

## **The Liechtensteiner water footprint is growing and growing**

One country, one goal: access to clean drinking water will be made possible to 38,500 people in need.

Vaduz (March 22, 2018). One year ago, the "Drink Tap Water, Donate Drinking Water" campaign was carried out at the Art Museum Vaduz on World Water Day and the initiative "WATERFOOTPRINT LIECHTENSTEIN" was launched. In principle the fundamental problem has since then, sadly only changed a little: There are still around 800 million people worldwide that have no access to drinking water, and over 1,300 people die every day as a result of contaminated water. However, there is one big difference: the Liechtenstein population and the Liechtensteiner Companies reacted very positively to the initiative. The aim now is to finally give the initiative a breakthrough by the end of the anniversary year 2019, the "300 Years Principality of Liechtenstein", so that 38,500 people in need worldwide can be given access to clean drinking water.

The basis for this is a comprehensive and thorough educational activity. For this reason, the LIFE Climate Foundation Liechtenstein, the "DRINK & DONATE" association and the Federal Foreign Office held the "Drink tap water, donate drinking water" event for the second time on World Water Day 2018 in the Art Museum Vaduz. The proven concept with themed bars and a panel discussion was taken over - and yet because of the complexity of the topic (drinking) water, a completely new event emerged.

The head of the government and President of the Foundation Board of the LIFE Climate Foundation, Adrian Hasler, welcomed many visitors. The fact that the government and administration and the Princely House fully support the WATERFOOTPRINT LIECHTENSTEIN initiative is unique in the world. Hasler emphasized that from his point of view the initiative represents a flagship project. It shows that even small states with innovative ideas can make an important contribution to improving access to drinking water. In this sense, the WATERFOOTPRINT LIECHTENSTEIN also contributes significantly to the implementation of the "Sustainable Development Goals" of the UN. These have a high priority for the government. Hasler was pleased that the spark immediately took hold on the population, because already around 6,500 people had joined the initiative. Everyone can contribute, and he calls everyone to drink tap water while donating drinking water to people in developing countries. The head of government expressly thanked the numerous Liechtenstein companies, which support the initiative ideally and, of course, materially.

The keynote speaker was Melchior Lengsfeld, Managing Director of Helvetas. In his paper "Water as a human right and the central importance of drinking water in social, humanitarian and ecological terms", he was able to shake up those present, while at the same time reassuring them that it is possible to improve the miserable humanitarian emergency situation and that it supports relief agencies and initiatives. Thanks to their professional and social competence, they ensure that the donation money, for example from "DRINK & DONATE" is also really purposefully used.

In addition to the Helvetas CEO, representatives of DRINK & DONATE, the Office of Foreign Affairs and Ivoclar Vivadent AG participated in the podium discussion competently conducted by Petra J. Matt, Radio L. They succeeded in further deepening various aspects and communicating them to the public.

Such an intensive discussion gave the audience a thirst for more information, for personal talks on the subject of water and, in concrete terms, a thirst for drinking water. Also during the whole event different drinking bars were available. Concrete projects were presented at the ImplementationBAR, the ExplainerBAR informed about the sustainable development goals of the UN (Sustainable Development Goals, SDGs for short) and at the MessBAR, you could find out informative facts and figures on the subject of water and the environment. The project "drinking tap water, donating drinking water" was presented in more detail at the WaterfootprintBAR - and many spontaneously used the opportunity to join the initiative. At the tasting bar you could participate in a blind tasting, and the GeniessBAR was visited by all those who wanted to enjoy sustainable snacks. At the WunderBAR you also had the opportunity to win a WATERFOOTPRINT LIECHTENSTEIN water bottle or other great prizes.

The organizers are very satisfied with the popularity and the course of the event and are confident that they have come a big step closer to the declared goal of sustainably improving the quality of life for around 38,500 people.

Further information:

# DRINK& DONATE

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