

Diageo announces new CSI project in Africa

Diageo was recognised yesterday, Thursday, 24 September 2009 by the Clinton Global Initiative for its work in providing poor regions in Africa with access to clean water. At the Clinton Global Initiative, Diageo announced a new project whereby the company will provide funding in West Africa through its Arthur Guinness Fund, which has been created to celebrate Guinness's 250th anniversary.



The fund is providing seed funding towards a new initiative to build a sustainable market for CrystalPur™ an affordable water filter that is supposed to eliminate 99.99% of all waterborne bacteria and parasites with no chemicals or mechanical parts. The initiative will benefit about 250,000 people, in Nigeria and Ghana, in areas where nearby surface water is predominately used and water is boiled for drinking purposes. The programme partners with Enterpriseworks / VITA, an international not-for-profit organisation who will support local entrepreneurs in the distribution and retail sales of the water filters, as well as develop local campaigns to educate on the benefits of clean water and hygiene.

Said Nick Blazquez, president, Africa region, Diageo: "The GUINNESS brand has been built on a truly distinctive and unique product, iconic advertising and through its role in local communities. This project in West Africa with the Arthur Guinness Fund is being developed to compliment our existing Water of Life programme which has already helped to enrich the lives of many communities and over 3.2 million people across Africa.

We know that improving access to clean and safe water contributes to improved health and education levels and reduces poverty. I am delighted to have our contribution to the communities across Africa recognised by the Clinton Global Initiative today."

Diageo's Water of Life 1 Million Challenge supports community-based projects to improve access to drinking water, as well as aid environmental conservation and deliver capacity-building training with local partners.