



Acqua for Life, Armani's global clean water initiative, gave clean water access to 1 million people, five years ahead of its 2030 target.

Water, the world's most precious yet undervalued resource, lies at the heart of a mounting global crisis. Today, 2.2 billion people lack access to a safely managed water supply and 703 million people do not have access to clean water close to home¹. In 2010, the United Nations recognized access to clean water as a Human Right. Since then, Acqua for Life, Giorgio Armani's global clean water initiative, provided drinking water to people in communities affected by water scarcity. In 2025, Armani beauty is proud to have reached a significant milestone: providing access to clean drinking water for over 1 million people in communities affected by water scarcity five years ahead of its 2030 target.

Giorgio Armani said: *"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 achieving."*

Starting in April 2025, Acqua for Life will support a new project in Zambia in partnership with WaterAid. This initiative aims to work with the community to deliver improved and sustainable water services to three healthcare centers in the Monze District. It is expected to reach 85,000 people with reliable clean water, decent sanitation facilities, and enhanced hygiene services, including handwashing stations.

IT ALL BEGINS WITH WATER

Water is at the core of sustainable development and is critical for socio-economic development, energy and food production, healthy ecosystems, and for human survival itself. Water scarcity is an increasing problem on every continent, mostly impacting the communities living in poverty. Progress has been made in some areas to ensure better access to water, but there is still much further to go in delivering universal clean water coverage.

Over the past 15 years Armani's Acqua for Life initiative, in collaboration with the NGOs WaterAid and Water.org, has significantly increased the number of projects launched globally, reaching 1 million people in 26 countries².

Armani beauty also promotes solidarity initiatives to draw consumers to be part of Acqua for Life's mission building on its longstanding, concrete and positive impact of its projects. Since 2020, in fact Armani beauty has turned Black Friday into Blue Friday, by offering everyone a unique opportunity to make a difference with a purchase that matters. As part of Blue Friday, Armani beauty donates 30% of all purchases made on armanibeauty.com to the Acqua for Life initiative.

¹ WHO/UNICEF (2023). Progress on household drinking water, sanitation and hygiene 2000-2022: special focus on gender. Available at: washdata.org/reports/jmp-2023-washhouseholds-launch

² 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 2024.

A LONGSTANDING COMMITMENT

Since 2010, Acqua for Life has initiated water projects in 26 countries: Argentina, Bangladesh, Bolivia, Brazil, Ghana, Greater China, Haiti, India, Indonesia, Ivory Coast, Kenya, Madagascar, Malawi, Mexico, Nepal, Nicaragua, Nigeria, Papua New Guinea, the Philippines, Rwanda, Senegal, South Africa, Sri Lanka, Tanzania, Uganda, and Zambia.

Acqua for Life begins 2025 with 9 projects, including 1 new initiative in Zambia

India

There are three active projects in India, all in collaboration with WaterAid. The first one, launched in 2024, is in Bihar state. The project aims to improve access to piped drinking water, to reach over 49,000 people with clean water. It will also retrofit a hospital, health sub-centre, Anganwadi pre-school centre and a primary school with water, sanitation and hygiene facilities. The second one, launched in 2023, is in Bangalore. The initiative seeks to enhance the lives of over 65,200 individuals by working alongside the community to provide clean water and decent sanitation across 43 government institutions, including healthcare facilities, Anganwadi pre-school centres and schools.

The third one, also launched in 2023, is in Kanker. The project aims to reach 52,150 people by improving access to clean water across 15 villages. This includes initiatives to establish secure drinking water supply systems in healthcare centers and to develop community skills to manage water quality.

Indonesia

In Indonesia, the active Acqua for Life initiative is in collaboration with Water.org. It is set to impact 58,000 individuals within the next two years, ushering in improved access to safe water and sanitation. This initiative will work toward the distribution of 14,500 WaterCredit loans, providing sustainable solutions for enhanced water and sanitation access. Through these endeavors, Acqua for Life strives to foster positive change and uplift communities by addressing fundamental needs and promoting financial inclusivity.

Nigeria

Nigeria is one of the most densely populated countries in Africa, with more than 200 million inhabitants. Currently, 1 in 5 people in Nigeria don't have clean water close to home. Acqua for Life, in an initial partnership with WaterAid, targets 10 water-scarce communities. As part of this partnership, 30 handpump boreholes will be constructed to create reliable access to clean 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. A second project with WaterAid aims to assist 103,500 people with improved access to clean water and sanitation by rehabilitating a dysfunctional water works in a city cluster of Lagos, one of Africa's largest cities. In tandem with this, our commitment extends to providing hygiene and sanitation behavior change campaigns.

The Philippines

Approximately 52% of the population of the Philippines, or 60 million people, lack access to a safely managed source of drinking water. This means that a significant portion of the population relies on unimproved sources of water, such as surface water or shallow wells, which are often contaminated with bacteria, viruses, and parasites. In this regard, Acqua for Life, in collaboration with Water.org, aims to positively impact 60,000 lives over three years by enhancing access to safe water and sanitation through the distribution of 15,000 WaterCredit loans, aiming to provide a sustainable solution to water and sanitation challenges.

Rwanda

Water, sanitation, and hygiene access is very limited in Rwanda, with just over a third of people having no clean water close to home. Acqua for Life's initiative, over the next three years and in collaboration with WaterAid, will aim to reach 30,000 individuals with clean water. The initiative includes the construction of a sustainable water supply scheme, ensuring long-term access to essential resources for the residents of the Bugesera District, and the project will also support the enhancement of sanitation facilities in 2,000 households, prioritizing the most vulnerable communities.

Zambia

In Zambia, nearly a third of people don't have clean water close to home. Starting in April 2025, Acqua for Life will support a new project in partnership with WaterAid. This initiative aims to work with the community to deliver improved and sustainable water services to three healthcare centers in the Monze District. It is expected to reach 85,000 people with reliable clean water, decent sanitation facilities, and enhanced hygiene services, including handwashing stations.

Armani beauty, with the help of its partner WaterAid, has captured the stories of people within those communities that have been supported by the Acqua for Life program. These authentic, transparent, and optimistic portraits unveil how water allows people to flourish and illustrate the intrinsic connection between water and life.

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 element, 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. Across the world, 703 million people do not have clean water close to 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

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 in areas that lack water, alongside installing systems for rainwater collection, water filtering, and water purification. This allows communities access to water to drink, to prepare food, to wash, and to maintain water crops and 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 continue 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. Each Acqua for Life project is selected after a careful evaluation process.

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, recognizing WaterAid's technical expertise in the WASH sector. WaterAid works alongside communities worldwide, setting up entire systems that deliver clean water, decent toilets and good hygiene for millions, ensuring that people have safe, reliable services that last. Currently, the Acqua for Life initiative is supporting WaterAid projects in four countries. Additionally, WaterAid's global presence, collaborative approach, and commitment to sustainable solutions make it a key player in addressing the global water crisis.

Since 2018, the Acqua for Life initiative has supported sixteen WaterAid projects, focusing on communities, schools and healthcare facilities in India, Madagascar, Malawi, Nepal, Nicaragua, Papua New Guinea, Nigeria, Rwanda, 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 gain 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 a solution Water.org, via its WaterCredit helps bring small loans to those who need access to affordable financing, coupled with expert resources to make household water and toilet solutions a reality. These solutions last because families have a personal investment to see them through, as well as access to financing to make repairs over time as needed.

Between 2020 and 2024, the Acqua for Life initiative has supported five Water.org projects in Bangladesh, Indonesia, the Philippines, and Tanzania.