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Water Unite announce online convening to tackle water poverty and reduce plastic pollution with speakers from UNCTAD & UNEP.

Exploring the power of retail to change the world

Water Unite today announced a groundbreaking online convening on 3rd September 2020 that brings together key stakeholders from retail, government, the UN and development organisations to explore innovative finance solutions that will tackle water poverty and reduce plastic pollution around the world.

Announcing the convening, Water Unite Chairman Lord Malcolm Bruce, stated *"This is an unique opportunity in the post-Covid world to focus attention on leveraging people power through our micro levy on bottled water and effect real change. It's an event, a model and an approach that people, politicians and aid workers around the world can all buy into."*

The online conference, hosted by BBC journalist and broadcaster Adam Shaw, is being held with speakers from the United Nations Conference for Trade & Development (UNCTAD) and the United Nations Environment Programme (UNEP). It's timing precedes the UN General Assembly and will anticipate many of the themes that the Assembly will be addressing, particularly progress on Sustainable Development Goals.

Speakers will include UN Assistant Secretary-General & Head of New York Office at UNEP Satya Tripathi, Dr Chantal Line Carpentier Chief from UNCTAD New York Office, Michael Fletcher Commercial Director at The Co-op and Catherine Roe Chief Executive Officer at Elixir. Water Unite will be represented by CEO Chris Sellers and Chairman Lord Malcolm Bruce.

Water Unite has already seen partners such as Co-op, Elixir UK, The Rockefeller Foundation, Stone, Vitol and One Foundations successfully commit to its micro-levy model. The new event will bring together multiple stakeholders from the private, development, political and finance sectors to promote the creation of a new, highly innovative, catalytic fund that will raise up to \$200 million over the next 2 years to fund sustainable and entrepreneurial solutions to global issues of plastic waste and access to clean water and decent sanitation.

The convening will feature sessions, breakouts and panel sessions between 16:00-18:00 BST, and all material will be available on-demand for 30 days until 3rd October 2020. The cutting edge digital platform will also feature spaces for partner booths, where attendees can learn more about Water Unite's valued partners and what they do.

Access to the convening will be by registration at <https://waterunite.vfairs.com/en/registration> and Water Unite are looking forward to welcoming everyone interested in discovering more about



innovative, circular financing that gives everyday purchases like bottled water the power to improve lives and local communities around the world.

NOTES TO EDITORS:

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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 The Co-operative (UK), Elixior 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: https://www.youtube.com/watch?v=9eGMv2_6TIU

Brochure and Data downloads available from
<https://www.waterunite.org/page/research-and-papers/>

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