



## LIFE BEGINS WITH WATER

**On World Water Day, Armani's Acqua for Life gets closer helping one million people with two new projects, which will help over 40,000 people in Bangladesh and Zambia get access to clean water**

Today, more than 2 billion people lack access to a safely managed water supply and 1 in 10 do not have access to clean water close to home. By 2025, it is estimated that half of the world's population could be living in water-stressed areas.

*"When I found out just how many people struggle with this problem, I was taken aback. Since the United Nations recognized access to water as a human right, much has been done to promote clean, affordable, and safe water, but new challenges continue to arise. So back in 2010 I chose to address this crucial issue and to do my part by launching the Acqua for Life charity initiative. My goal was to make a tangible and positive difference in people's lives, something that I care very deeply about and that I am fully committed to achieve." Giorgio Armani*

The United Nations recognized access to water and sanitation as a human right in 2010. Since then, Acqua for Life, Armani's global water initiative focusing on universal access to drinking water in water-scarce regions, has helped over 590,000 people and has invested more than 14 million euros in water projects in 23 countries<sup>1</sup>: Argentina, Bangladesh, Bolivia, Brazil, Ghana, Greater China, Haiti, India, Ivory Coast, Kenya, Madagascar, Malawi, Mexico, Nepal, Nicaragua, Nigeria, Papua New Guinea, Senegal, South Africa, Sri Lanka, Tanzania, Uganda and Zambia. By 2030, Armani beauty aims to be a source of clean water for 1 million people.

Today, Acqua for Life has ten active projects in China, India, Madagascar, Malawi, Nigeria, South Africa, Tanzania, and Uganda including two new initiatives in Bangladesh and Zambia.

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<sup>1</sup> Donations include Green Cross International, Unicef USA, WaterAid, Water.org and China Women's Development Foundation figures for the Acqua for Life program between 2010 and 2023.

### **Bangladesh**

1.8 million people in Bangladesh lack access to safe water, while 36 million people lack access to improved sanitation. Acqua for Life will contribute to Water.org's interventions throughout Bangladesh, helping 40,000 people with access to safe water and sanitation through affordable financing, such as small loans by end of 2023.

### **Zambia**

In Zambia, rural-urban disparities in access to water and sanitation in healthcare facilities are considerable. The Joint Monitoring Program (2019) revealed that only half of rural healthcare facilities have access to a basic water source, compared to urban ones which have 100% access. Acqua for Life, with the help of WaterAid, will contribute constructing a water supply system with a capacity of 50,000 litres and over 50 standing taps at the Nteme Rural Health Centre in Zambia, also impacting a primary school nearby and surrounding communities. This will serve 8,000 people including over 800 students with access to safe water and sanitation.

### **China**

Due to lack of water supply projects in Chongqing, China, the local population relies on unstable water and sanitation systems. In 2022 Acqua for Life is supporting China Women's Development Foundation, under their Water Cellar For Mothers project, helping over 11,000 people having access to clean drinking in Chongqing, Yunnan province of China.

### **India**

Within the Mysore district of Karnataka State, Acqua for Life collaborates with WaterAid to deliver improved water, sanitation, and hygiene services in local institutions, covering 10 healthcare facilities, 20 anganwadi centers (pre-school institutions), and 20 schools. The project contributes to the improved health and well-being of nearly 70,000 people including 5,000 pregnant and breastfeeding women, adolescent girls, and 3,000 children, through increased access to water, sanitation, and hygiene services. The Mysore district has an existing and important connection with the brand as the Indian tuberose flower, which is harvested and hand-picked near the same Mysore district, is one of the signature notes of the Giorgio Armani fragrance MY WAY.

### **Madagascar**

In Madagascar, more than 90% of healthcare centers have no hygiene services, and more than 80% of schools lack access to clean drinking water and handwashing facilities throughout the school day. Acqua for Life is working in two communities, Anjepy and Manjakandriana, which have no access to clean drinking water. In this specific district, Acqua for Life will continue to work with WaterAid to bring a clean water supply and sanitation services to the district's three schools and its healthcare facilities, helping over 17,000 people. Madagascar vanilla, an ingredient that is found in a number of Giorgio Armani fragrances, is produced and harvested further north of these regions, as part of a sustainable sourcing program to help local communities in the protected area of Loky Manambato.

### **Malawi**

In Malawi, a mere 26% of the population has an adequate toilet to use and only 9% has hygiene facilities to wash their hands. The reality is even starker within healthcare facilities. As many as 63% of healthcare facilities do not have satisfactory toilets and 56% have no hygiene facilities. In the central region of Malawi, Acqua for Life supports the Mndinda and Nthondo healthcare facilities, which provide outpatient and maternity services, improving access to inclusive and sustainable water, sanitation, and hygiene facilities. Via these healthcare facilities, more than 38,000 people will have improved access to safe water and sanitation, which will result in increased infection prevention and sustained hygiene behavior change.

### **Nigeria**

Nigeria is the most densely populated country in Africa, with more than 200 million inhabitants. Currently, 3 in 10 people in Nigeria still do not have clean water close to home. Acqua for Life, in partnership with WaterAid, targets 10 water-scarce communities who have only limited access to clean and safe water. 30 handpump boreholes will be constructed to create access to safe water for an estimated 15,000 people. In addition, hygiene promotion activities will be implemented. The local population will also be trained in maintenance and repairs, to ensure the facilities' sustainability.

### **South Africa**

Today over 3 million people in South Africa still do not have access to basic water supply services, and only 64% of households have access to a reliable water supply. With the help of its strategic partner WaterAid, Acqua for Life has helped over 2,800 people to widen access to clean water in the Mamburu and Maangane villages, within Makhado Local Municipality in the Vhembe district of Limpopo Province.

### **Tanzania**

Tanzania has one of the fastest-growing economies in Africa. However, its economic growth has not benefited all areas of the country equally, with 25 million people lacking access to clean water, and 40 million people lacking access to improved sanitation. Completing a three-year project this year with Water.org, Acqua for Life will transform the lives of 115,000 people in Tanzania with access to safe water and sanitation through affordable financing, such as small loans.

### **Uganda**

Since 2020, Acqua for Life has been supporting an intervention into rural healthcare facilities in Eastern Uganda, in the districts of Tororo and Busia. For the third consecutive year, in partnership with WaterAid, this project contributes to the improved quality of health care in Eastern Uganda by implementing an improvement in access to water, sanitation, and hygiene services in 25 health care facilities. These facilities serve women and children who seek health care services, ultimately reaching more than 131,000 pregnant and breastfeeding women, and children under the age of five.

## ABOUT ACQUA FOR LIFE

### A deeply rooted belief

The beauty of nature is an ongoing source of inspiration for Giorgio Armani. More specifically, water is the most prominent one, and the most essential natural resource.

Acqua for Life was born from a philosophy as simple as it is fundamental: that water is one of the most important elements to life, as it creates life and empowers lives. Yet 1 in 10 people globally do not have access to clean water close to their home.

*"Water is perhaps the element that I feel closest to. For me water represents life and regeneration, but also calmness and serenity. Access to clean water is undoubtedly one of the greatest challenges in the 21st century."* Giorgio Armani

### It begins with water

Water is one of the most important elements on earth, as it creates life. It is a fundamental truth that everything begins with water, as no one can live without. Alongside being a vital element, water empowers lives. Armani, with the help of its strategic partner WaterAid, captured the stories of people within communities which have been supported by the Acqua for Life program. For Acqua for Life, Ernest Randriarimalala, Mani Karmacharya and artists Justice and Fhatuwani Mukheli, from Madagascar, Nepal and South Africa respectively, shine a light on the concrete impact that Acqua for Life projects have had on the villages, with a series of portraits of those who live there. Alongside these portraits, Ernest Randriarimalala, Mani Karmacharya and artists Justice and Fhatuwani Mukheli record honest and spontaneous testimony about the benefits that Acqua for Life has brought. Through each photographer's lens, they convey the transformative impact that clean water has on people's daily lives. Their authentic, transparent, and optimistic portraits unveil how water allows people to flourish and illustrate the intrinsic connection between water and life.

### A comprehensive and sustainable approach

Acqua for Life takes a comprehensive approach to the issues of clean water, hygiene, sanitation, and education. The Acqua for Life initiative is threefold.

The primary activity is the installation of water points and latrines, alongside rainwater collection, water filtering, and water purification systems, in areas that lack water. This allows communities access to water to drink, to prepare food, to wash, and to water crops and maintain their livestock. Children can attend school more regularly because they do not have to fetch water. Mothers and

fathers have more time to focus on their children, to improve their literacy, and to be productive for their community.

Parallel to this first stage, the Acqua for Life program focuses on education and awareness concerning Water, Sanitation, and Hygiene (WASH) behavior, to maximize the projects' sustainability and long-term impact for the community.

Finally, all Acqua for Life projects are intended to be sustainable within the community and the majority last for at least three consecutive years. Each project is created to ensure that when the Acqua for Life project ends, its benefits continues to serve the community. To this end, the projects' budgets include a sum to train the community to maintain the installed water facilities after the project is finalized. Acqua for Life projects are selected after a careful evaluation process. Together with its partners, Acqua for Life assesses the water situation in the country or community in question by looking at water scarcity today, water scarcity projections for 2040, and the country or community's financial situation.

## **A balanced partnership strategy**

Acqua for Life partners and sustains an ongoing conversation with two main partners worldwide: WaterAid, and Water.org.

### **Acqua for Life with WaterAid**

In 2018, Acqua for Life selected WaterAid to join its existing partners, in light of WaterAid's technical expertise in the WASH sector. WaterAid is working to make clean water, decent toilets, and good hygiene normal for everyone, everywhere, within a generation, and is currently working across 28 countries to change the lives of the poorest and most marginalized people. In addition, WaterAid has a global presence, a collaborative approach, and a commitment to finding sustainable solutions to the water crisis around the world.

Between 2021 and 2024, the Acqua for Life initiative is supporting eight WaterAid projects focusing on schools and health care facilities in India, Madagascar, Malawi, Nicaragua, Nigeria, South Africa, Uganda and Zambia.

### **Acqua for Life with Water.org**

In 2020 Acqua for Life joined forces with Water.org, a global non-profit organization that helps people get access to safe water and sanitation through affordable financing, such as small loans.

One of the major barriers to safe water and sanitation is affordable financing. As an answer Water.org, via its WaterCredit Initiative®, helps bring small loans to those who need access to affordable financing and expert resources to make household water and toilet solutions a reality. These solutions last because communities have a personal investment to see them through, as well as access to financing to make repairs over time as needed.

The Acqua for Life initiative is supporting two Water.org projects focusing on schools and health care facilities in Tanzania and Bangladesh.