



Building on the milestone of 1 million people reached, Acqua for Life is now committed to bringing clean water to 2 million people by 2035.

Water, the world's most precious yet undervalued resource, lies at the heart of a mounting global crisis. Today, 2.1 billion people lack access to a safely managed water supply, and **703 million** people do not have access to clean water close to home. 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, has been dedicated to providing drinking water to communities affected by water scarcity. After reaching its landmark goal of providing clean water access to 1 million people in 2025, five years ahead of schedule, Acqua for Life now sets its sights higher: the initiative is committed to doubling its impact, aiming to reach 2 million beneficiaries by 2035.

Guided by the enduring vision of Giorgio Armani, its founder, Acqua for Life continues to honor his personal commitment to this cause: "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. 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 2026, Acqua for Life will support two new projects:

- Strengthening water supply in Kasungu health centres, Malawi. In partnership with WaterAid, this new 36-month initiative is designed to improve health outcomes, particularly for women and girls, by ensuring access to safe, reliable, and climate-resilient water across three high-demand healthcare facilities in Kasungu. This strategic project will directly provide clean water to 120,318 people.
- Expanding access to water and sanitation in Indonesia and the Philippines. In partnership with Water.org, Acqua for Life will embark on a 36-month project to expand water and sanitation access across both Indonesia and the Philippines. By providing sustainable and affordable solutions through the WaterCredit program, this initiative will empower local communities with the financial tools needed for long-term water security, reaching 180,000 people.

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 on 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.

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

Over the past 16 years, the Acqua for Life initiative has significantly expanded its global reach. In collaboration with the NGOs WaterAid and Water.org, the program has reached more than 1 million people across 26 countries since its inception in 2010¹. To date, Acqua for Life has initiated sustainable water projects in Argentina, Bangladesh, Bolivia, Brazil, China, Ghana, 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.

ABOUT ACQUA FOR LIFE

A deeply rooted belief

The beauty of nature is an ongoing source of inspiration.. 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.

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 2025, the Acqua for Life initiative has supported five Water.org projects in Bangladesh, Indonesia, the Philippines, and Tanzania.