



The Vihiga Area of the LifeStraw® Carbon for Water Program has a population of just over 650,000 people and is divided into five districts. After coffee farming died out in the 1990s, tea has become the main cash crop, and a tea processing factory has meant increased accessibility to the area through a growing road network. Two of the most famous rivers in the Western Province of Kenya cross the area and households depend on these rivers to water their animals, for domestic use and for their drinking water supply.

Waterborne diseases like typhoid, cholera and dysentery have plagued the region, particularly during periods of seasonal flooding. By introducing simple, gravity fed LifeStraw® water filters to 91% of households in the region, this project is helping tackle these diseases. It is also protecting important local forests, by removing the need for people to collect wood to boil their water and make it safe to drink.

The project relies on carbon finance. Without it, water filters would not have been distributed at scale in the region and the on-going operations, including education campaigns, could not be maintained. As well as safe water and carbon reductions, 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 just under 600,000 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

"I was never used to treating water before drinking, but one day I was hospitalised at Kaimosi Hospital for five days due to typhoid" explains Eunice. "I never liked the smell of chlorine in my water, and the only thing that encouraged me [to treat water] was the introduction of LifeStraw Family Water Filter"

Eunice says that her family has experienced reduced expenses and time searching for clean, safe water in the last year. She says that because of LifeStraw, she joined the Mkuchi community unit, so that she could be a health teacher to other community members. "God bless LifeStraw" she concludes.



Opportunities

- Commit to purchase one year's carbon credits and be the exclusive supporter of this area of the project
- 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

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](#)

