



The Bungoma Area of the LifeStraw® Carbon for Water Program, in the Western Province of Kenya, is home to more than 850,000 people - 53% of whom live below the poverty line. The region has a number of rivers, but dense populations in the water catchment areas mean the water is often contaminated and the area has a history of waterborne disease.

The LifeStraw Carbon for Water project distributes LifeStraw® Family filters, providing safe water to the community. But it's not enough to hand out free filters - it's essential to engage the local community to ensure filters are used and maintained correctly.

Among the Luhya of Western Kenya, there is a saying "*water from any source is good for drinking*". To overcome such established beliefs, the project is working with over 2000 volunteers to spread the message about using LifeStraw filters far and wide. With their personal knowledge and position in the community, these local volunteers understand better than any outsider how best to share this information and have created a unique grass roots support network. They also say that they have themselves benefited, economically and socially from their part in the project.

By removing the need to boil water to make it safe to drink, the project generates substantial reductions in carbon emissions. It relies on finance generated by selling these carbon reductions to businesses who want to offset their own unavoidable emissions. Without carbon financing, water filters would not have been distributed at scale in the region and on-going operations, including education campaigns, could not be maintained. The project has created local jobs and is one of just nine '[lighthouse](#)' projects selected by the United Nations. It has won a host of awards acknowledging its innovation and impact.

[Watch this short video to find out how your carbon offset will support this project.](#)

Key benefits



Safe drinking water: Direct to over 800,000 people in this area.

A World First: First project to link carbon credits with water provision, at scale.

Improved Health: Studies are underway to measure health impact.

Local Jobs: Distributing filters, training and monitoring use.

Protecting rainforest: Reducing demand for wood

Engaging stories

Mwalimu Alex Ombunge, Head Teacher, Bulimbo Primary School.

Until 2011 Mwalimu Alex Ombunge's main concern about water was availability and not necessarily quality - he had taken it for granted that his water was clean, until typhoid struck his family in 2005.

As he struggled with the disease, he learned more about water purification and used firewood to boil his drinking water, but had to take untreated water when there was no fuel available. For seven years, he struggled with typhoid, until his nurse, Irene Kundu, became a LifeStraw distributor.

After training, Irene explains that the first house she visited was that of her patient for seven years. She gave her first LifeStraw Family Filter to Mwalimu Alex Ombunge. The family is now happy and healthy and Mwalimu is a great supporter of the programme through his school health club.

"I had given up, thinking that typhoid is a chronic disease, but now my family is free of typhoid thanks to LifeStraw" he said.



Opportunities

- Commit to purchase one year's carbon credits and support this projects in the Bungoma Area
- Report the lives improved through your offset using the [LBG methodology](#)
- Organise employee and media visits to the project
- Piggy back off the project's awards and use award winning photography and videos
- Use the extensive community networks for market development and brand establishment.

Film makers and journalists alike have been intrigued by the impact of this innovative project.

[Watch the Award winning Carbon for Water video](#) and [Read this recent article in the Guardian](#)



Standard:

Gold Standard for Verified Emission Reductions

Carbon Status and Availability:

2011 Issued

Photos

Community events and engagement are key to the success of this project in Bungoma.

