

## 'Making a Mark'

### Mark Holder Social Impact Declaration

#### AUARA EMPRESA SOCIAL

AUARA EMPRESA SOCIAL is a new Spanish social enterprise, committed to using profits from the sale of bottled water for investment in social projects to provide clean water to people in need.

We seek to turn the everyday act of drinking water into an extraordinary act – to bring clean drinking water to those who have no access to it.



In September 2016, we became the fourth international organisation to be awarded the Social Enterprise Mark.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **AUARA** is Making a Mark, striving to make a difference to local communities.

#### Social inputs – bringing clean water to those in need

We are committed to investing 100% of our distributable profits in social projects to provide clean water to people in need, and promoting awareness about water conservation issues.

We are also 100% committed to sustainability, and AUARA is the first

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water brand in Europe, and one of the pioneers worldwide, to use 100% recycled plastic (rPET) for bottles. Our bottles have been eco designed to be as efficient as possible in terms of transport optimisation.

## Social outputs – examples of projects

Specific examples of project outputs:

- **Tamarou, Benin:** We will install a water pump in the village school, to ensure clean water access both for the students and for the rest of the village population. We expect to dramatically reduce school absenteeism caused by water related diseases.
- **Roka, Cambodia:** We will provide 28 families in Roka (Battambang) who have at least one HIV infected member with baths that ensure adequate sanitary facilities to prevent infections from poor hygiene.



## Social outcomes – benefits of projects

Specific examples of benefits arising from projects to be supported:

- **Tamarou, Benín:** Up to **500** school students and **2,000** village inhabitants will see benefit from clean water access and sanitation, leading to reductions in infection and diseases, and improvements in their life quality.
- **Roka, Cambodia:** **150** people will have access to adequate sanitation, including HIV members on every family helped. Sexual abuse risks will decrease since women will not have to go to the river for personal hygiene. This will improve their living conditions and quality of life.

