

ANNUAL REPORT 2021

MADE BLUE FOUNDATION



MADE BLUE



WATER IS THE BASIS



Water is the basis for a healthy and productive existence.

But what if the nearest water is 6 kilometers away?

Then the whole day is all about getting water.

Working or going to school is not an option.

For 1 in 10 people, this situation is permanent.

They are trapped in a poverty trap that is relatively easy to break, with water.

1,400

Children die every day
from polluted water

Fetching water all day?

This is no exception for many
women and girls in developing
countries.



771.000.000

people still don't have
access to clean drinking water
that is 1 in 10

(source: World Health Organization)

THAT IS WHY WE MAKE WATER FROM WATER



Clean drinking water for all, that is our mission.

We do not achieve this by holding up our hand,
but by linking water to the products and services
of our ambassadors.

At work

our water coolers provide
cold and sparkling water and
1,000,000 liters of clean
drinking water per machine.





In hospitality

every bottle or carafe of Made Blue Water provides 1000 times as much clean drinking water, every time.

With One litre for one litre

companies such as CWS, Castalie and Quooker mirror their water consumption or savings with the same amount of water.



With sustainable bottles

we always provide 1000 times as much water and reduce the plastic soup.



And with custom glassware

we help our ambassadors to spread our story even more.

2021



Unfortunately, this year was also dominated by COVID.

That just makes it even more clear how important
access to clean water and hygiene is:

How should you wash your hands without water or soap?

Despite the impact of Covid-19 on our hospitality ambassadors in particular, we were able to make a greater contribution to our mission: clean drinking water for everyone.

The negative impact on the water projects has been limited.
And we were able to start several new projects.

In the meantime, we have been working on new developments such as the Bottle Made Blue and deposit bottles at Schiphol. We also notice that we are increasingly found by international parties. Enough reason for optimism!

We are very proud of our new meter reading and we are looking forward to a very beautiful 2022 in which we will continue to grow our impact.



Deposits

Since this year, there are almost 80 of these deposit barrels all over Schiphol. Each PET bottle returned provides 500 litres of water.



Financials

We were able to spend about as much on water projects in 2021 as the year before. That's great because a large part of the donations was under pressure due to lockdowns in hospitality.

In the figures, the donations seem to be lower, but that is because of a change in the way of administrating.



Our newest product: an very affordable, reusable bottle for hotels, vending and to give-away!

137,290 PEOPLE



Together with more than 400 ambassadors,
we invest in water projects of local partners.
We have already achieved access to drinking water
for more than 137,000 people.

But we are far from there! And that is why we continue.

Will you join?



Thanks to our ambassadors
who contribute to our mission in
a tangible and transparent way.



From multinationals to SMEs

More and more companies
choose to support Made Blue.

10,022,178,235

litres of clean drinking water
already realised by Made Blue

(meter reading: World Water Day 2022)

2021 IN NUMBERS



| Result of the foundation | 2020 | 2021 |
|----------------------------------|-----------|----------|
| Donations: | 361,284 | 244,775 |
| Expenditure according to target: | 489,748 | 465,000 |
| Personnel costs: | 67,767 | 53,137 |
| General costs: | 7,239 | 5,462 |
| Financial costs: | 706 | 1,517 |
| Result: | - 204,176 | -280,341 |

| Expenditure according to target: | 2020 | 2021 |
|----------------------------------|---------|---------|
| Drinking water for minorities: | 134,347 | - |
| The water vending machines: | 100,000 | - |
| Water, everybody's business: | 100,000 | 15,000 |
| Water in and around schools: | 150,000 | 250,000 |
| WASH & Learn Uganda: | | 200,000 |
| Other: | 5,401 | - |
| Total: | 489,748 | 465,000 |

BALANCE SHEET



| Assets: | 2020 | 2021 |
|--|-------------|-------------|
| Debtors: | 74,187 | 56,017 |
| Other receivables and accrued income: | 233,336 | 150,250 |
| Cash and cash equivalents (bank): | 351,366 | 248,961 |
| Total: | 658,889 | 455,228 |

| Liabilities and equity: | 2020 | 2021 |
|---|-------------|-------------|
| Capital: | 301,205 | 20,864 |
| Debts to Suppliers: | 49,378 | 79,310 |
| Other debts and accrued liabilities: | 308,306 | 355,054 |
| Total: | 658,889 | 455.228 |

IMPACT TRIP ETHIOPIA

With some of our top ambassadors
we traveled to our water project in Ethiopia.
We can't wait to go again, as soon as we can.

Photography: Anne Harteman - www.anneharteman.nl



Impact Journey

Want to see how
donations are spent? We
regularly organize an
impact journey in which
you, as an ambassador
of Made Blue, can
experience for yourself
how we work together on
access to clean drinking
water in our projects.

School children

Water at school ensures that girls in particular go to school more often.



Local communities

In every project we involve the local people to manage the water supply.

Fetching water

A water supply is safe water nearby, but not a tap in every house as we are used to.



Water reservoir

To obtain water pressure, a reservoir is placed on the roof of a building.

OUR PROJECTS



1

Ethiopia

Water kiosks in
slums of large
cities

Tanzania
Water Vending
Machines with a
revenue model

2



Vietnam

Safe water for
disadvantaged
minorities

3



Uganda

WASH & Learn,
innovation in water
projects

4



Ethiopia

Water and
sanitation at and
around schools

5



Bangladesh

Mini water grids
for households

6



MAKING WATER EVERYBODY'S BUSINESS

In this project we not only install water points, but we also strengthen cooperation between the community, local government and businesses.

In addition, the slum residents learn how to set up and manage facilities such as drinking water points, toilets and showers themselves. They also learn to hold the local government to account for its responsibilities.

1

Ethiopia:
Addis Ababa,
Adama and Awash

140,000

People eventually get
access to safe water.



**"Just like our foundation,
this project is based on
entrepreneurship to
achieve sustainable
results."**



How?

In the slums of Ethiopian cities such as Addis Ababa, there is a great lack of clean drinking water, sewage systems and garbage collection services.

This causes health problems, especially for young children.

That is why we also provide the right knowledge about good hygiene and safe use of water.

We do this together with local teams of young people and women in particular.

THE WATER OF FATEMA



The heavily pregnant Fatema would do anything to provide her children with clean drinking water. "I couldn't risk my kids drinking polluted water. The chance of diarrhea or even death is too great."

And so, until the day of her delivery, Fatema walked four kilometers every day to the water pump in the adjacent village. She often had to wait there for hours until all the inhabitants of that village had fetched their water. When it was busy, she sometimes even had to return home with an empty jerry can in the evening.

The repair of the water pump was therefore greeted with joy by Fatema and her fellow villagers. Fatema is incredibly happy. "My children can drink water safely and can go to school every day because they are not sick."

In Africa, drinking water is often life-threatening. When we are thirsty, we walk to the tap, fill our glass and take a sip of water. A simple action that we don't even think about anymore. How different that is for millions of people in Africa!

"Until the day of the
delivery I fetched water.
That took all day. Now only
half an hour."





WATER VENDING MACHINES IN TANZANIA

Said developed a smart system that provides safe water with the help of solar energy: the water vending machine.

After a successful pilot in Nugototo Village, he wants to expand his work to Ngomai. With this he reaches 7,000 people. But that is not his end goal. His mission is the same as ours: clean drinking water for everyone!

2

Tanzania:
Nugototo (Dodoma region)
and Ngomai

INNOVATION

Water taps with online
monitoring and even commercials



"This project has become a flywheel for the water supply throughout Tanzania. The government sees it as best practice."



How?

The unique thing about the water vending machines is that they are monitored remotely. In this way there is always insight into the use and immediate action can be taken in the event of a defect.

The local population pays a small contribution for the water by means of tokens so that maintenance is guaranteed. Lighting at the machine ensures that it is also safe at night.

Instructions are given through sound clips, so that music and commercials can now also be heard. In this way the machines become gathering places for the local population.

A stylized world map in shades of blue, with the continents represented by darker blue shapes against a lighter blue background. The map is centered and occupies the entire frame.

400+
AMBASSADORS

**IN MORE AND MORE COUNTRIES
CONTRIBUTE TO OUR MISSION**

Initial[®]

L'ORÉAL

NOVOTEL
HOTELS & RESORTS

Quooker[™]

SAMSUNG

HMS
HOST

M MAAS
TREAT YOURSELF WELL

BW Best Western[®]

heijmans

CWS

hotelgift

TENNANT[®]

THE
STUDENT
HOTEL

RAMADA[®]
Amsterdam Airport Schiphol

BIRD
BREWERY

ambius

Vvada

ARION
simply smile

Westerveld

MÖVENPICK
HOTELS & RESORTS

O₂ THE

Eurest

i-team[®]

Blycolin

IN HOSPITALITY

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Donate a fixed amount per month for a water cooler and glassware from Made Blue. Then you always provide 1000 times as much clean drinking water. We are usually cheaper than spring water, but a lot more sustainable and with much more impact.



## Spring water or tap water?

Spring water is nothing but water from a well that has been bottled elsewhere. That could also be the tap. Did you know that in Utrecht you shower with a well-known brand of spring water? The quality is therefore the same (or less) than tap water, but there is a lot of transport and waste involved.

To make your own spring water you really only need bottles and a tap. However, if you want to be able to offer chilled and sparkling water, you need a water cooler (water tap).

This cooler cools the water that comes out of the pipe, filters it and possibly adds carbon dioxide to it to make sparkling water.





## 700 litres

Is 1000 times the content and enough for a week of water for a family.



## Why pay?

We deliberately do not ask entrepreneurs to put our water on the table for free or nearly nothing.

We want to be an attractive alternative to spring water, also financially.

Only then can we count on entrepreneurs to continue to donate to us on a structural basis.

**"No more overflowing glass container and perfect quality."**

**Restaurant LaStage\***



# AT WORK

Donate a fixed amount per month and enjoy cooled and sparkling water at work from a Made Blue water cooler.

That is not only tasty but also sustainable. In addition, you provide 1,000,000 litres of clean drinking water per machine.



## Rather water than coffee

Does pure water hydrate better than coffee and tea? No, evidence has not been found for this yet.

It's true that caffeine intake makes you expel more urine, but this doesn't outweigh the hydration benefits of the water in the drinks themselves.

Caffeinated drinks have been linked to things like stomach upset, increased heart rate and insomnia.

Water is also much better for your energy level. Coffee (and tea with sugar) causes an energy peak, followed by an inevitable dip that makes us want to drink even more coffee.



**1,000,000 litres**

Make 136 people  
drink with you.



### **For every situation**

Water coolers come in various shapes and sizes: surface-mounted, built-in and freestanding. There is a suitable cooler for every workplace.

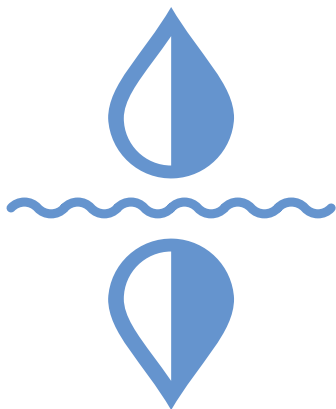
There are even coolers that also offer hot water or the choice between slightly and strongly sparkling water.

**"A healthy treat for  
our employees and  
a nice piece of story  
telling to show to our  
guests."**



# ONE LITRE FOR ONE LITRE

Mirror the water consumption or the water savings of your product, service, customer or organization with just as many litres of clean drinking water in our program: one litre for one litre.



## Tangible and transparent

With one liter for one litre you make very tangible what impact you make and where. Moreover, it is clearly linked to your product, service or organization.

We support you to communicate your contribution to our mission. We go much further than others. For example, you

receive a certificate every year and you can also hand out sub-certificates to your customers.

For every 30 cents, we guarantee to make 1,000 litres of water available in projects that we are sure will last 10 years or more. This is how we work on clean drinking water for everyone!



**30 cents**  
is needed to balance 1,000  
litres of water savings

"In this way we emphasize  
how sustainable our  
product is."

Vincent Gielen, Tennant



Join Accor, Bottle Up,  
Bunzl, CWS, Hotelgift, **La**  
**Trappe**, MAAS, **Quooker**,  
Tennant, **Vebego** and more!

# TO GO

Go for refillable bottles made of sustainable materials or opt for smart disposable packaging. We always have a solution for you and always provide 1,000 times the content of clean drinking water in developing countries.

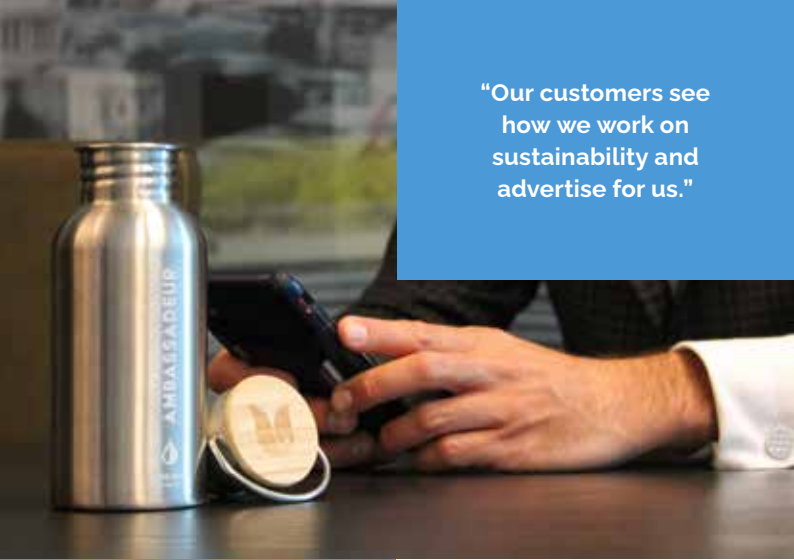


**Bio-bottles** are affordable, can be printed all around, are made in Holland and are 100% BPA free.



Tough or stylish **stainless steel bottles** can be printed or engraved and are also available as a thermos bottle.

"Our customers see  
how we work on  
sustainability and  
advertise for us."



This **Bottle Made Blue** is refillable  
and can be custom printed. It  
even competes in price with PET  
bottles. Ideal for giving away.



Use **Pop-up cups** as  
single-use packaging  
with minimal waste volume but  
with maximum printable surface.





# FRANK

Co-founder of  
Made Blue



MADE BLUE

## ENTREPRENEURIAL CHARITY



"We are on a mission: clean drinking water for everyone.  
That's why we make water from water.

We don't do that by holding out our hand, but by offering added value in the form of, for example, water coolers.

In this enterprising way we manage to receive donations from more than 400 ambassadors to come back every year."



At the end of 2014 Frank founded the Made Blue Foundation together with Robin and Machiel. The trio had already been through a lot in previous adventures with sustainable beef, second-hand clothing stores and CO<sub>2</sub> offsetting.

Everything on blue became the motto. It was high time to do something about the most

pressing problem facing the world: the lack of access to clean drinking water.

Made Blue started by mirroring the water footprint of large companies. Later, water was added to the hospitality industry. Made Blue now also supplies water coolers to various offices and its own reusable bottle.

"It moves me to see that so many people are still trapped in a poverty trap due to a lack of safe drinking water.

And that while in developing countries it is relatively much cheaper to make water available than here in our watery Netherlands."



### **Team Made Blue**

"Our team is always on the go to find new ambassadors."

# OUR POLICY



We only select water projects from reliable local partners where maintenance and education is also guaranteed, preferably working with people from the local community.

With a small team, we incur as little costs as possible to make the most impact in the countries where we work.

We work as transparently as possible.



Made Blue Foundation  
Eikenlaan 41  
3831 XE Leusden

[www.madeblue.org](http://www.madeblue.org)

## **More than we promise**

We measure our results. As it turns out, we often realize many more liters than we promise and that means we reach more people with clean drinking water.

The Made Blue Foundation  
is a registered charity

*Algemeen Nut  
Beogende Instelling*

# ANBI

RSIN number: 8545.63.933  
[www.madeblue.org/en/foundation](http://www.madeblue.org/en/foundation)

## BOARD



**Carolien van Wersch**  
**President**

Director of  
Voor Goed

Founder of  
Double Purpose



**Hester Apeldoorn**  
**Member**

Founder of HA Impact  
& Communication

Manager ONSBank  
Foundation



**Annette van Waning**  
**Secretary**

Former CSR-manager  
of the year

Founder of Cairos



**Machiel van Dooren**  
**Member**

Co-founder of  
Made Blue

Impact Entrepreneur





# CONTRIBUTE TO CLEAN WATER

## Fundraising

Collect money for Made Blue during a sporty or relaxed event. Find us on Pifworld.nl



## One litre for one litre

Link a product or service to a tangible number of liters of clean drinking water, just like Hotelgift, Quooker, MAAS, Retulp and many others.

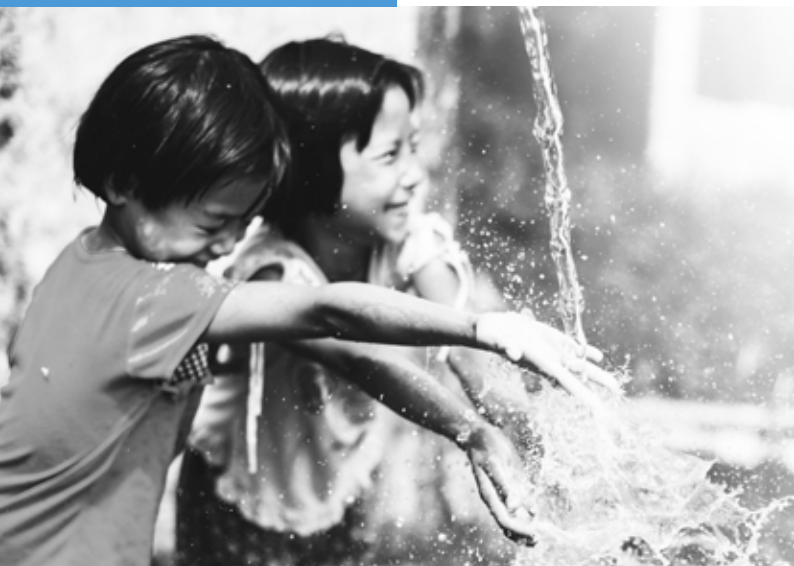
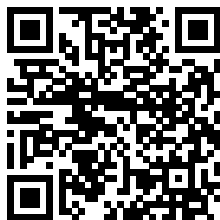
## Made Blue Water

Choose our water dispensers or sustainable bottles and enjoy the best water for the world at work or in hospitality.



Scan this QR code and  
donate 2 euros to give  
one child a year of water  
at school.

Or go to:  
[madeblue.org/en/donate](https://madeblue.org/en/donate)





MADE BLUE



what can you do to  
**#makeitblue**

[madeblue.org](http://madeblue.org)