

# SWAROVSKI WATERSCHOOL

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GLOBAL REPORT  
2020



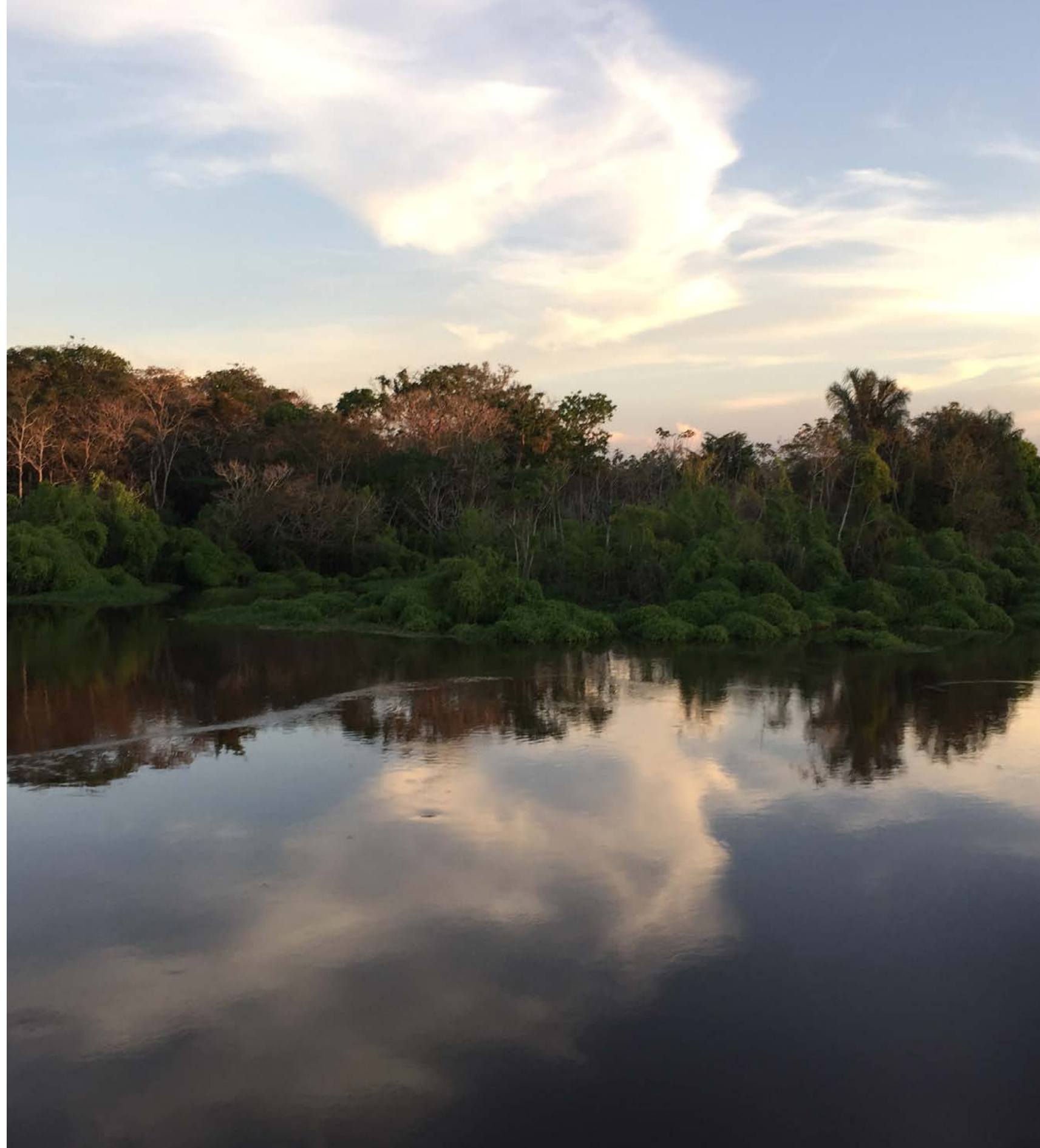
## ABOUT THIS REPORT

We are proud to share our annual report, which provides an overview of the Swarovski Waterschool program and the results achieved in collaboration with our partners across the globe in 2020.

A strong focus on both people and the planet is the cornerstone of Swarovski Waterschool's efforts to achieve sustainable development, and that is why we place particular emphasis on our contribution to the Sustainable Development Goals (SDGs).

For more information on Swarovski Waterschool and to download our free teaching materials, please visit [swarovskiwaterschool.com](https://swarovskiwaterschool.com)

If you have any questions or require further information please contact us at [office@swarovskiwaterschool.com](mailto:office@swarovskiwaterschool.com)





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## FOREWORD BY NADJA SWAROVSKI

Water has always been central to the Swarovski story. It was the abundant supply of water from the rivers of the Tyrolean Alps that first led my great-great grandfather Daniel Swarovski to the region. When he founded his company 126 years ago, water from the clear mountain streams was not only essential to cut and polish his crystal, it also provided infinitely sustainable hydro-electric power.

Water continues to be fundamental to our family business, and in 2000 we established Swarovski Waterschool to teach young people how to use it, conserve it and cherish it. Since then its programs have educated more than 740,000 young people, and engaged 15,000 teachers at 2,500 public schools.

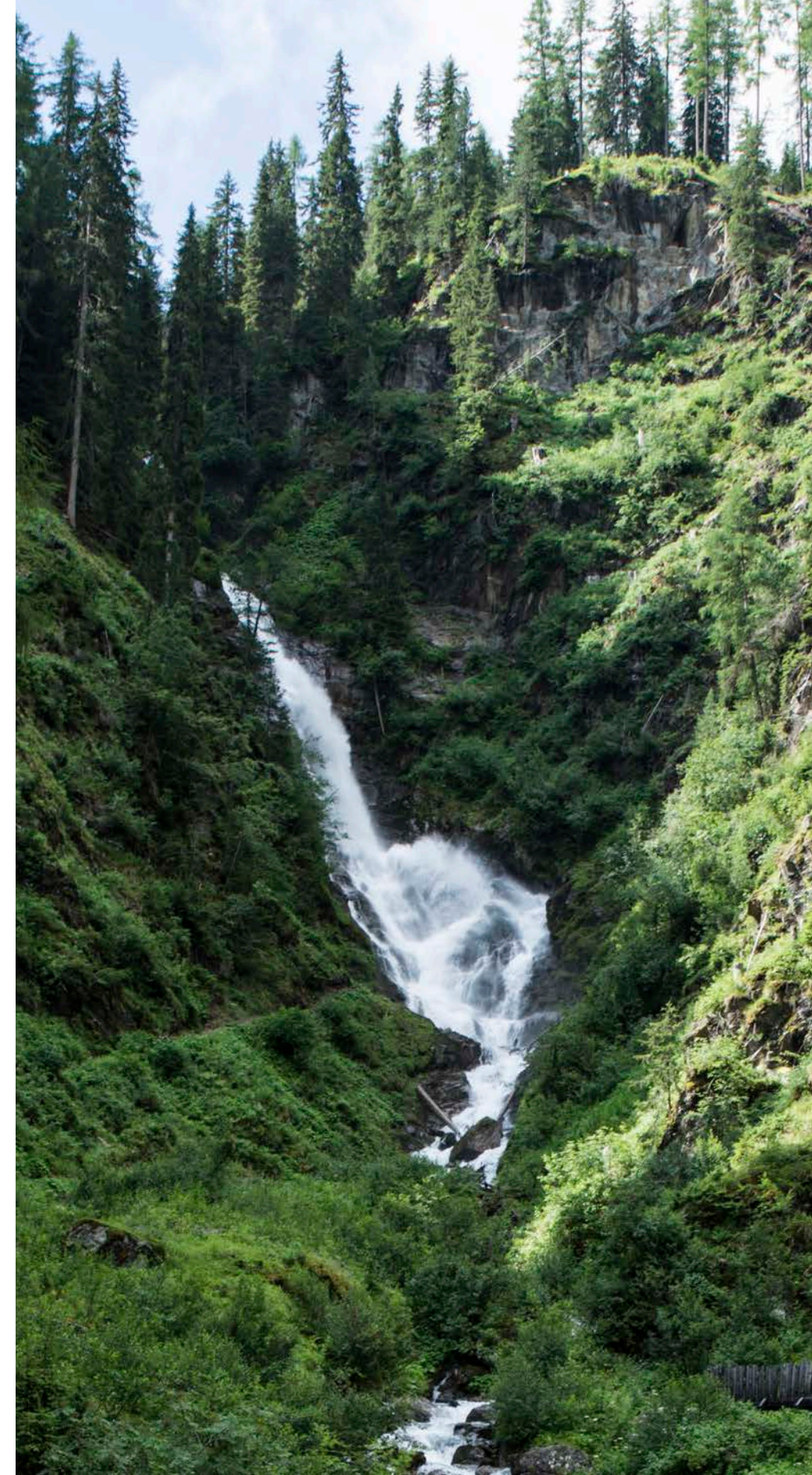
Our 20th anniversary year was marked by crisis and uncertainty, as the global pandemic forced all the schools in our program to close at some point. But 2020 also demonstrated how relevant the Waterschool initiative remains, and how resilient and adaptable it has proved to be.

We are immensely proud of what our partners on the ground have achieved in these difficult times. Throughout 2020 they worked tirelessly to stay connected with the students, teachers and communities – virtually where possible – and managed to reach 83,122 students in spite of COVID-19 restrictions.

They adapted brilliantly, often working remotely through social media platforms such as WhatsApp. In Brazil, where the impact of the pandemic has been particularly acute, our partners organized boats to travel down the Amazon, bringing food, PPE and medical support to families in remote villages.

The pandemic has served to underline the critical importance of education about hygiene and water, and access to clean water and sanitation facilities. In the future, there will be no more important resource than water. By reaching young minds through our Waterschool programs, we aim to offer a vision of hope for the future, helping to ensure that the source of life will be safeguarded for many generations to come.

**Nadja Swarovski**  
Chair of Swarovski Foundation and Waterschool





## MESSAGE FROM THE WATERSCHOOL TEAM

As we publish our Global Report for 2020 we can look back at this challenging year with gratitude and pride.

The global health crisis had a dramatic effect on the way we were able to work with our partners and engage with our students. With schools closing everywhere, we were mostly unable to physically reach our students to teach them about sustainable water use and provide them with safe water and sanitation facilities.

Our partners on the ground had to cope with losing loved ones, and the cancellation of their plans for the students and communities they care about so passionately. We are proud to report how magnificently they dealt with the uncertainty and disruption brought on by the pandemic.

Together, we did our best to adapt to the circumstances, providing students, teachers and communities with information about COVID-19 and hygiene measures, while continuing our core teaching program about water and the environment digitally wherever possible.

This may have been the most demanding year in our history, but seeing how everyone pulled together, and how we managed to stay connected with our projects, students and communities fills us with great hope, optimism and pride.

We are all looking forward to a brighter 2021. We have many exciting projects and activities planned with our partners, including the launch of our pilot scheme in Sydney, Australia – a milestone for the Waterschool as our programs will be active across six continents. Together we will continue the Swarovski Waterschool journey towards a more sustainable future.

Jakhya Rahman-Corey, Clemens Scheiber and Simon Kolb



SWAROVSKI WATERSCHOOL (SWS)  
EMPOWERS CHILDREN AND THEIR  
COMMUNITIES AROUND THE WORLD  
TO BECOME WATER AMBASSADORS  
BY PROVIDING TOOLS AND TRAINING  
THAT ADDRESS THEIR LOCAL  
WATER CHALLENGES.

## SWAROVSKI WATERSCHOOL

Founded in 2000, the Swarovski Waterschool aims to inspire present and future generations to practice sustainable water use in order to safeguard health, wellbeing and the availability of clean water for people and planet.

We strongly believe that protecting water resources and nature relies on educating young people and the communities they live in, fostering change in behavior and making them leaders for positive change and sustainable development.

This has been at the core of the Swarovski Waterschool program for more than two decades – and we are now reaching out to children and communities in eight countries across six continents of the globe.

### GLOBAL WATER CHALLENGES



LESS THAN  
**1%**  
OF THE  
WORLD'S  
WATER IS  
DRINKABLE



**1 IN 9**  
PEOPLE LIVE  
WITHOUT  
CLEAN WATER  
CLOSE TO  
HOME



EACH DAY  
NEARLY  
**1,000**  
CHILDREN  
DIE DUE TO  
PREVENTABLE  
WATER AND  
SANITATION  
RELATED  
DISEASES



**1/3**  
SCHOOLS  
LACK ACCESS  
TO CLEAN  
WATER  
AND BASIC  
SANITATION

THE SWAROVSKI WATERSCHOOL PROGRAM FOLLOWS THREE INTERCONNECTED CORE PRINCIPLES THAT FOCUS ON EDUCATING CHILDREN AND COMMUNITIES ON SUSTAINABLE WATER MANAGEMENT, SANITATION AND PROVIDING WATER AND SANITATION FACILITIES.



## WATER EDUCATION

The key to understanding the importance of water for people and nature is education. Well-trained Waterschool educators teach children from participating schools the principles of sustainable water management.

## ACCESS TO SAFE WATER

Swarovski Waterschool works hand in hand with local partners to identify, establish and implement solutions that help provide students and their communities with access to clean, safe water.



## WATER, SANITATION & HYGIENE

The construction of sanitation facilities in schools, teaching the principles of sanitation and hygiene, and improving the health of the community at large are a vital part of the program.

## SWAROVSKI WATERSCHOOL TEACHING MATERIALS

Swarovski Waterschool's teaching materials "Drops of Knowledge for Rivers of Change" engage students and teachers in a practical and imaginative way, both in and out of school. Children and their teachers learn through experiments and local action as well as through games, music and theater. To download our free teaching materials, go to: [swarovskiwaterschool.com](http://swarovskiwaterschool.com)





SINCE 2000

740,000

STUDENTS EDUCATED  
AROUND THE WORLD  
(20 HRS+ OF TRAINING)



15,000

TEACHERS  
ENGAGED GLOBALLY

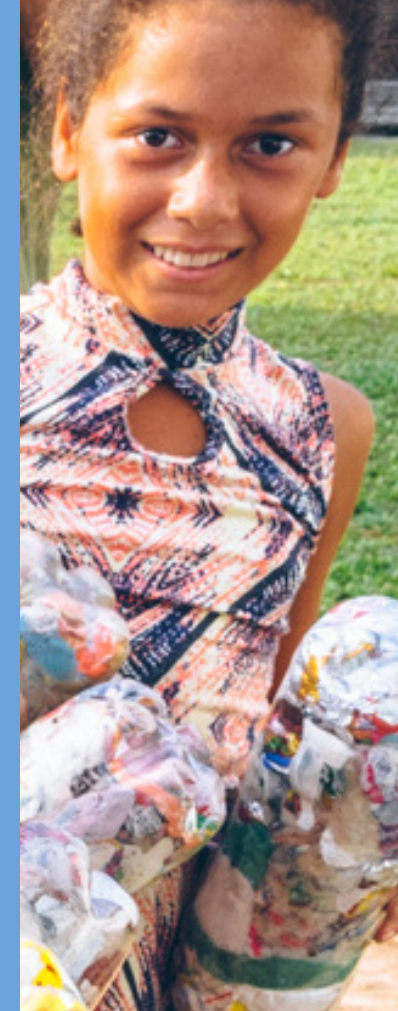


2,500

SCHOOLS INVOLVED ALONG EIGHT  
OF THE WORLD'S MAJOR RIVERS



YOUNG PEOPLE AGED  
EIGHT TO 18 TRAINED AT  
WATERSCHOOLS TO BECOME  
WATER AMBASSADORS



## GLOBAL REACH

The Swarovski Waterschool program was established in Austria in 2000. What began as a local project has since evolved into a global initiative, operating within watershed areas of the world's major rivers of the Danube, Ganges, Yangtze, Nile, Amazon, Chao Phraya, Mississippi and Parramatta in eight countries: Australia, Austria, Brazil, China, India, Thailand, Uganda and USA.

With the support of our local partners the Waterschool reaches children between the ages of eight and 18 and through them their families and communities, improving access to safe and reliable sources of water and adequate sanitation while also providing the tools and education for the next generation.

Our students develop a lifelong passion for the subject and become ambassadors to communicate the message of sustainable water use and protecting nature.



# HISTORY OF SWAROVSKI WATERSCHOOL

2000

## A NEW BEGINNING

The first Swarovski Waterschool opens at the Hohe Tauern National Park in Austria within the basin of the Danube. An educational program is introduced, teaching both children and young adults about the importance and scarcity of water.

2006

## INDIA

The first project outside of Austria, the Swarovski Waterschool India opens around the Keoladeo National Park in Rajasthan in the Ganges basin.

2008

## CHINA & UGANDA

The Swarovski Waterschool starts operating in six regions along the Yangtze river in China and 20 communities in Kanungu district in Uganda.

2014

## BRAZIL

The Waterschool comes to the state of Parà in northern Brazil, focusing on water and environmental education through school and community-based participatory learning.

2016

## USA & THAILAND

Three pilot projects launch with various organizations to highlight local water sources. NGRREC: Mississippi River; Raks Thai Foundation: Chao Praya river basin; Fundação Amazonas Sustentável: Amazon.

2017

## TEACHING MATERIALS LAUNCHED

Working in cooperation with its NGO partners, Swarovski Waterschool launches the global edition of its "Drops of Knowledge for Rivers of Change" teaching and learning materials on the SWS website.

COMING IN

2021

## AUSTRALIA

With local partners Earthwatch Australia and Kids Teaching Kids, the Swarovski Waterschool launches its pilot project in Sydney, Australia. This marks an exciting milestone for the Waterschool, which is now active in six continents.

# OVERVIEW OF 2020

*"The school is very appreciative of the rainwater harvesting facility. Parents and community members also use the water, especially when their own supply is cut off. During the rainy season there is plenty of water to use, saving costs for families."*

MR. OKELLO, HEADMASTER, UGANDA



## AUSTRIA

WORKBOOKS PROVIDED TO VARIOUS WEBSITES THAT SERVE AS AN EDUCATIONAL RESOURCE DATABASE



The pandemic showed that access to educational online resources is very important to keep students and teachers engaged. SWS Austria provided workbooks (target age group nine to 14 years) to various websites that serve as an educational resource database/portal for teachers and students.

## BRAZIL

THE SWS YOUTH GROUP LED THEIR COMMUNITY TO SET UP A FRUIT PLANTATION



Banana, watermelon and passion fruit are grown for subsistence and income generation.

## UGANDA

CONSTRUCTION OF NEW LATRINES WITH CHANGING ROOMS AND FRESH WATER



SWS Uganda constructed a new latrine at Rushoroza Seed secondary school with a changing room and fresh running water. Female students who previously had to line up to use the latrine now have a safe space for menstrual hygiene. Learners who walk long distances (4-7km) can freshen up before entering the classroom. As a result, their personal hygiene has improved and self-esteem increased.

## THAILAND

500 CHECK DAMS BUILT IN THE DISTRICT



The Mae Chaem District Office endorsed strategies for water system improvements already implemented by SWS Thailand, such as check dams to slow water flow and erosion. As a result, 500 check dams have been built in the district, with financial support from local GOs and NGOs.



## CHINA

### CREATION OF VIRTUAL CLASSROOMS TO FACILITATE WATER-RELATED ACTIVITIES



Daxinglu Primary School is situated in Wuhan, the city that was severely hit by COVID-19. In the spring the entire population underwent a 76-day lockdown. By creating a virtual classroom during this period, Daxinglu Primary School designed and facilitated water-related activities for students in the 33rd China Water Week, and helped to provide a feeling of normality.

## INDIA

**55** NEW TAPS  ACROSS **7** SCHOOLS  IMPACTING **1,504** STUDENTS

SWS India installed and renewed handwashing stations in seven Rishikesh schools, providing 55 new taps with access to clean water, and impacting 1,504 students. In addition, 23 new toilets were furnished, benefitting 667 students in nine schools. The aim is to encourage hand washing after using the toilet and before meals, with one tap for no more than 20 children. The students are also taught about the importance of toilets, their maintenance, and the impact they have on their lives and communities.

## USA

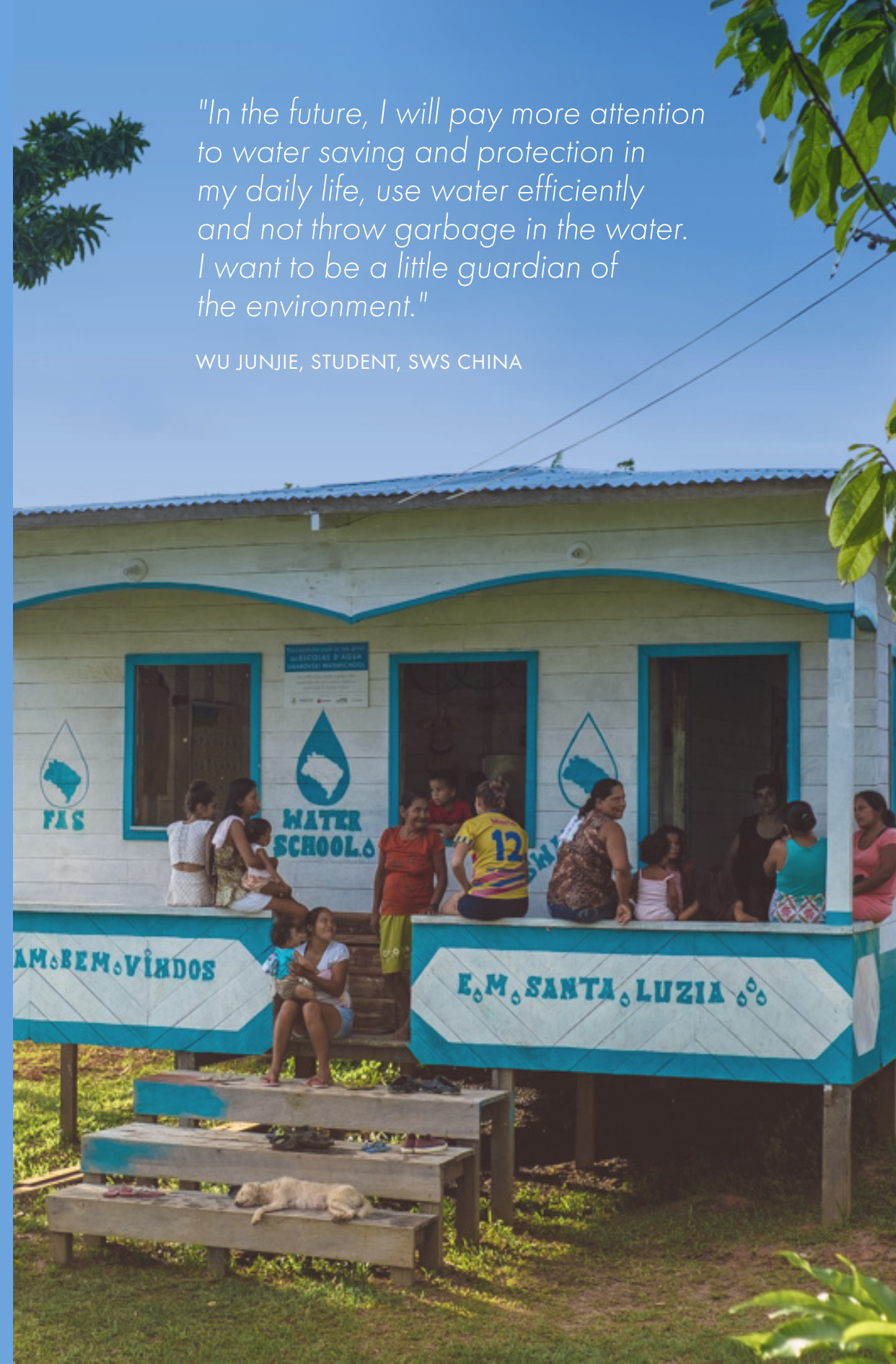
### INTRODUCTION OF 'TEACHER GIVING KITS' TO ELIMINATE THE NEED TO RETURN SUPPLIES



Due to COVID-19, opportunities to interact with SWS students and educators have been limited. Teachers needed support in their classrooms through access to virtual lesson plans, and physical supplies to carry them out. Existing Teacher Lending Kits were transformed into Teacher Giving Kits, eliminating the need for teachers to return supplies after use. SWS USA is expanding its capacity to offer virtual lessons, and potentially virtual field trip experiences.

*"In the future, I will pay more attention to water saving and protection in my daily life, use water efficiently and not throw garbage in the water. I want to be a little guardian of the environment."*

WU JUNJIE, STUDENT, SWS CHINA





# STUDENTS EDUCATED AROUND THE GLOBE IN 2020

(20 HRS+ OF TRAINING)

# 83,122





## SUSTAINABLE DEVELOPMENT GOALS

In 2015 the United Nations established a set of 17 Sustainable Development Goals (SDGs) as part of its 2030 Agenda for Sustainable Development.

The Waterschool seeks to contribute to worldwide efforts to meet the SDGs. We work under the premise that each project's outcomes will positively impact these goals.

Over the next 15 years, with these goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities, and tackle climate change, while ensuring that no one is left behind.

On the following pages, we give examples of how the Waterschool program contributes to supporting the SDGs. More information on the goals and key targets can be found at:

<https://www.un.org/sustainabledevelopment/>

OUR WORK FOCUSES ON SUPPORTING THREE SUSTAINABLE DEVELOPMENT GOALS

**4** QUALITY EDUCATION



**6** CLEAN WATER AND SANITATION



**17** PARTNERSHIPS FOR THE GOALS



While these three goals receive the greatest contributions from Swarovski Waterschool, our work also has an indirect impact on other SDGs.



# TO ENSURE INCLUSIVE AND QUALITY EDUCATION FOR ALL AND PROMOTE LIFELONG LEARNING

GOAL 4 TARGETS THE SWAROVSKI WATERSCHOOL CONTRIBUTES TO:

## 4.1

By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

## 4.4

By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

## 4.5

By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

## 4.7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

## 4.A

Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.

## 4.C

By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States.



"We have almost finished the construction of the community's first school building – and we don't have enough words to thank Waterschool for that.

The project has increased consciousness about the importance of keeping our community free of waste, and taking care of our water."

ECLESIASTES, TEACHER, SWS BRAZIL



## BRAZIL, SANTAREM

The Rivers of Knowledge radio program started in November 2019 and is broadcast by Rádio Rural de Santarém. In 2020, it was recorded in the studio until mid-March, but as the pandemic took hold it had to be recorded via messaging apps.

Topics discussed included the importance of washing hands, using gel alcohol and avoiding large gatherings to prevent infection. Rivers of Knowledge was important during the pandemic because it took information to places without access to the internet. It has reached approximately 180,000 listeners in the past 13 months, with 58 programs broadcast, 131 people interviewed and 10 Waterschool student ambassadors involved in the recordings.

  
**180,000**

LISTENERS  
REACHED

**58**  
PROGRAMS  
BROADCASTED 

IN **13** MONTHS

 **25**

TEACHERS PARTICIPATED  
IN TRAINING COURSES

## AUSTRIA

25 teachers participated in a training course in Austria. Even though the course had to be adapted due to COVID-19 restrictions, the sessions were booked out within days of their announcement. The evaluation produced very positive feedback, but further fully booked courses unfortunately had to be cancelled.



ENVIRONMENTAL  
EDUCATION

## CHINA

In October, a week-long environmental education event took place in Dukezong Primary School, focussing on the protection of water, wildlife and the general environment. Painting, paper-cutting and pasting activities successfully drew the attention of children in the first grade to the beauty of the natural environment and the importance of protecting it.

Students also wrote articles and published them in a special column in a local newspaper. This proved an effective way to help students learn, and in turn share their knowledge with a wider public.

## BRAZIL, SANTAREM

Many schools in Brazil do not have basic hand washing facilities or access to the public water and sewage system. This is the case with schools in Santarém.

SWS Brazil provided a set of sinks that was initially developed to improve the oral hygiene of children in the school environment, but due to the pandemic the functions were expanded to hand washing. Booklets prepared by UNICEF and WHO advised schools to reinforce frequent hand washing and hygiene, and provide necessary resources.

SWS Brazil set up 14 oral and hand hygiene stations, benefiting 2,651 students and 147 teachers, as well as residents of the communities in Santarém.

14 

ORAL AND  
HAND HYGIENE  
STATIONS

2,651

STUDENTS

BENEFITING

147

TEACHERS

## UGANDA

At Rushoroza Primary School, the girls' latrine collapsed because it was too old. Fortunately, this happened during lockdown, when schools were closed. As the old sanitation facilities were unsafe and smelly, some learners would avoid using them, and instead practice open defecation or miss classes and go home.

A new latrine with a washroom for girls was constructed, which they feel secure and comfortable using, and there is no more open defecation. The pupil:toilet ratio now is 52:1.



NEW SANITATION  
FACILITIES

108   
TEACHERS

68   
SCHOOLS

REACHED VIA



## INDIA, MEERUT & BULANDSHAHR

Due to COVID-19 all schools in India have been shut since March 2020, with classes being conducted only through online platforms and other virtual methods. With limited internet connection in rural areas, SWS partner WWF India reached out to 108 Waterschool teachers from 68 schools for refresher training through WhatsApp and phone calls.

The objective of the sessions was to make teachers aware of the risks of COVID-19 and ways to mitigate it and provide information about the Water footprint, how to calculate it and ways to reduce it.



*"Now, I have time to read my books as I prepare for my final year exams because I do not waste time fetching water from very farway sources.*

*I expect to perform well and want to continue my studies and become a surgeon."*

EVELYNE, STUDENT, SWS UGANDA



## 6 CLEAN WATER AND SANITATION



# TO ENSURE ACCESS TO SAFE WATER SOURCES AND SANITATION FOR ALL

GOAL 6 TARGETS THE SWAROVSKI WATERSCHOOL CONTRIBUTES TO:

### 6.1

By 2030, achieve universal and equitable access to safe and affordable drinking water for all.

### 6.2

By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.

### 6.3

By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

### 6.4

By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.

### 6.5

By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate.

### 6.6

By 2030, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

### 6.A

By 2030, expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies.

### 6.B

Support and strengthen the participation of local communities in improving water and sanitation management.



## INDIA, RISHIKESH

SWS India launched a new Menstrual Health Awareness outreach initiative within the region's Waterschools, reaching 446 participants in nine sessions. The programs included comprehensive overviews of menstrual health and hygiene, providing information that promoted good health, increased awareness and an end to stigmas. Instructors also provided information during small medical camps that were held in three participating Waterschools.

Additionally, in celebration of "Period Day," a special session was conducted with male students enabling them to understand the female reproductive cycle and their social responsibility as men to support women with respect to menstrual hygiene.

446

MENSTRUAL  
AWARENESS  
PARTICIPANTS



REACHED IN

9

SESSIONS

"This year we were finally able to bring Swarovski Waterschool to our community.

We have decided to invest in a rainwater catching system, for better water quality in our school. The project has also brought new ideas for how to engage our students in taking care of our environment."

SILANTE, TEACHER, BRAZIL

312



SWS MODEL  
VILLAGE FARMERS  
TRAINED IN WATER  
CONSERVATION  
PRACTICES

## INDIA, BULANDSHAHR

312 farmers from five Waterschool model villages were trained in water conservation practices, sanitation and sustainable agricultural practices to reduce the use of water and chemicals in agriculture (pesticides and fertilizers). Before the initiative farmers were on average irrigating their field up to 5-6 inches but after training that was reduced by one inch. With adoption of the new practices one farmer can save around 137 cubic meters (137,000 litres) of water per season. SWS partner WWF will be keeping a record of water consumption patterns in the coming agricultural seasons.

137K LT

OF WATER SAVED  
EACH SEASON  
PER FARMER

## BRAZIL, PURUS

Communities planned 16 infrastructure projects to support access to safe water for schools and families. Two of those projects were implemented in 2020: an ecological sewage treatment system in Tumbira, and the maintenance of the well and water distribution system in Santa Luzia do Jari. A technician's visit to advise on specific materials and services is required for two of the other projects. The remaining 12 projects are in progress and already have all the materials needed. A highlight is the Monte das Oliveiras Community, the most isolated of all, which is building its first school. Before the project, teachers had to work in private houses.

1<sup>ST</sup>  
SCHOOL  
BUILT IN THE MONTE  
DAS OLIVEIRAS  
COMMUNITY



"I can now go to the latrine without fear. I was always scared that the old one would fall down."

CATHERINE, STUDENT, SWS UGANDA



## UGANDA

Three rainwater tanks have been built in three schools, adding to the 10 tanks provided in previous years. The water from the tanks is used for drinking, hand washing, cooking, washing toilets and cleaning classrooms. Previously, learners in one class were asked to bring the water from their homes (3-5 litres).

This resulted in learners coming late and some would not come at all for fear of being punished for being late. Learning performance was poor and some students would drop out of school. The rainwater harvesting tank now provides water for the school. Enrolment has increased and performance has improved.

One of the schools, Rushoroza Seed School was using 100 jerrycans (each 20 litres) of water per day, transported by a motorcycle rider who was paid per jerrycan. Water was fetched from a river 2km away and arrived brown and contaminated. The new 20,000-litre rainwater harvesting tank provides safe water and has eliminated the cost of water delivery (23 Euros per day).

NEW  
**20,000 LT**  
RAINWATER HARVESTING TANK




In many communities there was limited practice of hand-washing after using the latrine, coupled with a lack of latrine covers, and open defecation. However, with the training of Community Based Waterschool Coordinators (CBWC), most households now have hand washing facilities, not only at the latrines but also at the entrances to their homesteads. These homesteads have adopted best sanitation practices including compound sweeping, drying-rack construction and garbage management.



FACE MASKS, LIQUID SOAP  
AND HAND SANITISER SUPPLIED TO

**7**  
SCHOOLS



At the beginning of 2020, 19 of the 20 Waterschools had hand washing facilities but four of these did not have soap. However, all the hand washing facilities were operated by hand or arm, which does not stop the spread of COVID-19.

Foot pedal operated hand washing has been adopted and is being practiced in 13 schools now – and no COVID-19 cases have been reported in the 20 schools.

In addition, ZONTA Women's Club Kampala together with SWS Uganda supplied face-masks, liquid soap and hand sanitizers to seven schools, benefitting 260 students and 58 teachers/support staff. This increased the availability of masks, as most individuals had only one and others were coming to school without them.

**58**  
TEACHERS/SUPPORT STAFF



**260**  
STUDENTS



BENEFITING



# TO REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

GOAL 17 TARGETS THE SWAROVSKI WATERSCHOOL CONTRIBUTES TO:

## 17.16

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

## 17.17

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnership.



## CHINA

On World Environment Day, teachers and students of Xianhai Primary School took part in an event called Taking Action to Safeguard Xianhai Lake, which was organized by the government of Xianhai Township.

Activities included releasing an environmental protection documentary, and an exhibition to raise awareness of environmental protection law with the general public. The school was invited to attend the event in recognition of the role it had played over many years in protecting Xianhai Lake through the Waterschool project.



RAISE AWARENESS  
OF ENVIRONMENTAL  
PROTECTION LAW

### TRAINING ON THE HOMETOWN RIVER AND THE ROLE IT PLAYS IN THE DEVELOPMENT OF THE REGION



Carrying out a river survey helps people get a better understanding of the river in their hometown, the role it plays in the development of the region, and the impact people have on it. The Green Han River organization provided training in this to local communities.

Another education event in the Hongguang Community focused on garbage management, in cooperation with the Environmental Protection Bureau, as well as delivering an environmental project with local stakeholders in the Xiaojiatai community.

## UGANDA

18 community educators were trained to teach about water and its contaminants, the safe water chain, water handling, water consumption, personal and domestic hygiene. So far, they have trained 61 community members and as a result there is greater understanding about hand washing, use of clean containers and how to maintain cleanliness in their homes.

18

COMMUNITY  
EDUCATORS



TRAINED



61

COMMUNITY  
MEMBERS

*"After my training, I visited my community and have so far taught 10 households about water resource management, hand-washing with soap and homestead improvement.*

*They now have hand-washing facilities at the latrines and at the entrance to their homes."*

KENEZA,  
SWS COMMUNITY EDUCATOR, UGANDA



## BRAZIL, PURUS

SWS Brazil has developed partnerships to expand the Waterschool project reach, distributing 525 books to six municipalities, which will be followed by training throughout the year. Training had to be done online, in partnership with the Projeto Amazonas Sustentável, using the Amazonas State satellite-based online classes system, which reaches isolated schools. The program was broadcast to 200 teachers, and the system allowed them to interact, proving to be an asset for sharing the SWS methodology. Another partnership, with the Improved Literacy project, took place in Tumbira community, training 20 teachers from different communities on the Rio Negro Sustainable Development Reserve. By 2021, the project is expected to reach more than 400 teachers.



*"The project made me realize that it is possible to act and preserve our rivers. It made me realize that we are part of a global team that fights for the preservation of nature and takes care of the water resources on the planet."*

CLEBERSON BRAGA, STUDENT, SWS BRAZIL

**525**  
BOOKS



DISTRIBUTED TO

**6**  
MUNICIPALITIES



ONLINE TRAINING  
BROADCASTED TO

**200**  
TEACHERS



## THAILAND

**12**

EVENTS  
TEACHING THE  
IMPORTANCE OF  
WATER PROTECTION  
AND CONSERVATION



**460**

PARTICIPANTS

In the past, traditional upstream water protection has been neglected in most villages. Waterschool Thailand brings together students and schools to learn about the importance of water protection, and the conservation of the upstream forest by different ethnic groups.

Participating in the upstream water protection events, schools and communities build new relationships and learn to understand each other's constraints and support each other.

During the project period, 12 events with a total of 460 participants were conducted. By identifying their school's water sources through the water flow mapping activity, students learnt about their school and community water use.

**11**

EVENTS HELD  
FOCUSING ON  
WATER RESOURCE  
RESTORATION

**1,210**

PARTICIPANTS



11 events were held, focusing on water resource restoration. Communities and schools built check dams for upstream forest restoration and for water resource improvement. These included water reservoir check dams, screening check dams (which slow water flow and reduce erosion), and sedimental check dams (which reduce clay and other sediments from the stream, ensuring cleaner water downstream).

The events involved a total of 1,210 participants.

# COVID-19 RESPONSE

## BRAZIL, PURUS

Rural Amazonas was relatively protected due to its isolation, until the beginning of June when the virus started spreading quickly among communities where the Waterschool is working.

One of the main drivers is the need for families to buy food in nearby cities. As an emergency measure to help reduce that risk, SWS partner FAS distributed 340 food kits, which benefited 1,573 people from 17 communities. Another action was to provide adapted COVID-19 information to families. The information was displayed in a folder that was distributed throughout the state. Swarovski Waterschool supported the food distribution and the printing of 5,700 folders.



340

FOOD KITS



DISTRIBUTED TO



17

COMMUNITIES

1,573

PEOPLE

5,700

COVID-19 INFORMATION FOLDERS  
PRINTED AND DISTRIBUTED



"We thank SWS Uganda for bringing the ZONTA club to our schools. Their input has enabled learners to be ready for classes and avoid catching COVID-19.

The government had supplied masks but they were not enough. Most students were coming to school without masks and it was scary. Our learners can now concentrate and get good grades."

BEN, HEADMASTER, UGANDA

# COVID-19 RESPONSE



## ..... BRAZIL, SANTAREM .....

During the dry season, the Waterschool team visited lowland communities in Santarém in November and December, to check on the residents' access to drinking water, as well as the condition of the oral and hand hygiene station. It was an opportunity to hear from teachers about the work developed during the pandemic.

As instructed by the Department of Education, teachers prepared the children's activities, and the parents or guardians went to schools to collect the relevant material, which after 15 days was returned for correction. This offered a good solution, since many schools, especially in river regions, do not have access to the internet. Five thousand students, teachers and community members also benefitted from posters about COVID-19 prevention and hand hygiene distributed by the Waterschool.

**5,000**  
STUDENTS, TEACHERS  
AND COMMUNITY MEMBERS  
BENEFITTED FROM POSTERS  
ABOUT COVID-19 PREVENTION

*"The training conducted by Swarovski Waterschool partner WWF India was very useful, especially around COVID-19 prevention measures. We will follow those best practices when school reopens."*

BEENA TYAGI, UPS, MUBARIKPUR, INDIA, MEERUT

## THAILAND .....

Beside raising awareness on clean water consumption, the importance of hygiene – especially during the pandemic – was highlighted during the soap and all-purpose detergent making activity. Currently, every school has hand washing facilities, but they sometimes run out of soap. So every school was trained to make its own. The detergent is popular because it is cheap, easy to produce, and has a host of different uses.

**17**  
EVENTS



**534**  
PARTICIPANTS

Many community members have now started producing their own soap products. During the project, there were 17 events with 534 participants. A 3-minute animation was produced that aimed to educate those with a language barrier on possible germ infection from neglecting sanitation in their everyday activities. It also shows how to prevent this with simple practices.



# LOCAL ACTION FOR GLOBAL IMPACT

To expand the reach of our eight Waterschool locations we want to encourage everyone to help us on our journey and become part of the global Waterschool network. We are constantly working on new ways to engage with our communities and connect with partners and projects.

## GET INVOLVED

How can we all – like our partners on the ground – help tackle the challenges that we face with our water sources and the environment? Swarovski Waterschool supports three Calls to Action that can be adapted locally to encourage everyone to learn more, take part and spark change for good:



### CARE ABOUT WATER

- Be conscious about your water usage
- Learn more about your water source



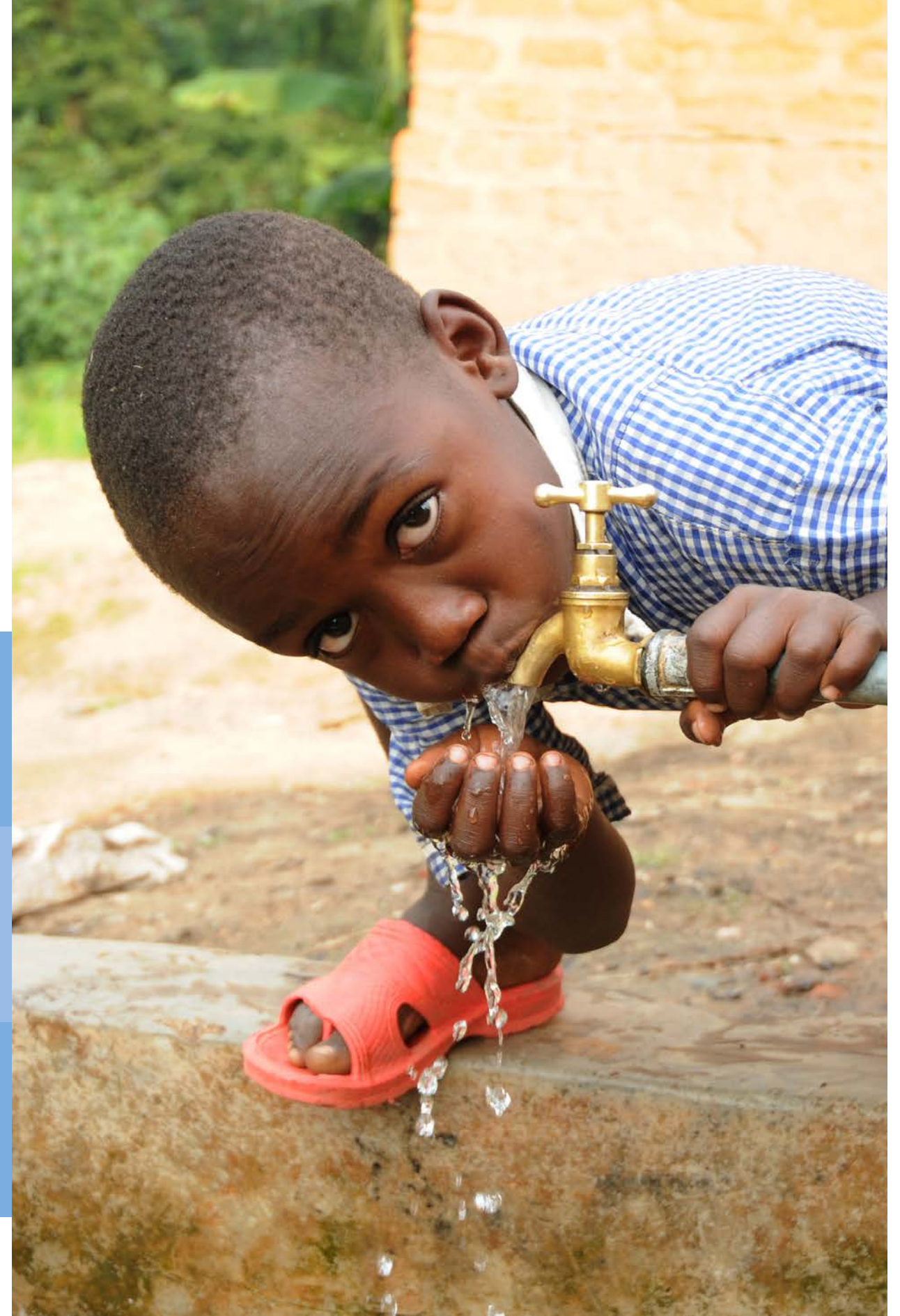
### STOP PLASTIC POLLUTION

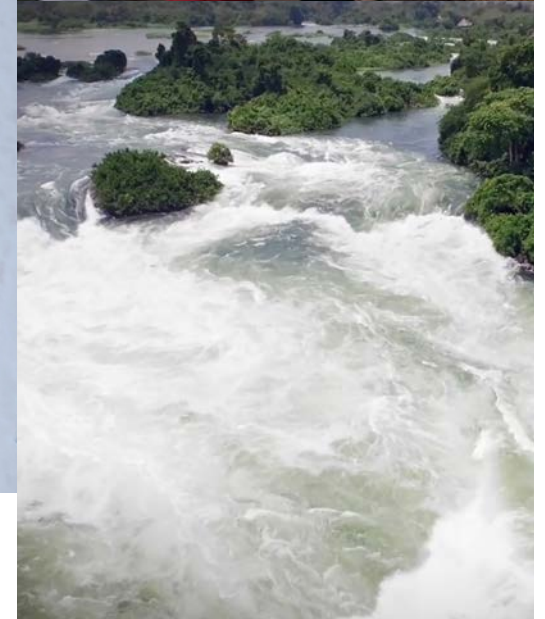
- Replace single-use plastics with eco-friendly alternatives
- Recycle or dispose of plastic waste responsibly



### PROTECT YOUR HEALTH

- Wash hands with soap regularly
- Support organizations that provide clean water and sanitation





## SWAROVSKI CRYSTAL SOCIETY

Established in 1987, the Swarovski Crystal Society provides its members in over 100 countries with privileged access to a brilliant crystal lifestyle. Since its inception, over 500,000 crystal enthusiasts have joined this unique program that offers exclusive Swarovski crystal products and gifts, preferential information and unique experiences, including direct engagement in the Swarovski Waterschool program.

A proportion of membership fees and the proceeds from SCS exclusive products are donated to support Waterschool projects.

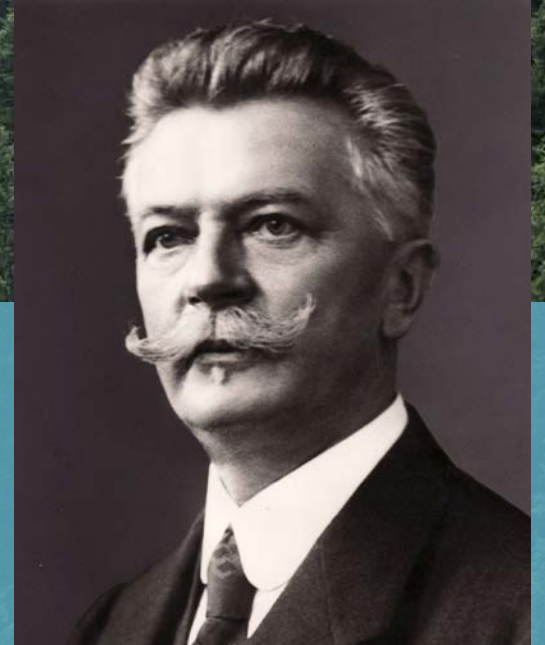
## WATERSCHOOL DOCUMENTARY

2018 saw the launch of "Waterschool", a compelling documentary film that follows the experiences of several young female students who live along six of the world's major rivers. It premiered at Sundance Film Festival and was presented at the World Economic Forum in Davos, as well as Hong Kong and Cannes Film Festivals. In July 2018 "Waterschool" was launched on Netflix and is available globally in 26 languages.

The documentary was developed by graduate students of the UCLA School of Theater, Film and Television under the mentorship of Dean Teri Schwartz. Vivid, lyrical and often poignant, the film is a reminder of the power of education – with the support of the business community – to transform lives and tackle the world's pressing environmental issues

*"To achieve lasting change,  
you must think not only of yourself  
but also of your fellow human beings."*

DANIEL SWAROVSKI



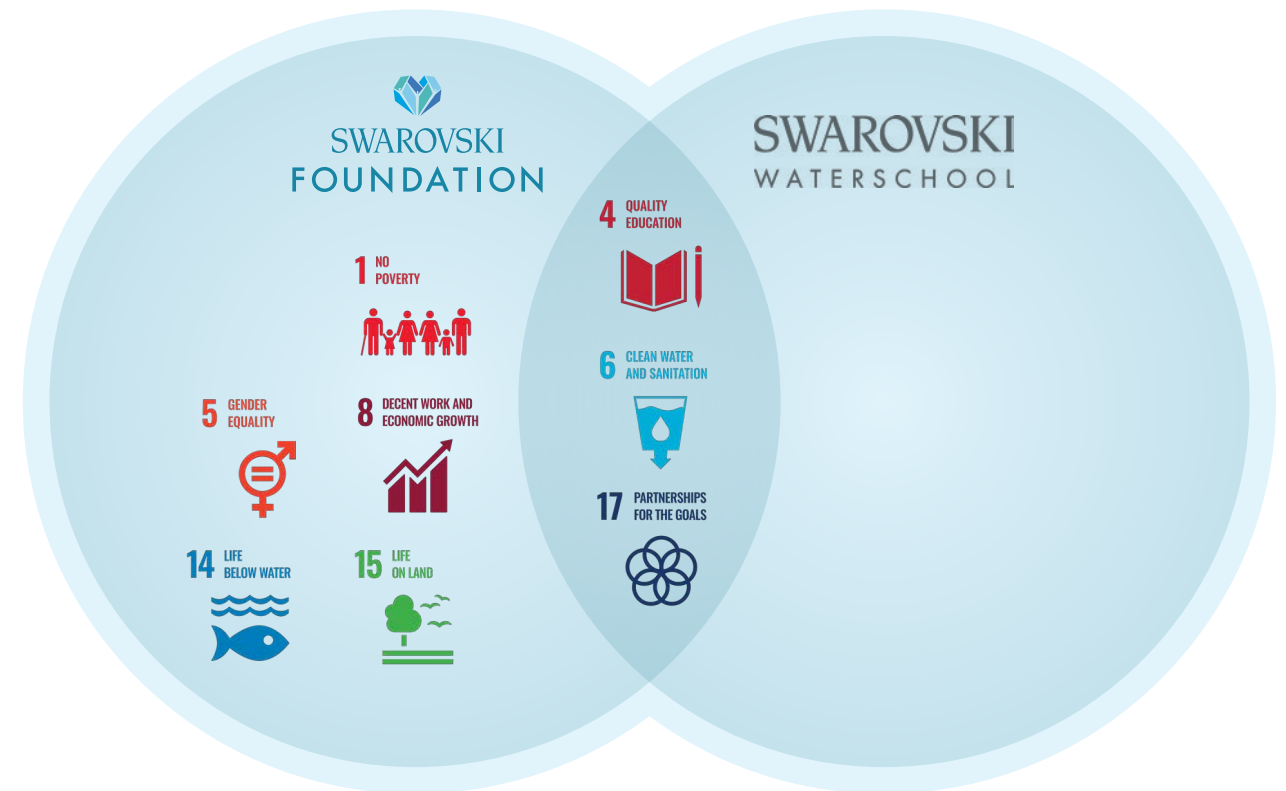
## A SHARED HISTORY AND VALUES

Swarovski Waterschool's educational work empowering children and their communities to become water ambassadors is complemented by the work of the Swarovski Foundation, which was set up in 2013 to honor the philanthropic spirit of Daniel Swarovski, who founded the crystal business 126 years ago in the Tyrolean Alps.

## MISSION

The Swarovski Foundation's mission is to achieve a more inclusive, equitable and sustainable society by supporting charitable initiatives and organizations that foster creativity, promote human empowerment and preserve the environment. Today Daniel's values of kindness, honesty, empathy and respect towards people and planet are given fresh relevance and momentum through the Swarovski Foundation and Waterschool.

Like the Waterschool, the Swarovski Foundation has a global reach and works in collaboration with charitable partners on the ground to help preserve water and the environment. And in common with the Waterschool, it uses the framework of the 17 Sustainable Development Goals set out by the United Nations as an anchor to inform the way it works with its partners and builds its strategies.





SWAROVSKI FOUNDATION

# GLOBAL IMPACT IN 2020

Since its inception in 2013, the Swarovski Foundation:



HAS REACHED

**600,000**  
PEOPLE



SUPPORTING

**55**  
CHARITABLE  
ORGANISATIONS



ACROSS

**47**  
COUNTRIES

Its mission became even more urgent throughout 2020, as the COVID-19 pandemic intensified economic, racial and gender inequalities, as well as inequalities in access to education and healthcare.

Yet in spite of unprecedented challenges brought on by the pandemic, Foundation partners found new ways of working, often remotely, and were able to support their communities with key health messages, personal protective equipment (PPE) and hygiene training to help stop the spread of the virus.

As a result of this resilience, in 2020 the Foundation was able to:



POSITIVELY IMPACT  
THE LIVES OF:

**84,000**  
PEOPLE



SUPPORTING

**21**  
CHARITABLE  
ORGANISATIONS



ACROSS

**24**  
COUNTRIES

*"The Waterschool project changed my life in every aspect. It was where my desire to fight for the Environment first emerged. I hope that all of our efforts pay off, so that in the future other people can take advantage of the resources we have today."*

SAMARA REIS,  
SWS WATER AMBASSADOR, BRAZIL



**"WE ARE THE GUARDIANS OF THE PURUS RIVER"  
(SWS BRAZIL)**



[WWW.SWAROVSKIWATERSCHOOL.COM](http://WWW.SWAROVSKIWATERSCHOOL.COM)