



GEMI[®]

Collecting the Drops:

**A Water
Sustainability
Planner**

Case Example

The Procter & Gamble Company: Reaching Out in a Philippine Island to Build Awareness about Safe Drinking Water

The Procter & Gamble Company's (P&G) PuR[®] brand worked with various organizations on the island of Cebu in the Philippines to increase awareness of the importance of safe drinking water.

Working in partnership, PuR and the local government of Cebu in 2002 declared August as Water Safety Consciousness Month. Public service announcements on safe water aired on the radio and TV. In another partnership, PuR and the National Confederation of Barangay (groups of neighboring villages) Health Workers educated mothers on contaminants and methods of ensuring clean water. Collaboration by PuR and the Water Resource Center of the University of San Carlos produced a symposium on improving access to clean drinking water. Guests included representatives from the U.S. Centers for Disease Control and from the P&G Health Sciences Institute, as well as former Philippines Health Secretary Juan Flavier.

Procter & Gamble's PuR water purifier employs the ingredients used in municipal water systems, acting as a mini-water treatment plant in a sachet. A small sachet of powdered product visually clarifies water and reduces pathogenic bacteria, viruses and parasites to result in drinking water that meets World Health Organization guidelines.

