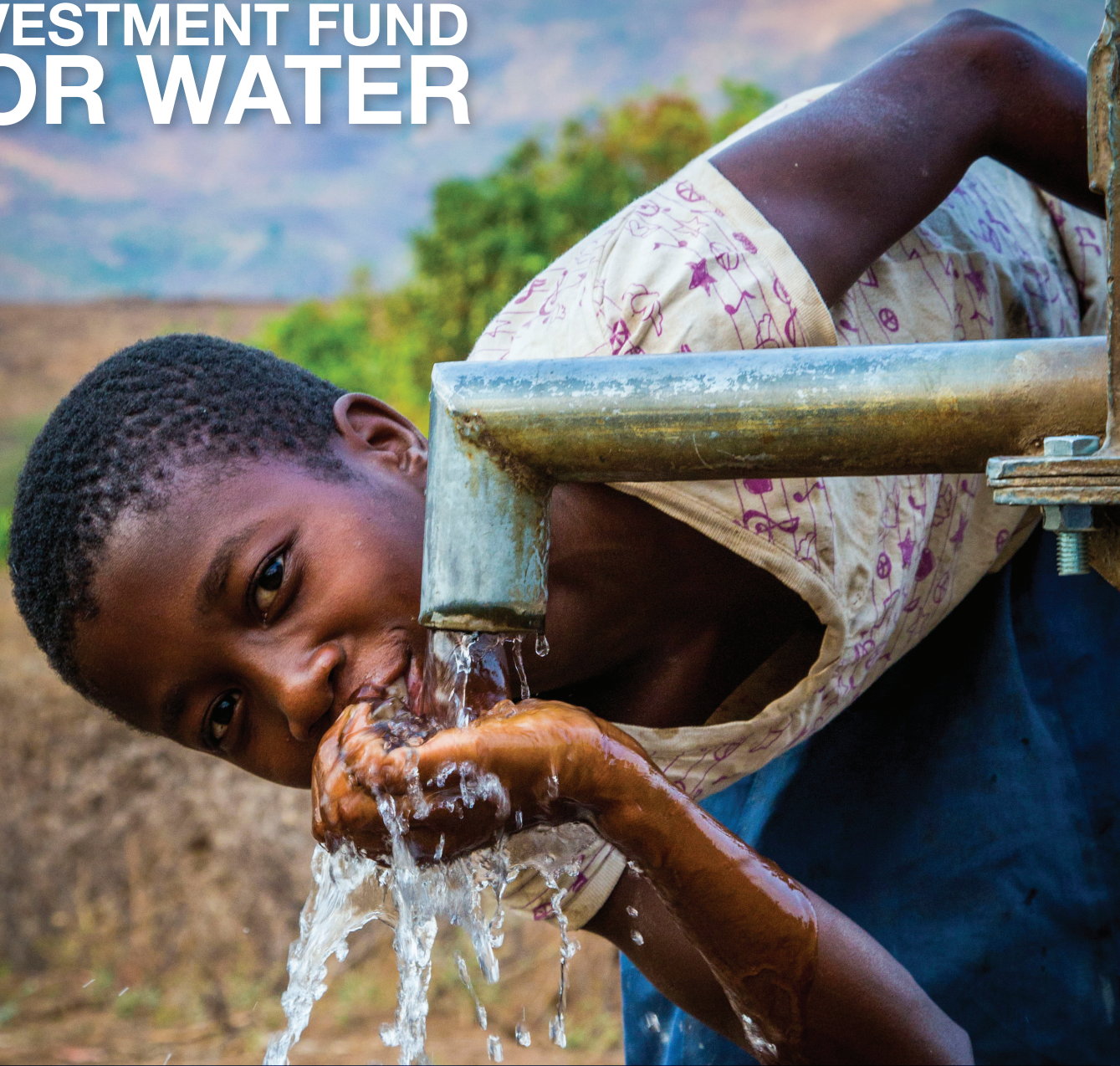


# GLOBAL INVESTMENT FUND FOR WATER



## Press Release

### *“How One Cent Per Litre From the Global Bottled Water Sector Can Help End Water Poverty”*

The Rockefeller Foundation supports feasibility study for innovative new investment fund for WASH

World Water Week, Stockholm, 28 August 2016

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# A feasibility study is underway for an innovative plan to raise funds for water and sanitation investments from a micro-levy on the global bottled water sector.

The Rockefeller Foundation has provided financial support to test the potential for a one cent per litre contribution from the \$157 billion dollar global bottled water industry to help achieve the UN's global development goal on water and sanitation.

The study will assess plans to create a new Global Investment Fund for Water (working title), the brainchild of Duncan Goose. Goose is the founder of philanthropic business Global Ethics Limited, which owns the bottled water brand, One. One directs profits from its bottled water and drinks sales to water projects in some of the world's poorest countries.

"Over the past decade, our company has raised more than £14m and helped more than 3 million people to access clean, safe drinking water. I am very proud of that achievement, but want to take the idea to a much larger scale. We have tested the concept for a one cent per litre contribution from the global bottled water sector with bottlers, retailers, government and civil society, and have been delighted with the response so far. If we can harness a fraction of the money generated by bottled water and drinks – and work out how to use that money wisely – it could make a significant contribution to ensuring everyone has access to clean water and sanitation worldwide." – Duncan Goose, founder.

Sarah Beeching of Oshun Partnership is lead consultant on the study and has worked on global partnerships and innovative finance for nutrition, education and health:

"The question of financing for many global development challenges typically starts with the problem, and then tries to find innovative ways to raise the funds needed to address it. In contrast, this project begins with a potential revenue stream, and seeks the most impactful use for it. We are very grateful to The Rockefeller Foundation for providing the support needed to take this ambitious idea to the next phase with a detailed feasibility study." – Sarah Beeching

The concept of a Global Investment Fund for Water will be discussed with a range of water experts and potential partners at World Water Week in Stockholm (28 August-2 September).

For more information visit [www.GIFFWater.org](http://www.GIFFWater.org)

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To receive a copy of the feasibility study outline, or for media enquiries, please contact Victoria Steward Todd at [victoria@theonefoundation.org.uk](mailto:victoria@theonefoundation.org.uk) or on +44 (0) 208 334 6950