

SWAROVSKI

WATERSCHOOL





Swarovski was founded over 120 years ago in Wattens in Austria's Tyrolean Alps, where mountain rivers provided my great great-grandfather with an inexhaustible supply of sustainable hydro-electric power. Water continues to be fundamental to our family's business, and in 2000 we established Swarovski Waterschool, which educates and empowers children and young people to protect the world's most precious resource.

Today the Waterschool has expanded its reach around the globe, sharing innovative methods that teach children, and through them whole communities, the importance of water - how to use it, conserve it and cherish it. Through the efforts of the Waterschool, Swarovski aims to confront our global water challenges to ensure that the source of life will be safeguarded for many generations to come.

A handwritten signature in black ink, appearing to read 'Nadja S.', with a stylized flourish at the end.

Nadja Swarovski
Member of the Swarovski Executive Board

A landscape photograph of a sunset over a body of water. The sun is low on the horizon, partially obscured by a line of dark, silhouetted trees on a hill. The sky is filled with dramatic, layered clouds, with the sun's light breaking through to create a golden glow. The water in the foreground reflects the colors of the sky and the dark silhouette of the trees.

GLOBAL WATER ISSUES

Water is the source of all life. The amount of water on the planet will never change – not a drop more, not a drop less. But most of the Earth’s water is salt water, undrinkable, or locked in glaciers and the ice caps, leaving less than 1% for all the needs of mankind. Every drop is precious.

Today, water scarcity affects more than 40% of the global population, one in nine people still live without clean water close to home, and nearly 1,000 children die every day due to preventable water and sanitation-related diseases.

As fresh water supplies become scarcer while global demand increases, it is the responsibility of everyone to treat water with the greatest respect.

Swarovski’s Responsible Water Use

At Swarovski, water runs through the heart of our business. The polishing, grinding and cutting stages of creating crystals require a constant supply of it. Swarovski strives to conserve water and maintains a meticulous focus on its treatment, recycling almost 70% of the water used at its production sites.



SWAROVSKI WATERSCHOOL

Swarovski Waterschool is the company's flagship community investment program, and aims to inspire present and future generations to practice sustainable water use, ensuring long-term health and the availability of clean water for all.

We recognize that the future of water on earth rests in the hands not only of this generation but the next, and fostering enlightened attitudes to water usage requires the education of young people. This has been at the heart of the company's commitment to global clean water for nearly two decades - reaching out to children across six continents through the pioneering programs of Swarovski Waterschool.

In addition, the Swarovski Foundation - a charitable entity set up in 2013 to honor the philanthropic spirit of Daniel Swarovski - works with partners including The Nature Conservancy and WaterAid to conserve water resources through projects which promote the conservation, protection and improvement of the physical and natural environment. Find out more: www.swarovskifoundation.org



Waterschool has developed three essential pillars that teach sustainable development for present and future generations:

Access to safe water

Providing clean water to those in need. The Swarovski Waterschool works hand-in-hand with partners to identify, establish and implement local solutions that help to provide access to safe water for children.

Water education

The key to understanding the importance of water. Well-trained Waterschool educators teach children from participating schools the principles of sustainable water management.

Water, sanitation and hygiene

The construction of sanitation facilities in schools, teaching the principles of sanitation and hygiene, and improving the health of the community at large.

Swarovski Waterschool's teaching materials "Drops of Knowledge for Rivers of Change" engage students and teachers in a practical and imaginative way, both in and outside of school, with children and teachers learning through experiments and local action, as well as games, music, and theater.

To download teaching materials, go to www.swarovskiwaterschool.com

A GLOBAL REACH



Situated within watershed areas of the Danube, Ganges, Yangtze, Nile, Amazon, Chao Praya and Mississippi rivers, the Swarovski Waterschool program has taught more than 500,000 children, using almost 10,000 specially trained teachers at more than 2,400 schools. Typically the children are aged between eight and eighteen years old, and through them

the Waterschool reaches whole families and their communities, improving access to safe, reliable water and adequate sanitation. Students develop a lifelong passion for the subject, making them ideal ambassadors to communicate the mission of the Waterschool.

GLOBAL WATER CHALLENGES



Less than **1%** of the world's **water** is **drinkable**



1 in 9 people live **without clean water** close to home



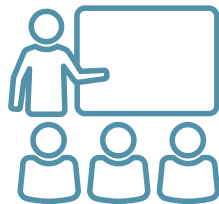
500,000 Waterschool **students** educated around the world



×10,000 Waterschool **teachers** trained **globally**



Each day nearly **1,000 children die** due to preventable water and **sanitation-related diseases**



1/3 of **schools lack access** to basic **water** and **sanitation**



2,400 **Waterschools** along seven of the world's **major rivers**



Young people aged **8 to 18** trained at Waterschools to become **water ambassadors**

SWAROVSKI WATERSCHOOL GLOBAL IMPACT

'WATERSCHOOL' DOCUMENTARY

Available on Netflix, 'WATERSCHOOL' was created in partnership with UCLA's School of Theater, Film and Television. The film follows the experiences of six girls from across the world, united in their desire to preserve the lifeblood of the planet and inspire others to do the same.

MYKEYLA, USA

"We can make a difference by taking care of the Mississippi river. We have to take care of the 1% that we have, because we might not have it for long."

SELINA, AUSTRIA

"It's very important to protect the environment because the Earth should be enjoyed not only by this generation, but also by future ones. I do think that those who understand the consequences care more about the issue."

DAISY, CHINA

"This sense of responsibility will grow stronger when I get older because I want to protect our water resources. Protecting water not only protects my family, but also protects the whole human race."

ROSE KELLY, BRAZIL

"Waterschool will always remain with me and I'll always remember that we have to keep a positive attitude, and do things with love and care - especially taking care of water, like we take care of family."





GET INVOLVED

Consume water responsibly

Fresh water resources are under threat around the globe. Be conscious of your personal water consumption – don't take access to fresh water for granted.

Stop plastic pollution

Reduce your use of plastics, and avoid all microbead products to prevent plastic from polluting our oceans.

Keep your hands clean

Washing your hands with soap and water, especially after using the toilet and before meals, is the most effective way to reduce the spread of germs.

www.unwater.org/water-facts
www.5gyres.org/microbeads
www.who.int/topics/water
www.swarovskiwaterschool.com



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high content of selected recycled material