



OVERVIEW

Water is in crisis. Water Unite is a global non-profit working to provide clean water for people and planet. We're uniting global corporates around a common collective action - to fill the funding gaps in the water sector.

THE CHALLENGE

Alongside our partners, we're committed to tackling water poverty, pollution and insecurity in the Global South.

Water poverty

Clean water is a significant need and human right



785m

don't have access to clean water



2.3bn

don't have access to adequate sanitation



5hrs

Average walk/person/day to collect water

Water pollution

Cleaning up oceans is an environmental emergency



>51trn

Estimated number of micro-plastic particles in the ocean



3.4m

Die each year from water related diseases



7%

Wastewater gives rise to up to 7% of all greenhouse gas emissions globally

Water insecurity

Climate action is foundational for water supply



52%

of the world's population will live in water-stressed regions by 2050



1 in 3

Freshwater species are at risk of extinction



72%

of all water withdrawals are used by agriculture

CLOSING THE FUNDING GAP

We do not replace money in the sector - we fill a gap that exists between low and high value grants and investments, helping to grow the whole sector. We call this the "missing middle".

Start-up, public aid or philanthropic funding

Small transaction sizes
<\$1 million

High transaction costs

High risk

Often subsidised

"Missing Middle"

Funded by:

WATER
UNITE

Water Unite will not replace money in the sector - it will fill a gap that exists between low and high value grants & investments, helping to grow the whole sector

Conventional Finance

"Bankable"

Large transaction sizes
>\$10 million

Low risk

INNOVATIVE SOLUTIONS

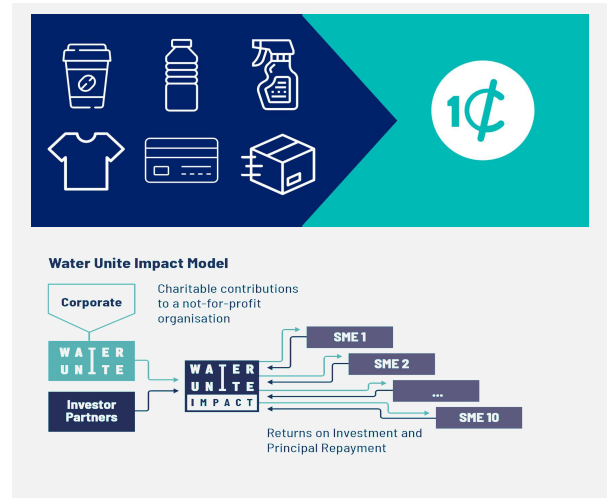
We deploy innovative models to both raise and distribute funding in order to scale our impact.

Micro-contributions

Amongst other funding models, we work with corporate partners to develop micro-contribution on products and services. The proceeds are applied to projects that actively address the key environmental and social concerns that matter most to consumers: water, plastic and climate.

Impact Investing

Alongside grant giving, we've developed an impact investment vehicle to allow donations to have a significant leverage effect, attracting 3 to 10 times additional funding from professional investors. In addition, funds are also recycled and reinvested up to 3-4 times, multiplying our social impact many times over. This means your donation goes further.



BUSINESS CASE

Our campaigns assist partners to attract high value, socially conscious consumers. We provide a series of messages and outcomes to communicate, helping to increase consumer engagement and build advocacy.

Consumers are concerned and want to positively engage



60% of the global consumers are sustainably minded when making a purchase decision, up 9% in share from the previous year, representing over US\$1 Trillion of FMCG consumer spend.

Online and in-store activations



PROGRAMME EXAMPLES

To date, we've supported programmes in 16 countries across Africa and Asia reaching over a million people.



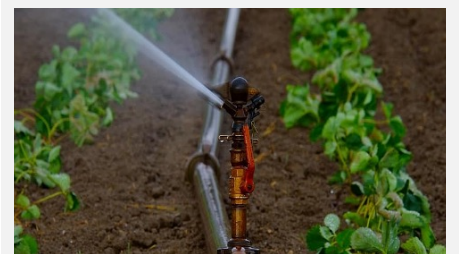
JIBU (Rwanda) Water kiosk franchises

A clean water innovator that manages 160 production and last-mile distribution franchises that operate 8,500 retail points throughout Rwanda, Uganda, Tanzania, Zambia, Ghana and DR Congo.



Mr. Green Africa (Kenya) Circular Economy Solutions

Plastics recycling pioneer, processing over 1.5 million kgs per year, whose mission is to turn waste into value, thereby integrating and strengthening localised circular economies in emerging markets.



Seabex (Tunisia) AI Powered Irrigation

An agri-tech start-up that is pioneering the use of AI and sensorless technology to revolutionise farming practices, saving an average of 30% in water usage and increasing crop yields by 20%.