



WHOLE WORLD Water

A NEW WAY TO DO BUSINESS ON EARTH

**A NEW WAY
TO DO
BUSINESS ON EARTH**

**~1 BILLION PEOPLE
DON'T HAVE ACCESS
TO CLEAN DRINKING WATER**

This problem is solvable.

**WE COULD RAISE
\$1 BILLION**

If minimally the three largest hotel groups join the Campaign and sell just one bottle of water per day.

25%

The amount you could potentially increase your bottom line.





WHOLE WORLD Water (wholeworldwater.co) IS A THREE YEAR HOSPITALITY AND TOURISM CAMPAIGN THAT ADDRESSES THE FACT THAT NEARLY 1 BILLION PEOPLE DO NOT HAVE ACCESS TO CLEAN DRINKING WATER.

We estimate that with scale we, as an industry, can contribute \$1 billion dollars per year to alleviate this global issue.

But, this is much more than a fund raising initiative. It is a revolutionary, creative way of thinking, a new way

to do business and a replicable model designed to combat environmental, health and economic issues. It will deliver huge, radical, positive change while driving a more robust bottom line. It's simple, easy to implement, measurable and bankable.

Most importantly, it will be the first time that a single industry has united on a non-competitive platform, taken action and eradicated a major global issue.

BECOMING A MEMBER OF WHOLE WORLD Water

It's as easy as...

1

BECOME A MEMBER OF
WHOLE WORLD Water FOR A
NOMINAL FEE.

2

FILTER YOUR OWN WATER,
BOTTLE IT AND SELL IT.

3

CONTRIBUTE 10% OF THE PROCEEDS
TO THE WHOLE WORLD Water FUND OR
IF YOU ARE A SPA, \$1 PER
GUEST VISIT.

And increase your bottom line by up to 25%

OPERATIONS:

ANNUAL MEMBERSHIP FEE

This fee will fund a multi-media marketing campaign that includes a robust social media platform, celebrity endorsements, global events/symposiums and a feature length documentary film. Members will have access to all of the above plus license to use campaign marks and materials for marketing & PR, employee engagement and guest/consumer promotions.

\$1,000 per property

VIVREAU SYSTEM INFORMATION

Vivreau is our preferred filtration system. Established in the UK in the late 80's, they are a highly respected manufacturer of purified drinking water systems with offices all over the world. Their systems are easy to install, take up little space and are surprisingly affordable. Many hotels and restaurants are already filtering, bottling and selling their own water — and increasing their bottom line! Vivreau will do a site visit at your properties and recommend the proper filtration system. The system includes installation, training, ongoing/on-demand maintenance, and a set number of our designer bottles.

CONTACT

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Other costs you could incur include: additional bottles, production of promotional materials such as coasters, booklets, door tags, table tents, etc.



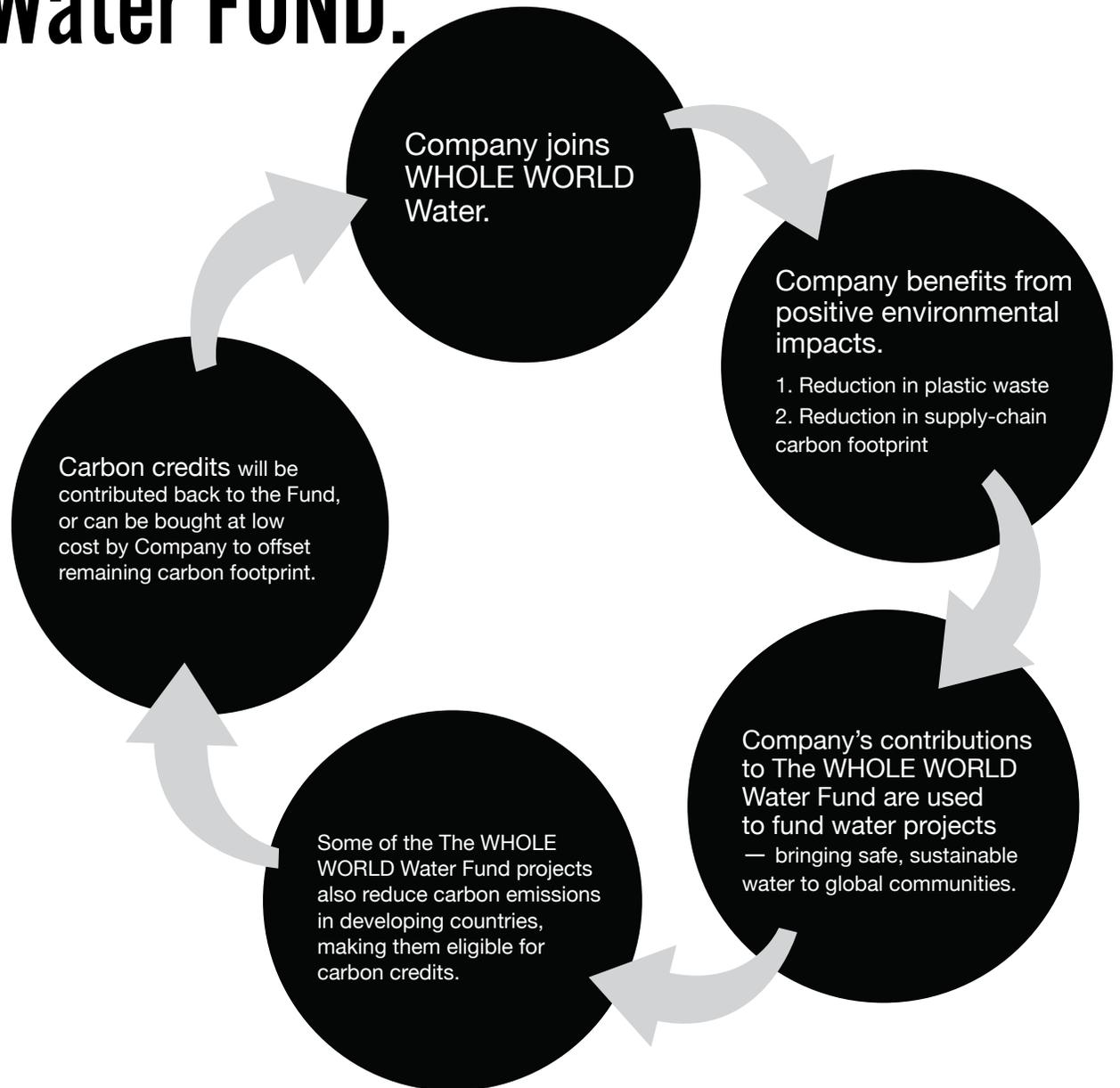
**IN AN IDEAL WORLD,
ECONOMIC, SOCIAL & ENVIRONMENTAL PROGRESS
ARE NOT MUTUALLY EXCLUSIVE.**

WHOLE WORLD Water FUND:

The **WHOLE WORLD Water Fund** is a Charity registered in the UK.

10% from the sale of **WHOLE WORLD Water** from our hotel, resort, spa and restaurant members will be contributed to The **WHOLE WORLD Water Fund** (spas and all-inclusives will donate \$1 per guest visit).

100% of these funds will be invested in approved clean and safe water projects around the world. Applications will be held to rigorous criteria vetted by a Distribution Committee made up of water experts, engineers, scientists and a third party expert manager (defined on following page).



A GLOBAL MARKETING PLATFORM

The WHOLE WORLD Water campaign will launch on World Water Day, MARCH 22, 2013 as part of the UN's calendar of events for The International Year of Water Cooperation. The Campaign will have three primary pillars:

Social Media:

The Web is a space for socialization, exchange, and the free circulation of ideas; for citizen participation, as a driver of democracy and cultivator of new economies. Due to the global scope of our industry members and the high profile nature of our advisors (Richard Branson, David de Rothschild, Shekhar Kapur, Graham Hill, Ben Elliot) we have perhaps the first ever opportunity to mobilize a global community towards positive change that includes the public sector, private sector, governments, NGO's, consumers and recipients.

Global Events:/ Symposiums:

Select hotel members will host VIP Press launches on World Water Day, March 22, 2013 all over the world. Our global advisors/ambassadors will chair these high profile events; Richard Branson/ South Africa, David de Rothschild/London, Melanie Laurent/Paris, Graham Hill/ New York, Shekhar Kapur/Mumbai, and so on. Our goal is to raise awareness on every continent, in every major city.

Throughout the year, we will continue to spread the word at concerts, festivals, industry symposiums and more. Our goal is to inform the world, that one industry has taken up arms against a global issue and has the intention to eradicate it.

A Documentary Film Series:

We will release a feature length film called "Thirst" narrated by Brad Pitt. It will be released simultaneously & globally; theatrical, broadcast and web. Audiences will be submerged in our current water crisis and the advances being made across the globe to combat it. It will present the problem of water scarcity and diminishing supplies worldwide. It will explain how we got here and how our water supplies have changed. But in tone, storytelling, and emphasis, it will be about more than the problem. It will focus on solutions, and introduce the thought leaders and innovations that are turning the tide.

THE WHOLE WORLD Water CAMPAIGN:

A NEW WAY TO MARKET

Jan 2013

We announce the campaign to industry media. Members install filtration systems.

March 22 2013

VIP Media launch events on World Water Day in key markets hosted by iconic member hotels. All members implement the campaign.

June-Aug 2013

We continue to spread the word at concerts, festivals, art installations and symposiums throughout the summer.

Sept 17 2013

We celebrate the success of the Campaign by publishing a metrics dashboard highlighting impact on UNWTO's proclaimed: "World Tourism Day".

Oct/Nov 2013

World Leaders, Creative Thinkers and Industry Members convene at symposiums around the world to discuss campaign progress and future plans.

Dec 2013

"Thirst", our feature length documentary film premieres on New Years eve on screens around the World supported by VIP media events at member hotels.

WHOLE WORLD Water:

A NEW WAY TO MARKET

WEBSITE

**A Universal destination:
wholeworldwater.co**

Completely connected, completely
inclusive, completely transparent.

Built to drive business, built to
inspire, built to transform.

Focused on creativity, innovation and
profitability.



OUR APPROACH TO ASSET MANAGEMENT:

A NEW WAY TO INVEST

ClimateCare is our asset manager and a world-leading expert in climate and development finance, whose core business is to support emissions reductions and fight poverty through profitable, private sector investment. They connect existing carbon markets with intelligent funding for development, poverty alleviation and climate adaptation in the developing world.

Their dynamic and exciting approach to using dual results based finance streams for combined 'Climate and Development' projects is quickly gaining recognition. They are the lead author on the methodologies that allow carbon savings to be measured and accredited according

to the Gold Standard for carbon credits.

They will work with us to identify investments in clean water projects and measure the carbon reductions realized from replacing plastic bottled water with filtered municipal water. They will also calculate the emissions reduced by the projects the The WHOLE WORLD Water Fund benefits and they will rapidly upscale it using carbon finance.

This will increase our Fund by nearly two-fold.

The sale of Carbon Credits generated from the benefitting projects forms a second stream of revenue for the Fund over and above the 10% contribution. These

credits will be sold on the voluntary market, or you can purchase them at a reduced rate to offset your own carbon footprint. All additional funds raised will then be dispersed back to The WHOLE WORLD Water Fund and ultimately, to additional projects. This provides a real leverage mechanism to the initial funds and puts The WHOLE WORLD Water Fund on a commercial footing for long-term success and sustainability and amplifies the impact on the ground — changing the fund from a limited life model to a perpetuity fund.

For more information visit climatecare.org



50 MILLION

The number of barrels of oil used per year for plastic bottle production

2.5 MILLION TONS

Amount of carbon dioxide produced per year to bottle water

Sources: Pacific Institute, Food & Water Watch, Polaris Institute, Container Recycling Institute, "Bottled & Sold" Dr. Peter Gleik, Resilience Science, Scientific America

90%

of the 30 billion plastic bottles that are thrown away each year in the US end up in landfills.

The other **10%** is "recycled"—or rather sent to India and down-cycled.

450-1000 YEARS

The time it takes for a plastic bottle to break down in a landfill

BOTTLED WATER COSTS 2000x more THAN MUNICIPAL WATER

The growth in bottled water production has increased water extraction in areas near bottling plants leading to water shortages for the local communities.

Bottled water consumes between
1100-2000x
more energy on average than tap water

Drinking imported bottled water is
2.5-4x
more energy intensive than local consumption

US bottled water consumption requires an energy input equivalent to

32-54 MILLION BARRELS OF OIL.

Global demand is 3-4x that.



FOUNDERS

Karena Albers

A respected player in public and commercial television, in influential political and professional circles, and in the business community as a leader in issue-based, ethical entertainment across multiple platforms, Karena is founder of kontentreal, a documentary filmmaking company. Films include the award winning series *e²: the economies of being environmentally conscious* narrated by Brad Pitt.

Jenifer Willig

Partnering with iconic brands including Nike, Apple, Dell, Microsoft, and Starbucks Jenifer most recently led (RED), the organization founded by Bono and Bobby Shriver to fight AIDS in Africa, to momentous growth over her four year tenure. Through her leadership (RED) raised \$185 million and became a global brand with a social following of over 2.5 million active people who advocate on behalf of (RED). Jenifer is the founder of motive, a social innovation consultancy.

TRUSTEES

The Honorable Jonathon Porritt

Jonathon Porritt has been campaigning tirelessly on environmental issues for more than forty years. He is the Founder Director of Forum for the Future and Co-Director of the Prince of Wales' Business and Sustainability Programme. He has written a number of books (the most recent being "Capitalism As If The World Matters"), and appears regularly on radio and TV.

Sonu Shivdasani

Founder of Six Senses Resorts & Spas and Chairman of Soneva Resorts and Spas. In less than two decades, Sonu Shivdasani and his wife, Eva, have created a pioneering vision for sustainable tourism, coining the concept of barefoot and intelligent luxury which recognizes the ability for luxury holiday making and care for the environment to co-exist with perfect ease. A man of immense energy, vitality and vision, Sonu continues to be a leader in driving positive change and is a founding member of WHOLE WORLD Water, a profit for purpose initiative inspired by a water project he launched at his resorts and is now being rolled out globally as an industry standard.

ADVISORS

Yves Béhar

Yves Béhar is a design entrepreneur who believes that product, digital and brand design are cornerstones of any business. He is the founder and CEO of fuseproject, the San Francisco and New York based design and branding firm he established in 1999, and the CCO of Jawbone. His other collaborations with renowned partners such as Herman Miller, GE, Puma, PayPal, SodaStream, Samsung, Issey Miyake, Prada and many others have received international acclaim.

Richard Branson

Founder of Virgin Group and Virgin Unite, the nonprofit group that helps revolutionize the way businesses, government and the social sector work together - driving business as a force for good. Virgin Group is one of the world's most recognized and respected brands with global revenues of \$21B. Richard was awarded a knighthood for "services to entrepreneurship" in 1999.

Ben Elliott

Ben Elliot is co-founder of Quintessentially, the luxury lifestyle group and 24 hour global concierge service, which he started in London in December 2000. Ben is the chairman of the Quintessentially Foundation. Since it was established in 2008, it has raised over £1.5 million for charity.

David de Rothschild

Adventurer and Activist. Founder of the Sculpt the Future foundation, a foundation that uses creativity and innovation to create a more environmentally and socially positive future.

Graham Hill

An Entrepreneur, Graham has built companies including web shop SiteWerks, product company WeAreHappyToServeYou.com, TreeHugger.com which he sold to Discovery and presently LifeEdited.com. He studied Architecture and ID and schemes how he can help humanity avoid rapid extinction.

Shekhar Kapur

Shekhar Kapur is an international filmmaker with Oscar nominated films to his credit. He is also a renowned activist, known for his passion for water related issues in India. The current feature he is working on deals with the politics of cities that run out of water, and a future where thirst becomes a weapon of political and social control.

BENEFITS

BOTTLING YOUR OWN WATER

is good

FOR YOUR BUSINESS

BENEFITS

RESOURCE EFFICIENT

Puts your company in a leadership position by incubating an innovative new business model that illustrates a new way to do business on earth.

Provides you with a consumer facing program that raises awareness, drives demand & changes behavior

Gives your associates a campaign they can rally behind that delivers measurable results while driving positive change

A practical solution to multiple global issues:

REDUCES GAS EMISSIONS

Transportation miles are reduced by avoiding shipping bottled water

REDUCES ENERGY EMISSIONS

The oil used to make plastic bottles is eliminated from your carbon count

REDUCES WASTE

Plastic waste is eliminated as the water is served in recycled, re-useable bottles

HEALTH & WELLNESS

Makes access to clean drinking water and basic sanitation universal within a decade

Triple bottom line:

ECONOMIC
SOCIAL
ENVIRONMENTAL

Your company will become a part of the first-ever profitable initiative where a single industry has united on a non-competitive platform, took action and eradicated a major global issue.

CONTACTS

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PARTICIPANTS TO DATE

Members (in discussion)

Accor Hotels
Anantara Hotels, Resorts & Spas
Auberge Resorts
Banyan Tree Hotels & Resorts
Basecamp
Claridge's
Connaught
Corinthia Hotels & Resorts
Dusit
Fairmont
Firmdale Hotels
Four Seasons
Hilton
Hyatt
IHG
Jetwing Hotels
Joie de Vivre

Morgans Hotel Group
Oberoi Hotels & Resorts
Pan Pacific Hotels
Post Canyon Ranch
Protea Hotels
Ranch at Live Oak
Rancho La Puerta
Six Senses Resorts & Spas
Soneva Resorts & Spas
Starwood Hotels & Resorts
Tao Group
The Berkeley
The Ritz-Carlton
Thompson Hotels
Virgin Hotels
Virgin Limited Edition
Yoo Hotels

Organizations

Clinton Global Initiative
ITP/IBLF
Quintessentially Foundation
UNWTO
World Health Organization
Zeitz Foundation, The Long Run

