

**Impact Report  
2013**

**give  
me  
tap!**

A report of  
the difference  
we've made  
together





**One in ten people  
don't have access to  
clean drinking water.**

Source: UNICEF

## A Letter from Edwin

About 4 years ago, I was on a fitness programme called P90X, trying to get a six-pack before I was 25 – it's the ambition of all men, right? As part of the programme, I was told to drink five litres of water every day! I was also a PhD student at the University of Manchester at the time and was constantly on the go. Finding places to refill my bottle was difficult as I was often confronted by feelings of embarrassment or awkwardness when I entered cafés asking them to give me a refill. I also kept encountering cafés refusing to give me tap water unless I purchased something first.



What was equally frustrating, with both my parents being from Ghana, was knowing that millions of people have no access to clean water, with more than 300 people in Africa alone. We have some of the best tap water in the world in the UK but we're denied it and told to drink expensive bottled water instead.

**We're redefining the way  
people drink water and  
changing lives.**

In response, in 2011, I set up GiveMeTap. The idea is simple, and changes so many lives. When you purchase a GiveMeTap bottle you get free water refills at hundreds of participating cafés and shops across the country, and we provide a person in Africa with access to clean drinking water. By using our bottle and water network people we're redefining the way people drink water, helping them avoid splashing cash on bottled water, protecting the environment and changing lives.

Giving is in our name. GiveMeTap is a global scheme to solve a global problem—accessibility to clean water

Since GiveMeTap started, we've been able to impact so many lives in the UK and across Africa. Here we want to share how a simple idea can lead to great changes in the world. Water for You. Water for Everyone.

GiveMeTap has been an incredible journey and we delighted to have so many wonderful customers and partners joining us on our mission to provide 1 million people with access to clean, safe water by 2018.

Thank you to all our customers and partners who make easily accessing water both in the UK and abroad a reality.

Water for you, water for everyone.

SIGNATURE  
Edwin Broni-Mensah  
The Water Guy & Founder



## The Problem



**780**  
million people do not  
have access to clean water

Water is a human right but today 1/10 of the world's population still lives without access to safe sources. As the global population continues to expand, so does the demand for water. The world water crisis is one of the largest, if not the largest, problems facing humanity.

**3.4**  
million deaths

Diseases like diarrhea, cholera, and hepatitis, all of which are very preventable, continue to kill millions of people living in communities with no access to safe, clean water each year.<sup>1</sup>

The number of plastic bottles consumed in Britain could stretch from earth to the moon

**4X**

Britons consume more than 3 billion plastic bottles of water each year.<sup>2</sup> The production of bottled water is 2,000 times more energy intensive than the production of tap water<sup>3</sup> and the majority of these bottles are not recycled and are instead left to decompose in landfills, a process which takes over 1,000 years.<sup>4</sup>

**6** billion hours per year spent collecting water<sup>5</sup>

Women and children bear the primary responsibility for water collection. As a result, they are often prevented from obtaining an education or finding a job, things which reinforce gender inequality and decrease productivity.



1. Water.org; 2. University of Nottingham Environment & Technology Centre; 3. Energy Implications of Bottled Water, Gleick and Cooley; 4. NBC News; 5. UNICEF

## Our Solution

nice!



GiveMeTap is a social enterprise committed to making clean water easily accessible to every human in the world. Founded in 2010, GiveMeTap is the UK's first water refill network where cafes, restaurants, and shops can attract customers by offering people free tap water. We are passionate about helping organisations and individuals reduce their waste, saving money and raising awareness of the terrible water crisis. For every GiveMeTap bottle sold, we will help provide clean water drinking water to a person in Africa through funding sustainable water, sanitation and irrigation projects.

### How it works



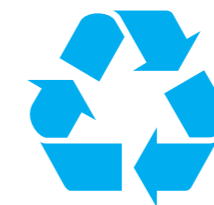
1. Shops sign up as Taps and receive window stickers as well as a profile on our website and mobile app

2. A person buys a bottle

3. They locate their closest Tap with our free mobile app or by using our website

4. They refill their bottle in store

### The Benefits



1. Every bottle purchased helps provide one person in Africa with access to clean drinking water

2. Save 100s of plastic bottles from landfills

3. Save money



# Our Impacts

## Tap Scheme

GiveMeTap has also created a network of more than 260 businesses which have agreed to become "taps" and provide free tap water refills to our bottleholders. This network is international. We have "taps" in 29 cities around the world, the majority of which are in the United Kingdom with 150 in London alone. In exchange for becoming a "tap", we create a profile for the business on our website and iPhone app. This gives our "taps" free exposure and makes it easy for our bottle purchasers to find water on the go.



## Water Projects

Our projects have provided more than 2,150 people with access to nearly unlimited supplies of water year round. By partnering with non-governmental organizations, who understand the cultural and political nuances of the area, we are able to find the communities that would be best served by our organization. We establish local water committees who oversee maintenance and finances of the pump. These committees help to ensure that the communities we enter can be independent and self-sustaining long after we leave. To date, we have completed 4 water projects: two in Namibia (2010, 2012), one in Malawi (2012), and our most recent in Ghana (July 2013, see next page).

## Environmental Impacts

As of September 2013, we have sold 16,500 reusable water bottles. We have also co-branded with companies like Deloitte, Elstat, and Rosewood Hotel to provide employees with environmentally friendly and socially responsible water bottles. Overall, we estimate that there are 2,475,000 less plastic water bottles in landfills\* as a result of all GiveMeTap bottle purchases.

\*Based on calculations that each bottle sold saves 150 bottles from landfills.

# → Work in the fields Kpakpalamnui

Our most recent water project was completed in Kpakpalamuni in July 2013. Kpakpalamuni is a small community in the Wa municipality in the Upper West region of Ghana. The community houses about 850 people, with an overwhelming majority being women and children.



Before July 2013, the people of Kpakpalamuni had no source for safe drinking water. All water in the community came from a single stream. The water from this stream was drunk raw, without any form of treatment. Community members were also forced to compete with wildlife, like pigs, for the same water. During the peak of the dry season, the people had to dig into the stream basin to find water.

Thanks to people like you, Deloitte and ProNet in Ghana, GiveMeTap was able to enter this rural African community and install a hand pump borehole. The people of Kpakpalamuni now have access to clean, safe water and most importantly, the opportunity to enjoy a better standard of living as a result.





# give me tap! | Co-Branding

Earlier this year GiveMeTap partnered with leading business advisory firm, Deloitte, to dramatically reduce the firm's plastic cup wastage.

The firm purchased 12,500 co-branded bottles (pictured right) to combat the fact that each employee was using and throwing away on average **4 plastic cups per day**, amounting to millions each year.

The results of the partnership were outstanding:

- The first **5,000 bottles distributed to staff were claimed within 90 minutes** and 2,000 staff members pre-registered to get one of the next batch.
- The first 5,000 bottles, distributed to only 35% of staff, resulted in a **20% reduction in total plastic cup wastage across all offices in six months.**
- The income generated through the Deloitte partnership will fund **four water projects in Ghana.**



*Thank you for thinking about others and for sharing your passion to help others gain access to clean water.*  
-Tarrilyn Deloitte Staff



Interested in Co-Branding?  
contact  
custom@givemetap.co.uk

Edwin named:

#1 most outstanding black graduate in UK

★ 'Rare Rising Star' at House of Lords

14

Won Business Awards

including 'The Bring it to life' award from Guinness & UnLtd, British Young Business Award for Best Social Corporate Responsibility, and winner of Shell LiveWIRE Grand Ideas award.

Partnered with over **280** cafés in UK

Saved potentially **2,475,000** plastic bottles from landfills

Completed **4** water projects in **3** different countries

Media coverage in over **300** publications including these:

Helped **16,500** people reduce waste by reusing their bottle



## **Water** for you. **Water** for everyone.

With every bottle purchased you get free water refills, and we give one person in Africa access to clean, safe water.

[www.givemetap.co.uk](http://www.givemetap.co.uk)  
[info@givemetap.co.uk](mailto:info@givemetap.co.uk)

