

Annexes

1- WASH SUPPORTING INFORMATION

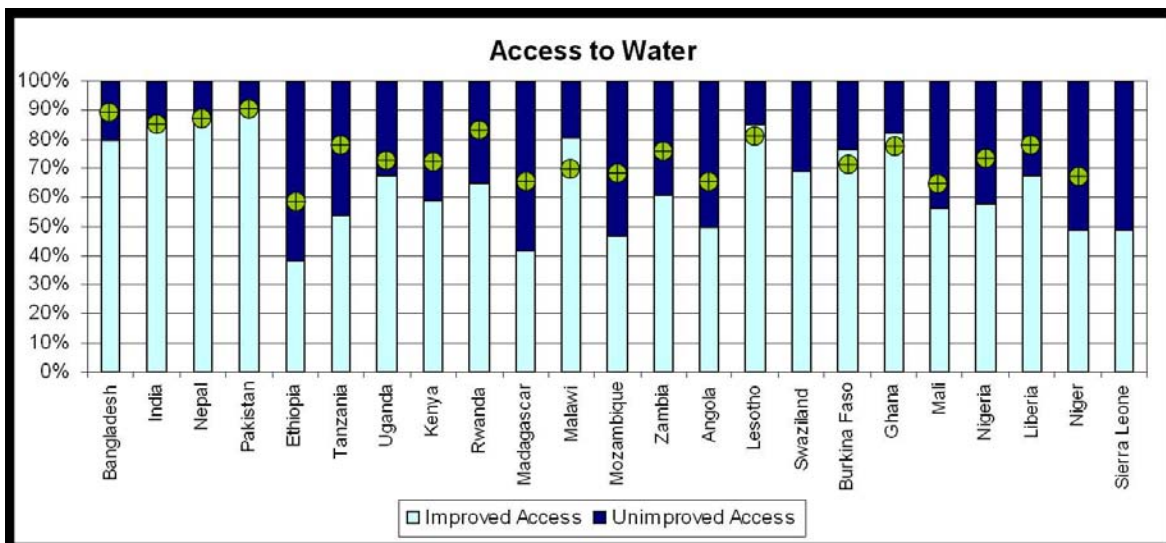
2- KNOWLEDGE MANAGEMENT

3- ORGANISATIONAL AWARENESS

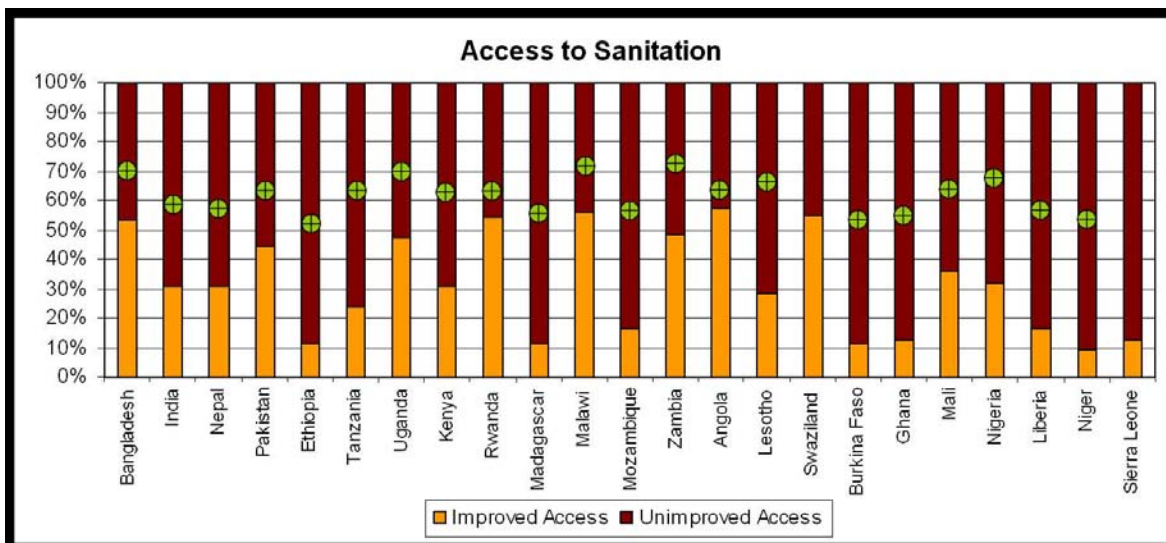
4- WASH/WATERAID AWARENESS

ANNEX 1- WASH SUPPORTING INFORMATION

Access to water¹



Access to sanitation



¹ Data from JMP showing percentage of population with access to services – 2008 data. Website <http://www.wssinfo.org/datamining/tables.html> accessed 18 June 2010.

Water Quality Testing

		Total number of water sources	Total sources tested	Total sources <i>not</i> tested
Asia	Bangladesh	6,822	8,960	287
	India	2,647	1,427	1,680
	Nepal	1,202	737	465
	Pakistan	35	6	29
	Regional total	10,706	11,130	2,461
East Africa	Ethiopia	94	64	30
	Tanzania	71	71	-
	Uganda	209	29	180
	Kenya	-	-	-
	Rwanda	-	-	-
	Regional total	374	164	210
Southern Africa	Madagascar	71	71	-
	Malawi	61	91	14
	Mozambique	81	81	-
	Zambia	135	93	41
	Angola	-	-	-
	Lesotho	-	-	-
	Swaziland	-	-	-
	Regional total	348	336	55
West Africa	Burkina Faso	170	154	12
	Ghana	80	78	13
	Mali	157	83	74
	Nigeria	153	60	-
	Liberia	-	-	-
	Niger	-	-	-
	Sierra Leone	-	-	-
	Regional total	560	375	99
Total		11,988	12,005	2,825

ANNEX 2- KNOWLEDGE MANAGEMENT

Knowledge net

The Source - Resources - Knowledge Net - Windows Internet Explorer

http://thesource.wateraid.org/Resources/KnowledgeNet/default.aspx

Who's who The Source Search

Welcome Aissata Ndiaye My Links

Home News Sites and workspaces Resources Time out Help 30 June 2010 | 3:24 pm

Main Menu

- About Knowledge Net
- Research Matrix
- Essential Reading – Thematic Synthesis Papers
- Learning Networks
- Research Bulletin Archive
- People and Groups

Home > Resources > Knowledge Net

Knowledge Net

Welcome to Knowledge Net - your one-stop shop for all of WaterAid's programme and policy research and learning from across the organisation. You can browse over 1000 documents from research reports to technical briefs that have been produced by WaterAid. You can also upload your own research and learning documents through clicking the 'Contribute a report' button below.

The Research Matrix - a global spreadsheet that contains research plans for relevant departments and Country Programmes in WaterAid - can also be accessed.

For more information on Knowledge Net, which documents are suitable for Knowledge Net, and how to use it, please click on "About Knowledge Net". Send any comments, amendments regarding any part of Knowledge Net to shamilajansz@wateraid.org.

Thank you and enjoy!

Document search

Advanced search

Our water, our waste, our town (August 2009)
Our water, our waste, our town is a training toolkit th [more ...]

Sustainability and equity aspects of total sanitation programmes - A study of recent WaterAid supported programmes in 3 countries. Global synthesis report. (Sept 2009)
This synthesis report is the final product of a [more ...]

Annual reports
Country strategies & Plans

Gender
Hygiene

Local intranet 100%

start The Source - Resour... Office Communicator 2 Windows Explorer 3 Microsoft Office ... Inbox - Microsoft Out... Equity and Inclusion ... 15:24

Partner Organisations

		Focus of Partnerships					
	Partner	Funded	Not funded	Service Delivery	Policy Advocacy	Research	Capacity building
Asia	Local NGO	84	34	69	40	13	45
	International NGO	0	27	3	24	7	4
	Local / District Government	0	303	259	55	0	39
	National Govt, Institutions & Ministries	1	9	0	10	2	6
	Academic / Research Institutions	7	24	2	6	22	8
	Consortium	1	7	0	7	0	2
	Networks	9	30	1	38	5	8
	Private sector	0	2	1	1	1	0
	Faith Based Organisation	1	0	1	1	0	0
	Other (please specify)	28	8	1	11	24	4
	TOTAL	131	444	337	193	74	116
East Africa	Local NGO	15	16	26	5	2	4
	International NGO	1	11	2	9	0	3
	Local / District Government	8	11	13	3	0	9
	National Govt, Institutions & Ministries	0	6	3	6	0	0
	Academic / Research Institutions	4	2	3	2	6	3
	Consortium	0	8	0	1	6	0
	Networks	7	4	1	7	4	7
	Private sector	4	2	4	0	0	2
	Faith Based Organisation	7	0	6	3	2	4
	Other (please specify)	1	5	0	1	0	0
	TOTAL	47	65	58	37	20	32
Southern Africa	Local NGO	17	1	18	1	1	13
	International NGO	9	1	7	3	1	10
	Local / District Government	20	20	14	22	0	39
	National Govt, Institutions & Ministries	5	6	0	8	2	5
	Academic / Research Institutions	1	3	1	2	3	2

Equity and Inclusion

[http://www.wateraid.org/international/what we do/how we work/equity and inclusion/default.asp](http://www.wateraid.org/international/what_we_do/how_we_work/equity_and_inclusion/default.asp)

The screenshot shows a Windows Internet Explorer browser window displaying the WaterAid International website. The page title is "Equity and inclusion | WaterAid - Windows Internet Explorer". The address bar shows the URL: http://www.wateraid.org/international/what_we_do/how_we_work/equity_and_inclusion/default.asp. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar contains various icons for search, share, and navigation. The website header features the WaterAid logo and navigation links: Home, About us, What we do, Learn zone, Get involved, Donate, and Contact us. A search bar is also present. The main content area is titled "Equity and inclusion" and includes a large image of children. Below the title, there is a paragraph explaining the organization's belief in access to water, hygiene, and sanitation. The page is organized into several sections, each with a small image and a brief description:

- Equity and inclusion framework**: We have adopted equity and inclusion as a core principle, intrinsic to a rights-based approach.
- Gender**: Poor access to water, sanitation and hygiene has a particularly acute impact on women and girls.
- Children**: Poor access to sanitation and water has a severe impact on child health, education and social development.
- People with disabilities**: One in five of the world's poorest are disabled or live in a family with a disabled member.
- Older people**: Older people often cite access to safe water and sanitation as a core concern for themselves and their families.
- People living with HIV/AIDS and chronic illness**: Globally, approximately 33 million adults are living with HIV and AIDS.
- People living in chronic poverty**: Lack of access to water.
- Related documents and publications**: Selected documents are...

The left sidebar contains a "What we do" menu with categories like "The need", "How we work", "Where we work", "Policy and research", "Statistics", "Sustainable technologies", "Documents and publications", and "Impact of our work". A "Explore low-cost toilet technologies" button is also visible. The Windows taskbar at the bottom shows several open applications, including Microsoft Office Word, Excel, and PowerPoint, along with the system clock showing 18:05.

ANNEX 3- ORGANISATIONAL AWARENESS

WaterAid signs up to Two Ticks disability symbol



As part of its ongoing Equity and Inclusion work, WaterAid has signed up to the Jobcentre Plus's 'Positive About Disabled People' scheme, designed to communicate to current staff and potential employees that it is an organisation which has a positive approach to employing disabled people. The scheme is recognisable by the 'Two Ticks' symbol, and employers can only use this symbol if they have agreed to take action to meet five commitments regarding the employment, retention, training and career development of disabled employees.

While WaterAid always strives to reach the most excluded communities in its work, signing up to the scheme is an acknowledgement that we will also continue to encourage disabled people to work for us.

"We were awarded the use of the 'Two Ticks' symbol because we already meet the criteria required by Jobcentre plus under the five commitments," comments UK HR Manager Kim Morgan. "However, signing up to the scheme was important as we wanted to formalise and communicate those commitments. This will also help us ensure that we are continuously reviewing our practices in this area in the future as part of our wider Equity and Inclusion work".

As a user of the Two Ticks disability symbol, WaterAid is committed to employing disabled people and will:

- Interview all applicants with a disability who meet the minimum criteria for a job vacancy and consider them on their abilities
- Ensure there is a mechanism in place to discuss, at any time, but at least once a year, with disabled employees what can be done to make sure they can develop and use their abilities
- Make every effort when employees become disabled to make sure they stay in employment
- Take action to ensure that all employees develop the appropriate level of disability awareness needed to make these commitments work
- Each year, review the five commitments and what has been achieved, plan ways to improve on them and let employees and Jobcentre Plus know about progress and future plans

WaterAid Country Programme staff

		01-Apr-09		Joiners		Leavers		31-Mar-10	
		F	M	F	M	F	M	F	M
Asia	Bangladesh	15	30	0	4	1	5	14	29
	India	14	34	1	4	5	5	10	33
	Nepal	4	13	1	1	0	4	5	10
	Pakistan	3	7	1	2	1	0	3	9
	Regional total	36	84	3	11	7	14	32	81
East Africa	Ethiopia	16	42	2	2	0	7	18	37
	Tanzania	14	34	1	3	4	10	11	27
	Uganda	8	12	2	1	1	0	9	13
	Kenya	0	0	0	0	0	0	0	0
	Rwanda	0	0	0	0	0	0	0	0
	Regional total	38	88	5	6	5	17	38	77
Southern Africa	Madagascar	15	15	0	0	0	1	15	14
	Malawi	4	12	0	1	0	0	4	13
	Mozambique	10	24	3	6	2	5	11	25
	Zambia	5	12	1	2	1	3	5	11
	Angola	0	0	0	0	0	0	0	0
	Lesotho	0	0	0	0	0	0	0	0
	Swaziland	0	0	0	0	0	0	0	0
	Regional total	34	63	4	9	3	9	35	63
West Africa	Burkina Faso	4	15	2	1	0	2	6	14
	Ghana	6	10	4	2	1	4	9	8
	Mali	3	14	1	1	0	1	4	14
	Nigeria	12	26	3	4	4	6	11	24
	Liberia	0	0	0	2	0	0	0	2
	Niger	0	0	0	2	0	0	0	2
	Sierra Leone	0	0	0	0	0	0	0	0
	Regional total	25	65	10	12	5	13	30	64
Total		133	300	22	38	20	53	135	285

ANNEX 4- WASH/WATERAID AWARENESS

WaterAid presentation at DfID External Wash Forum

CSO perspectives on DFID
External Water Forum

Henry Northover
March 2010



A CSO perspective on DFID

1. Where DFID's doing well
2. ...and where not so well
3. Squaring the circle



On the side of the angels...

- With increasing aid
- With country-led approaches
- Budget support
- Increasing sector allocable aid
- *Sanitation and Water For All* – the Global Framework for Action



...and where it could be improving

- Sanitation – lagging sector, lagging DFID priority
- A question of DFID's internal coherence
- Who champions sanitation?



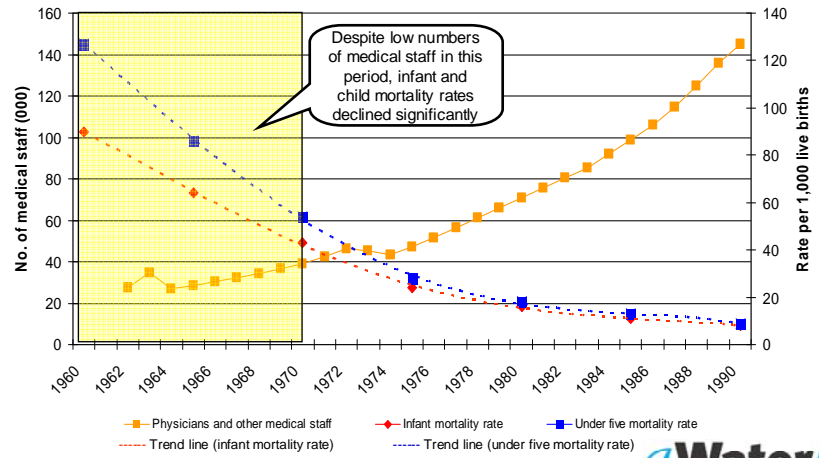
MDG + 10 Summit

- More UK funding on **vaccines for diarrhoea and pneumonia in more than 40 countries** to help 800,000 lives over five years.
- A global strategy to fight malnutrition, [targeting 12 million undernourished children](#).
- More funding and advice for free healthcare in the developing world through a new £5 million [Centre for Progressive Health Financing](#).



SOUTH KOREA: Public Health Achievements

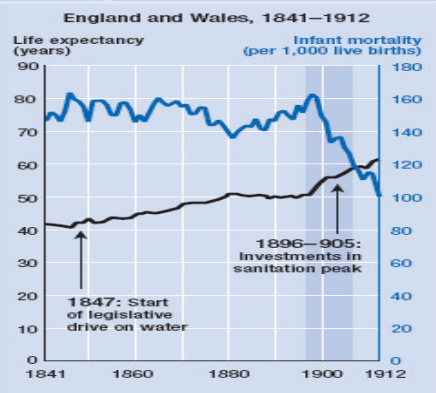
Child mortality rates showed a significant drop from 1960 to 1970s despite modest growth in overall medical staff



Source: Korea Ministry of Health, Child Info, UNICEF



Figure 1 Infant deaths fall...



WaterAid

Squaring the circle?

- Recognition of the need for integrated approaches
- The international lead gets covered
- Using the MDG+10 Summit to focus on lagging sectors holding back all development



WaterAid response to the UK Government's White Paper

Tuesday, 7 July 2009

[WaterAid response to the UK Government's White Paper](#)

WaterAid welcomes the UK Government's new White Paper on International Development, in particular its commitment to target support to the poorest people to help them through the financial crisis.

At present only 24% of global aid for water and sanitation goes to the Least Developed Countries so this kind of shift in donor thinking is welcome and we hope it will be emulated. The paper rightly recognises that good public services such as access to water and sanitation are essential to poverty reduction, economic growth and peace and security. WaterAid also welcomes the UK government's renewed commitment to meet the Millennium Development Goals. The White Paper recognises a need to focus more on areas where progress has been slow – malnutrition, maternal and neo-natal health, child health.

"The current health crisis in the developing world points to the need to develop more integrated approaches to development that focus on the areas where the lag is greatest" said Henry Northover, Head of Policy at WaterAid.


Improving water, sanitation and hygiene could prevent 28% of under-five deaths and yet the sanitation MDG target is massively off-track, and has attracted little donor investment. "It's time for DFID to seek to fully understand the underlying causes of slow progress in health," he said.

Finally, whilst WaterAid encourages the government in its efforts to better demonstrate impact to the UK taxpayer, there is also a need to recognise that some of the most effective ways of delivering aid are not highly visible.

"If development efforts are to be successful, DFID needs to deliver aid in a way that strengthens the social contract between the government and citizens, and that empowers individuals living in poverty" said Laura Hucks, WaterAid's Policy officer, "Donors must avoid increasing the reporting burden placed on overstretched developing country governments and support them to account to poor people for the use of public money."

[Read the White Paper on DFID's website](#)

For media enquiries please contact Ann Noon, Media Relations Manager: 0207 793 4790, AnnNoon@wateraid.org.

Posted by WaterAid web team at [13:46](#) 

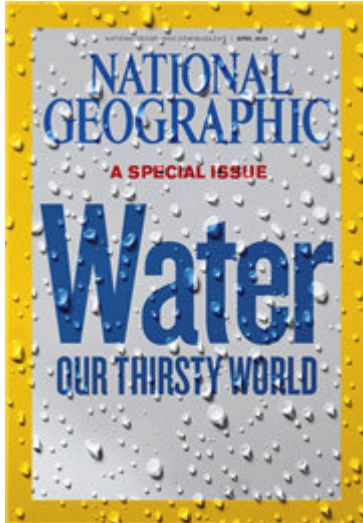
Labels: [DFID](#), [financial crisis](#), [international development](#), [Millennium Development Goals](#), [UK Government](#), [White Paper](#)

National Geographic showcases WaterAid's work in Ethiopia

National Geographic

http://www.wateraid.org/international/about_us/newsroom/8254.asp

Full article: <http://www.nationalgeographic.com/>



16 March 2010

The Burden of Thirst feature in National Geographic magazine's April 2010 special water issue examines water scarcity in East Africa, and covers WaterAid's programme in Ethiopia.

Pulitzer Prize-winning journalist Tina Rosenberg writes about how the water crisis in East Africa affects women, and what can be done to help communities establish their own sustainable water supplies.

Her article is accompanied by stunning photographs by World Press Award-winning photographer Lynn Johnson, who traveled to Ethiopia, Kenya and Tanzania to witness how the burden of water collection dominates women's lives.

She has never dared think that someday life could change for the better - that there could arrive a metal spigot, out of the end of which gushed dignity. ” Tina Rosenberg, National Geographic

The article showcases WaterAid's work in various regions of Ethiopia, highlighting a programme in the arid Konso region which is using innovative sand dam technology to establish a year-round supply of safe water.

Tina Rosenberg poignantly reflects on the difference that access to safe water will make to the life of Aylito Binayo, a mother of three from Konso who has to leave her young children

alone while she spends eight hours a day fetching water. Tina Rosenberg writes: "She doesn't dream. She has never dared think that someday life could change for the better - that there could arrive a metal spigot, out of the end of which gushed dignity."

Lynn Johnson's photos feature the construction of a spring-fed gravity flow water network implemented by WaterAid that has brought safe water to the market towns of Ticho and Kella and surrounding villages in the Oromia region of Ethiopia for the first time ever, along with dramatic images of women walking to fetch water across barren landscape in drought-stricken Kenya.

The April issue of National Geographic is available from March 30, 2010.

200,000 Euro handed over to WaterAid for projects in Uganda

At the beginning of March Romina Waschke, Product manager for SCA's Tempo toilet paper, handed over a 200,000 Euro check to Andrew Cook, Deputy chief executive of the non-profit organization WaterAid. The money was collected by the Tempo Hygiene-Initiative and will be used to improve the sanitary conditions in Uganda.

Consumers in Austria and Germany could from mid-November 2009 until the end of February 2010 participate in the initiative as 10 cents from every sold Tempo toilet [tissue](#) campaign pack went to the WaterAid partnership.

Uganda.

"With WaterAid we have made the perfect choice: The organization has been working for 28 years for better hygiene conditions in the world. And we know exactly how our donations are used," says Romina Waschke.

"We are delighted to partner up with Tempo toilet paper. Because of the valuable financial support, we can help people in Uganda directly and generate additional awareness of hygiene issues and our work," says Cook, Deputy chief executive of WaterAid.

Romina Waschke, Product manager for SCA's Tempo toilet paper, handing over a 200,000 Euro check to Andrew Cook, Deputy chief executive of the non-profit organization WaterAid

The 200,000 Euro go to 19 local WaterAid project partners in Uganda. Together with local authorities they will build water sources and latrines. Approximately 30,000 people will have safe access to clean drinking water. Additional 25,000 people will get hygiene training.

Special year for Tempo

2009 was a very special year for SCA's brand Tempo: The most successful handkerchief brand in Germany, Austria and Switzerland was extended to a new category – toilet paper.

Since the beginning of this year, the Tempo toilet paper assortment also includes Tempo moist toilet [tissue](#).

Text Konstantin C Irina **Source** SCA press release **More information** Laura Kolm (laura.kolm@sca.com)

Community Sponsorship



AVE:
Client:
Source:
Date:
633.45
Page:
WaterAid
Circulation:
Sponsorship News (Main)
01 August 2009
Size:
23
1000
515cm2



As I write I've got the builders in. By the time you read this I might have the builders out. Hard working though they are, it's best described as a coin flip. They reckon a difficult client slows them down. But, and as I have said to them more than once, I am struggling to grasp what this has to do with my renovation.

To help nudge things along, we've agreed a bit of role reversal. So I stay in a hotel rather than them. It was by this unusual route that I came across an effective piece of cause related marketing (CRM) by the Whitbread brand Premier Inn.

The mercifully customer-friendly booking process includes the option to add a 20p donation to the WaterAid charity. Under the headline '£1m for WaterAid', the company explains that "Premier Inn team members are busy raising funds for WaterAid, helping some of the world's poorest people gain access to safe water, sanitation and hygiene education. Together, we are trying to raise £1 million for this great cause. Please help us to reach our target with a 20p donation." Apart from the required charity registration numbers and a hopefully-unnecessary-but-probably-very-sensible reminder for business users to check their company policy, that's all you read.

I commend this initiative as a sound use of CRM for four reasons. First, I like its simplicity. The explanatory copy is clear and well written, but it undoubtedly helps that the proposition it is explaining is just as straightforward. A split second click and you've donated, while an effortless piece of programming captures the take-up.

Second, although the choice of an international cause for a

primarily domestic brand may seem strange, I think the choice is well made. Water sanitation is a difficult cause for anyone to be against and although the charity doesn't have the highest profile it is actually long standing with a good track record. When I first wrote about it in detail back in 1989, the charity was already engaged in projects benefiting one million people, had 100,000 household donors, 20,000 employees contributing via payroll deduction and more than two dozen volunteer supporters groups. The brand is just as solid today.

Third, and because the brand values of WaterAid are so impeccable, Premier Inn will need to expend relatively little management time on monitoring and assessment. They have also resisted the temptation to make any specific project commitments, which is neat as it avoids the potential for hostages to fortune. In essence, the implied bargain that donors buy into is that however, whatever and wherever their money is spent, it will be effectively spent. I have no doubt it will be, but like the BT choice of Children In Need to promote 1571 I wrote about previously, there are a limited number of instances where a company is wise to take this line. Premier Inn has done well to partner with a charity that can deliver this proposition while at the same time offering differentiation due to its relatively low public profile.

Fourth, I like the way that Premier Inn has chosen to adopt a sober communications style rather than the until-recently fashionable evangelism that so bedeviled CRM, and indeed CSR, communications. My twenty pence will certainly not change the world, nor sadly even will the £1million pounds if the target is reached. In fact, it is slightly depressing to think that in many places safe drinking water is still an aspiration. Fortunately, the company in this case has also recognized the limitations, as well as the advantages, of their initiative and styled the messages accordingly.

What we have here therefore is a modern scheme for a modern age. Neither the donor nor the company expends too much effort, but their input hopefully makes at least a small difference to the lives of the disadvantaged or dispossessed. That is good. Had Premier Inn promoted the scheme in my room, rather than its work with Hospitality Action, then it would have been close to perfectly executed.

Except in one, I think crucial, respect. When marketers invented (sic) social responsibility there was much talk amongst

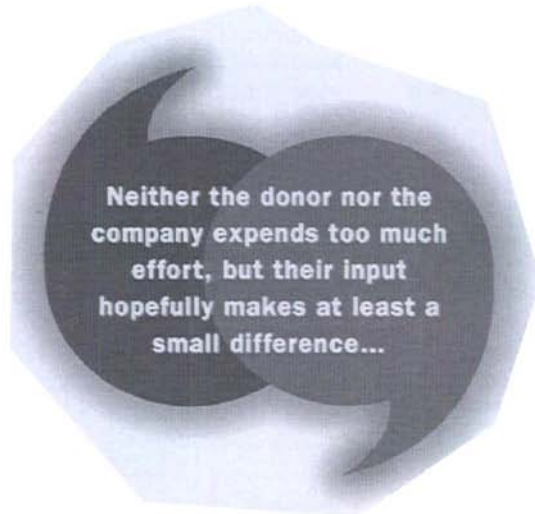
their practitioners and in their journals about how CRM would offer exciting new routes into the 'corporate soul'. What the Premier Inn example demonstrates yet again is that the innovation that CRM delivered is completely the opposite. Unlike much CSR, you can do quick and clean with CRM. You can avoid any spillover into the deeper brand psyche if you choose.

Skip back a few paragraphs to see what I am driving it. Many years before CSR existed, at least if you believe the recent piece in a quality daily, hundreds of employees were giving up their time to push the WaterAid cause. In the mid-1990s Whitbread itself had dozens of employee volunteer committees. The company even gave them a budget to spend. One group from Kentish Town in London actually dreamt up with Ten Bridges Walk fundraiser.

But all that was back then. And it took up so much time. This great initiative is now. Click, click move on. Efficient ways, oh yes. But wholly better ways, I ponder.

Pete Whates

● Peter Whates can be contacted on 01280 825051;
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Aveda UK walks for WaterAid



30/06/2010

Aveda UK walks for WaterAid

Aveda, the botanical haircare and skincare company, kicked off its UK Earth Month 2010 campaign with a 5 mile walk to raise funds for international charity WaterAid at The Regent's Park, London, on April 19th 2010.

Aveda devotee Margherita Taylor (Classic and Capital FM DJ) was one of many walkers who donated their time for the walk in The Regent's Park, one of a series of sponsored walks being organised by Aveda employees across the UK as part of the company's Walk for Water initiative.

The five miles walked for Aveda's Walk for Water campaign reflects the distance that women in developing countries have to walk to get water each day. Money raised will support WaterAid's projects in Nepal and Ethiopia, where the charity is working to provide clean water, sanitation and hygiene education for people living in poverty.

Vincenzo Minore, General Manager, Aveda UK and Scandinavia says: "This year, Aveda is proud to be supporting WaterAid. WaterAid is an international charity working to transform lives by improving access to safe water, hygiene and sanitation in some of the world's poorest communities"

Holly Wilkinson, Corporate Account Manager at WaterAid, says: "We're delighted that Aveda are supporting WaterAid through the Walk for Water campaign during this year's Earth Month. The money raised will help us make a huge difference to the lives of some of the poorest people in Ethiopia and Nepal – enabling them gain access to the basic needs of safe water and sanitation.

"The sponsored walks also offer the chance to reflect on the long walks faced by women and children in the developing world just to collect water each day."

Additional funds will also be raised via a host of other activities, including many more regional walks that will take place in and around the UK. Further details of these can be found on www.aveda.co.uk/walkforwater.

Other activities include:

- In-store events such as dry-cuts and massage ritual treatments
- Swap shops, cake sales and face painting in salons
- Earth Month Auction
- Blue top and jeans days at the Estee Lauder and Aveda offices

Ends

For more information on Aveda Walk for Water/Earth Month, samples or images please contact the Aveda Press Office:

Jay Squier: 0870 428 6355 / jsquier@aveda.co.uk

Cemo Imamzade: 0870 428 6364 / cimamzade@aveda.co.uk

For more information about WaterAid, please contact rachelpilkington@wateraid.org or call +44(0)20 7793 4524

Notes to Editor:

WaterAid's vision is of a world where everyone has access to safe water and sanitation. Our mission is to transform lives by improving access to safe water, hygiene and sanitation in the world's poorest communities. We work with partners and influence decision-makers to maximise our impact. www.wateraid.org

- At least **4000 children** die every day as a result of diseases caused by unclean water and poor sanitation.
- **884 million people** in the world do not have access to safe water. This is roughly one in eight of the world's population.
- **2.5 billion people** in the world do not have access to adequate sanitation, this is almost two fifths of the world's population.
- Just **£15** can enable one person to access safe water, improved hygiene and sanitation.

Creative head

Client: WaterAid

Source: Creative Head (Main)

Date: 01 June 2010

Page: 94,95

Reach: 17000

Size: 1055cm2

Value: 2510.9

Worth the Earth

Eco-conscience ingredients are just the start of Aveda's caring philosophy –
get involved in so much more and make a real difference

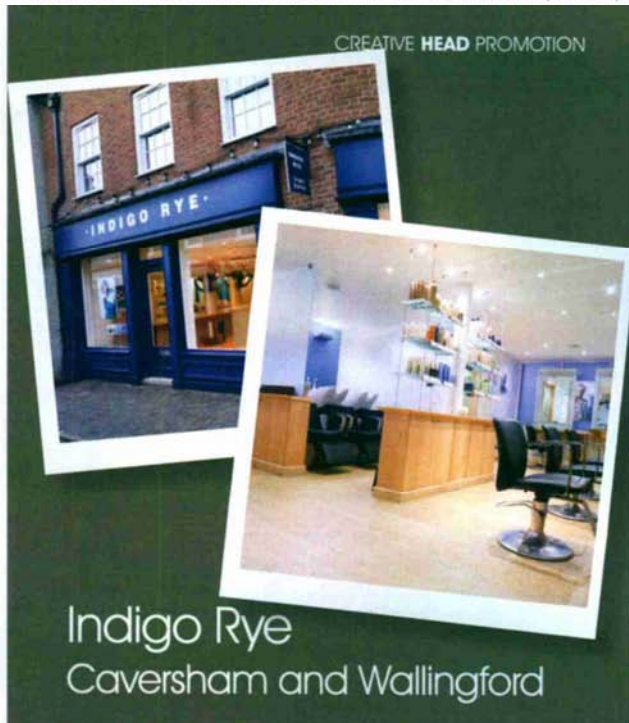
Each year during April, The Aveda network comes together to raise funds for grass-roots organisations that support environmental causes around the world. The annual Earth Month campaign focuses on a specific environmental topic, helping to raise awareness, cultivate and educate supporters, and contribute much-needed funds for dedicated non-profit conservation organisations.

Everyone's free to tailor their Earth Month efforts according to their own strengths. Some donate a portion of monthly sales or contribute all sales from a "Day of Beauty". Others partner with local environmental groups to hold auctions and fashion shows. Since 1999 Aveda has raised more than £5m for 70-plus Earth Month Partner organisations worldwide. There are plenty of benefits to the salon if you get involved, including team building with a united goal as well as positioning your salon as socially engaged and environmentally aware. Not only do you raise money, it's a brilliant marketing tool that offers a real point of difference.

In 2010, the objective has been to raise £2.3 million to protect clean water. According to the World Health Organisation, one in seven people around the world do not have access to clean water. Aveda Earth Month

2010 called for strategic local and global action to protect local waterways, empower communities, and help make clean water accessible to everyone – everywhere. In the UK a five-mile walk in Regent's Park, London, kicked off the campaign to support the international charity WaterAid, the distance reflecting the daily trek women in developing countries have to travel to get water. Even celebs showed their support, with Aveda devotee Margherita Taylor (Classic and Capital FM DJ) and Hello! magazine's Nadine Baggott two of many walkers donating their time. Across the UK, a host of other activities included in-store events: such as dry-cuts and massage ritual treatments; cake sales and face painting; and a blue top and jeans days at the Estée Lauder and Aveda head offices.

But it doesn't end there. Buying a stress-relieving limited-edition Light the Way soy wax candle, made from 100 per cent EcoCert-certified organic ingredients, supports Aveda's global efforts to help raise \$1 million (£662,100), with Aveda donating 100 per cent of the proceeds to its partner, Global Greengrants Fund. It's a touch of stress-busting luxury that clients can grab for just £15 while also doing good – it's a win win! If you and your salon want to offer care for hair and the soul, Aveda is the perfect partner!



THIS DAZZLING DUO OF SALONS NEAR READING IS THE BRAINCHILD OF KAREN KENNEDY. LAUNCHED IN 1998, THE STYLISH VENUES DELIVER A TRANQUIL ATMOSPHERE THAT PROVIDES CLIENTS WITH SO MUCH MORE THAN JUST A HAIRCUT. AT THE VERY BEGINNING, THE SALONS STOCKED MORE THAN ONE BRAND, BUT NOW THEY STOCK ONLY AVEDA

From the beginning, the partner of choice has been Aveda. "This was how I wanted to see the salon go," recalls Karen. "I wanted a natural, environmental kind of hair company, and I thought the two of us would suit each other very well. I'd bought the products and knew this was a company that was on the up."

And this long-lasting relationship is based on the ethics that underpin the brand's business. "I love Aveda's philosophies concerning the environment, and its products are simply lovely," says Karen.

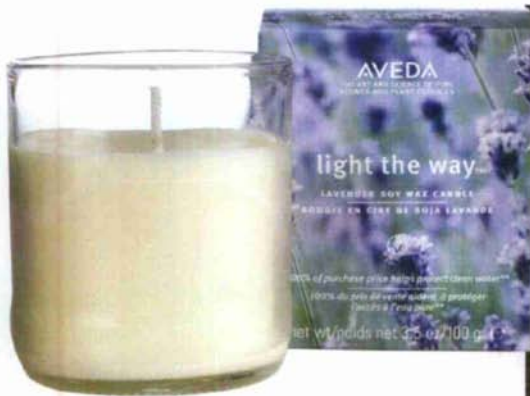
It's all about the warmest of welcomes at the salons, and Karen is determined each client enjoys the "Indigo Rye experience". But what is that exactly? "It's being taken on a journey; from the aroma as you walk in the door to being taken to the lovely Aveda backwash bar. Customer care is absolutely key, and Aveda is exceptionally strong on that."

Inside the salon you'll find the introduction of Aveda lip glosses. Illustrating Indigo Rye's attention to detail, the idea is to have a finishing table stocked with the glosses so clients can touch up their make-up before they leave. "If I had more room in the salon I'd love to stock the whole make-up range!" grins Karen.

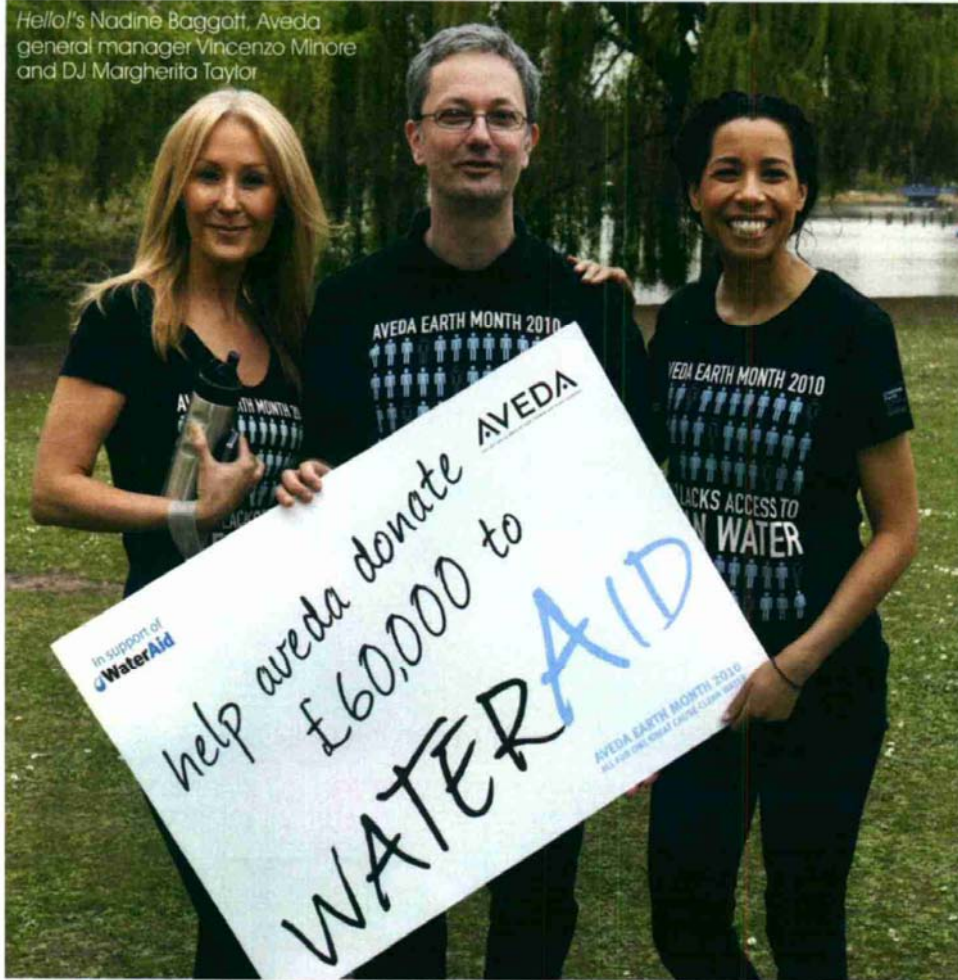
It's all proving hugely popular. "We're such a busy salon, it's perfect that there are events and education available from Aveda that we can take up," says Karen, referring to the wealth of training available to her. Aveda has also proved help with retail: "Our contact visits regularly and the team has been consistent across 11 years. There's plenty of training there if we want it, too!"

Yet Karen is also aware one can never stand still, and has recently rebranded Indigo Rye. "We have new colours and the Caversham salon has enjoyed a makeover," she explains. "It's always good to have a rebirth, but while some partnerships have changed, we have stayed with Aveda."

CREATIVE HEAD 95



Hello!s Nadine Baggott, Aveda general manager Vincenzo Minore and DJ Margherita Taylor



Kids-world/ First news



Client: WaterAid

Source: Creative Head (Main)


Date: 01 June 2010

Page: 94,95

Reach: 17000

Size: 1055cm2

Value: 2510.9



KIDS'WORLD 

Name: Angeline **Lives:** Soavina Antokofana Ambohitrano village, Madagascar **Age:** 11

ANGELINE lives in a very remote village in Madagascar. Their neighbouring village is over two and a half hours walking over hills and rivers.

The community used to collect their water from an unprotected spring in the hills. WaterAid has been working with the village to dig a well with safe water, and to build toilets to keep the village clean.

"The cleanliness in the village is the best thing," said Angeline, "We have a toilet at home and at school now which we didn't have before. We used to be late for school about three times a week because my sister had to collect the water and now we're not late. I like learning at school and I want to be a teacher."

WaterAid's vision is a world where everyone has access to safe water and sanitation. Currently one in eight people across the world does not have safe drinking water. To help us and for more information please visit www.wateraid.org.