



we are water
Foundation





We Are Water

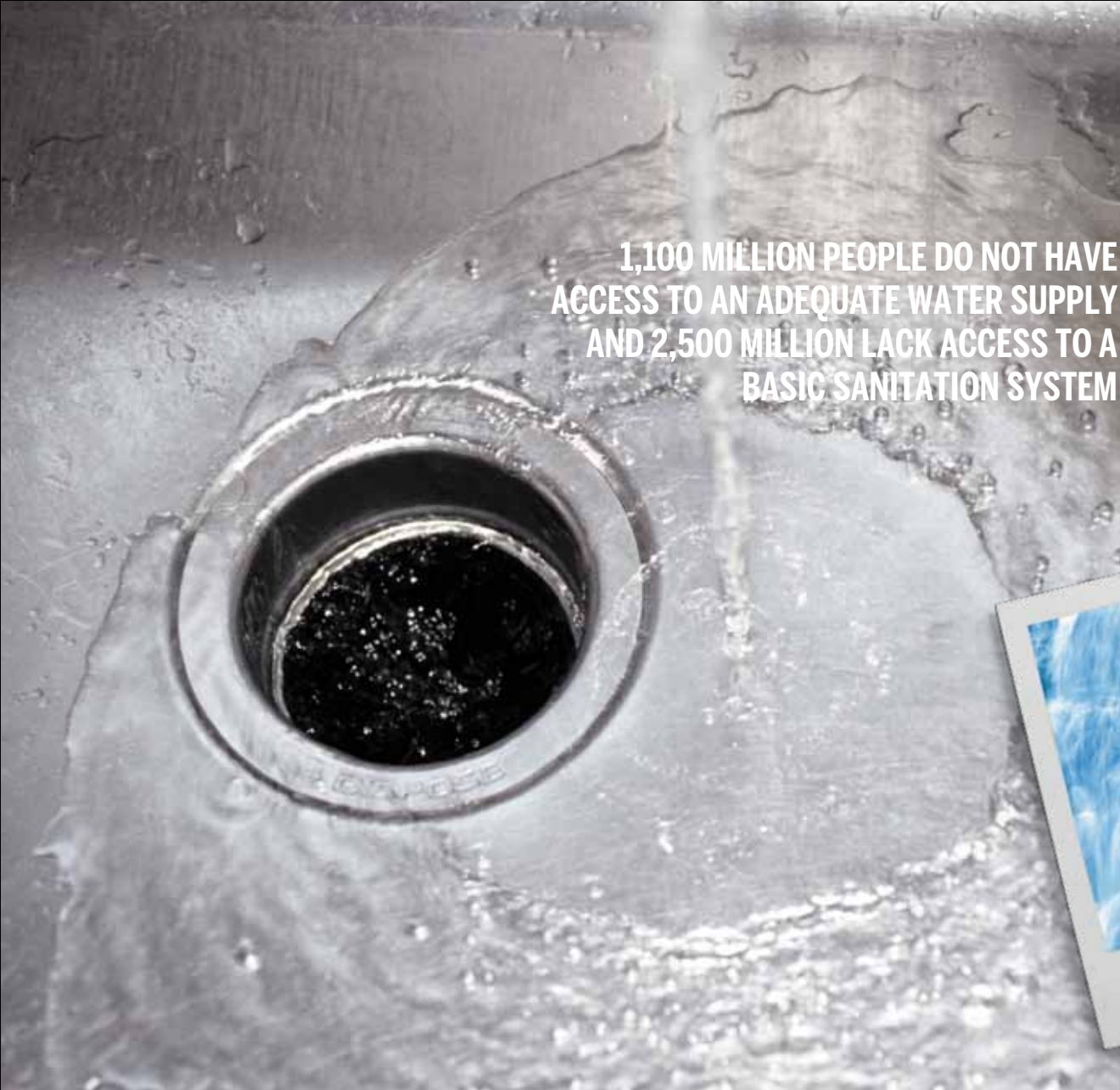
THE WE ARE WATER FOUNDATION HAS BEEN CREATED WITH TWO KEY GOALS IN MIND. THE FIRST IS TO PROMOTE AWARENESS AND STIMULATE DEBATE, AMONGST THE PUBLIC AND ORGANISATIONS, ON THE NEED TO CREATE A NEW CULTURE FOR WATER, TO ALLOW THE FAIR DEVELOPMENT AND SUSTAINABLE MANAGEMENT OF THE WORLD'S WATER RESOURCES. THE SECOND IS TO CARRY OUT A WHOLE HOST OF ACTIONS TO COUNTER THE NEGATIVE EFFECTS OF THE LACK OF ADEQUATE WATER RESOURCES. THE FOUNDATION'S FIELDS OF ACTIVITY INCLUDE INVOLVEMENT IN INFRASTRUCTURE, EDUCATION, HEALTH AND RESEARCH, CONCENTRATED IN THE WORLD'S MOST DEPRIVED AREAS.





WATER, THE GREAT GLOBAL PROBLEM OF THE 21st CENTURY

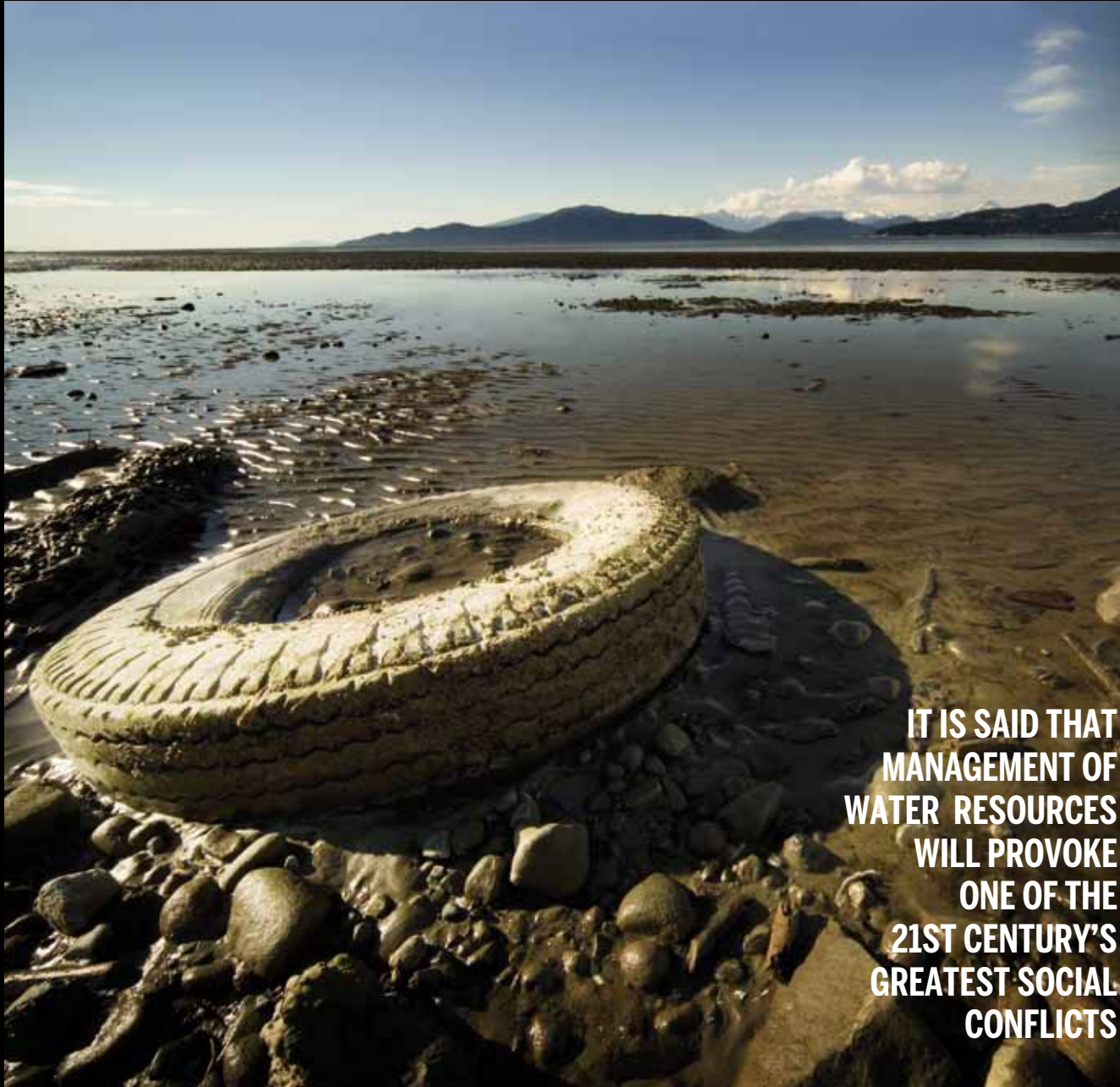
With the announcement of the 2005 - 2015 International Decade for Action -Water for Life, proclaimed by the United Nations General Assembly, and after publication of the Second World Water Development Report in 2008, the grave situation, faced by a number of areas in the world as a result of both the lack of water and by improper management of water resources, can truly be appreciated. The report indicates that some 13% of the world's population, around 800 million people, do not have access to enough food for a healthy and productive life, as a result of a persistent lack of water for the production of crops and/or the raising of livestock.



**1,100 MILLION PEOPLE DO NOT HAVE
ACCESS TO AN ADEQUATE WATER SUPPLY
AND 2,500 MILLION LACK ACCESS TO A
BASIC SANITATION SYSTEM**

The report also notes that 1,100 million people do not have access to an adequate water supply and that 2,500 million lack access to a basic sanitation system. Illnesses connected to the improper use of water (malaria, diarrhoea, cholera, etc.) cause between 1.6 and 2.5 million deaths a year, the majority of these being amongst the under-fives. Furthermore, the current economic crisis threatens to make the situation even worse.





**IT IS SAID THAT
MANAGEMENT OF
WATER RESOURCES
WILL PROVOKE
ONE OF THE
21ST CENTURY'S
GREATEST SOCIAL
CONFLICTS**



In addition, in 2008, the UN warned that the world needed 7,000 million dollars in specific humanitarian aid for the 30 million people, in 31 countries, that were in a critical situation. Despite this being the largest appeal of its kind in the history of the United Nations, the sum only represents a few cents of aid for every 100 dollars of wealthy countries' national income. The UN also pointed out the need for coordinated action between the 360 humanitarian organisations, including those of the UN and NGOs, which are currently helping the most vulnerable and deprived areas of society. It is said that the management of water resources will provoke one of the 21st century's greatest social conflicts. Reliable data from UNESCO indicates that, by 2025, demand for water will be 56% above its supply.

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Additionally, the ecological problems caused by climate change, due to unsustainable industrial development and agricultural methods, are a special threat to developing countries and affect the ability of those living in large swathes of the planet to provide for themselves.





THE WE ARE WATER FOUNDATION

Water is a resource that is indispensable for human life and dignity. The main goals of the We Are Water Foundation are to counter the negative effects of the lack of adequate water resources in the world, raise public awareness and encourage people to donate and make cooperation projects possible.

By dealing with a global issue, the We Are Water Foundation sets itself within the general framework of the Millennium Development Goals (MDGs) set by the United Nations and its Water for Life programme. Generally speaking, its main areas of action are related to the health problems caused by water shortages, environmental sustainability, natural disasters, education and development programmes and any water-related gender issue.

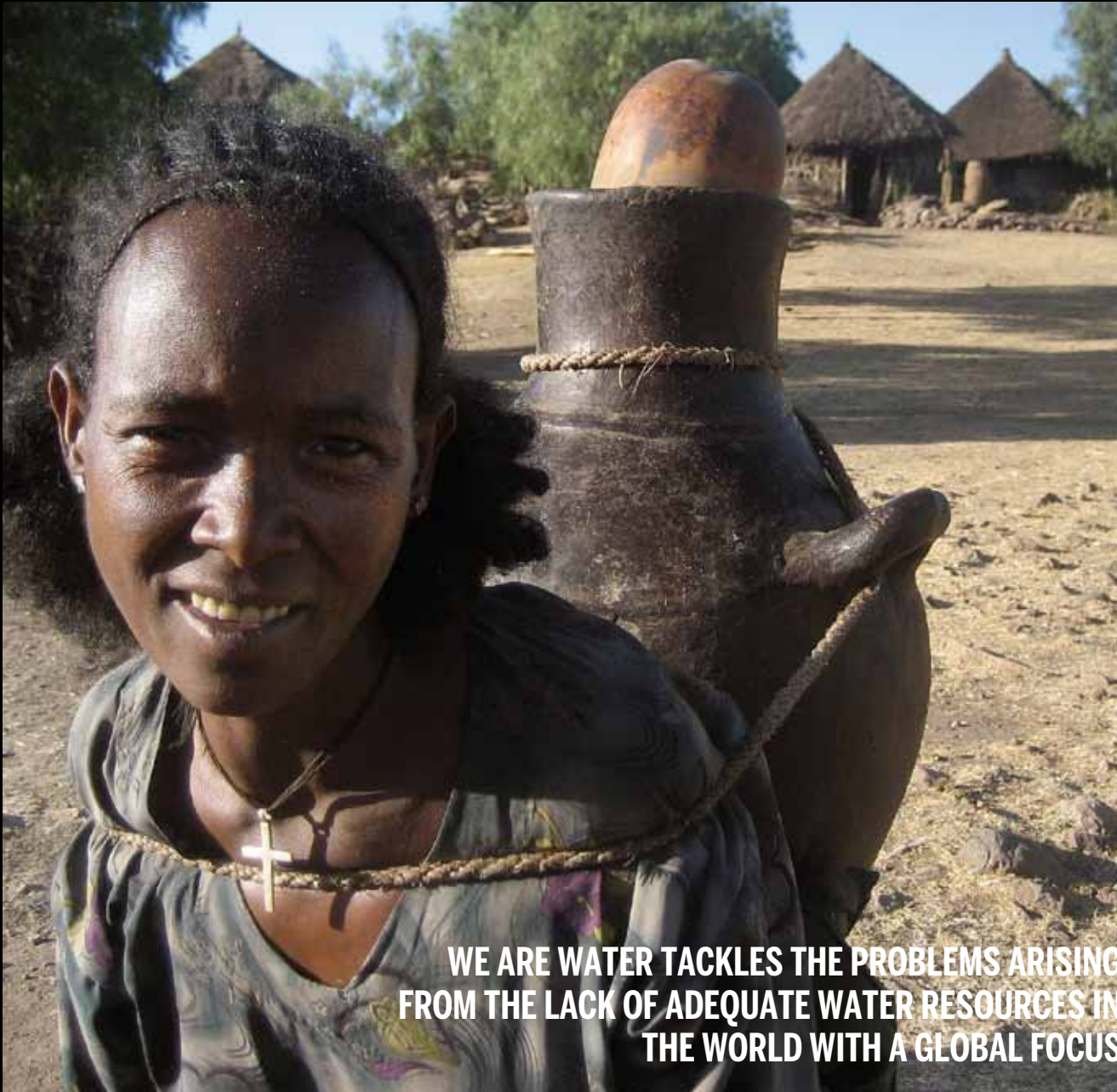




THE WE ARE WATER FOUNDATION WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE SUPPORT AND ENCOURAGEMENT OF ROCA, THE WORLD'S LEADING BATHROOM BRAND



The We Are Water Foundation is an initiative of Roca which, from its very beginnings, has been committed to the environment in terms of both its products and its production processes. Roca is keenly aware that water is a unique, limited resource, and has therefore spent over 50 years developing water and energy saving devices for its products, thereby contributing to a more balanced and sustainable co-existence with our surroundings. Roca's commitment to the responsible use and consumption of water has now taken on a new dimension by making the We Are Water Foundation possible. By creating this Foundation, Roca aims to show its solidarity with those people and communities most affected by water shortage and its consequences.



WE ARE WATER TACKLES THE PROBLEMS ARISING FROM THE LACK OF ADEQUATE WATER RESOURCES IN THE WORLD WITH A GLOBAL FOCUS

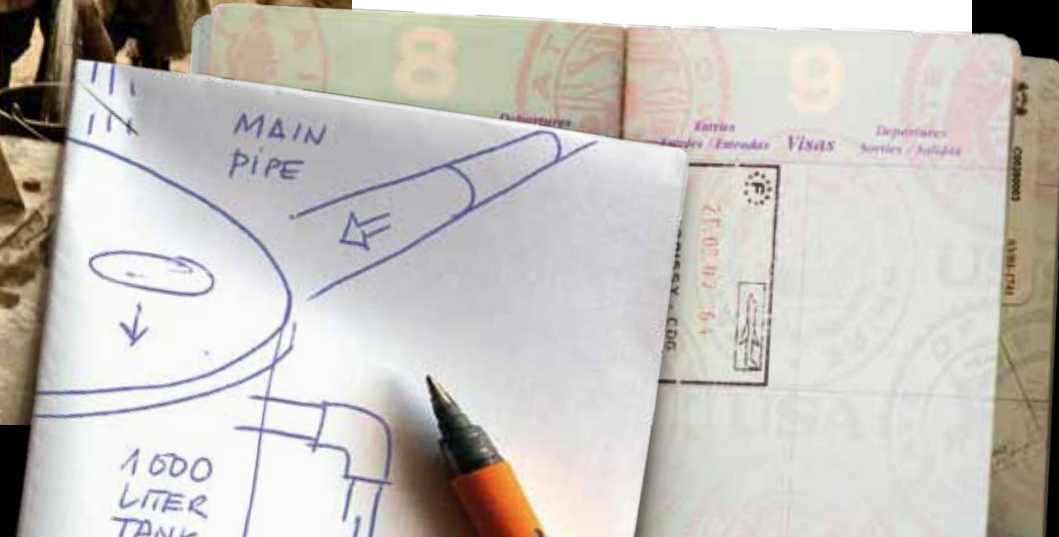
AREAS OF ACTION

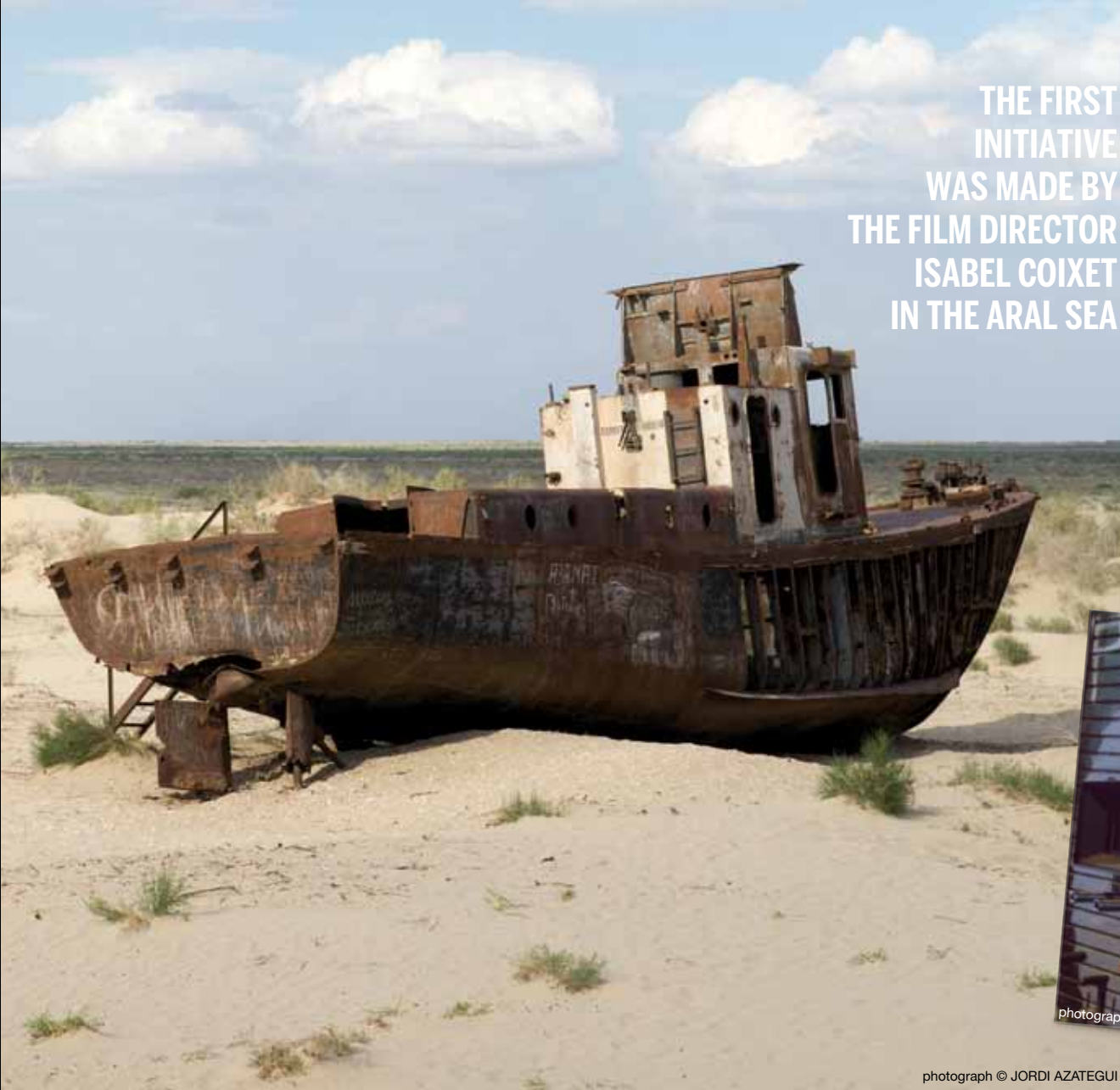
The We Are Water Foundation tackles the problems arising from the lack of adequate water resources in the world from three angles, giving it a global focus: education, health, and improving infrastructure. The cooperation projects awarded funding shall meet the following principles:

- 1** Global treatment of the issue, addressing its educational, health and infrastructure-related aspects.
- 2** The provision of effective long-term solutions for the communities they help, respecting their way of life, culture and traditions.
- 3** The definition of objectives that can be tangibly conveyed.
- 4** Compliance with the principle of transparency, allowing for an assessment of the positive impact of the funding invested.
- 5** Consideration of collaboration with any other body is based on achieving the greatest effectiveness in the use of voluntary donations.



The We Are Water Foundation acts directly or in collaboration with ONG or other institutions of different types that propose projects that meet these requirements and that will benefit from the funds obtained.





THE FIRST
INITIATIVE
WAS MADE BY
THE FILM DIRECTOR
ISABEL COIXET
IN THE ARAL SEA

FRIENDS

To boost public awareness and participation, the We Are Water Foundation benefits from the help of personalities recognised both locally and internationally in their respective areas of action, whose track record and image are in accordance with the Foundation's goals and who work selflessly to help it.

The input from these personalities comes in the form of content, testimonies or any other contribution which helps achieve the Foundation's goals.

The first initiative was made by the film director Isabel Coixet, and also had the participation of Sir Ben Kingsley and Tim Robbins.

It is a documentary entitled *Aral. The lost sea*, which tells of the dramatic drying out of the Aral Sea, one of the greatest ecological disasters to date.

If you would like to help We Are Water, then please visit the website www.wearewater.org



photograph © LISBETH SALAS

photograph © JORDI AZATEGUI



WEAREWATER.ORG

The www.wearewater.org web site has been created to provide a universal platform offering access to all the information on the Foundation: its goals, projects, the people involved, actions under way, initiatives, opinions, etc. It also provides the means of receiving donations from the general public and is the tool for collecting funds for different cooperation projects. Additionally, it has been designed as a collaborative project to create communication synergies and to ensure the highest possible profile for its projects. It also aims to encourage users to produce new content thereby creating a network of people who are motivated to share their vision of the world's various water-related problems.



YOU ARE WATER, TOO

We are all water. So the problem affects all of us. The We Are Water Foundation is open for participation from any individual, company or organisation that would like to help with this immense challenge faced by the world.



ROCA'S COMMITMENT

Roca is a company dedicated to the design, production and sale of bathroom products for the worlds of architecture, construction and interior design.

The company, which is entirely Spanish-owned, is present in more than 135 countries and is market leader in Europe, Latin America, India and Russia. It also boasts a strong presence in China and the rest of Asia, the Middle East, Australia and Africa. This makes it the world leader in its field of activity.

The company currently employs 20,200 workers and has 71 production centres.

Roca works constantly to develop and encourage new technologies and initiatives to help protect the environment. This commitment by the company can be seen not only in its production processes, with the Eco-Roca project, but also in the development of new products that help save water, such as the W+W.

