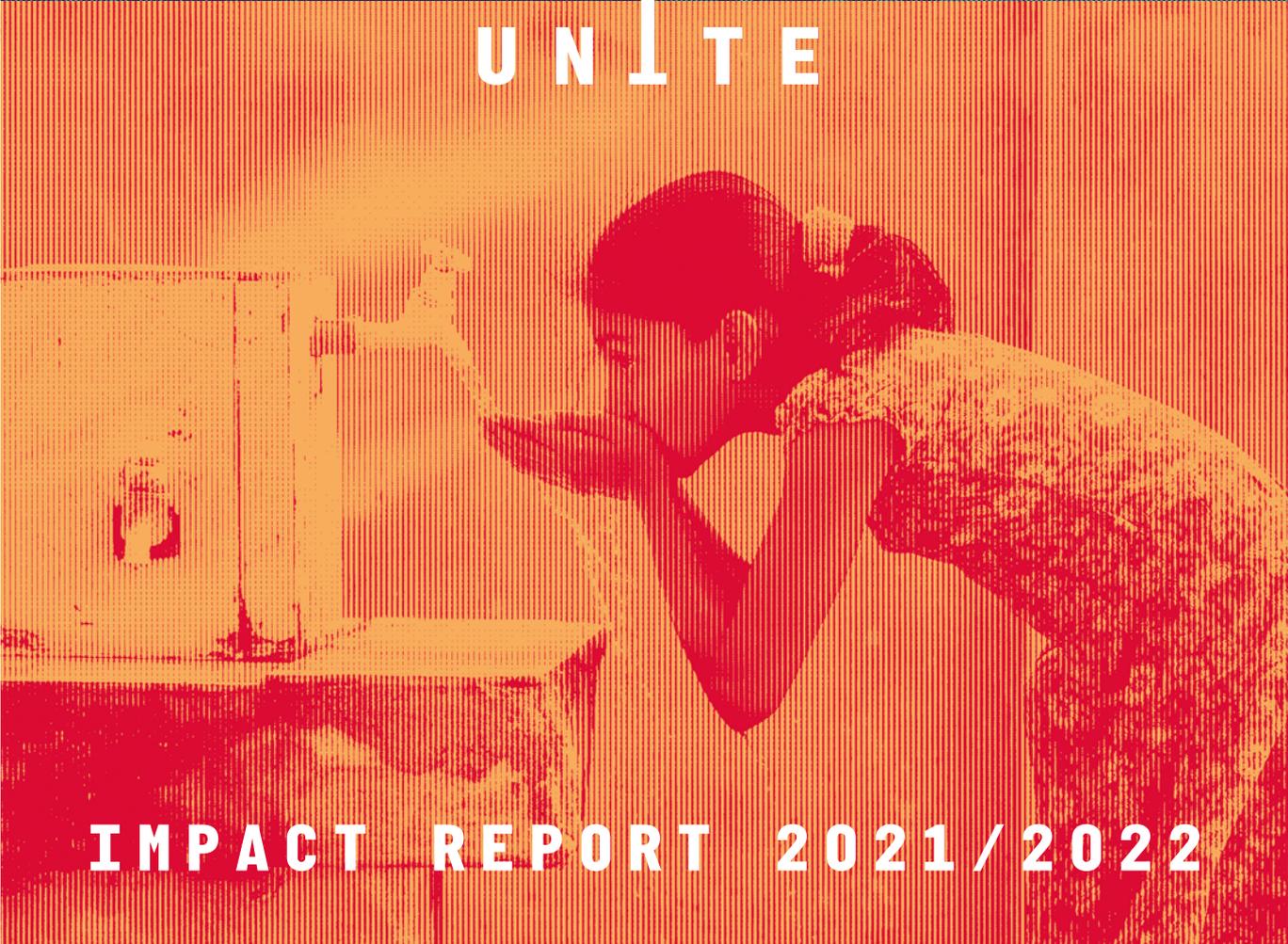




**WATER
UNITE**



IMPACT REPORT 2021/2022

DROP BY DROP . . .



¹ [waterunite.org/site_files/7323/upload_files/WaterUniteConveningExecutiveSummary\(1\).pdf?dl=1](https://waterunite.org/site_files/7323/upload_files/WaterUniteConveningExecutiveSummary(1).pdf?dl=1)

² waterunite.org/site_files/7323/upload_files/WaterUniteKantarGfKExecutiveSummary.pdf?dl=1

³ waterunite.org/page/who-we-are/

⁴ Total impact numbers as reported by our partners. These numbers are aggregated across all programme funders.

EXECUTIVE SUMMARY

Turning words into action

This past year has been challenging, indeed the past several years. We've been through a trauma we did not expect. No one has been truly shielded from the impacts of a pandemic which will have lasting impacts for the rest of our lifetimes. In spite of this, I could not be more proud of the resolve shown by our dedicated team and partners.

Water Unite has stayed true to our mission. We have continued to focus on water, in all of its forms; stewardship, pollution, sanitation and hygiene. Without water, we have nothing. It is the foundation on which we humans build our lives - the spring which propels communities to alleviate poverty, improve education and tackle gender inequality.

We have never lost our sense of community - global community - leveraging our relationships with corporates, NGOs, governments and the United Nations. Late in 2020, Water Unite hosted our first convening with speakers from the UNEP & UNCTAD. I was hugely encouraged at the appetite to create change as 383 delegates, including 38 governments and 33 retailers, came together to discuss 'leveraging the power of retail collaboration to change the world'.

That appetite was sustained in 2021 when Glasgow played host to COP26. In its wake, over 140 countries committed to net zero goals, covering 90% of global emissions. These commitments are a great start, but policy must now be turned into action if we are to achieve the UN's Sustainable Development Goals (SDGs). Progress requires individuals to choose better and institutions to offer more sustainable, affordable choices. The time for action is now upon us!

We increasingly see climate change intersecting with our work. From carbon emission reductions, to biodiversity restoration, the environmental upside of our programmes has never been more present in the minds of the general public. A consumer segment has emerged in the last decade that is not defined by the usual metrics of age, race, gender or even economic class. Rather by their concern for society, the environment and their fellow humankind.

Through our collaborations with Kantar, GfK and Europanel, including research papers, whitepapers and webinars, we've demonstrated that our micro-contribution model is enabling eco-focused consumers to make positive choices and start to address their top social and environmental concerns.

In order to best harness the enthusiasm from consumers we've created Water Unite Impact (Page 4). The investment vehicle enables institutional investors to join our corporate partners in funding entrepreneurs to scale their social enterprises beyond an initial idea into a thriving business, making a greater positive social and environmental impact. We are leveraging and recycling micro-contribution donations to multiply their impact.

The analyst team and investment committee have scoured across 3 continents, screening over 50 opportunities, to identify our first two investments, into Sanivation (Page 6) and Mr Green Africa (Page 8). In doing so, they have turned what was once a theory into reality. There is much more to come from Water Unite Impact in 2022, watch this space...

At its heart Water Unite is about partnership. It's about bringing a simple turn-key solution to corporations that allows them to work together and collaborate, both locally and globally, in ways that can make a huge difference. We must place a massive thanks to our pioneering partners Co-op, Elixir UK, Britvic, The One Foundation and Wellers Impact. Without their continued support and commitment, the impacts highlighted in this report would simply not be possible.



Chris Sellers, CEO

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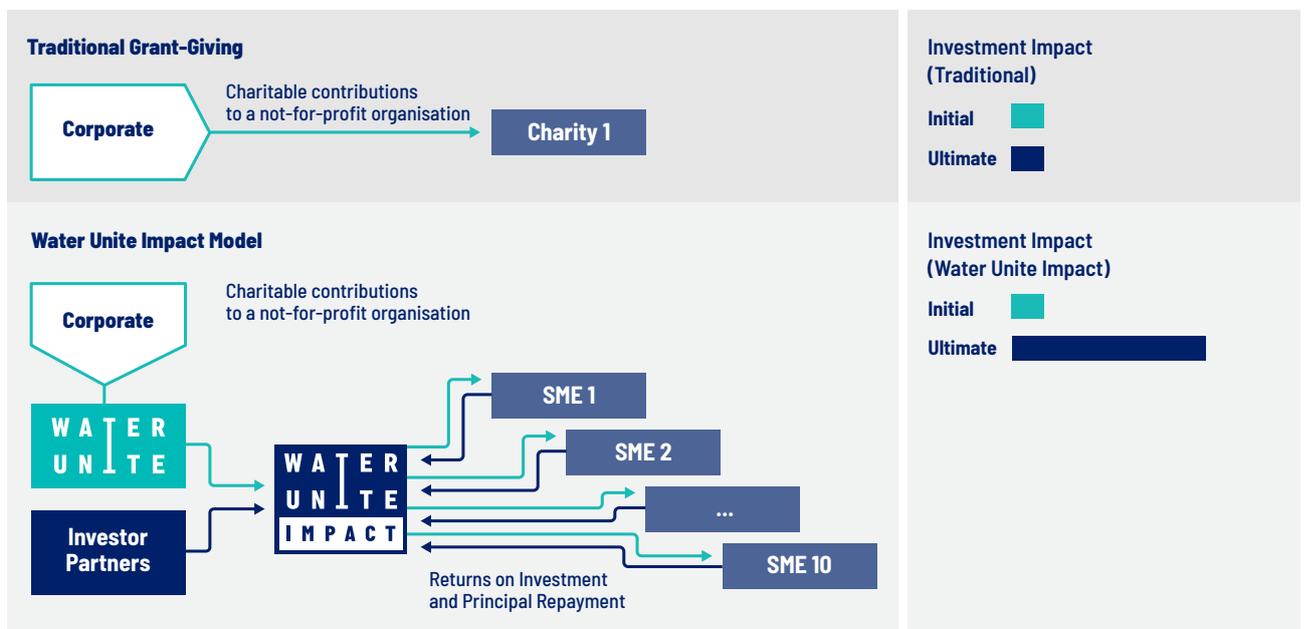
OVERVIEW

Water Unite Impact (WUI) was launched in 2020 with the aim of providing risk-tolerant capital to Small & Medium Enterprises ('SMEs') in the water, sanitation and circular economy sectors. Together with our partner Wellers Impact, an FCA authorised impact investment manager, WUI was co-developed at pace - moving from simply a concept to active investment in high impact "Missing Middle" entities in under a year.

Investment decisions for WUI are made by an experienced Investment Committee (IC) composed of professionals, (including Water Unite board members), with a wealth of knowledge in water, infrastructure, finance, impact investment and emerging markets. Water Unite as a not-for-profit, delegates responsibility to WUI to invest in mixed-motive investments with the dual aim of: (1) furthering Water Unite's charitable objectives and (2) achieving financial sustainability; and - this is reflected in our growing portfolio of transformational investees.



LEVERAGE & RECYCLING



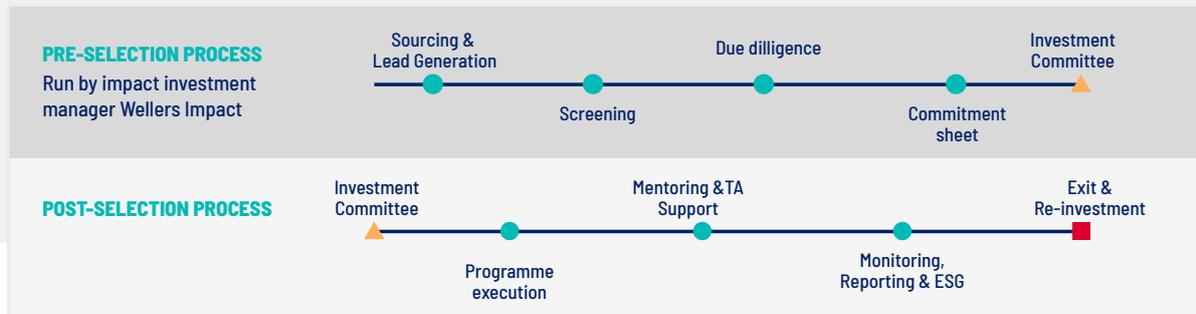
WUI takes a systematic approach to tackling water, sanitation and circular economy issues at scale in a way that cannot be achieved with philanthropic capital alone. The fund leverages micro-contributions from corporate partners with commercial capital and recycles it several times over, creatively amplifying the impact of each penny/cent donated.

Over the last year we've seen this added value in action. Micro-contributions have been leveraged by investment in the fund from High Net Worth Individuals (HNWI), therefore increasing the power of donations made.

MISSING MIDDLE

WUI addresses the funding gap in parts of the finance landscape not met through charitable foundations, microfinance institutions, commercial banks and/or formal capital markets. The view is that over time, increased professionalism of these SMEs will lead to easier delivery and tracking of efforts to bring universal access, particularly to vulnerable populations, of clean

water, improved sanitation and a circular economy. The investee pipeline is sizable, demonstrating that the “Missing Middle” thesis is viable. Over 50 early screens have been completed, with in-depth due diligence conducted on 15 different entities spanning all three sectors (water, sanitation and circular economy) across Africa, Asia and Latin America.



INVESTMENTS

Following initial seed funding from Water Unite and The One Foundation, WUI has successfully completed its first two investments; Sanivation and Mr Green Africa (MGA). Sanivation is a Kenyan sanitation developer which uses smart technologies and a low-cost business model, available to municipalities, to safely convert faecal sludge into biomass briquettes that are sold as a replacement for firewood (more on page 6).

MGA is a Kenyan plastics recycling pioneer, whose mission is to turn waste into value, thereby integrating and strengthening localised, circular economies in emerging markets (more on page 8).

Alongside these investments, Technical Assistance (TA) is being provided, and has included, but is not limited to, financial structuring, governance, financial modelling, structuring exit strategy and introduction to potential investors. This is seen as a key risk management tool and engagement opportunity and a key part of our proposition.

We are extremely proud that WUI won the ‘[Impact Project/ Investment of the Year: Water Category](#)’ in Environmental Finance’s IMPACT Awards 2021. The awards seek to recognise and reward the work of impact investors everywhere and highlight emerging pockets of best practice, across all asset classes and geographies.

“Proving this model opens up incredible possibilities to change the lives of millions of people throughout the world by funding innovative, entrepreneurial and sustainable water, sanitation and plastic private businesses and service providers”

Neil Sandy, CEO of Wellers Impact



Theme:
WASH & Circular
Economy

SANIVATION KENYA

Type:

Turning human waste into a sustainable fuel



THE CHALLENGE

In Kenya, more than 90% of waste goes into the environment without being treated. Only 23 out of 87 water utilities in Kenya have treatment plants, resulting in diarrhoeal diseases as the second leading cause of death for children under the age of 5. Concurrently, in 2020 Kenya lost 19,000 hectares of tree cover. This is largely due to the reliance of charcoal as a source of fuel. In Kenya there are very few available alternatives for energy outside of charcoal and wood, leading to massive amounts of deforestation due to the demand for fuel. As cities grow, so do the sanitation, health, economic and environmental problems.

THE SOLUTION

To address this crisis, Sanivation partners with local governments to deploy sustainable sanitation solutions. Based in Naivasha, Kenya, and developing plants and solutions across the continent, they aim to meet the increased demand for waste management caused by urbanisation in a sustainable manner by building and facilitating waste management facilities.

Specifically they design, build and operate circular economy treatment plants which take in sludge from pit latrines and septic tanks. This waste is treated then and combined with other waste products such as sawdust to produce a

In Kenya there are very few available alternatives for energy outside of charcoal and wood, leading to massive amounts of deforestation

Deforestation within Kenya

19,000

In 2020 Kenya lost 19,000 hectares of tree cover

Untreated waste

90%

In Kenya, more than 90% of waste goes into the environment without being treated

“To have Water Unite come into this round was critical. We needed catalytic capital that could help us de-risk our model for our government partners and for future financiers, like Development Finance Institutions. We are excited to leverage additional capital with this investment.”

Kate Bohnert, Chief of Staff at Sanivation



solid fuel, or brickett. These briquettes provide a low carbon bioenergy alternative to fossil fuels, whilst simultaneously making use of the sludge that would otherwise be mismanaged.

Sanivation serves underrepresented communities in Kenya, targeting cities with populations between 75,000 and 5 million inhabitants, as resources are often disproportionately focused on areas with extremely high or low population densities.

THE RESULTS

Water Unite’s funding allowed Sanivation to develop a robust project pipeline and to close on multiple projects, thus creating a replicable model and cleaning up more cities. Over the course 2021 Sanivation successfully expanded operations, growing from 3 cities to 8 within Kenya, and managed more waste. Alongside the waste they process, Sanivation has also made a large environmental impact with their bioenergy briquettes.

Key achievements:

- 1,188 tonnes of faecal sludge safely managed
- 1,430 tonnes of low carbon fuel sold
- 31,460 trees equivalent saved through biomass alternative provision
- 2,860 tonnes of CO2 equivalent offset
- 57 jobs created across 8 cities of operation

WUI’s loan catalysed further investment. In 2021, Sanivation was able to complete a US\$1.5m raise which will go to expanding operations and increasing Sanivation’s capacity.

Carbon offsetting

2,860

Tonnes of CO2 equivalent offset

Waste treatment

1,188

Tonnes of faecal sludge safely managed

Over the course 2021 Sanivation successfully expanded operations, growing from 3 cities to 8 within Kenya, and managed more waste



Theme:
Plastics Pollution
Reduction
& Reuse

MR GREEN AFRICA (MGA) KENYA

Type:

Formalising the plastics supply chain to
promote livelihoods and a circular economy



THE CHALLENGE

Linear economies have created enormous plastic waste challenges, in particular the pollution of rivers and water-ways. Africa alone generates 22 million tonnes of urban plastic waste every year. FMCG businesses are now starting to act on this by committing to using primarily recycled plastics and moving away from virgin plastics. This is a step in the right direction to protect our planet, however sourcing recycled plastics ethically is no easy task. Recycling has long been an industry rife with exploitation, with waste pickers at the bottom of the recycling chain being underpaid by middlemen and brokers who take a huge share of the economic surplus.

Recycling has long been an industry rife with exploitation, with waste pickers at the bottom of the recycling chain being underpaid by middlemen and brokers who take a huge share of the economic surplus

Plastic waste

22 million

Africa alone generates 22 million tonnes of urban plastic waste every year

“We are delighted to bring together and align such diverse groups of partners and investors to join this journey of Mr. Green Africa. It’s a testament to the authenticity of the vision & purpose of what the company and its people stand for.”

Keiran Smith, Co-Founder and CEO of MGA



THE SOLUTION

MGA aims to solve this issue by providing a transparent value chain by sourcing their plastic waste ethically whilst giving waste pickers their fair share. With the use of innovative technology allowing them to cut out the middlemen clogging supply chains, MGA are able to improve efficiency, pay waste pickers their fair share and improve margins in the recycled plastics industry. MGA’s model revolves around collecting waste from waste pickers and businesses then transporting them to their own recycling plants to produce high quality recycled plastics. The plastics are then sold to FMCG brands, such as Unilever, with a fair share of profits being distributed to the bottom of the recycling chain.

THE RESULTS

MGA is already having a significant impact on the environment, turning the tide on plastic waste and society, by generating employment and livelihoods. WUI’s investment will allow MGA to grow its East African flagship hub, build its collection network to integrate the consumer and expand into new markets and regions.

By 2025, Mr Green Africa is targeting*:

- 30,000 metric tonnes of plastic waste recycled per year
- 500,000 consumers connected
- Over 250 direct jobs created
- More than 10,000 waste collectors empowered
- 30 million kg of CO2 emissions saved per year

**Projected impact numbers as reported by our partners. These numbers can change as we receive new updates.*

Carbon Reduction

30m kg

of CO2 emissions saved per year by 2050

Projected beneficiaries

500,000

Consumers connected by 2050

MGA is already having a significant impact on the environment, by turning the tide on plastic waste and society, by generating employment and livelihoods



Theme:
Water
Stewardship

THE NATURE CONSERVANCY [TNC] KENYA

Type:

Mobilising blended finance for increased water security



THE CHALLENGE

The spread of invasive alien plants has resulted in reduced groundwater replenishment and dam runoff to the Western Cape Water Supply System. This has been an ongoing issue in the region for at least twenty years, threatening local biodiversity in the region.

THE SOLUTION

The Greater Cape Town Water Fund (GCTWF), implemented by TNC, aims to protect biodiversity and safeguard water supplies in South Africa to promote water security. The core objective of GCTWF is to comprehensively clear Invasive Alien Plants in seven priority sub-catchments within South Africa's Western Cape Water Supply. Restoration follows a long-run financing strategy for implementation and maintenance over a 30-year horizon. In addition to Water Unite's backing, Cape Town's government adopted a watershed protection strategy with a commitment of US\$4.25 million for restoration activities based on TNC's work.

THE RESULTS

GCTWF currently supports upstream ecosystem management, restoration and protection for local water catchments. Such areas include: the Theewaterskloof, Berg River, the Atlantis Aquifer and Wemmershoek Dam.

Key achievements:

- 47,464 acres (19,208 hectares) cleared in priority source catchments
- 8.9 billion litres/year to be returned to the regional water system
- 120 green jobs have been created, with a focus on hiring women and young adults, plus an additional 40 high-angle technicians trained to work in remote mountainous terrain
- US\$16M (243M Rand) saved in future clearing costs

Education has also been important for the GCTWF. During the pandemic, TNC shared lessons from their work to support similar initiatives elsewhere in the world. In 2021, The Cape Town 'Return On Investment' example was presented at conferences internationally. The model has already been implemented in other cities within South Africa, Tanzania, Kenya, and Ethiopia.

TNC shared lessons from their work to support similar initiatives elsewhere in the world

Restoration

47,464

acres (19,208 hectares) cleared in priority source catchments

Employment

120

green jobs have been created, with a focus on hiring women and young adults



Theme:
WASH

SANITATION FOR MILLIONS JORDAN, PAKISTAN & UGANDA

Type:

Access to safe sanitation for all



THE CHALLENGE

The global COVID-19 pandemic has massively increased the negative effects of lack of water and safe sanitation and hygiene on health, economic and social development are grave in many developing countries. The situation is particularly precarious in refugee hosting communities and informal settlements.

THE SOLUTION

The objective of Sanitation for Millions (S4M) is to improve access to adequate sanitation in public institutions within developing countries to promote sustainable development. S4M operates in areas hosting high numbers of refugees across Jordan, Pakistan, and Uganda. The programme is co-funded by BMZ (German Cooperation), Bill & Melinda Gates Foundation, Hungary Helps and implemented by GIZ.

S4M has focused on providing sanitation facilities within schools, religious places, health care facilities and low-income households and indigenous communities. Information is regularly shared at partner institutions, helping communities learn about quality sanitation practises.

THE RESULTS

S4M's three key strategies for implementation are decentralised wastewater management, menstrual hygiene management and inclusive WASH. Through WASH programs, S4M provides barrier-free toilets in schools and Mosques for wheel-chair accessibility. Additionally, S4M has advocated for safe hand hygiene throughout the pandemic. With this, they have also promoted accountability and monitoring mechanisms amongst local policy frameworks.

Achievements in Jordan, Pakistan, and Uganda (Overall)

- 653,089 people provided with access to safe sanitation and hygiene
- 83 institutions served internationally
- 11,479 females benefitting from measures on menstrual hygiene management
- 1,632 professionals/experts trained

	Access to Safe Sanitation	Number of Public Institutional Partners	Benefitting from Menstrual Hygiene Management	Number of Locally Trained Professionals
Jordan	4,150	4	4,300	634
Pakistan	525,162	60	5,409	160
Uganda	123,777	19	1,770	838

Figure 1. Achievements at a glance

Training

1,632

professionals/experts trained

Global reach

83

institutions served internationally

The programme is co-funded by BMZ (German Cooperation), Bill & Melinda Gates Foundation, Hungary Helps and implemented by GIZ



Theme:
Plastics Pollution
Reduction

3R (REDUZIR, REUSAR E RECICLAR) MOZAMBIQUE

Type:

Strengthening the plastic value chain in Mozambique



THE CHALLENGE

Mozambique produces 17,000 tonnes of plastic leakage into waterways and oceans each year. Less than 1% of its domestically generated waste is recycled.

THE SOLUTION

Based in Matola, Mozambique, 3R's business is centred around providing waste management services for companies and municipalities. Since 2019, Water Unite has partnered with 3R to create Ecopoints, secondary collection points that provide waste pickers a site to sell their produce, which 3R buys and subsequently sells on to recycling companies in Mozambique.

Beyond Ecopoints, 3R collects, purchases and monitors recyclable materials and brings them for further processing in their recovery facilities and prevents them from ending up in landfill sites. By filling this gap in the value chain, 3R provides a more efficient solution for processing waste and recycling. 3R now has 6 signed agreements with off-takers in Beira, Maputo and South Africa allowing them to clear waste more effectively.

THE RESULTS

In 2020, 3R faced the challenge of suspension of South African imports of recyclable materials from Mozambique as well as the ever-present challenges presented by COVID 19. Nonetheless 3R continued to support its local communities successfully.

Over the past 2 years the way 3R runs and operates its Ecopoints has evolved as the business has grown. Each Ecopoint now has an augmented design to avoid theft and increase efficiency. 3R has undertaken training and branding programmes to improve its marketability and efficiency. Along with its growth it has also recently scaled up to increase its areas of coverage.

Key achievements:

- 426 tons of recyclable materials collected over the grant period
- 24 tons on average of waste materials collected per month in 2020
- 500 waste collectors supported and all staff retained during the COVID19 pandemic
- 40% of Vilanculos' plastic waste successfully collected
- Augmented Ecopoints' designs in to help avoid theft and increase efficiency

In addition, 3R has invested in a cutting machine for hard plastics - making production in Beira more efficient. As well as undertaking their first ocean freight export, shipping PET preform to the Netherlands.

Since 2019 Water Unite has partnered with 3R to create Ecopoints, secondary collection points that provide waste pickers a site to sell their produce

Recyclable materials

426

tons - of recyclable materials collected

Support and retention

500

waste collectors supported and all staff retained during the COVID19 pandemic



Theme:
Plastics Pollution
Reduction
& Reuse

GJENGE MAKERS KENYA

Type:
Access to safe sanitation for all



THE CHALLENGE

In Nairobi alone about 500 metric tonnes of plastic waste is generated every day. Concurrently, the Kenyan national housing deficit currently stands at about 2 million units.

THE SOLUTION

Gjenge Makers work in Nairobi, Kenya, to promote a recycling and upcycling culture while providing sustainable and affordable housing materials. They do so by creating bricks from discarded plastic. Our investment was used to scale operations by investing in manufacturing machines, a more significant and faster extruder machine and hydraulic press that will allow the team to take on larger volume orders. In addition, they've also expanded their plastic collection efficiency by partnering with packaging companies, collecting recyclable waste directly from the source to facilitate a circular economy of responsible production for producers.

THE RESULTS

Like many businesses around the world, the impact of Covid-19 has been a major challenge to overcome for Gjenge Makers. The pandemic hit at the launch of their first product causing a significant hurdle to business. Many B2B opportunities in their pipeline fell through given the uncertain business environment caused by the pandemic.

Despite these challenges, Gjenge Makers has followed through with its commitments for expansion and are now capable of recycling up to 3% of plastic waste in Nairobi a day. Thanks to the fabrication and installation of their production facility, they can now produce up to 1,000-1,500 pavers, allowing them to recycle around 1 metric tonne of plastic waste daily.

Key achievements:

- 5 projects executed and completed
- 6,560 pavers (plastic bricks) produced
- 123 waste pickers livelihoods supported
- The completion of Gjenge Makers first brick by brick campaign, where they worked with 35 youths to pave Mukuru Community school, in the Mukuru slums

This expansion has led to positive global press coverage, with Gjenge Makers being featured in articles from the Nasdaq, World Bank Group and Yahoo. In recognition for her pioneering work, Founder, Nzambi Matte won the 2021 UNEP Young Champions of the Earth award!

Production progress

6,560

pavers (plastic bricks) produced

Supporting livelihoods

123

waste pickers livelihoods supported

Gjenge Makers has followed through with its commitments for expansion and are now capable of recycling up to 3% of plastic waste in Nairobi a day



Theme:
Plastics
Pollution
Reduction

PLASTICS FOR CHANGE INDIA

Type:

Sourcing high-quality recycled plastic from ethical supply chains



THE CHALLENGE

Plastic waste contributes to a number of different issues including loss of biodiversity, toxification of water sources and pollution. For India improperly managed waste is a huge issue. Every year India produces 14 million tonnes of mismanaged plastic waste, the highest amount in the world.

THE SOLUTION

Plastics for Change (P4C) is a recycling firm operating in 4 different regions of India: Bengaluru, Mangalore, Hubli and Dharwad. P4C's aim is to collect plastics from waste pickers whilst maintaining a transparent supply chain and paying waste pickers a fair price for their produce. By providing a marketplace through a mobile app they are able to connect waste pickers with scrap shops paying a fair wage. Once recycled, these materials provide high quality plastics for brands and producers.

THE RESULTS

Water Unite's funding allowed P4C to expand to a coastal region and set up their Mangalore facility. Providing them with the working capital to fully deliver purchase orders in time and in full. The facility is now fully equipped and functional, including the installation of a label-removing machine and conveyor belt.

Despite the pandemic, the success has brought opportunity for expansion. P4C has replicated the Mangalore model centre in Hubli/Dharwad. In a move to increase their reach across the west coast of India Plastics for Change hopes to have programs operating in Mumbai and Goa, with Goa producing the highest amount of plastic waste per capita of any city in India.

In addition, P4C also launched a short-term skill development program, rPlastic Training Program for the youth. This program aims to build recycling knowledge, professionalism, soft-skills and a sense of dignity to take up recycling as their career path, with placement opportunities available.

Key achievements:

- 30 full time workers employed, of which 23 are women
- Increased their plastic waste supply capacity from 15 to 80 tonnes/month
- 450 metric tonnes of plastic waste diverted from the ocean
- 300 metric tonnes of plastic recycled
- 30 scrapshops supported
- 90 livelihoods created for waste works

Water Unite's grant helped P4C to strengthen their investment thesis for a pre-series A fundraise of US\$2 million dollars. The support during the due-diligence process proved catalytic and increased their credibility.

Water Unite's grant helped P4C to strengthen their investment thesis for a pre-series A fundraise of US\$2 million dollars

Diverting waste

450

metric tonnes of plastic waste diverted from the ocean

Gender Equality

23

women in full time employment

HEARING FROM OUR PARTNERS

"The Co-op & others have demonstrated that a levy on water has no impact on our business but a huge impact on those in need. The Co-op absolutely believes all retailers should follow our lead. Surely, if you can afford a bottle of water, you don't begrudge an additional one pence. We've demonstrated this is absolutely true. We need to create a movement around water poverty - it's within our gift to fix."

Michael Fletcher, Nisa CEO, and former Chief Retail Commercial Officer, Co-op

"It is simple and effective as we can see tangible results from investments made as a case plan. The opportunities are endless. I urge CEOs and business leaders to make this commitment to the levy and investment and stand shoulder to shoulder as I have with Steve Murrells, CEO of the Co-op here in the UK."

Catherine Roe, CEO at Elixir

"The collaboration between Water Unite and our iconic brand Robinsons has enabled us to engage with our consumers on the challenge of making clean water available to all. The proceeds from the micro contributions from each bottle sold help entrepreneurs develop scalable solutions to one of the world's most pressing issues."

Sarah Webster - Director of Sustainable Business at Britvic PLC

"Action on the scale required is beyond the reach of any individual organisation - that's why partnership models such as Water Unite are so important as they help to leverage funds that drive long term impact. In the case of WU this leverage is in the region of 10 times. I'd really entreat you to talk to Water Unite and to talk to those in your business in decision-making capacities to really get behind this incredible issue."

Cathryn Higgs, Head of Ethics and Sustainability at The Co-op

"The COVID-19 crisis has highlighted the vital importance of preparedness and safe water, sanitation and hygiene as critical preventative measures against the pandemic. The crisis has also highlighted the medium and long-term need to build resilient infrastructure including water systems and adapt new economic models for sustainable development to affect behaviour, including related to good hygiene that are critical to combat this pandemic and any future crises."

Chantal Line Carpentier, Chief of United Nations Conference on Trade and Development (UNCTAD) New York Office

"Less than half of shoppers are satisfied with the way retailers help people to be sustainable.... Findability, ease of shopping and affordability together are really key in making behavioural change work towards a more sustainable shopping experience."

Lenneke Schils, Global Insights Director, FMCG at GfK

"The Eco-Active consumers represent 28% of the global population. This group is also important in terms of spend, they spend 5% more than the average - sustainability pays... The top 10 brands that over-index with Eco-Actives outperform the market, brands that do a good job will be rewarded"

Richard Herbert - Global Business Insight Director at Europanel (powered by GfK and Kantar)

"Impact investing is not just investing in companies. It's about having a deep social and environmental impact and it actually transforms lives, and on mass, can transform nations. If you compare the Water Unite Impact fund with the traditional charitable model you can see that leverage and recycling make a huge difference to the impact you can have and really leverages the opportunity we have in front of us."

Neil Sandy, CEO at Wellers Impact



"Businesses have shown themselves to be far more fleet of foot and flexible and adaptable to changing needs and public perceptions than many people predicted. This is absolutely the moment when Water Unite can help the recovery post Covid-19. Rebuilding a better world, a more sustainable world, a cleaner world for our children and grandchildren"

Lord Malcolm Bruce, Chair, Water Unite

**WATER
UNITE**

65 Leadenhall St
London
EC3A 2AD
United Kingdom

info@waterunite.org
+44 [0] 7851 256 977

 @water_unite

 @waterunite

www.waterunite.org