



**ALMOST A THIRD OF PEOPLE ON EARTH DON'T HAVE RUNNING WATER AT HOME, NOR ACCESS TO GOOD SANITATION. LESS THAN 10% OF THE 300 MILLION TONS OF PLASTIC PRODUCED EACH YEAR IS RECYCLED.**

**AT WATER UNITE WE BELIEVE THAT EVERYONE CAN MAKE A DIFFERENCE.**

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**Collaboration across the sector and around the world underpinned by the sustainable development goals will help to raise the funds needed to end water poverty and substantially reduce plastic pollution by 2030.**



## HOW IT WORKS



### Organisations pledge micro-donations

By joining Water Unite, retailers of bottled water and bottled water companies commit to direct the equivalent of one cent per litre of water sold to Water Unite.



### Consumers support Water Unite

Participating organisations may use the Water Unite logo to encourage consumers to use their purchasing power for good.



### Everyone can play a part

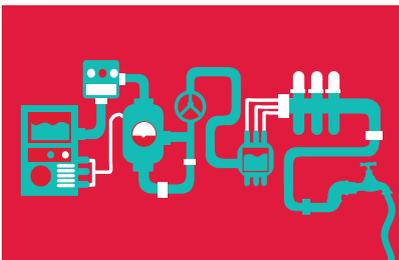
Joining Water Unite is voluntary and anyone who buys, sells or consumes bottled water can take part. Collective action could raise \$billions each year.

## INVESTING FOR IMPACT



### New investment

Drawing on expertise from across the development, finance and industry sectors, Water Unite aims to support and catalyse new and additional types of investment in sectors that lag behind many others in accessing finance.



### Systems strengthening

Water Unite will also aim to address the fact that water and sanitation require a relatively higher ratio of ongoing operating costs. It will invest in systems strengthening and improved coordination among government, private sector and community groups.



### Investing in a circular economy

A portion of the money raised by Water Unite will be invested into projects for deposit return schemes and recycling facilities in the countries where it operates. Moving away from the current take-make-dispose industrial model, to introduce a circular economy, will redefine growth and focus on positive society-wide benefits.



### Sustainable revenue streams

Our long term definition of success is to enable the development of sustainable water and sanitation services at scale that are able to become independent of aid within a 10-15 year time period, by relying on sustainable revenue streams, as well as helping to address the issue of plastic waste management.