

# AUARA

## AUARA

### Social Enterprise

### *You Drink, Others Drinks*

AUARA, five letters that sound transparent and crystalline to give name to the first social enterprise which invests 100% of the dividends generated in social projects to provide clean water to people in need through sales of natural mineral water.

Fresh, spontaneous and enthusiastic like every new great project, AUARA has been developed by three young Spanish entrepreneurs with experience in social projects and a highly qualified professional background. One architect and two engineers venture in 2016 to create a social enterprise 100% committed with people and with the planet.

#### AUARA. Blue Gold

AUARA is a natural mineral water, with weak mineralization, low in sodium that comes from “El Carrizal II” spring, in León. This is the most technical description of a product that offers much more and gives a very special value to the water, the blue gold of this century. The extraction from the spring is strictly controlled, ensuring the natural reposition of the water extracted to avoid the depletion of the natural resources.

#### AUARA. Social Enterprise

AUARA is a social enterprise that, as the term suggests, has a clear and proactive social vocation that invites every consumer to transform an everyday act, as drinking water, into an extraordinary act.

Though Spain, unlike other countries, has no clear law on the social enterprise model it is easy to explain the AUARA model. The company invests 100% of the dividends generated in social projects to provide clean water to people in need. “AUARA was born because there are 700 million people in the world that have no access to clean safe water”. Moreover, as social enterprise, AUARA has many other essential values, not only social but also environmental.

**“AUARA is the first water brand in Europe and one of the pioneers worldwide to produce its bottles using a 100% recycled PET (rPET).”**

AUARA collaborates with selected local partners, present in those places where people lack access to water, tracking and participating in the projects promoted. The projects are monitored so that the final consumer can know through its website and Social Networks where exactly the money goes and how it is invested.

#### AUARA. Environmental Awareness

According to recent reports, the daily consumption of bottled water in the world rises up to 288 billion liters annually. These data give an extra value to the special care for the environment in the whole life-cycle of AUARA. AUARA is the first water brand in Europe and one of the pioneers worldwide to produce its bottles using a 100% recycled PET (rPET). This means that raw material does not come from



the extraction of new fossil resources but from giving a second life to plastic already used, thanks to a new technology called “Supercycle” that ensures the rPET can be perfectly used in contact with food-stuff and drinks. Additionally, the bottles have been specially designed to be more efficient in terms of transport optimization. The result is up to 20% more bottles per pallet than a traditional format.

#### AUARA. Social Projects

The projects developed will focus on three main areas, all based on water: access to clean water, sanitation and agriculture. All of these projects will focus

## AUARA

<http://auara.org>  
Twitter / Instagram || @auara\_h2o  
<http://www.facebook.com/Auara>

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on alleviating the most basic needs of the communities, always working together with local partners, organizations on the field with high knowledge and roots in the communities and with a clear vocation to stay long term, to ensure the monitoring of projects. Access to clean water could be a fundamental change in the lives of millions of people. We highlight five aspects: reduction of up to 80% of diseases, possibility of access to hygiene, reduction of hunger, more independence for women and more possibility of schooling for children.

We include an interview with **Antonio Espinosa de los Monteros**, AUARA entrepreneur.

### *Where does the name AUARA come from?*

AUARA is the name Ethiopians give to the sandstorms in the desert. The Afar desert in Ethiopia,



*Etiopía | Región somali*

the warmest and driest place on Earth, is an area in which “Auaras” occur frequently. The population of this region is one of the most threatened by water scarcity. Also, the word “AUARA” phonetically contains the sound “agua”, which means “water” in Spanish.

### *Do you consider yourselves part of a committed generation?*

We believe that an initiative such as AUARA does not arise spontaneously and detached from the environment in which we live. We are part of a society that starts demanding this kind of things and is the perfect breeding ground for social enterprises. A society that is totally connected thanks to the technology, and can know how people from all over the world live and suffer. We are more aware of our sur-

roundings than ever.

We have had the opportunity to travel and meet very different realities. We have fell in love with different cultures and empathized with their problems, learning to relativize ours in some cases, or identifying problems we had and we could not see before.

I believe we are a society that has the possibility to transcend borders, cultures and prejudices, and to access almost unlimited knowledge through technology. We have a responsibility in the problems of others that, just by chance, were born in places that cannot offer them the same possibilities. I think that, looking around, we can realize how lucky we are, and that awareness creates a compromise and solidarity with those who have not been so lucky.

### *Will the consumers have the possibility of following the projects developed?*

Definitely yes. We want AUARA to be, not only transparent water, but an even more transparent social enterprise. Through the website, consumers can know which projects they are helping to develop through AUARA, who our local partners are, where these projects are placed, who the beneficiaries are and how their situation is. They will know the cost of the projects, their implementation status, and the



*Etiopía | Región somali*

impact they generate in the communities. Through a QR code included in the label, consumers can know the projects they help with their bottle. In the medium term, we will give consumers the opportunity to contribute to projects, not only with their purchases of water, but through donations, giving the option to choose the project to fund.

**“More than 700 million people around the world have no access to clean drinking water”**

source: ONU

AUARA

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## *Which is the criteria for selecting local partners?*

There are a number of basic premises:

- Demonstrable previous experience in water projects.
- At least 2 years of experience in the field. We focus on organizations that have a deep knowledge and presence in the local communities, who are familiar with their needs and culture. They are really part of those societies.



*Región de Afar en Etiopía ©Manuel Zayas*

- Transparency in the accounts. They have to be very scrupulous with the money for the projects.
- Involvement of the local population, not only in its projects but in its own structures.
- And above all, a deep vocation of permanence. This means that, in 3, 4 or 5 years, they will be there to report a problem in the project, a malfunction or any need. They are there to stay. This is almost the most important aspect for us.

Africa is a continent full of damaged infrastructures such as wells that do not work because there has been no monitoring or because those projects were not really needed there. This is not a financial problem but a lack of proper management.

## *According to your data, how does access to drinking water affect local communities and, in particular, women?*

On the one hand, it means a direct improvement in their hygiene conditions and, therefore, in the incidence of diseases. The health impact is total, and can reduce child mortality rates dramatically. In addition, the lack of water for crops caused by droughts is a major cause of famines in places where subsistence farming is practiced. Under these conditions, access to water for agriculture is a life insurance.

Furthermore, in these populations that suffer extreme poverty, women and children are responsible for basic home tasks like fetching water. Often it is a task that takes several hours a day because they have to travel a lot of kilometers a day to reach a well, a river or a pond where they collect water on a daily basis. Sometimes, a woman or a child may spend more than 6 hours a day getting water. This makes it impossible for them to attend other tasks or jobs. It happens that children cannot go to school because they spend too long a day walking to fetch water. This is a reality that happens in the 21st century. In addition, many women and children have to load huge jerrycans weighing up to 25 kilos, and carry them for kilometers. Often, these jerrycans are loaded on the head, resulting in pain and injuries.



**“Every €1 spent  
on water and  
sanitation  
generates at least  
€4 in increased  
economic  
opportunity”**

source: [one.org](http://one.org)