



## PRESS INFORMATION

*For more information, contact:*

David Trouba, SIWI  
+46 (0)8-522 139 89, dave.trouba@siwi.org  
Maria Stenström, SIWI  
+46 (0)8-522 139 78, maria.stenstrom@siwi.org

### **2005 Stockholm Industry Water Award Honours Procter & Gamble's Life-Saving PuR - Purifier of Water? Treatment Product**

**Stockholm, May 25, 2005 – The Procter & Gamble Company [NYSE:PG] , USA, has been awarded the 2005 Stockholm Industry Water Award in recognition of its development of the PuR - Purifier of Water? drinking water treatment system for households not served by a potable water supply system, or for use in disaster relief.**

Designed for use in the developing world, where over 1 billion people still lack access to safe drinking water and an estimated two million children die each year because of preventable diarrhoeal diseases, the product consists of a sachet of chemicals commonly used in conventional municipal water treatment. Each sachet contains powder to treat 10 litres of water and is effective in removing bacteria, viruses, parasites and some heavy metals in contaminated water.

The Stockholm Industry Water Award stimulates business sector contributions to sustainable development in the water sector, and to minimised water consumption and pollution load on the environment. Established in 2000 by the Stockholm Water Foundation in collaboration with the Royal Swedish Academy of Engineering Sciences and the World Business Council for Sustainable Development, the award is presented each August during the annual World Water Week in Stockholm, August 21-27, 2005 ([www.worldwaterweek.org](http://www.worldwaterweek.org)).

#### **Easy to Use, and Over 260 Million Litres of Safe Water Provided**

Since its introduction in 2000, PuR? has provided 260 million litres of safe, clean water. It has been used in the Philippines, Guatemala, Morocco, Pakistan, Haiti, Liberia, Bangladesh, Kenya, Uganda, Chad, Botswana, Malawi, Zimbabwe, Sudan, Iran, Ethiopia, Iraq, and in the tsunami ravaged region of South East Asia, where 15 million sachets were delivered – enough to treat 150 million litres of water. It works through a process of precipitation, coagulation, flocculation and disinfection.

Purifier of Water? is easy to use and requires no special skills or equipment beyond basic household implements. PuR? is a pragmatic, point-of-use method with the advantages of acceptable cost, immediate availability, ease of access on a short-term basis and long-term product stability. It can be used anywhere where water is available. In both the short and long term, this approach is complementary to the development of piped water infrastructure and is extremely well adapted to providing safe water in emergency situations.

Through the product, P&G has demonstrated its commitment to improving the quality of peoples' daily lives in the developing world. Recognising that safe drinking water is a fundamental and critical need, the company has provided the research and development, manufacturing and financial resources to develop PuR? . Equally essential, it has worked closely with non-governmental organisations, local and national governments and health organisations, including the Centers for Disease Control and Prevention, International Federation of Red Cross and Red Crescent Societies, Population Services International, UNICEF, CARE ? , AmeriCares? , Johns Hopkins University, Samaritan's Purse? and International Council of Nurses. The holistic approach ensures:

- ?? Independent clinical testing
- ?? Rural transport networks
- ?? Rural sales outlets

--more--

- ?? Independent and trusted educational programs
- ?? Effective use in disaster relief

P&G's "social marketing" and training approach includes providing the product at cost to local distribution networks and a philanthropy programme, the Children's Safe Drinking Water programme.

"We are very pleased to recognise this innovative and practical contribution to help meet the urgent need for safe drinking water in the world, in both emergency circumstances where immediate assistance is imperative, and in areas of chronic shortage that do not yet have access to basic water services," said Dr. Björn Rosén, chairperson of the Award Committee.

P&G's Associate Director for Corporate Sustainable Development in Europe, Dr. Peter White, said: "We are delighted to have received this award from the Stockholm Water Foundation. With our partners we have made significant progress with PuR - Purifier of Water? and we will continue to focus our efforts in countries where clean water is desperately needed."

### **How it Works**

The powdered product, which includes ferric sulphate and calcium hypochlorite, is delivered in small sachets. Each sachet costs US\$ 0.10 (EUR 0.09) and can provide 10 litres of clean drinking water. The treatment process involves stirring the water for 5 minutes until clear (a strong visual signal), filtering the water through a cloth, disposing of separated floc in a latrine, letting clear water stand for 20 minutes to allow for complete disinfection, and safe storage in a suitable container. PuR? does require education and training from health care workers like nurses, something which Procter & Gamble co-ordinates with relief agencies using the product.

### **Case Study: Haiti**

Population Services International, a Procter & Gamble partner, used PuR? to help save lives in Haiti by providing safe drinking water. PuR? sachets provided almost 3 million litres of safe drinking water to Haiti, which has long suffered from access to clean water, with the problem exacerbated throughout the 2004 due to civil unrest, severe flooding and heavy damage from hurricanes.

Ms. Amelia Shaw, PSI Haiti, said: "In Gonaives, PSI distributed more than 410,000 sachets following the flooding last September. After using PuR? regularly for one month, one woman from the flood zone commented, 'Before, my stomach hurt all the time. But now it doesn't hurt anymore. To think, I didn't even know you could live like that, without pain in your belly.'" PSI Haiti is distributing PuR? through its network of women's groups.

To learn more about PUR Purifier of Water? , visit [www.pghsi.com](http://www.pghsi.com).

### **Note to Editors About the Stockholm Industry Water Award**

The Stockholm Industry Water Award is an honorary award recognises innovative corporate development of water and wastewater process technologies, contributions to environmental improvement through improved performance in production processes, new products and other significant contributions by businesses and industries that help improve the world water situation. An award committee established by the Royal Swedish Academy of Engineering Sciences reviews the submissions and selects the winning company. The committee contains representatives of the Academy and of the Global Water Partnership, International Water Association, Stockholm Water Foundation, World Business Council for Sustainable Development as well as leading academics of water sciences. Previous recipients include the Staple Fibre Division of Grasim Industries Ltd, India; ZENON Environmental Inc, Canada; Kaldnes Miljøteknologi AS, Norway; The General Motors de Mexico Ramos Arizpe Complex, Mexico; and Northumbrian Water Limited, United Kingdom.

--30--

### **SIWI – Independent and Leading-Edge Water Competence for Future-Oriented Action**

*The Stockholm International Water Institute (SIWI) is a policy institute that contributes to international efforts to find solutions to the world's escalating water crisis. SIWI advocates future-oriented, knowledge-integrated water views in decision making, nationally and internationally, that lead to sustainable use of the world's water resources and sustainable development of societies.*