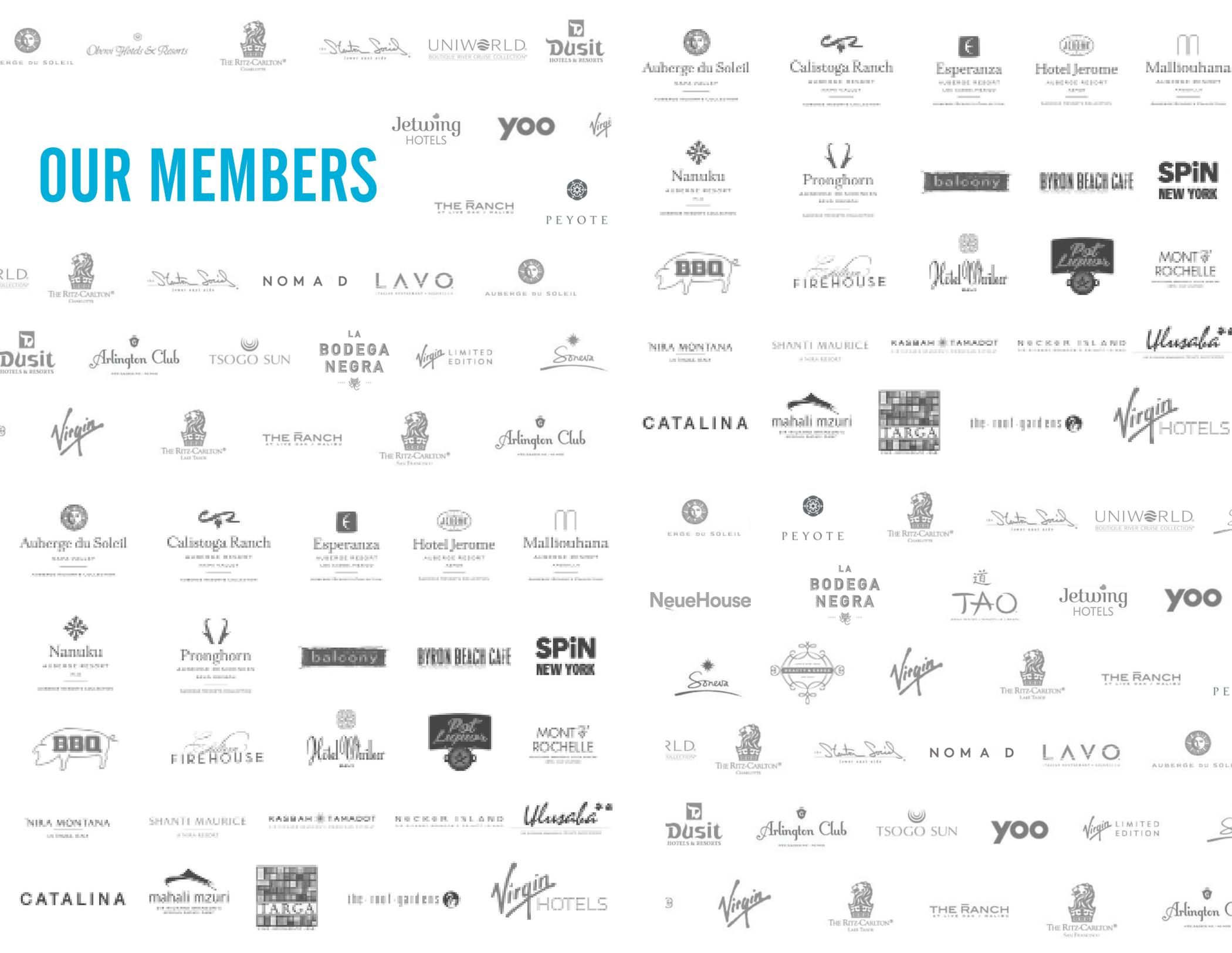


DAVID DE ROTHSCHILD



ALFONSO MARTÍNEZ

# OUR MEMBERS



# IT'S GOOD FOR THE EARTH



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CLEAN & SAFE WATER

**PROVIDE  
UNIVERSAL  
ACCESS**

to drinking water and basic sanitation within a decade



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CLIMATE CHANGE

**REDUCE  
CARBON  
EMISSIONS**

by not shipping bottled water over long distances



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LAND & WATER DEGRADATION

**ELIMINATE  
PLASTIC  
WASTE**

as the water is served in reusable glass bottles



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HEALTH & WELLNESS

**DIMINISH  
TOXIC  
CHEMICALS**

by replacing plastic and petrochemicals with reusable glass

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# BOTTLING YOUR OWN WATER IS GOOD FOR YOUR BUSINESS

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By joining WHOLE WORLD Water our members embrace a business model that reduces costs, increases revenue, eliminates plastic waste and significantly impacts funding for clean & safe water projects globally.

By filtering your own water, bottling it in reusable WWW glass bottles, you can increase your bottom line by up to 28%.

Through your membership not only will you be able to see your bottom line increase, but also through our online dashboard you will be able to calculate co2 emissions reduced and plastic waste eliminated.

## THE FACTS ABOUT BOTTLED WATER:

- Bottled water is often at a "280,000% markup" to your source water
- It costs 250 to 10,000 times more than tap water.
- Globally, bottled water is now a \$46 billion industry.
- The industry requires the cost of natural rivers and streams, semi-truck exhaust and diesel fuel, packaging, labeling, pollution of non-biodegradable plastic and the managing of recycling centers.
- 2.7 million tons of plastic are used each year worldwide for disposable drinking bottles.
- Less than 1% of all plastic is recycled, meaning 99% of plastics are incinerated or end up in a landfill.
- Once there, it takes over 700 years for plastic bottles to break down.

# CONTACTS



**WHOLE WORLD Water**

**Co-founder**

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# TESTIMONIALS

## TAO RESTAURANT GROUP

When we decided to install a Vivreau water system we heard about a new initiative called WHOLE WORLD Water. It seemed like a game-changing idea: unite the hospitality and tourism industry around the greatest social issue facing the world – the fact that nearly 1bn people don't have access to safe and clean drinking water, and almost 2.4bn live without basic sanitation. They hit on everything I personally care about: environmental sustainability, reducing our carbon footprint and a new way to give back that focuses on long-term solutions versus short-term fixes. More importantly, it's a sustainable business model. Filtering and selling water at our venues is profitable. It's simple. And with WHOLE WORLD Water we build our business over the long term to create massive social change. Even with the 10% contribution to the WHOLE WORLD Water Fund from the sale of every bottle of water, I'm building my bottom line and participating in an exciting global marketing platform that engages our employees and customers.

But it's the scale of the solution – not the issue – that's so exciting. We are a multi-trillion-dollar industry. And WHOLE WORLD Water is the first industry-wide initiative that could play a major part in solving a global issue. We have the scale – all we need is the will. Filtering our own water is easy to implement.

What's more, it is measurable and bankable. In fact, sustainable business solutions guarantee sustainable social solutions.

Rich Wolf, Founder-The Tao Group

## VIRGIN LIMITED EDITION

"Since implementing, we've found that both our employee engagement & guest reaction have been an extremely positive one. We're honoured to be able to play a small part in what we hope will help encourage others in our industry to support this campaign that can so easily make a difference (and stop charging ridiculous amounts for bottled water!!")

Jon Brown  
Managing Director  
Virgin Limited Edition

## BEAUTY & ESSEX, NEW YORK CITY

"Even owning two of Manhattan's busiest and most popular restaurants, the benefits of working with WHOLE WORLD Water are undeniable. Our relationship has brought to light the ease with which businesses like mine can make a seamless transition to practices that are both financially and ecologically beneficial, while also being met with overwhelming positivity by our customers."

Chris Santos  
Executive Chef / Partner  
Beauty & Essex / The Stanton Social  
Judge, Chopped Series, Food Network

# TESTIMONIALS

## SONEVA

“Soneva is very pleased to be part of WHOLE WORLD Water. Soneva eliminated imported water from our resorts and in October 2008 started to offer only our own Soneva Drinking Water – Still or Sparkling.

In addition to a more environmentally sustainable practice we also generated considerably more profits due to lower cost of sales. The bottling plant was paid back in less than a year so a year after the implementation, we decided to donate 50% of the water revenue we raised to help people without access to safe water.

Soneva Clean Water Projects were born to work on the global water challenge that sees 760 million people without access to safe drinking water and 2.6 billion people without basic sanitation services.

Through the SLOW LIFE Foundation, we initiated 488 projects in 53 countries helping over 600,000 people to get access to either safe drinking water or basic sanitation in just four years.

We realized that we as a small company could achieve a lot. However, if we could galvanize a whole industry we could do a lot more. During the SLOW LIFE Symposium in 2011, which is set up to gather likeminded people to discuss ideas and make calls to action, the idea of global water campaign was born. The SLOW LIFE Foundation committed to provide development funding for the campaign and Karena Albers and Sonu Shivdasani took responsibility for turning the idea into reality and WHOLE WORLD Water was founded. We are very pleased to be part of such an important movement and campaign. We believe that WHOLE WORLD Water will turn the tables in the hospitality industry and make own bottled water the industry norm, which is good for the environment, good for business and help millions out of water poverty. The feedback from our guests has been positive to the change and that we offer our own bottled water instead of imported water.”

Arnfinn Oines  
Social & Environmental Conscience  
Soneva

## RITZ CARLTON, SAN FRANCISCO

“Parallel 37 has committed to the WHOLE WORLD Water initiative, it is a natural extension of what we strive to accomplish with our food & beverage program. Our culinary team is known for changing its menu to reflect what’s in season and for sourcing ingredients from local farmers. The way we are responsibly offering water to our guest goes with our belief in sustainable farming.

This initiative is still new to us, however from the feedback we are receiving from our customers and staff which is all positive, I am certain that this will be a great program that our Ladies and Gentlemen in Parallel 37 will be honored to be a part of.

Our guests have responded positively to the campaign as we knew they would. It has helped raise their awareness about clean water and the millions of people that lack clean water.

I believe that everyone wants to make a difference with the environment. Our guests especially enjoy the WHOLE WORLD Water bookmarks we provide with each bottle sold!

We should be reducing food miles whenever possible including eating fresher food and supporting local farmers. In California we are fortunate that we have a multitude of farmers markets every day of the week in various neighborhoods. We are accustomed to shopping this way and walking to our local area farmers markets. By walking we aren’t adding to the food miles already accrued.

It is now very on-trend to use the term “sustainable”, “green”, and “local” when marketing one’s services. The entire food & beverage industry should look into embracing the WHOLE WORLD Water Initiative, to reduce food miles, eliminate plastic waste and hopefully provide universal access to drinking water to the one billion human beings without access to it currently. I believe that guests will appreciate when they learn that along with great service you also care for the environment.”

Olivier Lau  
Direct Food & Beverage  
Ritz Carlton San Francisco

# TESTIMONIALS

## UNIWORLD

The TreadRight Foundation keeps an eye out for small, impactful organizations with big vision. Uniworld, one of our founding partners, is keenly aware of water issues, as a luxury river cruise company Uniworld is constantly researching available means to reduce their impact on the river systems that support them. Supporting WHOLE WORLD Water allows TreadRight & Uniworld to bring the messages of waste reduction, water access and our ultimate impact on a much larger scale - rather than just as our message, as the message of a global industry. That's precisely what big vision is to us.

Shannon Guihan, Program Director  
TreadRight Foundation

## YOO HOTELS

“Yoo answered the call for industry wide support of the Whole World Water campaign in March 2013, with yoo Hotels making a commitment to play its part in providing clean and safe water to nearly 1billion people.

“I believe that making a mark on the world shouldn't leave an environmental footprint. Everything is connected – and to every action there is a reaction. We want to take responsibility for our place in the world, which is why we're supporting Whole World Water. Water is a precious resource, essential to life, but a billion people worldwide don't have access to clean, safe water. We're committed to help make this change.” yoo Founder John Hitchcox.

“Yoo has embraced the initiative, pledging not to use plastic bottled water but instead filter and bottle their own, which will be used in public areas of some of our developments and many yoo Hotels. This makes an immediate positive environmental impact by reducing plastic waste and supply-chain carbon footprint. 10% of the sale of the water goes straight into the Whole World Water Fund, bringing safe, sustainable water to global communities. This virtuous circle will unite the travel and hospitality industry to work as one to really make a difference to the global environment.”

“The concept is simple and radical, and one that yoo Hotels backs 100%. We hope this will mobilize our sector into taking positive action to do business that balances environmental, health and economic issues. We pledge to install the WWW filtration system in as many yoo Hotels that as we can, and to be ambassadors for the initiative globally.” yoo Hotels CEO Marco Nijhof  
Keeping things local has always been important to yoo, with over 50 projects in 40 cities around the world that all look to maximise the capacity for sourcing locally and using native craftsman. Reducing our food miles by bottling our own water while also reducing our plastic waste makes perfect sense in the wider yoo vision. Working internationally we are very aware of our carbon footprint, and we are thrilled to start reducing it by being part of WWW's campaign.

Michelle van Vuuren  
Marketing Director  
yoo Hotels