

LifeStraw Carbon for Water



Opportunities

- Offset your unavoidable carbon emissions and support this world leading project. Those purchasing large volumes can choose to support a specific region or district.
- Organise employee and media visits to the project.
- Piggy back off the project's awards and positive media coverage.
- Use award winning photography and videos.

780 million people in the world still do not have access to safe drinking water. Many suffer from waterborne diseases such as diarrhoea - the third leading cause of death among children and adults in Kenya. This project cuts carbon and provides safe water by distributing 877,505 LifeStraw Family filters to households in Kenya's Western Province. The gravity driven point-of-use water filters require no electricity or consumables. The project relies on carbon finance. Without it, filters would not have been distributed at scale in the region and the on-going operations, including education campaigns, could not be maintained.

LifeStraw Carbon for Water employed 4000 health educators for the distribution campaign and is one of just [nine 'lighthouse' projects](#) selected in 2012 by the United Nations as examples of projects 'shining a light on climate action'. 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 4.5 million people.
- A world first:** first project to link carbon credits with water provision, at scale.
- Improved Health:** health impact studies are underway.
- Local jobs:** 4,000 health educators employed during first campaign - distributing filters, training and monitoring use.
- Scale and impact:** one of the largest carbon reduction programmes in the world.

Engaging stories

Case Study: "I had been sick before, every week," recalls Raziah, who lives with her family of six in Shikomari. She fetches water from a nearby stream that abuts the land on which her family farms maize, sugar cane, and beans. "But since I've been using the LifeStraw I have been well," she says, adding that she is careful that her seven-month-old daughter only consumes water purified by the filter. Raziah looks after a neighbour's daughter as well, and says she tells her neighbours about her family's improved health.



Film makers and journalists alike have been intrigued by the impact of this innovative project, such as this [video on Youtube](#) and [article in the Guardian](#).

Standard

Gold Standard for Verified Emission Reductions

Carbon status and availability

2011 Issued – 1,355,185 tonnes of CO₂ equivalent.
2011/12 issued

