2018 IMPACT
BMW Financial Services, searching for a program that allowed for employees to give back to their local communities in close proximity to dealerships and manufacturing plants in emerging markets, reached out to W4W and jointly developed the Care4Water Campaign – the global BMW Group Financial Services CSR initiative. The goal of this long-term partnership is to engage each of the more than 8,000 worldwide employees to support dedicated projects in developing countries that BMW operates in. In 2015, the pilot project launched in two villages in Northern Thailand; local employees received training and distributed 100 water filtration systems in their own communities, visibly empowered by their involvement. Since then, this program template has been reproduced in Thailand, Mexico, India, South Africa, and Brazil as well as in Mongolia with BMW Motorrad to provide over 1.1 million people with clean water through distributing over 11,000 water filtration systems.
4,620 FILTRATION SYSTEMS IMPLEMENTED

462,000 PEOPLE IMPACTED GLOBALLY
2018 MONITORING AND EVALUATION
For all Care4Water implementations, Waves For Water conducts a robust monitoring and evaluation (M&E) program centered on collecting information on customized digital surveys. At baseline, an initial assessment of the water situation for the community determines specific needs. Following implementation, a specialized M&E team returns two to three times in the year to meet with key community champions and conduct household surveys. The team goes house to house and visits a portion of the families that were recipients of the Care4Water program - reinforcing, reteaching, troubleshooting, and collecting data. The data collected focuses on utilization of our program’s solutions as well as the downstream impacts including health, finances, school and work attendance. All of the information collected from this process, whether on the level of country, region, community, or individual, goes back into reinforcing or refining the program.

M&E efforts in 2018 focused on the programs in Mexico, Thailand, and India.
2018 M&E activities in Mexico were conducted in prior implementation sites in rural communities in close proximity to the BMW plant in San Luis Potosí.

**Communities:** Bledos, Presa Organita, and Las Presitas

**Primary water source:** protected wells

**Drinking water source** (prior to receiving the filtration systems):
- Over half (52%) drank well water directly
- Approximately a third (35%) bought bottled water
- 15% either boiled their drinking water or added chlorine.
<table>
<thead>
<tr>
<th>Community</th>
<th>No. of filters implemented</th>
<th>No. of surveys completed</th>
<th>Months since implementation*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bledos</td>
<td>68</td>
<td>14</td>
<td>24</td>
</tr>
<tr>
<td>Presa Organita</td>
<td>124</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>Las Presitas</td>
<td>400</td>
<td>83</td>
<td>8</td>
</tr>
</tbody>
</table>

*At the time of survey
Actively using system 92%

Not using system 8%

UTILIZATION: MEXICO

- Found high utilization rate of the filtration systems of 92%
- The predominant reason for the 8% not using the system was slow flow, corrected with reteaching proper cleaning technique.
Of recipients using the filtration system, water-borne GI illness prior to implementation was reported in 28% of recipients, down to 1% following implementation, a 94% reduction in water-borne illness.
The Care4Water program saves the communities of Bledos, Presa Organita, and Las Presita $35,554 USD total annually

(592 filtration systems distributed *92% using *34% no longer buying water *$192 saved annually)

Average saved annually: $192 USD per household
An outstanding utilization rate of over 90% was seen (by comparison, most studies evaluating point-of-use water interventions report at best 60-70% utilization at three-month follow up).

Both health and economic impacts were clear with a mix of recipients getting their drinking water at baseline either straight from the well or by buying bottled water.

A 94% reduction in water-borne illness in Care4Water recipients was found.

One third of households using the filtration system saved an average of close to $200 USD a year by saving on bottled water costs.
2018 M&E activities in Thailand were conducted in prior implementation sites in 14 rural communities across the country by both the global and Thai Waves For Water M&E specialists. The data collected from recipients at least one year post-implementation are presented.

**Primary water source:** Rainwater collection, wells, or public connection

**Drinking water sources** (prior to receiving the filtration systems):
- Over 80% regularly drank rainwater/well water directly
- Over half (54%) regularly bought bottled water
<table>
<thead>
<tr>
<th>Community</th>
<th>No. of filters implemented</th>
<th>No. of surveys completed</th>
<th>Months since implementation*</th>
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<tbody>
<tr>
<td>Wang Mai Dang</td>
<td>100</td>
<td>21</td>
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<tr>
<td>Baan Kok Weng</td>
<td>109</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Baan Muang Rat Charoen</td>
<td>121</td>
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<td>18</td>
</tr>
<tr>
<td>Baan Muang Kao + Ngam</td>
<td>140</td>
<td>15</td>
<td>12</td>
</tr>
</tbody>
</table>

*At the time of survey
Found high utilization rate of the filtration systems of 82% at one year post-implementation and beyond.

Of those not using the system, 75% reported a clogged filter, corrected with reteaching proper cleaning technique.
Interestingly, recipients reported little to no GI illness prior to water filtration implementation so reduction was not a measurable metric in these communities. This is likely due to high rates of buying water and rainwater collection.

However, approximately 5% of households reported their children missed less school and adults missed less work due to illness following implementation.
The Care4Water program saves the communities of Wang Mai Dang, Baan Kok Weng, Baan Muang Rat Charoen, and Baan Muang Kao + Ngam $27,378 USD total annually (470 filtration systems distributed *82% using*74% no longer buying water*$96 saved annually).
THAILAND CONCLUSIONS
CARE4WATER M&E 2018

- An excellent utilization rate of over 80% was seen at one-year follow-up and beyond.

- The predominant impact category was economic given the high rates of buying bottled water at baseline.

- Almost 75% of households using the filtration system saved an average of close to $100 USD a year by saving on bottled water costs.
2018 M&E activities in India were conducted in prior implementation sites in five urban substandard communities in proximity to New Delhi by the India Waves For Water M&E specialists. The data collected from recipients at least one year post-implementation are presented.

Communities: Kappashera, RK Puram, Shyam Jha Colony, Islampur, Sikendarpur

Primary water source: municipal water and wells (protected and unprotected)

Drinking water sources (prior to receiving the filtration systems):
• Almost 95% regularly drank municipal/well water directly
<table>
<thead>
<tr>
<th>Community</th>
<th>No. of filters implemented</th>
<th>No. of surveys completed</th>
<th>Months since implementation*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kappashera</td>
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<td>35</td>
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<tr>
<td>RK Puram</td>
<td>354</td>
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<td>12</td>
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<tr>
<td>Shyam Jha Colony</td>
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<td>12</td>
</tr>
<tr>
<td>Islampur</td>
<td>125</td>
<td>25</td>
<td>12-16</td>
</tr>
<tr>
<td>Sikendarpur</td>
<td>160</td>
<td>32</td>
<td>12</td>
</tr>
</tbody>
</table>

*At the time of survey
Found high utilization rate of the filtration systems of 81%

Of those not using the system, over 50% reported a clogged filter, corrected with reteaching proper cleaning technique.
Of recipients using the filtration system, water-borne GI illness prior to implementation was reported in 40% of recipients, down to 16% following implementation, a 60% reduction in water-borne illness.
An excellent utilization rate of over 80% was seen (by comparison, most studies evaluating point-of-use water interventions report at best 60-70% utilization at three-month follow up).

The predominant impact was health related with most recipients getting their drinking water at baseline straight from the well or municipal source, reporting high rates of water-borne illness prior to filtration system implementation.

A 60% reduction in water-borne illness was found in Care4Water recipients utilizing the filtration system.
In all Care4Water countries with 12 month post-implementation data including Mexico, Thailand, and India, high rates of filtration system utilization of over 80 to 90% were found.

Significant health and economic impacts were found at all sites in recipients using the filtration system, the nature of the impact determined by regional drinking water practices. Mexico had both a reduction in water-borne illness and cost savings; Thailand predominantly had cost savings; and India predominantly had reduction in water-borne illness.
THANK YOU FOR THE CONTINUED SUPPORT AND DEDICATION TO BRINGING CLEAN WATER TO ALL WHO NEED IT.