



For Immediate Release

11th December, 2020

Water Unite Announced as Voyager Member of The Million Lives Club

London, UK— Water Unite is pleased to announce that they have been selected as an **official member of The Million Lives Club**, for their solution **Water Unite Impact**. The Million Lives Club is an initiative that celebrates innovators and social entrepreneurs who are scaling impact in improving the lives of those living on less than \$5 a day.

The Water Unite Impact investment vehicle, which has a planned **capitalisation of US\$ 100 million**, invests into private sector water, sanitation and plastics recycling firms globally. 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.

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. The fund uses a catalytic capital structure relying on Water Unite's micro-levy programme contributions from international retailers, including The Co-op and Elixir UK, as its foundation.

Duncan Goose, Founder of Water Unite, commented "It's hugely exciting to be selected as an official member of The Million Lives Club. I hope that Water Unite Impact will pave the way for SMEs to access funding in the very near future."

ENDS

NOTES TO EDITORS:

Media contact: Connie Goring-Morris, connie@waterunite.org / +44 7872 506372

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

For more information please visit waterunite.org

The Million Lives Club

The Million Lives Club recognizes the importance of a customer-centric focus in global development and believes that collectively highlighting social innovators that have reached transformative numbers of clients will act as a powerful platform to encourage the uptake and scaling of innovations for good, everywhere.



The Million Lives Club seeks to nurture innovation ecosystems by recognizing innovators and social entrepreneurs whose innovations have scaled to serve 1 million customers, or are rapidly approaching this milestone. The Million Lives Club is an initiative inspired by members of the [International Development Innovation Alliance](#) (IDIA) and supported by a growing [partnership](#) of leading development organizations. For more information, visit millionlivesclub.org.

The Million Lives Club is comprised of three cohorts of innovators and social entrepreneurs who are improving the lives of those living on less than \$5 a day:

- MLC Vanguard: Celebrates those who have directly impacted 1,000,000+ clients with their innovations
- MLC Voyager: Recognizes innovations expected to impact 1,000,000+ clients within 18 months
- MLC Pioneer Highlights innovations that have scaled to meet the needs of 40%+ of their target populations.