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Water Unite creates new international boards as micro levy model gains momentum

Water Unite, the pioneering UK based, non-profit organisation, has appointed 2 new international boards in the USA and the Netherlands as momentum behind its sustainable model continues to grow.

The organisation leverages a micro levy of 1 cent on every 1 litre bottle of water purchased to raise and invest funds for clean water sanitation and plastics recycling around the world. It is already supported by Co-op, Elixir UK, The Rockefeller Foundation, Stone, Vitrol and One Foundations and has ambitious aims to raise US\$100-\$200 million in the next 2 years.

The new boards will enable Water Unite to expand into new regions, by giving donors and retailers accessible and local charitable entities they can donate to and ensuring agile, responsive regional management for donor funds and investments.

Growing interest from the UN, governments and commerce in sustainable and circular fundraising and investment models that will help achieve the ambitious Sustainable Development Goals has focused attention on innovative solutions such as Water Unite's.

Lord Malcolm Bruce, Water Unite's chairman, welcomed the new boards, saying; *"This is a major milestone in Water Unite's progress and represents a significantly increased opportunity to drive forward international adoption of the micro levy model and change the lives of marginalised people and communities around the world."*

In the US the new board will be chaired by existing Water Unite board member Usha Rao-Monari, and chief executive Chris Sellers and will also welcome aboard Jane Wales and Deb Ryan, who bring a wealth of diverse experience to the board.

Usha Rao-Monari also chairs the new Netherlands board, with new member Martijn Proos taking the role of Secretary & Treasurer and Dr Alessandra Buonfino also adding her extensive experience of international development to the board.

The Chair of the UK Board remains Lord Malcolm Bruce, with Usha Rao-Monari as Vice-Chair and Dr Alessandra Buonfino and new appointee Karina Morawska as Trustees.

Usha Rao-Monari sees the new boards as a game changing development; *"The Water Unite model is so simple and accessible, yet has such great potential to tackle water poverty and plastic pollution around the world. As an increasing number of retailers, governments and NGOs support our model we look forward to more local boards promoting the Water Unite model across Latin America, EMEA and Asia."*

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Introducing the new boards:

Water Unite - UK

Lord Malcolm Bruce - Chair
Usha Rao-Monari - Vice-Chair
Dr Alessandra Buonfino - Trustee
Karina Morawska - Trustee

Water Unite - USA

Usha Rao-Monari - Chair
Jane Wales - Board member
Chris Sellers - Board member
Deb Ryan - Board member

Water Unite - Netherlands

Usha Rao-Monari - Chair
Martijn Proos - Secretary & Treasurer
Dr Alessandra Buonfino - Board member

Quotes:

Usha Rao-Monari: "Consumers in the US are increasingly driving retailers to take action to tackle global issues ranging from climate change to water poverty and plastic pollution. Water Unite's combination of a micro levy on bottled water plus leveraged finance gives consumers an easily accessible way to effect real change through everyday purchases."

Lord Malcolm Bruce: "The global economic effect of the coronavirus crisis means innovative, circular funding models such as Water Unite's leveraged micro levy will become more important than ever. Our new boards can help focus governments, NGOs, charities and retail on effective, accessible and effective solutions."

Martijn Proos: "I'm very excited to be part of Water Unite's new Netherlands board. Consumers across Europe are crying out for an opportunity to contribute to real change and the new Netherlands board can foster a ground-breaking partnership between the public, retailers, governments and finance via the micro levy on bottle water."

Deb Ryan: "Water Unite's entrepreneurial ethos strikes a real chord with the US public. They buy into the principle that a micro contribution made on an everyday purchase like bottled water can be multiplied and invested in innovative, sustainable, community based businesses that deliver real solutions to water poverty and plastic pollution."



Jane Wales: “The future of philanthropy lies with models such as Water Unite’s which gives consumers the chance to effect real change through easily achievable everyday purchases like bottled water. These are the consumers who are voting with their feet and demanding real change from the brands they buy.”

Karina Morawska: “Retailers are becoming more and more aware that their customers want them to play an active role in addressing key global issues. Water Unite’s micro levy model delivers the best of all worlds: it’s straightforward to apply, easy for consumers to buy into and the funds raised can be invested in innovative, sustainable and life changing projects that provide effective solutions to water poverty and plastic pollution.”

Dr Alessandra Buonfino: “By 2025 half of the world’s population will be living in water stressed areas and this means the demands for achievable, scalable and sustainable solutions to water poverty will grow year on year. Our new boards will help Water Unite foster and grow vital partnerships between consumers, businesses, governments and not for profits. This, in turn, will empower better, more fruitful collaborations that fund innovative, effective and entrepreneurial solutions that help us reach the Sustainable Development Goals and effect real change in vulnerable communities.”

Photos available on request (or can be downloaded for our website:

<https://www.waterunite.org/page/who-we-are/>)

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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), 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: 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)