

INVESTING IN PROGRESS

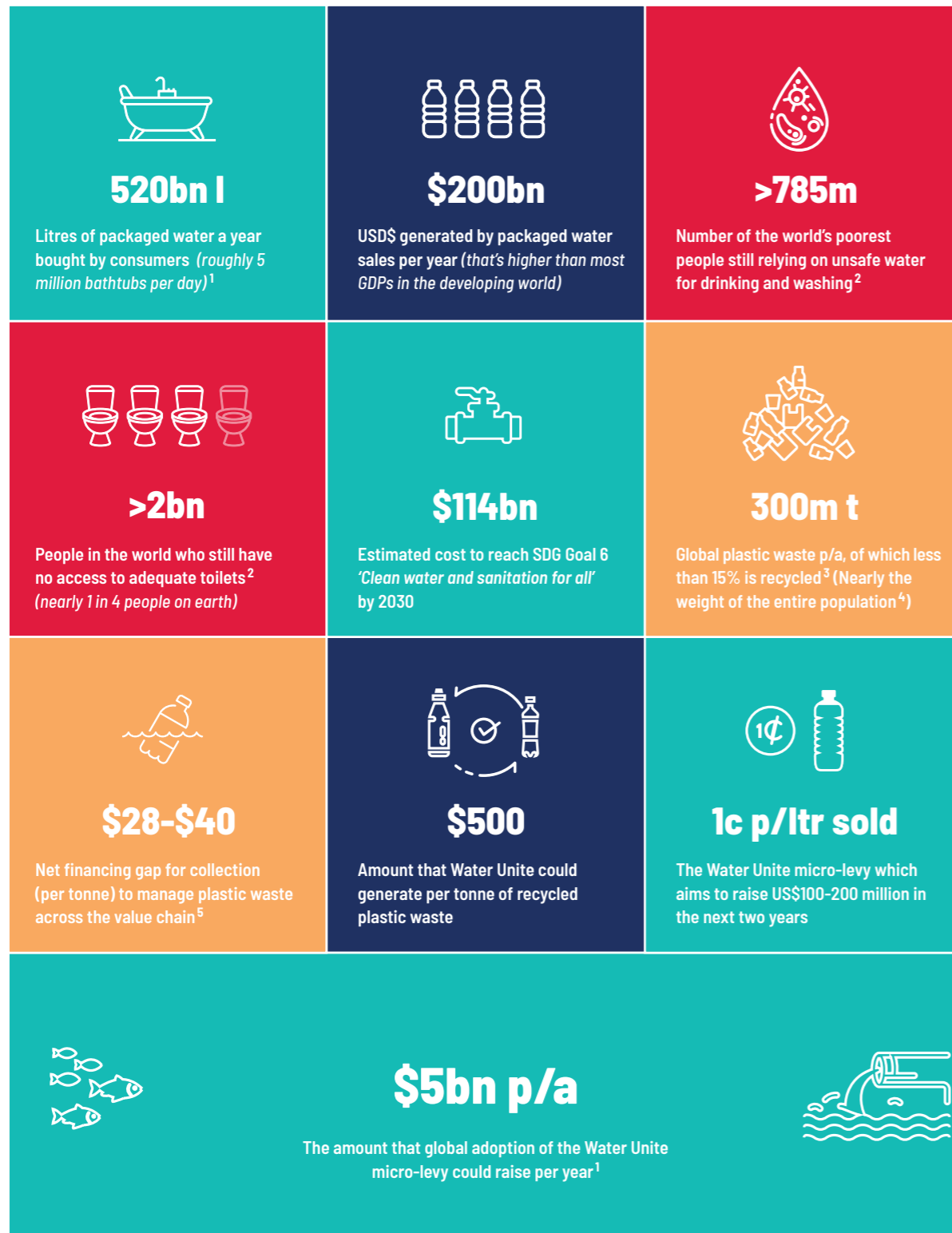


WATER
UNITE



IMPACT REPORT 2019/2020

IT ALL ADDS UP . . .



1. https://www.waterunite.org/site_files/7323/upload_files/GIFFW_-_Final_report_The_bottled_water_sector.pdf?dl=1
 2. https://www.who.int/water_sanitation_health/publications/jmp-2019-full-report.pdf
 3. https://www.ellenmacarthurfoundation.org/assets/downloads/EllenMacArthurFoundation_TheNewPlasticsEconomy_Pages.pdf
 4. <https://www.unenvironment.org/interactive/beat-plastic-pollution/>
 5. <https://oceanconservancy.org/wp-content/uploads/2019/10/Plastics-Policy-Playbook-10.17.19.pdf>

EXECUTIVE SUMMARY & POLITICAL STRATEGY

Crisis leads to innovation

For many people born after the end of WWII the Covid-19 pandemic is the biggest crisis they have, or will ever, face. It is taking a devastating toll on lives and economies across the globe and its effects will be felt for years to come. But despite this, the crisis, like many that have preceded it, has been the catalyst for lasting innovation. Medicine, technology, travel, hospitality and hygiene will all change as a result. But perhaps the biggest change we will all see is in society itself, and how the pandemic has inspired people to innovate fast and act for the greater good, both individually and collectively.

The global Covid-19 pandemic has galvanised the combined resources of nations, governments and citizens around the world; forming partnerships to fight a common enemy. While governments issue proclamations, it is the actions of individuals and communities that is most effective. Sheltering the vulnerable, social distancing, mandatory business closings and the suspension of all social interaction have led to hardship – but they are widely regarded as personal sacrifices for the good of others. They have also led to a recognition of community – be it across the street, or in countries far removed from our own.

Crisis is not new and is sadly too often overlooked when it does not affect us personally. When people who seem distant from us suffer, it is much easier to turn away. But the crisis still exists, and, however remote, the solution remains in the hands of us all; no one person alone can approach the scale of our world. As we have seen in recent months, the actions of one person when added together with others can make a difference.

Wash your hands frequently, wash for 20 seconds, sing Happy Birthday twice – it sounds so simple. But in a world where over 785 million people rely on unsafe water for drinking and washing, and more than 2 billion people have no access to adequate sanitation, it's not always so easy. This water crisis has been with us for much longer than Covid-19 and will sicken many more people in the future, especially in times of pandemic. But, while no one questions funding a vaccine to address a global pandemic, few accept the urgency of thirst, or sanitation. Millions of people will die each year due to a lack of both, yet there is not enough being done to fund the innovation needed to address this fundamental requirement.

We are also facing a crisis in plastic pollution. 300 million tonnes of plastic is produced worldwide every year and only 15% is recycled. A 2017 study estimated between 1.15 to 2.41 million tonnes of plastic enters the oceans this way every year.⁶ A scientific report by A Plastic Ocean, has found that this debris has impacted over 600 marine species.⁷ As the creators of this pollution we have a responsibility to address the issue and this is why we must continue to create a new "plastics economy" to ensure that plastics never become waste.

At Water Unite we are working to build partnerships that will end water poverty and remove plastics pollution from the environment. Together with partners from the retail sector, governments, NGO's and the United Nations we can set in motion innovative funding that can address the gap in financing for the Sustainable Development Goals (SDGs) and bring an end to the crisis so many face in our world.



Chris Sellers, CEO

6. <https://www.nature.com/articles/ncomms15611>
 7. <https://plasticoceans.uk/the-facts-plastic-pollution-2/>

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WATER UNITE'S FUNDRAISING MODEL

Leveraging the micro-levy to increase investment

The basis of the Water Unite Fundraising model is a voluntary micro-levy of 1 cent from the sale of every 1 litre of bottled water from our retail partners. This innovative approach is simple to implement, easily understood by both retailers and their customers and is rapidly gaining momentum.

What makes the model so unique is that funds raised are leveraged via an investment vehicle and by further investments from governments, NGOs and the private sector. This means the micro levy contributions can be multiplied many times and help to fund the 'missing middle' that exists in the financing of Water, Sanitation and Hygiene (WASH) and plastics pollution reduction projects worldwide.



MAKING AN IMPACT

Water Unite Impact aims to invest in Small to Medium Sized Enterprises (SMEs) in the WASH and plastics pollution reduction sectors through a combination of loans, equity or quasi-equity. These investments will provide catalytic capital that drives innovation and helps communities tackle specific challenges at scale in a sustainable, long-term fashion.

The social mission of the fund will be locked in from the start and stringent governance mechanisms have been put in place to ensure that the investments we make have a high potential for social impact. We may also provide technical assistance to projects, giving advice and training to help improve and sustain their operations and commercial viability.

Initial investments are expected to be US\$100,000 and upwards with an expectation that capital outlay is repaid by incremental returns. The risk-reward structure of the fund means that the micro levy and foundation will take a higher risk profile than commercial investors to ensure that the fund is better able to leverage capital investment from the private sector.

This innovative investment model reflects current thinking from the UN, NGOs and governments regarding sustainable and circular finance models that will help work towards the ambitious 2030 Sustainable Development Goals. The multiple of 'good' that can be achieved in this way goes way beyond traditional charitable giving and it is Water Unite's hope that the model could become self-sustaining in the long term.

MEASUREMENT & EVALUATION

A process for progress

Tracking project impacts is essential to Water Unite. Understanding how our investments in water access, sanitation, and plastic reduction translate into action ensures our efforts are effective and have maximum results for people and the planet.

The consistent and reliable measurement of project progress towards goals helps us and our partners make decisions that keep programmes on track and fosters an environment of shared learning and accountability.

Water Unite is leveraging capital across various programmes and geographies to meet our ambitious water and plastic goals. For our work to scale, it is critical that we have the ability to examine impact across individual programmes and understand the return on investment in social, economic, and environmental outcome categories.

To help us achieve our goals, we have developed a measurement framework for our programme partners that delivers credible data on the water, sanitation and plastics reduction/reuse projects we invest in.

THE MEASUREMENT OF SUCCESS

Our Measurement, Evaluation, and Learning system is designed to deliver quantifiable data on impacts—we track beneficiaries, environmental benefits, health and sanitation conditions, pollution prevention, as well as the economic viability of all projects to ensure their sustainability. WASH, Plastic Pollution and Water Stewardship areas each have specific criteria for success.

Clear definitions, indicators, and metrics of sustainability, as well as the procedures and methodology to best utilize them, are critical to our transparent and credible measurement system. Consistency is also key to our efforts—we pull from global best practices from leading organizations to ensure compatibility with global standards. This promotes shared collaboration and learning across organizations, projects, and geographies and allows us to advance and report credibly on the SDGs.

THE 3 LONG-TERM IMPACT AREAS THAT DRIVE OUR WORK

- Giving people access to clean water, safe sanitation and lives free from plastic pollution.
- Clean and healthy watersheds and oceans.
- Socially and environmentally responsible production, distribution, sale and disposal of bottled water.

To achieve these goals, Water Unite invests financially through grants and loans, and leverages its expertise in establishing and advancing public-private partnerships to strengthen and promote programmes seeking funding in these areas.

Whether through our impact investing model or through our charitable arm, Water Unite has several criteria for our investments. This ensures our programme partners are leveraging funding for projects that:

- Have big potential for impact.
- Address the world's poorest communities.
- Provide innovative solutions at scale.

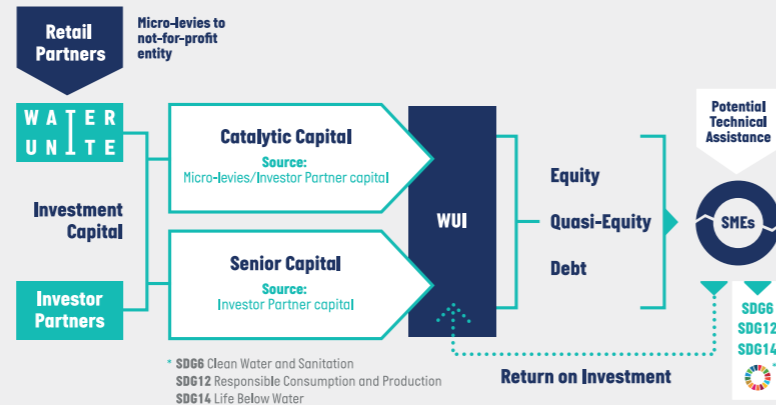
LEVERAGING FOR IMPACT



Managed by Wellers IMPACT

OVERVIEW

Water Unite has created Water Unite Impact (WUI), managed by FCA authorised impact investment manager Wellers Impact, this fund is seeking additional Investor Partners and will provide risk tolerant financing solutions to water, sanitation and plastics pollution reduction related Small and Medium Enterprises (SMEs). This will help to address the funding gap in parts of the finance landscape not met through charitable foundations, microfinance institutions, commercial banks and/or formal capital markets.



PARTNERSHIPS

"We sell many bottles of water a year and our partnership with Water Unite means that every single one of those bottles can make a difference to fighting water poverty and plastic waste." Catherine Roe, CEO, Elior

The challenge of trying to create global adoption of a scheme involving an innovative micro-levy, spanning multiple sustainable development goals and bringing together the private, public, finance and development sectors and using leverage finance is pretty unique. It is in these uncharted waters when true partnerships can be formed, adding layer upon layer of experience, decade upon decade of knowledge.

However you come at a challenge like this, there is one common thread that binds us together - and that is impact. If we can make Water Unite the success we all hope it can be, the impact on those without access to clean water, those without adequate sanitation, and the impact on the environment in terms of water stewardship and plastics pollution reduction will be unprecedented. It is the world truly coming together around a simple model, that can be applied in every country, in every market in the world. It is for this reason that convening partners becomes so key. To partner, from a UN to a Commonwealth, to a continent, a region or a local geography, we can all unite around something as simple, as life changing as the Water Unite micro-levy on bottled water sales.

Duncan Goose, Founder, Water Unite

LEVERAGE

Water Unite Impact demonstrates a creative way of enabling each dollar of funding to support more than one organisation and generate social impact many times over. The vehicle will be structured so that micro-levy contributions from international retailers and potentially additional capital will be used to take a higher risk/reward position, acting as a credit enhancement mechanism to leverage Senior Capital invested by Investor Partners, which will rank higher in the event of a default. WUI will have significant leverage effect: attracting external expertise and commercial capital into achieving social impact.

OBJECTIVES

The objectives of the pilot phase are to validate the following:

- Ability of WUI to achieve social impact and generate early positive financial returns in the water, sanitation and plastics pollution reduction sectors.
- Amplified contribution to the UN SDGs due to the leveraging effect of the proposed structure.
- Ability to source, undertake due diligence and deploy capital to a diverse range SMEs that fit defined investment criteria.

CRITERIA FOR INVESTMENT

During the pilot phase, there will be three key focus areas for investment, namely:

- Advancing early-stage successes: providing capital and preparing SMEs that have proven successful in repaying smaller obligations, but are not at the stage yet to service larger loans, to ultimately allow them to access larger amounts.
- Bridging the gap for performance-based results/output-based aid: provide short term bridge financing in order for SMEs to access larger amounts of capital once results are achieved.
- Supporting private providers of PPPs: provide risk-tolerant capital, particularly to match multi-decade concessions, needed to achieve success and social impact.

FUTURE DIRECTIONS

The team envisions a systematic approach to tackling water, sanitation and plastics pollution reduction issues at scale in a way that cannot be achieved with philanthropic capital alone. Non-grant investment encourages long term sustainability of charities and social enterprises and could result in a catalytic transformation for the sector.

Find out more at: waterunite.org/water-unite-impact



Theme:
Water
Stewardship

THE NATURE CONSERVANCY (TNC) CAPE TOWN

Type:

Mobilizing blended finance for increased water security



THE CHALLENGE

Between 2015 and 2017, Cape Town experienced the worst drought in 100 years. In 2018, dam reservoirs dropped below 20%, and the city prepared for the day when the taps would run dry. Severe water restrictions, transferred water from a neighbouring storage scheme, and the arrival of the winter rains postponed a crisis that would have affected 4 million people – 40% of whom live below the poverty line.

Still, it is estimated that Cape Town's water demand will outstrip available supply by 2021. To avert this threat, the city's water utility considered a range of water augmentation options, including seawater desalination, groundwater exploration, and increasing storage capacity. Another cost effective, sustainable option is to restore the city's watersheds by controlling the invasive plants that steal 55 million cubic meters of water each year—a massive long-term effort covering a vast land area. If no action is taken, these water losses will double within just 20 years.

"This project will help to secure water for the Greater Cape Town Region, including South Africa's second largest city, Cape town, restore vital habitats and identify optimal ways to leverage financing for source water protection in Cape Town and other cities in Sub-Saharan Africa."

Louise Stafford, Director, South Africa Water Funds

for the Greater Cape Town Water Fund (GCTWF) and help achieve and maintain the water and biodiversity benefits. The Water Unite grant has helped the Greater Cape Town Water Fund to create a decision support system which, with its associated visualization platform, projects costs and revenues under different funding scenarios and the impacts they have on invasive plant spread and dam yields at a much greater level of granularity than previously.

It has also been used to develop a study to inform the sustainable funding strategy which will explore:

- Unlocking public sector funding such as water resource management charges and water tariffs targeted at watershed restoration activities.
- Identifying the most appropriate governance structure for the GCTWF to enable funding flows from different sectors.
- In the short-term the fund is hoped to avoid the loss of 55 million cubic metres of water a year, with this figure rising to 100 million cubic meters in the long-term. It is intended that the projects will create 150 jobs annually in its early stages with this rising to 350 more jobs as the project progresses.

THE SOLUTION

The total cost of restoring the priority watersheds that serve Greater Cape Town is estimated at \$25 million USD (NPV discounted at 6%) over 30 years. Although significant, this amount is a mere fraction of what engineered solutions such as desalination would cost—and is estimated to return 15 times more than the initial investment. In short, nature is a smart investment, providing benefits for the environment, green jobs, and climate change resilience. This is the premise behind the water fund now underway in Cape Town. While US\$5.5 million has been raised toward the US\$25 million need, the project's long-term success will require resources from an array of stakeholders – including government, private corporations, landowners and the NGO sector.

Water Unite is supporting TNC in defining a finance strategy to secure long-term public and private funding

LEVERAGING LEARNING FOR THE FUTURE

Success in Cape Town has inspired many other cities interested in replicating their approach to water security – including locations in South Africa, Kenya, Tanzania and Ethiopia. One key to success will be TNC's how-to guide for launching a municipal water fund, which will include a training module on designing a sustainable financing strategy.

' it is estimated that Cape Town's water demand will outstrip available supply by 2021 ... If no action is taken, these water losses will double within just 20 years'

Water services where they're needed most

1.6m

The population in Cape Town that live below the poverty line

↓ 20%

Dam reservoir levels in 2018

Helping to fill the funding gap

\$5.5m

Amount raised so far of \$25.5m needed

Investing sustainably

15x

Expected return on investment

'... nature is a smart investment providing benefits for the environment, green jobs, and climate change resilience'



SANITATION FOR MILLIONS JORDAN, PAKISTAN & UGANDA

Type:

Access to safe sanitation for all

Funding partners: German Federal Ministry of Economic Cooperation and Development (BMZ), Bill and Melinda Gates Foundation, Hungarian Ministry of Foreign Affairs and Trade.



THE CHALLENGE

According to WHO and UNICEF 4.2 billion people worldwide do not have access to safe sanitation services and 3 billion lack basic hand washing facilities for safe hygiene. This includes 600 million people who share a toilet or latrine with other households, and about 892 million people who still defecate in the open. Globally, more than 600 million pupils do not have adequate toilets in their schools and 1.5 billion people use services in hospitals and clinics lacking basic sanitation. Lack of access to water and sanitation is a major obstacle to overcoming poverty, which in turn drives migration and increases distress.

The challenge here is to improve access to safely managed sanitation and hygiene services, especially in countries afflicted by high numbers of refugees and internally displaced people. The global Covid-19 pandemic has considerably exacerbated these development problems. The effects of the lack of access to safe water, sanitation and hand washing facilities on health, education as well as economic and social development are severe in many developing countries and in some cases even fatal.

“Initially Sanitation for Millions only has focused on the provision of access to improved sanitation in public institutions (schools, mosques, health care facilities). Now Sanitation for Millions also has the mandate to serve households and other institutions that are in need of improvement in the field of sanitation.”

Spokesperson, Sanitation for Millions

THE RESULTS

- Up to now Sanitation for Millions has served more than 210,000 people with access to safe sanitation through construction measures in public institutions in Jordan, Pakistan and Uganda.
- More than 1,000 people have been trained for providing operation and maintenance services benefitting almost 400,000 users.
- An estimated 400,000 people are directly reached through hygiene campaigns and hygiene education.
- In Pakistan schools and basic health care facilities in the province Balochistan that had neither toilets nor potable water now have inclusive and gender-sensitive toilets, handwashing facilities as well as access to safe drinking water through connections or water dispensers. Personnel at schools and health care facilities have also been trained on operation and maintenance as well as on safe hygiene and hygiene management.
- In Uganda, there have been marked improvements in the number and quality of toilets per school-child. Appropriate designs for sanitary facilities such as toilets and washrooms have been developed with related construction and rehabilitation measures in schools and new financing instruments designed to support households in gaining access to safe sanitation.
- In Jordan, persons with disabilities now also have access to sanitation facilities and a successful inclusion strategy is implemented by the concerned ministries. Furthermore, religious leaders have been trained to promote safe hygiene and to maintain the sanitary facilities in mosques.
- Sanitation for Millions has delivered clear improvements in operations and maintenance which leads to more cleanliness and better hygiene.

THE SOLUTION

Implemented by GIZ, Sanitation for Millions aims to improve access to safely managed sanitation and hygiene, especially in regions afflicted by high numbers of refugees and internally displaced people. Interventions take place in schools, public places, health care facilities and religious institutions with a special attention focus on the needs of women and girls. Furthermore, Sanitation for Millions follows a community approach seeking locally suitable solutions especially with regard to financing and sustainability. Water Unite, as a member of the advisory board, is co-funding and co-leading the initiative currently operating in Jordan, Pakistan and Uganda.

Water and sanitation services where they're needed most

4.2bn

People worldwide who do not have access to safe sanitation services

1.5bn

People who use services in hospitals and clinics lacking basic sanitation

Helping to fill the funding gap

210,000

People who have gained access to safe sanitation through construction in public institutions.

Investing sustainably

1000

People who have been trained to provide operation and maintenance services

‘Lack of access to water and sanitation is a major obstacle to overcoming poverty, which in turn drives migration and increases distress.’

‘Water Unite, as a member of the advisory board, is co-funding and co-leading the initiative currently operating in Jordan, Pakistan and Uganda.’



Theme:
Plastics Pollution
Reduction &
Reuse

GJENGE MAKERS KENYA

Type:

Sustainable community focused business



THE CHALLENGE

In Kenya, rapid urbanisation has exacerbated the plastic pollution problem - particularly with bags and bottles. In Nairobi alone about 500 metric tonnes of plastic waste is generated every day. Many people also live in marginalised communities with poor prospects of secure work at a fair wage. In addition, demand for affordable housing in Kenya is currently 200,000 units per year. The national housing deficit currently stands at about 2 million units. The biggest impediment to affordable housing is the cost of building materials.

THE SOLUTION

Gjenge Makers aims to become the major provider of durable, affordable and alternative recycled construction material through Kenya and the African continent. Their mission is to provide sustainable and affordable housing while promoting a recycling and upcycling culture. They currently produce bricks from discarded plastic which is collected by a team of plastic pickers. Part of the company mission is to provide job opportunities to many low-skilled and next generation workers, especially in marginalized communities; and supporting the next generation of female engineering entrepreneurs.

"..we have been able to reduce approximately 1% of the plastic waste per day generated in the last quarter in Nairobi."

Nzambi Matee, Founder, Gjenge Makers



THE RESULTS

Waste picker livelihoods

Up to November 2019 Gjenge Makers had created job opportunities for approximately 112 individuals mainly through plastic sorting, collection and preprocessing. Special attention has been paid to the plastic picker workers to improve their livelihoods:

- Nearly half are women
- 60% are next generation workers (those 18-32 yrs old)
- Targeting marginalized communities where populations live below the poverty line

Fully certified

In March 2020 Gjenge Makers became fully certified by the Kenya Bureau of Standards which is the government body which certifies all products manufactured in Kenya.

Increasing production

Our investment was leveraged by 100% from Alquity Transforming Lives Foundation and used to invest in state of the art machinery. Currently Gjenge Makers is able to recycle about 1% of the plastic waste in Nairobi a day, new machinery means this can be increased to 2 or 3% and brick production expanded to 1000-1500 bricks per day (compared to 125-500 last year).

Helping the community

Through their Brick by Brick Campaign, the Gjenge team are planning to pave the Mukuru Skills Training Centre community school. In addition, the business is aiming to run workshops on what measures the school can take towards plastic recycling.

"Our mission is to innovate solutions to create practical and sustainable alternative construction products for Kenya and the African continent."

Nzambi Matee, Founder, Gjenge Makers

Plastic recycling services where they're needed most

5t

Approximate metric tonnes of plastic waste generated each day in Nairobi

14.7m

People in Kenya living in destitution in 2018 (up 11 m from 2017)

Helping to fill the funding gap

+100%

Our investment was leveraged by 100% from Alquity Transforming Lives Foundation

Investing sustainably

112

Job opportunities created through plastic sorting, collection and preprocessing

'... new machinery means recycling can be increased to 2 or 3% and brick production expanded to 1000-1500 bricks per day.'



Theme:
Plastics
Pollution
Reduction

3R REDUZIR, REUSAR E RECICLAR LIMITADA MOZAMBIQUE

Type:

Strengthening the plastic value chain in Mozambique



THE CHALLENGE

Mozambique's rate of mismanaged plastic is the 2nd highest in Africa. The country generates 2.5 million tonnes of urban waste per year and 98% remains untreated, uncollected or disposed of in uncontrolled dumpsites. The collection infrastructure is weak and has been centred on municipal dumps. Structural barriers have prevented change, in particular the lack of a strong value chain where waste pickers can bring/sell their waste in more efficient collection systems. There exists a growing interest in more efficient, decentralised systems. The introduction of an environmental tax on packaging material with the proceeds going to recycling activities has spurred the exploration of a more decentralized network of secondary collection points.

THE SOLUTION

3R has a fully operational Material Recovery Facility in the port city of Beira where it currently processes various types of plastic (PET, PP, HDPE) to other recycling industries in Mozambique and more recently in South Africa. With our support they are establishing and managing a network of secondary collection points. These diverts plastic waste from landfills and municipal dumps and creates positive social and economic impact for the hundreds of waste pickers. Different types of models are being tested including Fixed Ecopoints at strategic locations; Mobile Ecopoints, operating along predefined routes and Embedded Ecopoints, established within and managed by existing organizations.

"In Mozambique, most waste goes to dumpsites, not even to landfills. At 3R - through waste collection, purchase of post-consumer material and investment on waste treatment infrastructure - we are making sure hundreds of tons are recycled and, therefore, do not reach uncontrolled sites. That supports the development of a circular economy, which is better for the environment and better for communities."

Maira Valladares, Director, 3R

THE RESULTS

Despite tropical Cyclone Idai in March 2019 and the threat of Covid-19 the project has managed to achieve or partially achieve the milestones it set itself.

- During the last 10 months, 1500 citizens in Beira delivered 260 tonnes of recyclable material in 26 Ecopoints spread across the city. More than US\$39,000 were paid to the population in exchange for recyclable materials.
- The Ecopoint Network now collects an average of 34 tonnes of plastic per month and benefits 500 waste pickers.

- Partnerships have been formalized with Ecopoint operators to manage collection points. Training has been supplied and waste pickers formally integrated in the project.
- 3R has established a strong partnership with local government who see the Ecopoint project as an aid to urban cleaning and environmental education.
- Creation of a digital monitoring system's TOR for a data-enabled recycling stream.

'With a weak collection infrastructure centred on municipal dumps there exists a growing interest in more efficient, decentralized systems.'

Plastic recycling services where they're needed most

98%

Waste in Mozambique which is untreated, uncollected or dumped

2.5m

Tonnes of urban waste produced each year in Mozambique

Helping to fill the funding gap

260t

Recyclable material that citizens in Beira delivered to Ecopoints in the last 10 months

Investing sustainably

500

Waste pickers that the Ecopoint Network now benefits

'3R has established a strong partnership with local government who see the Ecopoint project as an aid to urban cleaning and environmental education.'



Theme:
Plastics
Pollution
Reduction

PLASTICS FOR CHANGE INDIA

Type:

Sourcing high-quality recycled plastic from ethical supply chains



THE CHALLENGE

India generates an estimated 62 million tonnes of waste annually and up to 4 million waste pickers sort and separate recyclable waste whilst struggling to receive fair and consistent payments for their work. Everyday India produces US\$250 million worth of plastic waste, however, it lacks recycling infrastructure means that the industry can't source a consistent supply of high quality recycled material.

THE SOLUTION

Plastics For Change (PFC) has adopted strategies from fair trade in agriculture and applied them to the informal recycling economy in developing countries. PFC's deal process and mobile platform provide urban waste-pickers with access to fair market prices. This ethical sourcing platform enables corporate partners to immediately improve the social and environmental impact of their products while increasing the value of their goods with today's conscious consumers. Waste-pickers get all the information through IntegratedVoice Response, while Brands and Franchise partners use the platform to do the buy-sell the transaction, increasing the transparency of the whole supply chain.

"Plastic picker's don't need to worry about the price fluctuating when they sell plastic to the scrap shop. The scrap shop is able to use our platform to ensure payment on time and in full. By building this shared value chain we're also able to connect some of the most marginalized members of society with access to healthcare, education and financial literacy."

Andrew Almack, CEO & Founder, Plastics For Change



THE RESULTS

Water Unite's investment was leveraged by 100% from Alquity Transforming Lives Foundation.

- Plastics For Change has developed virgin equivalent recycled material for the majority of the waste stream, including food-grade PET, Multi-layer films, recycled HDPE bottles, injection grade PP, Reach + Rohs compliant ABS, Polyester filament and other types of recycled plastics.
- In addition to providing the recycled plastic granules, PFC provides it's industry partners with a transparent supply chain as a service. The mobile platform can collect real-time data and measures brand progress towards the Sustainable Development Goals (SDGs)
- The world's first fair trade recycler - certified by World Fair Trade.

- Secured a 3-year commitment from Community Trade Partner - The Body Shop.
- 340 waste collectors have directly benefited from the programme.
- Raised Pre-series A funding of US\$2million in May'20

UPDATE

Covid-19 has had a devastating effect on the waste-pickers community in India. During this time, PFC's charitable arm has focused on helping rural waste pickers battle the pandemic. To date 27,500kgs of food has been delivered, 13,200 hygiene products have been delivered and 6,600 vulnerable people helped out of which 3,960 beneficiaries are women and children.

'Waste pickers who sort and separate recyclable waste struggle to receive fair & consistent payments for their work.'

Plastic recycling services where they're needed most

62m

Tonnes of waste generated by India annually

4m

Waste pickers in India who sort and separate recyclable waste

Creating a circular economy

99.9%

Food grade quality that Plastics for Change achieves.

Leveraging finance

\$2m

Pre-series A funding raised in May 2020 (USD)

'Scrap-shop dealers record transactions using the Plastics for Change mobile app ensuring fair wages and quality.'

WORKING TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS

In 2015 The United Nations adopted the 2030 Agenda for Sustainable Development recognizing that: "eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development."



17 SDGs, with 169 challenging targets, were set out in the Agenda and they applied to all countries in the world, not just in developing nations. To achieve them will take an unprecedented effort, not just by governments, but by the public and private sectors with buy-in from society and consumers.

At Water Unite our micro-levy model if focused on helping to provide the investment that will fund meeting SDGs 6, 12 and 14 by 2030. These SDGs are:

- Goal 6:** Ensure availability and sustainable management of water and sanitation for all.
- Goal 12:** Ensure sustainable consumption and production patterns.
- Goal 14:** Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



Of these, **SDG 6** is central to the achievement of almost all 17 Sustainable Development Goals. It is essential to health, agriculture and economic development, ending hunger and poverty, and protecting life on land and below water.

<https://sustainabledevelopment.un.org/sdgs>



"We have already seen what Sanitation For Millions can achieve in terms of providing better sanitation for children and women in vulnerable communities, but to expand their programme to reach millions more it's essential to broaden the partnership. We are excited to be working with partners like Water Unite."

Roshan Shrestha, Deputy Director
Bill & Melinda Gates Foundation

FUNDING THE FUTURE

The top six global retailers in 2015 had a combined turnover of more than US\$1 trillion and most are multi-country operators. Almost all retailers offer own-label or private label bottled water products and for many this is a fast-growing category.

We want to attract more and more of these leading retailers as our micro-levy partners. Working together we can leverage the money raised to make a real impact on water poverty and plastic pollution around the world – and help finance the achievement of the 2030 Sustainable Development Goals.

"It is a privilege to chair Water Unite which has the potential to deliver transformational investment in water, sanitation and plastic recycling to millions of people. The innovative mechanism of a small levy on the sale of bottled water and soft drinks can help raise the substantial funds needed. In my years in development my questions are always "What works?" and "Is it sustainable?" Water Unite plus our impact fund offers a simple but exciting answer to both."

Lord Malcolm Bruce, Chair, Water Unite

WATER
UNITE

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