

AUARA

agua para
cambiar el mundo



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

'Making a Mark'

Mark Holder Social Impact Declaration

AUARA

AUARA is a social enterprise that sells amazing, sustainable products and invests 100% of its profits in water access projects in developing countries.

We launched our first product in September 2016; the first mineral water brand in Europe bottled with 100% recycled plastic. Today, we have finished 24 projects in 12 countries, ensuring clean water access for more than 15.000 people.



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 answer a set of social impact questions, 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.

Bringing clean water to developing countries

Our mission is to help get access to drinking water to the poorest communities in developing countries. We also try to make FMCG products more sustainable through recycling and try to encourage consumers to be more conscious when choosing products, fostering social and environmental values.

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We enable consumers in Spain to turn a daily action, such as drinking water, into an extraordinary action. Not only they are helping support social projects, but they are also buying products that are produced with 100% recycled material.

Creating positive social and environmental impact

We can summarise our impact as below:

- **Social impact:**
 - 24 water projects in 12 countries
 - 15,000+ people given access to water
- **Environmental impact:**
 - More than 83,000 kg of plastic recycled
 - More than 135,000 litres of petrol saved



Examples of our water projects

- **Boloso Sore, Ethiopia** - we have built a well and 90 latrines in a community that was previously drinking contaminated water, fetching it far away from their homes, and had no access to toilets.
- **Cambodia** - we have built 5 wells in schools of remote towns, so that children have clean water at the school and can bring it home, avoiding getting sick and minimizing school's absenteeism.
- **Atupele, Malawi** - we have repaired the well of the local hospital, ensuring access to clean water for the patients and for the local workers, avoiding associated healthcare problems.



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