



WATER

Partner Presentation

Water Unite

UNITE

00.00.25

Why Water? The source of catalytic impact



Why Water? The challenge

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

Why Water Unite? Closing the funding gap

Start-up, public, aid or
philanthropic funding

Small Transaction Sizes
<\$1 million

High Transaction Costs

High Risk

Often Subsidied

“Missing Middle”

Funded by

WATER
UNITE

Conventional
Finance

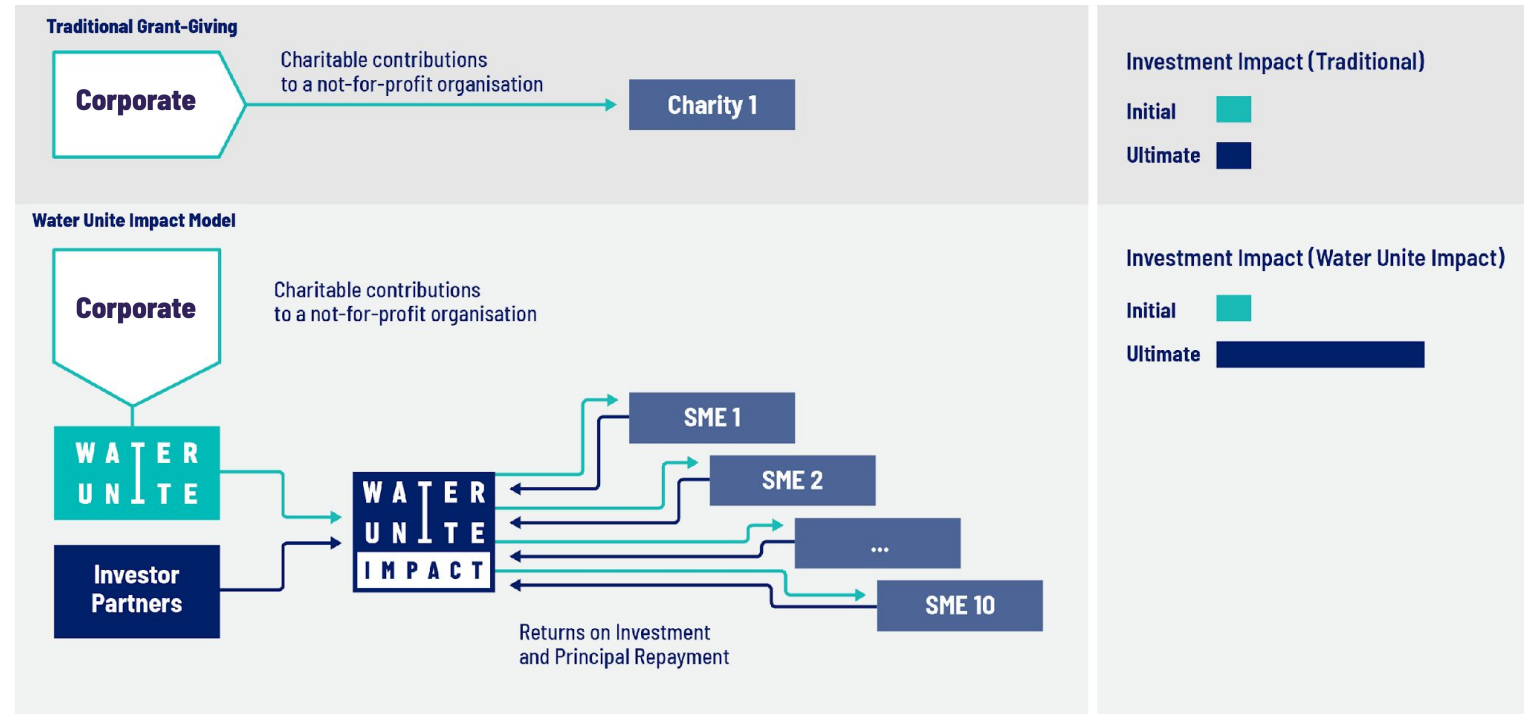
“Bankable”

Large Transaction Sizes
> \$20 million

Low Risk

Why Water Unite? Multiply impact

- Participation will be **catalytic** for the water sector
- Micro-contributions will have a significant **leverage** effect, attracting up to **3-10 USD** of additional funding from professional investors
- Funds are also **recycled**, invested up to **3-4 times** generating social impact many times over



Why Water Unite?

Invest for impact



Good Health & Wellbeing

Clean water could save 3.4m lives every year



Biodiversity

Water conservation, stewardship and security

The Greater Cape Town Water Fund



WATER
UNITE



Plastics for Change



Gender Equality

Projects provide employment opportunities for women, access to sanitation enables girls' education

Climate change

Reducing carbon and funding clean energy, developing carbon credits



Sanivation



People

WATER
UNITE

Planet

Education

5 hrs walk per day to get water affects children's ability to learn
Inclusion of girls through sanitation hygiene

Clean oceans

Creating a circular economy reduces pollution in the sea



3R - Reduce, Reuse, Recycle



Sanitation for Millions



Economic Opportunity

Sector opportunity and catalysing investment

Responsible consumption

Plastic reduction and circular economy



Gjenge Makers



Mr Green Africa



Portfolio Sample: Water kiosk franchises



Challenge

More than 1 billion people in the world do not have access to safe drinking water and **52% of the world's population will live in water-stressed** regions by 2050.

Solution

Jibu operates over **200 water production and distribution franchises** that operate ~10,000 retail points throughout Rwanda, Kenya, Uganda, Tanzania, Zambia, Burundi and DR Congo. **Water kiosks** are a solution to mitigate issues arising from water scarcity.

Results

Since inception, Jibu franchise owners have sold over 490 million litres at a price averaging \$0.07 per litre.

In 2023, they supplied **135 million litres** of affordable clean drinking water to **over 530,000 daily beneficiaries**.

Over **100 tonnes of LPG cooking fuel** sold to beneficiaries

Supported over **2,900 total jobs** as well as over **130 franchisees**.



Water Poverty



East Africa

"We believe that Jibu is the most promising enterprise in the emerging water kiosk sector with strong management and exceptional achievements behind them to prove their commercial concept. We trust they will achieve their ambitious plans to reach in excess of 1,500 new franchises by 2028."

Portfolio Sample: Turning human waste into a sustainable fuel



Challenge

In Kenya, more than 90% of waste goes into the environment without being treated. **Only 23 out of 87 water utilities** in Kenya have **treatment plants**.

Solution

Designs, builds and operates novel waste treatment plans, producing **biomass fuels**. Briquettes provide a low carbon bioenergy alternative to fossil fuels, whilst simultaneously making use of the sludge that would otherwise be mismanaged.

Results

In 2023, **1,048 tonnes of faecal sludge** safely managed with over 679 tonnes of low carbon fuel sold.

Over 14,000 trees equivalent saved through biomass alternative provision and **1,450 tonnes of CO2 equivalent offset**.

53 jobs supported across 10 cities of operation.

Our loan **catalysed \$1.5m** of further investment.



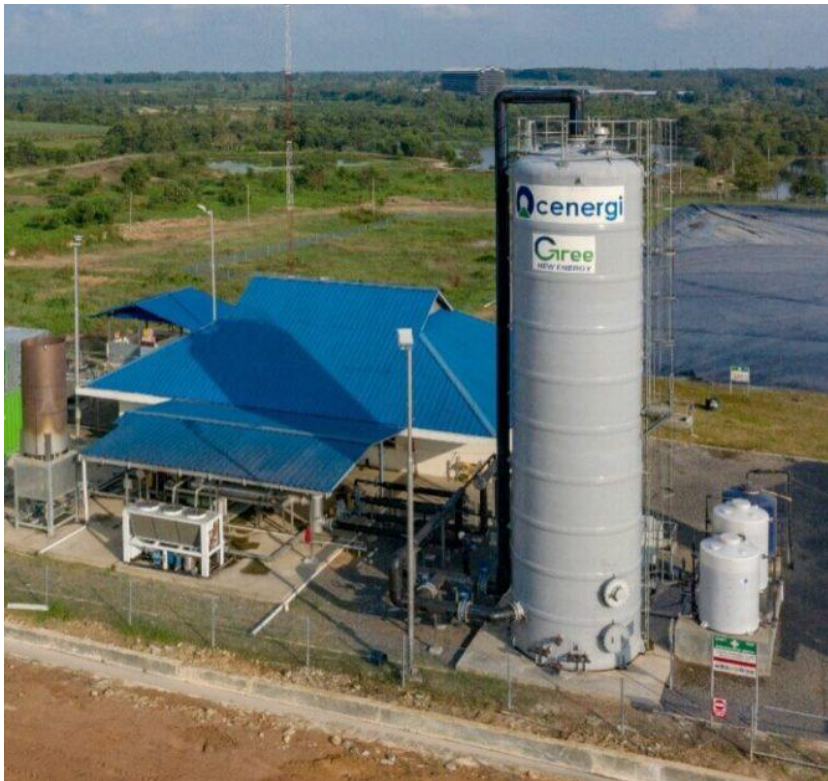
Water Poverty



Kenya

“To have Water Unite come into this round was critical. We needed catalytic capital that could help us de-risk our model for our government partners and for future financiers, like Development Finance Institutions”

Portfolio Sample: Depolluting and decarbonizing the food supply chain



Challenge

In Indonesia alone 1,350 primary **food processors** generate more **water pollution** than a population of 185 million. These food processors **emits 50 million tons of CO2** eq per year.

Solution

Only 9% of the food processing facilities have biogas installed. Scaling profitable and proven **biogas solutions** that transform agro-food industry waste water into valuable resources for people and the planet, and create **clean energy**.

Results

In 2022, the pilot food processing plant removed **14,176 tonnes of BOD & COD** from industrial wastewater, creating clean water for the local population.

Reduced **33,012 total tons of CO2** per year, mitigating climate change through methane emission capture and clean electricity.

Delivered over **10 million kwh** of electricity, enough to supply **18,300 total people** with clean energy.



Water Services



Indonesia

"The partnership with Water Unite not only will support GREE Energy's business development efforts in Southeast Asia, but also shows GREE Energy's impact business model that delivers profitability and impact for the people and the planet works as supported by a prominent impact investment fund"

Portfolio Sample: Formalising the plastics supply chain



Challenge

Finding recycled plastics that have been sourced ethically and transparently is difficult. Recycling has long been an industry rife with **exploitation**.

Solution

Innovative technology to create a transparent value chain by sourcing their plastic waste ethically and transparently whilst giving waste pickers their **fair share**.

Results

By 2025, Mr Green Africa is targeting **30,000 metric tonnes** of plastic waste recycled per year with 500 consumers connected.

In 2023, more than 130 direct jobs supported and more than **1,700 waste collectors** empowered.

More than **2,700 tonnes of plastic materials** diverted from waste streams



Water Pollution



East Africa

“We are delighted to bring together and align such diverse groups of partners and investors to join this journey of Mr. Green Africa. It's a testament to the authenticity of the vision & purpose of what the company and its people stand for”

Portfolio Sample: Leveraging AI for more efficient irrigation



Challenge

Irrigation is difficult and one rarely gets the amounts right, this can cost farmers up to 50% of their profits, aggravate water shortages and impact crop yields.

Solution

Developing the first **AI-based platform making precision irrigation sensorless**, smart and as accurate as with the use of sensors for more profitability and better resource utilisation as a subscription service.

Headline Impact

Preventing water waste

Accessibility in farming

- No sensor installation
- Simple recommendations

Cheaper and more reliable food supply

Empowering female farmers



Water insecurity



MENA



2
ZERO
HUNGER



5
GENDER
EQUALITY



6
CLEAN WATER
AND SANITATION

"We make agronomic expertise globally accessible to all farmers, whether technology enthusiasts or not, by providing them with specific and confident irrigation recommendations."

Monitoring and evaluating

- Water Unite’s Monitoring, Evaluation, and Learning (MEL) system is benchmarked to the UN SDGs:

SUSTAINABLE DEVELOPMENT GOALS



- Aligned with international standards and best practices for transparent, consistent, and credible reporting:



Sample water access and sanitation metrics:

- Number of people gaining access to safe drinking water
- Number of people gaining access to safely managed sanitation services
- Services and infrastructure provided to women, children and vulnerable populations

Sample water conservation metrics:

- Amount of water restored to watersheds
- Amount of land areas restored and rehabilitated for watershed protection
- Number of farmers (or other agricultural operators) trained in water conservation and pollution prevention practises

Sample plastics metrics:

- Recycling rate – tonnes of plastic recycled
- Quantity of product produced with recycled material (and quality of material)
- Waste picker jobs generated (including improvement in conditions, income and quality of life)

Ensuring, supporting and communicating impact

Leverage donations

- Donations to a non-profit, 501(c)(3) and Stichting
- Corporate tax relief
- Leveraging contributions up to 10 times
- Recycling capital up to 4 times
- Targeting the missing middle SMEs
- Co-investment with institutional investors

Source and align relevant programmes

- Identifying a pipeline of grant and investment opportunities
- Working in supply chains and targeting key regions
- Finding programmes that address your consumers' concerns
- Undertaking screening, due diligence & closing
- Independent Investment Committee
- Provision of technical assistance to investees

Reporting





- Reporting system is benchmarked to the UN SDGs, GRI & IRIS standards
- Environmental and social metrics
- Contributing to your annual sustainability and ESG reports
- Tailored Half yearly and annual reports
- Pre-regulatory action to address ESG issues (EPR, DRS) now
- Consumer insights and commercial results

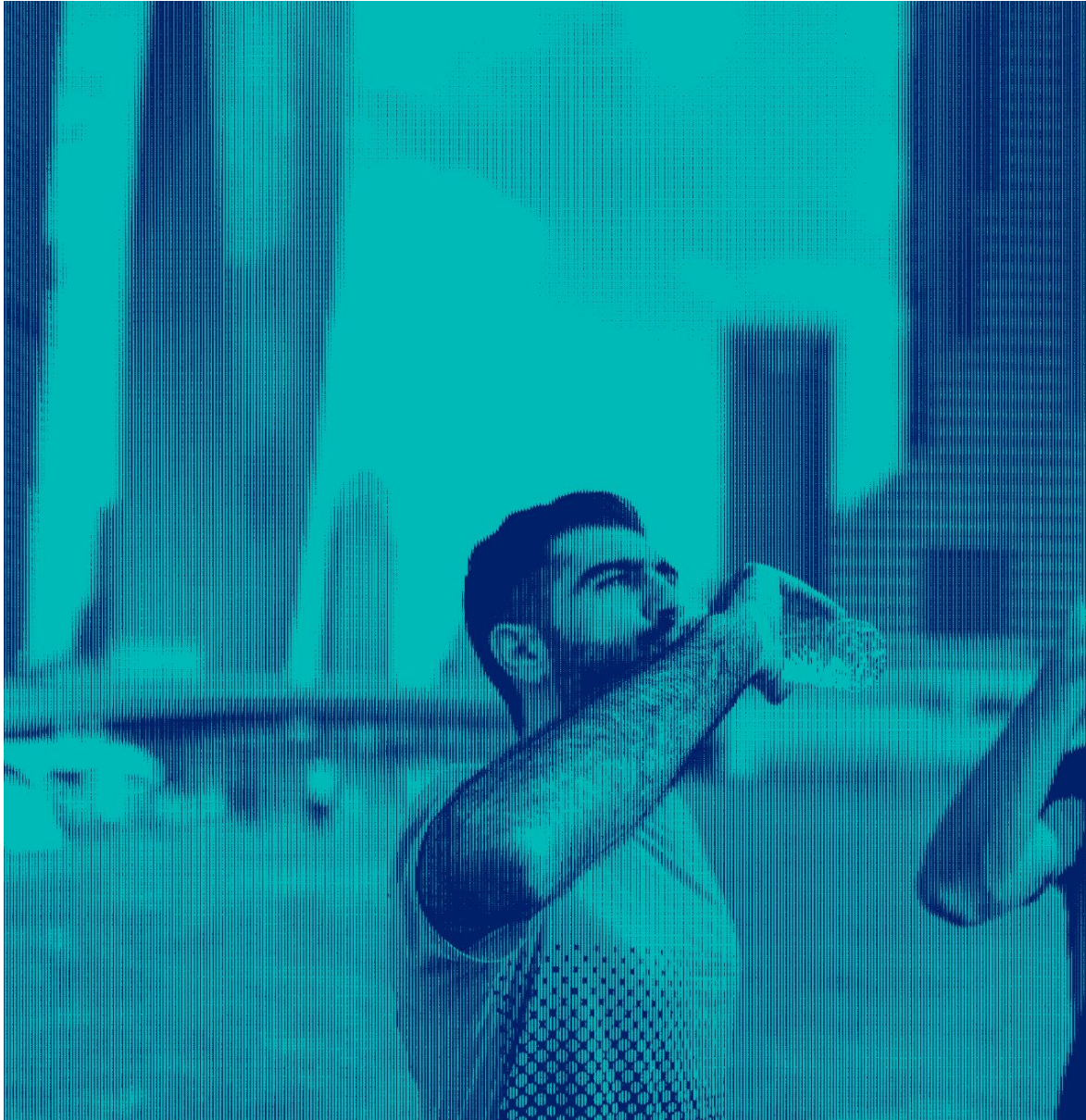
Communications

- Developing in-store and POS materials
- Creating social media campaigns
- Sharing photography and case studies from programmes
- Running insight and experience trips to programmes
- Client and colleague engagement events/webinars
- Collaborating with industry associations, inc FMI and CGF
- Providing advocacy opportunities at major events, ie G20 & COP27

Why Water Unite? Partnership for impact

Ways you can partner:

 Corporate donation	 Sourcing programmes	 Micro-contribution	 Impact Investment
Traditional CSR donations	Sourcing and monitoring grants/social investments	A micro-contribution on a brand/ products	Direct investment into Water Unite Impact



Doing good is good business

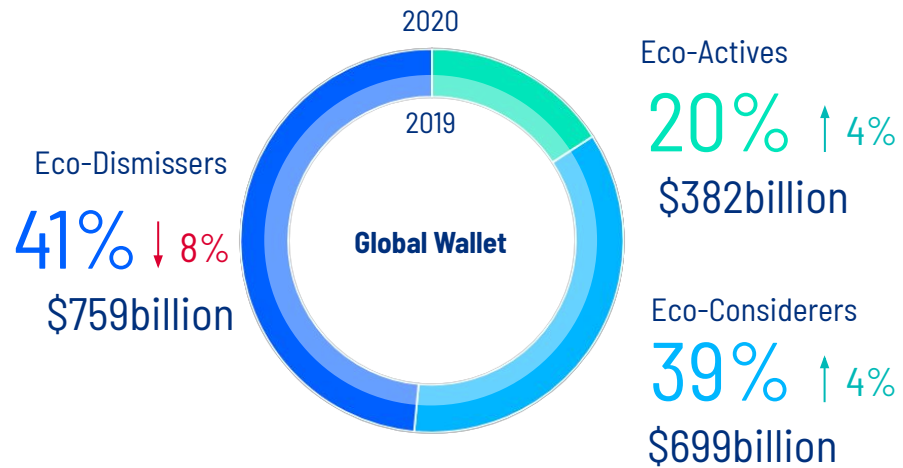
Case study

Brands that address consumer concerns build strong engagement

Consumers are concerned and want to positively engage

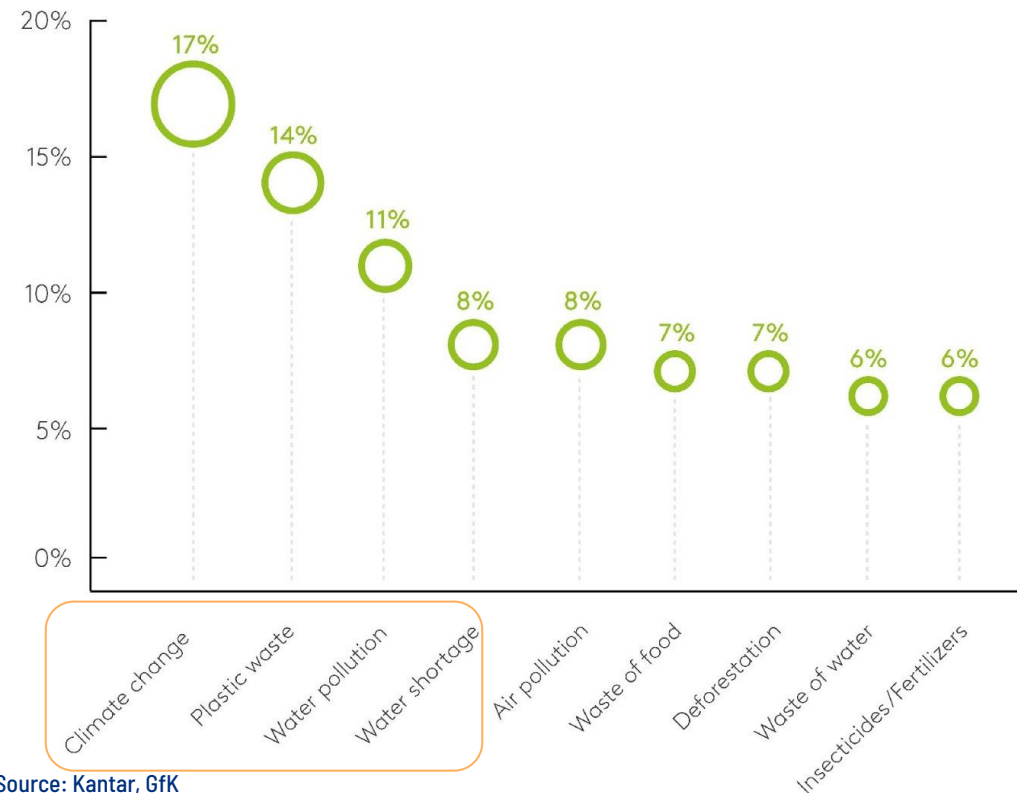


Water Unite's projects directly address the top 4 consumers concerns



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

Top consumer concerns globally



Source: Kantar, GfK

Source: Kantar, Who Cares Who Does, 2020

Case study: Co-op & Britvic



Profile:

- **5th largest** grocery retailer in the UK
- Over **4,000 stores**
- Signed as the **pioneer partner** to prove the Water Unite model
- Contribute 1p per litre of branded bottled water sold to WU



Profile:

- **Britvic is a leading soft drinks company**, with operations in Britain, Ireland, France, Brazil and exporting to over 50 countries
- **Robinsons is the number one squash brand in the Britain** and is the most trusted soft drink in Britain
- Co-op and Britvic **collaborated to expand** the Water Unite initiative within Co-op stores

Case study: In-store

Ambient pendant (double donation QR code)

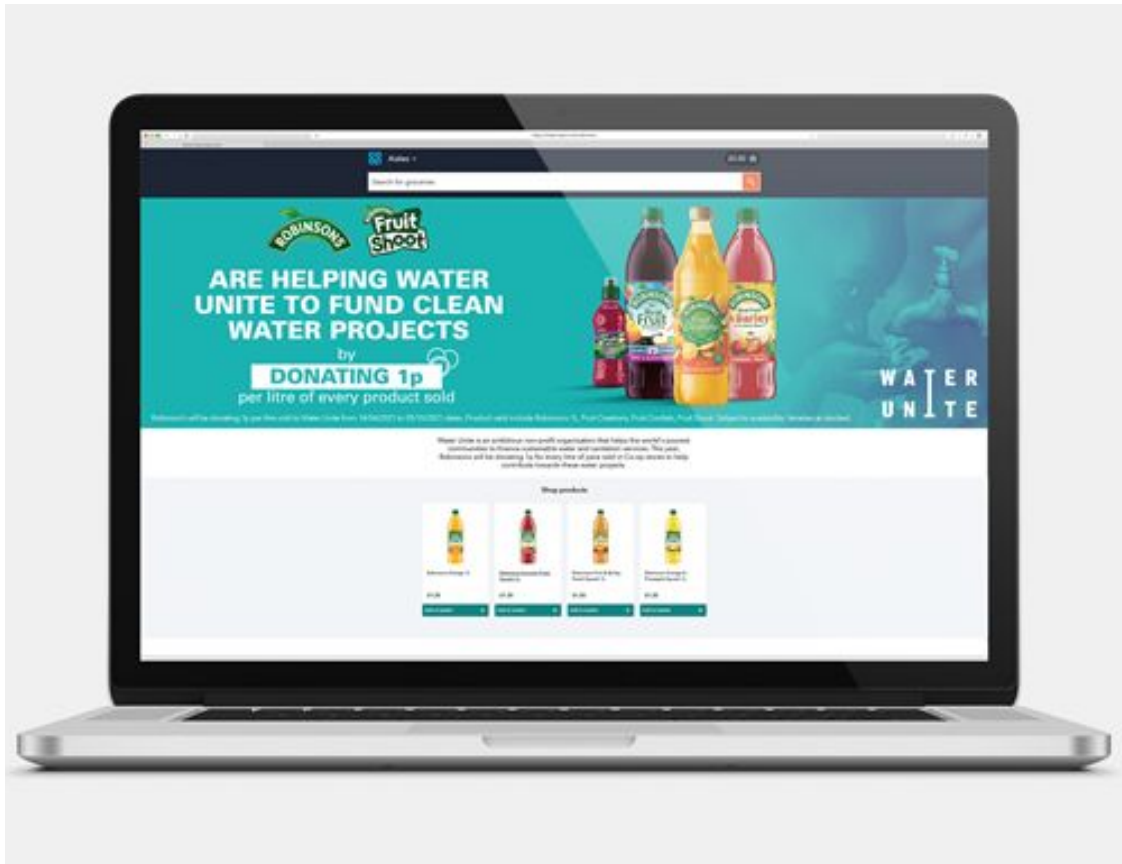


Hanging board



Case study: Online

Co-op shopper website



Social media



This week is [#WaterSavingWeek](#), and here at Britvic we recognise the importance of sustainable water use. This year, [@DrinkRobinsons](#) and [@fruitshootdrink](#) have teamed up with [@coopuk](#) to donate 1p per every litre sold to [@Water_Unite](#). Proud to be supporting such a great cause.



Case study: Results

- Latest campaign **extended by 20%**
- Expanded to **more products & SKUs**
- Britvic were awarded **Pioneer Supplier Award**
- Campaign won of Co-op **Shopper Marketing Award**





NEXT STEPS

For more information please contact

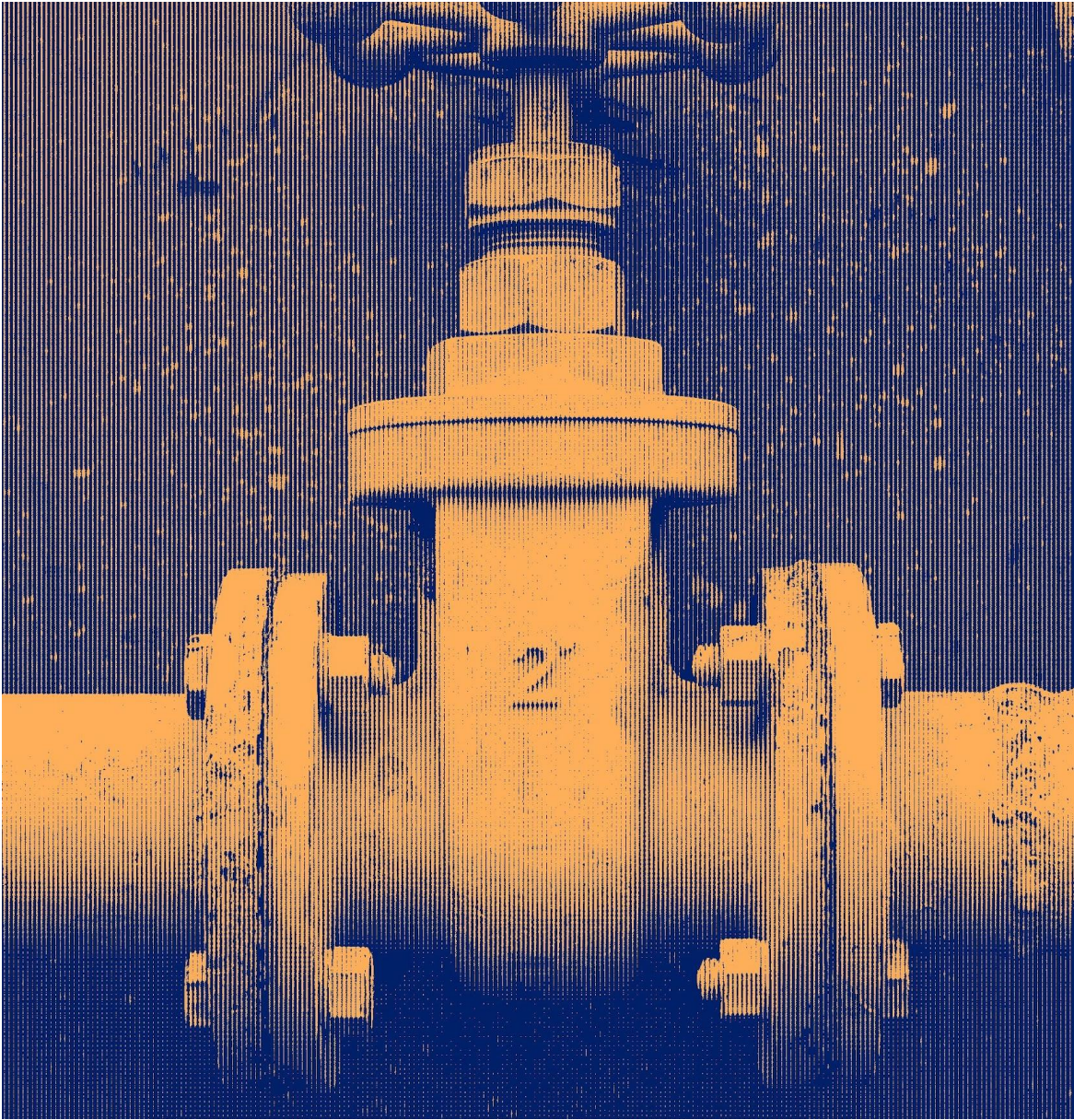
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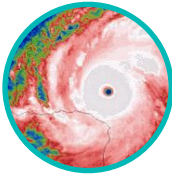
Appendix



**Water Unite
Introductory Video
(3 min)**

<https://youtu.be/Q4vD1qeQr30>

Our story: An introduction



1998

- Duncan Goose was caught in **Hurricane Mitch**, he saw millions homeless and without water.
- He founded One, a brand which has donated over **\$25m to water projects**, providing water serves to 4 million people.



2015

- As the **UN's Sustainable Development Goals** are announced a huge boost in investment was needed before 2030.
- Duncan conceives the idea of Water Unite and **The Rockefeller Foundation** supported work to develop the concept.



2017

- Former **Australian Prime Minister** Kevin Rudd presents Water Unite at the **World Bank** Spring Meetings in Washington DC.
- **Global Citizen** join the effort and 29,000 of their members signed up in support.



2018-20

- Water Unite formally **launched** on 22 March and **Coop** became the first company to join, in a **\$10 million commitment**.
- Water Unite announced its **first five programmes**, spanning across Africa & Asia.
- **Elior UK**, the part of the €6bn foodservice company, become partners.



2021-22

- **Water Unite Impact** fund is launched to leverage donations.
- **United Nations** speakers join Water Unite in a virtual convening of governments and retailers.
- **Britvic PLC** partner using their soft-drinks brand Robinsons.
- **Kantar** and **GfK** develop a commercial business case for the model.

Who we are: Our Board



LORD MALCOLM BRUCE CHAIR

- Member of the UK's House of Lords
- Chaired the International Development Committee for a decade
- Close ties with DFID and other bilateral donors, the United Nations, World Bank and IFC
- Wealth of political leadership and partnership creation



MARINA PANNEKEET BOARD MEMBER

- Programme Manager for the Global Energy Alliance for People and Planet (GEAPP) at the IKEA Foundation
- 20 years of project finance and distributed renewable energy finance experience
- Previously worked at the Dutch entrepreneurial development bank FMO in the Netherlands



MIKE GORSHE BOARD MEMBER

- A Partner in Accenture's Consumer Products and Services Practice
- Executive Director of Accenture Consumer Innovation Network facilities in Chicago, Dusseldorf, Milan and Shanghai
- Active member with the GMA Associate Member Executive Advisory Committee and FMI's Joint Executive Advisory Board



CHRIS SELLERS BOARD MEMBER

- Formerly CEO of IRI Data
- Formerly CEO Agentrics - coalition of 50 of the world's largest retailers, \$1trillion turnover
- Chris brings decades of private sector and leadership experience
- Unique insights and connections into the retail grocery sector



SATYA TRIPATHI BOARD MEMBER

- Secretary-General of the Global Alliance for a Sustainable Planet (GASP)
- A development economist, lawyer and changemaker, who has served with the UN for more than two decades
- Former UN Assistant Secretary-General, Head of New York Office at UN Environment



MARTIJN PROOS BOARD MEMBER

- Director at Ninety One in the UK
- Executive Director, Emerging Africa Infrastructure
- Over 17 years of infrastructure finance experience in various advisory, project, corporate and structured finance roles
- Formerly of FMO's Africa Infrastructure department



JONATHAN HALL BOARD MEMBER

- Managing Partner of Kantar's Sustainable Transformation Practice
- Responsible for leading the team, solution development, thought leadership and business management for all of Kantar's client work across the world
- Over 25 years' experience of creating breakthrough brand, innovation and consumer strategies



EMILIO CATTANEO BOARD MEMBER

- Head of Technical Assistance at the Private Infrastructure Development Group (PIDG)
- Over 35 years of corporate finance, asset management and advisory experience across several markets, including Africa, Latin America, India and Southern Europe
- Formerly Director of Asset Management, at Climate Change Capital