



Made Blue – Contribute to safe drinking water: A litre for a litre!

Countries:

Kenya, Bangladesh, Ethiopia, Indonesia

Total value:

€ 450.000

Program partners:

The Red Cross Netherlands, World Vision, AMREF, Simavi, Aqua for All

An opportunity for:

Businesses of any size

Questions?

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Good health, the chance to go to school and to find a job: it all starts with water. Businesses of all types and sizes are searching for ways to contribute to SDG6 – Safe drinking water for all. Made Blue is a certified social enterprise that measures the water footprint of a company, a product or a service and translates it into clean drinking water in developing countries. The program offers businesses the opportunity to contribute to this goal at the level that meets their ambitions. It's measurable, transparent and efficient. 'A litre for a litre'.

About the program

Made Blue calculates the water footprint of an organization, a product or a service and mirrors it one-to-one with the opportunity to provide clean drinking water in developing countries. Businesses can invest in a portfolio of top quality, sustainable water projects implemented by well-known and respected development organizations. Since its start in 2014 Made Blue has drawn the participation of a growing variety of companies in the hospitality sector (restaurants, hotels, event venues), food and beverage companies, hospitals, cleaning services, manufacturers of consumer goods, and transportation facilities. Take a closer

look at the program by watching this [short film](#) about how Schiphol Airport is participating in Made Blue.

Why it's important

Private sector involvement is needed in order to reach SDG6 – Structural access to safe drinking water for all. Made Blue works with commercial partners and development organizations toward this objective, thereby making it easy for companies to contribute to safe drinking water in developing countries at the level of their own ambitions.

Aqua for All's role

We invested start-up capital in Made Blue because we believe in their

innovative approach and formula for getting companies involved in contributing to safe drinking water for all. Aqua for All is a strategic partner that advises on water footprint calculation and in the selection of top quality projects for the Made Blue portfolio. Further we manage the allocation of Made Blue funds to implementing project partners.



€1 creates 5000 litres of safe drinking water in a developing country



Honored at the first-annual **Best for the World** Celebration & Awards Ceremony at the University of California, Berkeley Haas Business School



Provided over **2 billion litres** of drinking water in developing countries (based on all signed donations over 2016)