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Building A Bridge to Universal WASH

Private Sector Innovation & Partnerships

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A Company of Leading Brands



Innovation – The Heart of Our Business

The P&G Purifier of Water packet

- Powdered water purification technology invented by P&G Scientists leveraging laundry cleaning expertise
- Each Packet cleans and disinfects 10 liters of drinking water using coagulation, flocculation and disinfection
- Reverse engineered municipal water treatment process and contains same ingredients used in municipal systems
 - Calcium Hypochlorite as Disinfectant
 - Ferric Sulfate as Coagulant



See packaging for complete usage instructions.



- P&G's non-profit initiative established 2004
- Provides clean drinking water in developing countries to improve the health of children and their families
- Works with implementing partners to provide P&G Purifier of Water packets in:
 - emergency responses
 - rural communities as a bridge to long-term WASH solutions
 - maternal and child health, nutrition, and HIV/AIDS programs

The Power of Partnerships

P&G partners with:

- **Over 150 organizations** to provide clean water and build awareness of the clean water crisis
- **Community based groups, schools, clinics and charities as implementing partners** to promote household water treatment and behavior change



ADVOCACY



IMPLEMENTING



The Power of Private Sector Innovation & Partnerships



Americas

- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Guyana
- Haiti
- Honduras
- Mexico
- Nicaragua
- Panama
- Peru
- St. Lucia
- Venezuela



Africa

- Angola
- Benin
- Botswana
- Burkina Faso
- Burundi
- Cameroon
- Chad
- Cote d'Ivoire
- Democratic Republic of Congo
- Djibouti
- Ethiopia
- Ghana
- Guinea Bissau
- Kenya
- Lesotho
- Liberia
- Madagascar
- Malawi
- Mali
- Mauritania
- Morocco
- Mozambique
- Namibia
- Niger
- Nigeria
- Republic of Congo
- Rwanda
- Senegal
- Sierra Leone
- Somalia
- South Africa
- South Sudan
- Sudan
- Swaziland
- Tanzania
- Tunisia
- Uganda
- Zambia
- Zimbabwe



Europe/Asia

- Afghanistan
- Albania
- Bangladesh
- Cambodia
- China
- East Timor
- India
- Indonesia
- Iran
- Iraq
- Laos
- Lebanon
- Malaysia
- Maldives
- Myanmar
- Nepal
- North Korea
- Papua New Guinea
- Pakistan
- Philippines
- Romania
- Sri Lanka
- Syria
- Tajikistan
- Thailand
- Turkey
- Vietnam

85
COUNTRIES



Children's Safe
Drinking Water

Capacity Building through Community & Government Partnerships

Emergency Relief Situations



- **Distributed in major disasters with governments and NGOs** – tsunamis, floods, earthquakes, hurricanes, cholera outbreaks
- Packets are easy to transport, shown to be well accepted & used correctly in emergencies

Sustained Community Programs



- **School and Clinic** programs reach most vulnerable groups
- Efforts incorporate sanitation and hygiene education into personal and community communications

'Bridge' To Universal WASH

- Emphasizes increased access to safe water and adoption of healthy WASH behaviours today until long-term solutions ready
- Combats WASH-related diseases through capacity building and community behavior change approach
- Engages all common stakeholders
- Priority for rural areas with complex WASH solutions



Thank You *Merci Tack*



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