



AUARA

TÚ BEBES  
OTROS BEBEN

EMPRESA SOCIAL  
AGUA MNIERAL NATURAL



700 MILLION  
PEOPLE IN THE WORLD  
LACK ACCESS TO CLEAN WATER.













































ABDU SPENDS  
**6 HOURS EVERY**  
**DAY TO FIND**  
CLEAN WATER







































# **A GLOBAL PROBLEM**



# CHINA

108 MILLION









# INDIA

99 MILLION



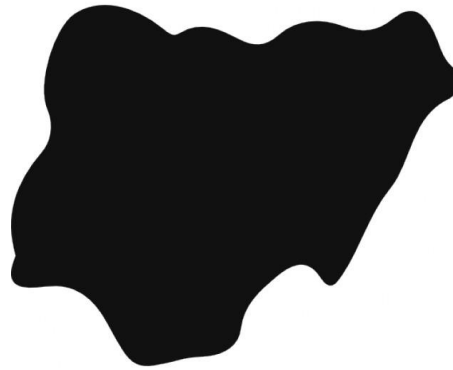






# **NIGERIA**

**63 MILLION**



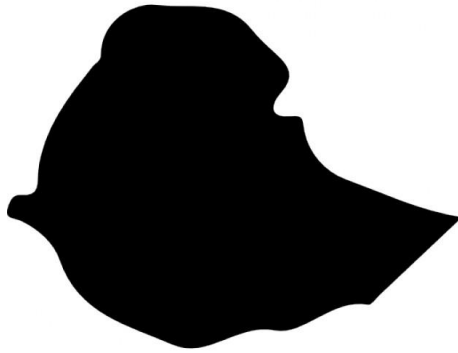






# ETIOPÍA

43 MILLION









700 MILLION  
PEOPLE IN THE WORLD  
LACK ACCESS TO CLEAN WATER.



**UP TO 80% OF DISEASES**  
ARE CAUSED BY  
CONTAMINATED WATER



# 1.000 KIDS

DIE EVERY DAY FOR PROBLEMS RELATED WITH DIRTY WATER  
CONSUMPTION <sup>4</sup>



LET'S SOLVE THIS PROBLEM IN A DIFFERENT WAY.



**NOT AN NGO.**  
**NOT A MARKETING CAMPAIGN.**  
**NOT A WATER BRAND.**



WE ARE A **SOCIAL ENTERPRISE**  
THAT MAKES **PEOPLE HAPPY.**



**WE ARE A SOCIAL ENTERPRISE  
THAT MAKES THE WORLD A BETTER PLACE.**



WE ARE  
**AUARA**  
WATER WITH PURPOSE

WHEN YOU DRINK  
**AUARA**



A photograph of two young children playing with water. In the foreground, a child in a blue shirt is reaching out with their hands towards a stream of water falling from above. In the background, another child in a yellow shirt is smiling. The water is splashing, creating many small droplets. The background is a blurred green, suggesting an outdoor setting.

WHEN YOU DRINK  
**AUARA**  
OTHERS CAN DRINK WATER





## 100% SOCIAL ENTERPRISE

We invest 100% of our dividends to ensure clean water for people in need.  
First Social Enterprise in Spain certified by Social Enterprise Mark.

**AUARA**  
EMPRESA SOCIAL  
AGUA MINERAL NATURAL



WE WANTED TO CREATE  
**THE MOST SUSTAINABLE WATER BOTTLE**  
IN THE WORLD.

**AUARA**

EMPRESA SOCIAL  
AGUA MINERAL NATURAL

## 100% RECYCLED PET

The first mineral water brand in Europe that produces its bottles with a 100% recycled PET material (R-PET).

Winners of Sustainability  
IPA AWARDS Packaging Innovation.

22.000 kg of plastic saved since september  
2016.





## 100% OPTIMISED DESIGN

Square-based bottle that optimizes 20% of space.

Less environmental impact during transport.



CONOCE EL  
PROYECTO  
con el que colaboras  
usa el código QR o  
AUARA.ORG



## 100% TRANSPARENCY AND ACCESSIBILITY

Using the QR Code with their smart phones, our customers have full and immediate access to the project they are collaborating with.

# AUARA

EMPRESA SOCIAL  
AGUA MINERAL NATURAL





IN OUR FIRST YEAR...



**7.000 PEOPLE**  
HAVE ACCESS TO CLEAN WATER.

**1.000.000 LITERS**  
OF CLEAN WATER GIVEN.





BENÍN  
CAMERÚN  
RD CONGO  
UGANDA  
ETIOPIA  
MARRUECOS  
HAITÍ  
MALAWI

30.000 KG  
OF PLASTIC RECYCLED



45.000 LITERS  
OF PETROL SAVED



TAMAROU, BENIN  
Well in the local  
school.

PARTNER NGO  
Manos Unidas

DIRECT  
BENEFICIARIES  
500 children

INDIRECT BENEFICIARIES

2.000 people

BUDGET  
12.000 €



ROKA, CAMBOYA  
Latrines for families  
with HIV infected  
members

PARTNER NGO  
Sauce ONG

DIRECT  
BENEFICIARIES  
70 people

BUDGET  
5.000 €

## 100% WATER PROJETS

We do not make donations to NGO's,  
We co-fund Social Projects.



WE AFFECT IN **13** OF THE **17** UNITED NATIONS  
SUSTAINABILITY DEVELOPMENT GOALS.

**AUARA**

EMPRESA SOCIAL  
AGUA MINERAL NATURAL





**WE TRANSFORM AN EVERYDAY ACT  
SUCH AS DRINKING WATER  
INTO AN EXTRAORDINARY ACT**

**AUARA**

EMPRESA SOCIAL  
AGUA MINERAL NATURAL



-AUARA-





THANK YOU  
[auara.org](https://auara.org)