

WORLD WATER DAY REPORT

22 MARCH 2018



WHAT IS WORLD WATER DAY?

Established in 1992 by the United Nations, as a day for the international community to learn more about water related issues and be inspired to take action. This year's focus is on reducing water pollution, floods and droughts.

HOW ARE WE SUPPORTING THE CAMPAIGN?

At Project Maji we recognized the month through new campaigns, sites, and raising awareness .

OUR FIRST ANNUAL WORLD WATER DAY RECEPTION

We hosted our first World Water Day reception in Accra, Ghana to raise awareness about safe drinking water and our sustainable interventions. The event was a great success, attended by over 100 guests, with numerous high-level officials and leaders of the business community in attendance and the Minister of Water as our guest of honour.

Check out the photos below.



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AN EXCITING NEW RETAIL PARTNERSHIP

Today we announced and launched our new partnership with Aldo in Dubai. Anyone visiting an Aldo store across Dubai can participate by donating 1AED change at the till with any purchase. We had a lot of fun making the awareness video that is now being promoted by a host of popular local social media influencers. Our partnership focuses on rural water provision to empower women and girls who currently cannot work or go to school because of the hours spent collecting water from distant sources. A big thanks to the Aldo and Apparel Group teams for their continuous support.

NEW SITE OPENINGS

In partnership with Melcom Group and the Volta River Authority we opened two new Project Maji sites in Eastern Ghana. The new sites will provide safe drinking water to more than 2,000 people. This marks the 10th and 11th sites we have opened in the past two years.



GOING FORWARD

2018 is looking very promising with pledges made for dozens of new sites in partnership with World Vision, Volta River Authority, private foundations and donations from our first ever Global Giving campaign. Step by step we are progressing towards our 2025 goal!

Want to get further involved?

Want to help us the other 374 days a year? Contact us today!

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