



The LifeStraw® Follow the Liters Program

Press Kit 2014

LifeStraw® 

by VESTERGAARD

A program that harnesses the collaborative power of individuals

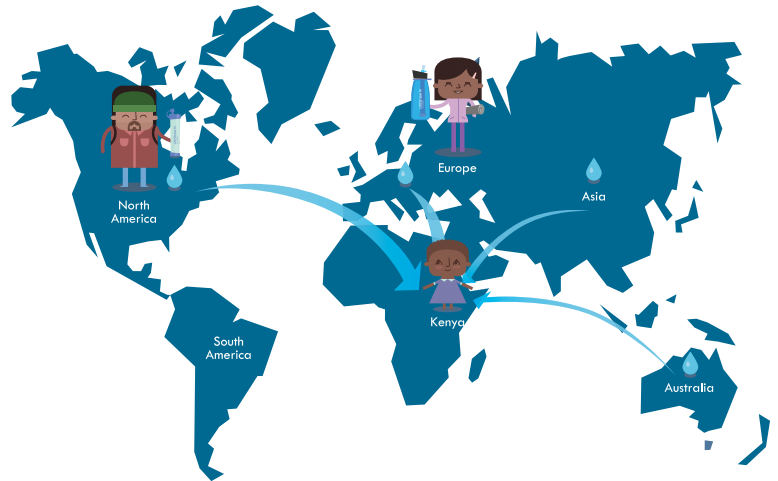
Follow
the
LITERS

For every LifeStraw® water filter sold, a child in Africa receives clean water for an entire school year.

The LifeStraw® Follow the Liters program aims to help solve one of the world's most pressing issues – lack of access to safe drinking water for people in developing countries - by allowing consumers to become an active part of the solution and providing them with the information they need to get engaged.

Consumers no longer want to give charitable money to a program with no questions asked about what happens to that money. Crowd sourcing the responsibility to tackle the issue of safe drinking water in a transparent and accountable way can change the game in achieving global impact.

How does it work? When a consumer purchases any LifeStraw® product, a portion of the funds are used to distribute LifeStraw® Community water purifiers to primary schools in developing communities that don't have ready access to safe drinking water.



The first distribution takes place in October 2014, when more than 125,000 school children in over 300 schools in Kenya will receive safe drinking water.

LifeStraw®

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LifeStraw® water filters are chemical-free and convert contaminated water into clean, safe drinking water that meets US EPA standards for drinking water. Each product is designed to meet different needs in a variety of situations.



LifeStraw® Personal

The lightweight filter is ideal for hiking, camping and travel. Meets US EPA drinking water standards. People can drink directly from streams and lakes or a bottle and it will filter 1,000 liters or 264 gallons.



LifeStraw® Family

Purifies water at base camps or while car camping and is invaluable to keep at home if there is no access to safe drinking water. Filters 18,000 liters and Meets WHO "Highly Protective" category standards of safe water interventions.



LifeStraw® Go

Incorporates award-winning LifeStraw® technology into a refillable water bottle. The durable, lightweight bottle is ideal for hikers and campers and for everyday consumer use. Meets US EPA drinking water standards.



LifeStraw® Community

A high volume water purifier with built in safe storage that provides safe drinking water for community, education and institutional settings. Meets WHO "Highly Protective" category standards of safe water interventions.

The distribution in October marks the global launch of a new product: LifeStraw®Go

LifeStraw® 
Go | by VESTERGAARD

Portable Water Bottle

LifeStraw®Go incorporates award-winning LifeStraw® technology into a refillable water bottle. It converts microbiologically contaminated water into safe drinking water. The durable, lightweight bottle is ideal for a variety of users outside of the home, including hikers, runners and campers, and for everyday consumer use.

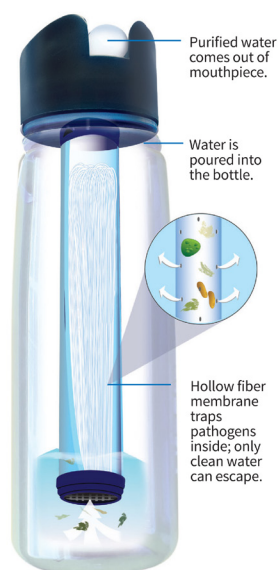
How It Works

LifeStraw® Go uses an advanced hollow fiber technology. This highly efficient method of filtration requires no chemicals.



Benefits & Specifications

- Filters 164 gallons / 1000 liters to 0.2 microns
- Uses advanced hollow fiber membrane technology
- Removes 99.9999% of bacteria (E. coli, etc.)
- Removes 99.9% protozoa (Giardia, Cryptosporidium, etc.)
- Reduces turbidity (muddiness)
- Meets US EPA drinking water standards
- Ultralight, easy-to-use (no pumping, no chemicals)
- Requires no electrical power, batteries or replacement parts
- BPA and chemical-free
- Raw materials meet US Food and Drug Administration regulations and standards
- Stores: 22 ounces / 0.65 liters
- Dimensions: 235 mm x 80 mm
- Weight: 6.6 ounces / 186 grams



For every LifeStraw® Go purchased by a consumer, a school child in a developing community will be provided with safe water for an entire school year.



For more information visit www.buylifestraw.com

The Global Water Crisis

- 1.8 billion people globally use a source of drinking water that is faecally contaminated.¹
- Diarrhea remains in the second leading cause of death among children under five globally.³
- Diarrhea kills more children under 5 than AIDS, Malaria and Measles combined.³
- 2.5 million kids miss school each day due to a water-related illness.⁴
- Kenya is not on track to meet the Millennium Development Goal for drinking water. 38% of the population does not have access to an improved water source.¹
- Only 37% of Kenyan schools have access to safe, clean water within 200 meters of the schools grounds.²



About Vestergaard

LifeStraw® is manufactured by Vestergaard (www.vestergaard.com), a Swiss-based global company dedicated to improving the health of vulnerable people with game-changing solutions that fight malaria, diarrheal disease, HIV/AIDS and neglected tropical diseases. The company is the largest producer of long-lasting insecticidal bed nets that prevent malaria under the PermaNet® brand, and its award-winning LifeStraw® water filters have been designed for individual, family and community uses.

Public Health Heritage

Vestergaard is a company rooted in innovating technologies and programs that have measurable impact on health and development. In 2008, Vestergaard implemented the Integrated Prevention Campaign that combined voluntary testing and counselling for HIV/AIDS with the distribution of a CarePack® of disease preventing

tools - LifeStraw® water filters, Permanet long-lasting insecticide treated bednets, condoms and educational materials. This program provided testing for more than 40,000 people in 7 days. Combined with the construction and operation of the Emusanda Health Clinic in 2008 to support people that tested positive, this program has had measurable impact on the health of the community.

In 2011, Vestergaard expanded their investment in Western Kenya with the development and implementation of the LifeStraw®Carbon for Water™ program. In the spring of 2011, 880,000 LifeStraw® Family 1.0 water filters were delivered to 91% of households without access to safe water. This was not a single distribution based campaign. It was the foundation of a long-term safe water program. To ensure that the water filters are operating effectively, Vestergaard has 50 permanent employees and a network of 3,000 volunteers working with 32 repair and replacement service centers throughout the area. This program delivers safe water to more than 4 million people and over its 10 year lifespan, with an aim to reduce the incidence of waterborne diseases.

VESTERGAARD® 
IMPACTING PEOPLE

Sources:

1. WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation

2. UNICEF Kenya

3. Liu L, Johnson HL, Cousens S, Perin J, Scott S, Lawn JE, Rudan I, Campbell H, Cibulskis R, Li M, Mathers C, Black RE; Child Health Epidemiology Reference Group of WHO and UNICEF. Global, regional, and national causes of child mortality: an updated systematic analysis for 2010 with time trends since 2000. *Lancet*. 2012;379(9832):2151-61.)

4. United Nations Development Programme (UNDP). (2006). Human Development Report 2006, Beyond Scarcity: Power, poverty and the global water crisis

How the lack of safe drinking water affects school children in Kenya

The current situation

The water sources at the LifeStraw Follow the Liters schools* in Kenya are unsafe

Springs or Rivers
≈ 46%

"Given that the water is drawn from the river, it is normally contaminated by the animals."

Boreholes
29%

"We have just been drinking water directly from the borehole and getting sick even if it is dirty because we had no option."

Pumps or Taps
15%

"During the rainy season, the tap water is normally dirty due to floods."

Other
10%

"Rain water is not enough for the whole school."

63%

of schools in Kenya don't have access to safe drinking water within 200 mts of school grounds

87%

of Principals at the schools listed* lack of clean water as among the schools biggest problems.

58%

of the schools are currently doing nothing to ensure the water they give to school children is safe and a small fraction are either boiling or using chlorine sporadically.

"Because we have to fetch from the river, typhoid is rampant."



"Some of us have typhoid because we don't have safe water here in school. This Lifestraw will reduce the cases of typhoid that some teachers and pupils have faced time and again."

Negative impact on children's education

Children are losing learning time fetching water

80%

of schools rely on the students to fetch water for daily needs. This can be very time consuming and physically demanding.



In many cases the water source is not close to the school grounds and children must carry water to the school. A 20 liter jerry can weighs 44 lbs.

Getting sick means missing school days (or even weeks)

75%

of the school principals we surveyed said one of the main reasons for student absenteeism is illness. More than 50% of school officials specifically mentioned waterborne diseases such as typhoid.



"When I got sick with cholera I missed school for 2 weeks and then my exams didn't go so well."

*Each school has been visited by program staff prior to the distribution. Data was collected through interviews of school principals and discussions with teachers/students in each school.

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Changing the world, one purchase at a time

The program brings together consumers from around the world to help tackle the water crisis in schools in rural Kenya. The consumer purchase of any LifeStraw® product helps fund the distribution of LifeStraw® Community, a high-volume water purifier specifically designed to deliver safe drinking water by removing waterborne pathogens and dirt commonly found in source water.



1 product purchased

=



1 school child receives safe water for one year

Follow the LITERS

16 teams

10 days

300+ schools

1'600+ LifeStraw Community

First Stop - Kenya 6th to 16th October 2014

Sixteen teams comprised of trained health educators will visit 300 schools. These visits will include distribution of the LifeStraw® Community water purifiers. Soap for handwashing will also be provided as well as training about use and maintenance of the purifiers, and education about safe behaviors associated with water consumption, hygiene and sanitation.

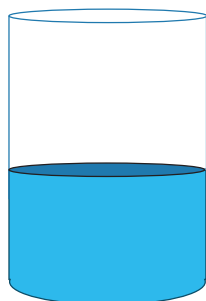
How to 'Follow the Liters'

Transparency: we'll show you our progress in real time

We believe data is the key to measuring impact. That's why we'll track the distribution progress in real time. All this information will be made accessible to the public at www.followthelitters.com in the form of a dynamic dashboard pictured below.

Total number of rural schools we bring water to

301



87

Schools reached so far

Number of total students we want to reach

125'000

Number of students that as of today have clean water

20'000



40% reached so far

Large scale impact

Safe water for
125,000
school children

300
schools

over
23,000,000
liters of safe water a year



Next steps

Over the next year we hope to expand this program to Asia and Latin America.



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The evolution of LifeStraw®

2014



In 2014, two products were introduced to maximize convenience: LifeStraw® Go and LifeStraw® Home. LifeStraw® Go incorporates the filtration technology into a durable water bottle, making it ideal for use outdoors.

LifeStraw® Home is perfect for the supply of clean water for homes and businesses if local water is of poor quality.

2013



LifeStraw® Community can filter 70,000-100,000 liters of water. It's used in schools, health facilities, workplaces and other community settings.



LifeStraw® Family 2.0 was designed to improve convenience. This new version of the LifeStraw® Family uses the same technology but can be placed on a table top and has built-in safe storage with a convenient tap.

2008



In 2008, LifeStraw® received the prestigious Saatchi and Saatchi Award for "World Changing Ideas". LifeStraw® Family was created for its use in households without access to safe water. This product has been distributed in large scale campaigns and it currently provides more than 4 million Kenyans with clean and safe drinking water.

2005



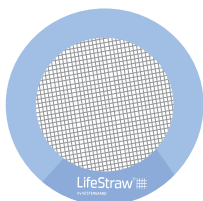
After witnessing the impact of the pipe, Vestergaard wanted to develop a more advanced product – one that could filter out virtually all of the bacteria and parasites that can cause waterborne disease. LifeStraw® personal was born. It's unique in its simplicity, which is similar to using a conventional drinking straw, and it filters up to 1,000 liters of water.

1999



In collaboration with The Carter Center Vestergaard created a LifeStraw® Guinea Worm pipe filter designed to reduce Guinea Worm disease which is transmitted by drinking contaminated water. Vestergaard has supplied more than 23 million Guinea Worm filters to The Carter Center and the disease has decreased from 3.5 million cases in 1986 to near eradication with only 148 cases in 2013.

1994



Vestergaard partnered with The Carter Center to provide Guinea cloth filters designed to reduce Guinea Worm disease which is transmitted by drinking contaminated water. This was the beginning of what has become a 20 year partnership toward eradication of Guinea Worm and once achieved will be the first time a disease has been eradicated without the use of a vaccine. To date, Vestergaard has donated more than \$1.5m worth of LifeStraw® Guinea Worm pipe and cloth filters to achieve this monumental goal.