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Financing a better future – Launch of Water Unite Impact

3 June, London, UK - Today, Water Unite is proud to announce the launch of the Water Unite Impact, managed by Wellers Impact. This investment vehicle, with planned capitalisation of **US\$ 100 million**, will invest into private sector water, sanitation and plastics recycling firms globally. It will endeavour to address the gap in the funding landscape not currently filled by charitable foundations, microfinance institutions, commercial banks and traditional capital markets.

In the world today, over **785 million people** do not have access to safe water sources, more than **2 billion** live without sanitation facilities, and over 85% of the **300 million tonnes** of plastic waste is not recycled.

Seeking to address this reality, the fund will invest into private sector businesses using a catalytic capital structure relying on Water Unite's micro-levy programme contributions from international retailers as its foundation. This investment vehicle is in its pilot phase and intends to deploy its first round of investment in Summer 2020.

Chris Sellers, CEO of Water Unite, says: *"It has always been part of our ethos to find new and innovative ways to fund life-changing, sustainable water poverty and plastic pollution solutions in developing nations. Water Unite Impact's structure will build on the funding from our 1 cent per litre micro-levy on bottled water to leverage and multiply private sector investment in vitally needed areas."*

While Neil Sandy, CEO of Wellers Impact, said: *"Proving this pilot scheme opens up incredible possibilities to change the lives of millions of people throughout the world by funding innovative, entrepreneurial and sustainable water, sanitation and plastic private businesses and service providers."*

Please visit the organisation's [website](#) for more information on Water Unite Impact or read their [latest blog post](#).

Water Unite Impact is currently seeking private sector investment opportunities in the water, sanitation and plastics recycling space. For more information about the criteria, contact WUPIVDealTeam@WellersImpact.com.

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A long-read on this topic, entitled 'Water Unite Impact - Financing a better future', can be found at: <https://www.waterunite.org/blog/post/10930/WATER-UNITE-IMPACT--FINANCING-A-BETTER-FUTURE/>

About Water Unite

Water Unite is a UK based, non-profit organisation that works in partnership with the private sector to raise and invest funds for clean water sanitation and plastics recycling. Funds are raised via voluntary donations of around one cent per litre from retailers of bottled water. Started in 2018, Water Unite is supported by Co-op, Elixir UK, The Rockefeller Foundation, Stone, Vitol and One Foundations. Water Unite aims to raise US\$100-\$200 million in the next 2 years.

Explainer Video: [youtube.com/watch?v=9eGMv2_6TIU](https://www.youtube.com/watch?v=9eGMv2_6TIU)

Brochure and Data downloads available from [waterunite.org/page/research-and-papers](https://www.waterunite.org/page/research-and-papers)

For more information please visit [waterunite.org](https://www.waterunite.org)

About Wellers Impact

Wellers Impact is an FCA-regulated impact investment manager based in the UK. The team's investment models are centred on using fair economics to pursue SDGs-aligned impact. Wellers Impact has three core business activities; real estate development in partnership with land-owning East African not-for-profits, provision of Sustainable Development Finance and Water Unite Impact.

For more information please visit [wellersimpact.com](https://www.wellersimpact.com) or contact Neil Sandy, CEO via Neil.Sandy@wellersimpact.com to find out more information about Water Unite Impact

Chris Sellers

Chris has more than 25 years of international leadership experience in the Global Consumer Brands and Retail industry and was named as one of the "Power 50" people in industry in 2006 and 2007. Chris was the Chief Executive Officer, Executive Chairman of the Board of the World-Wide Retail Exchange (WWRE) and after merging with GNX, he brought these organizations together to form Agentrics, a multi-national consortium of the world's 50 largest retailers, representing over \$1 Trillion in turnover. Chris most recently served as COO and Global Director of Development for The Committee on Sustainability Assessment (COSA), before becoming CEO of Water Unite in 2019.



Chris Sellers (high-resolution photo available on request)