

# Project Waterfall



# Our Mission

“ —  
Project Waterfall brings clean water, sanitation and education to coffee-growing communities across the world. — ”



# Impact so far

Since 2011, Project Waterfall has raised over £1.7 million and changed more than 80,000 lives in 7 countries:



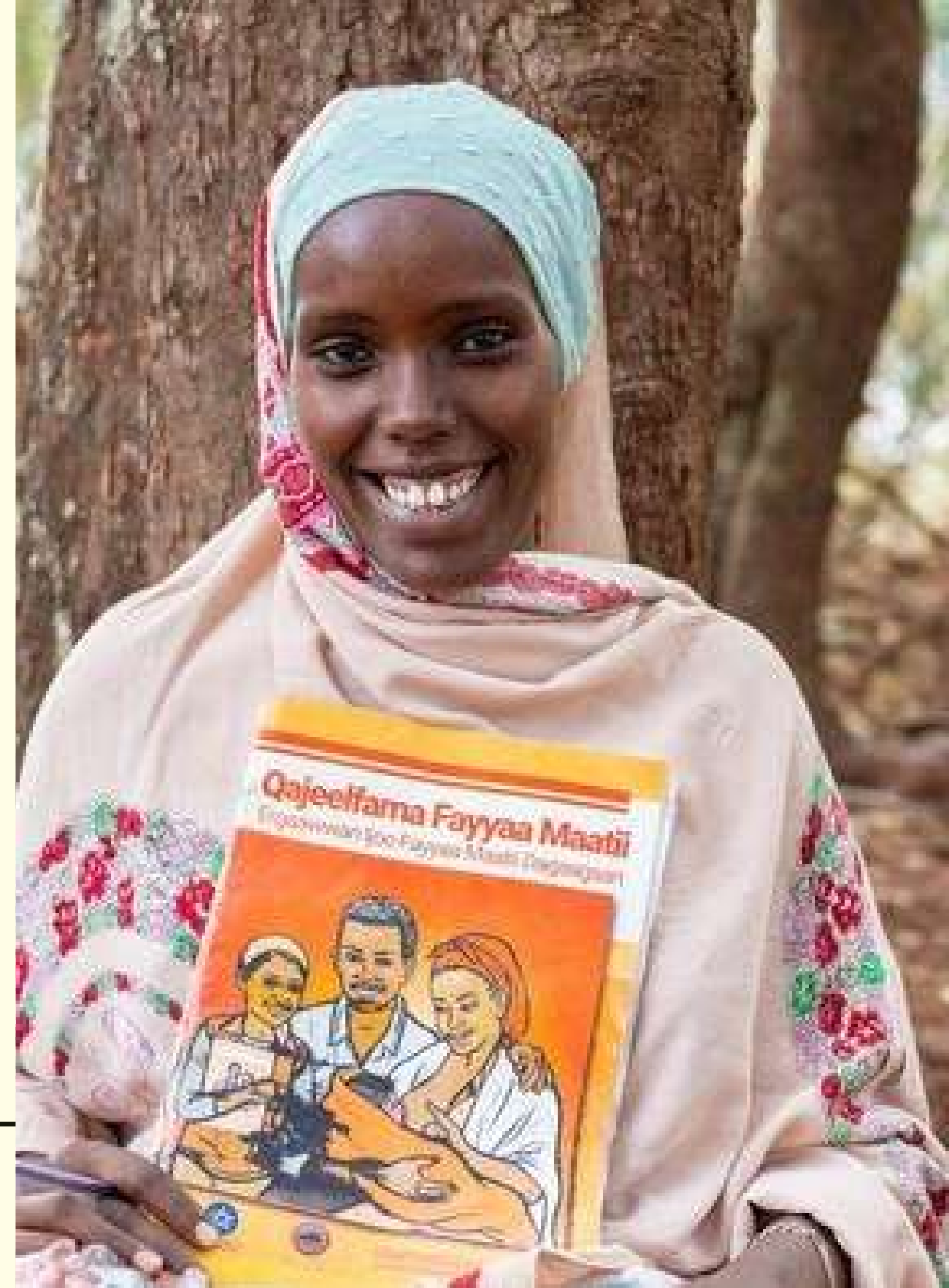
# Why Water?

Access to clean water changes **everything**.

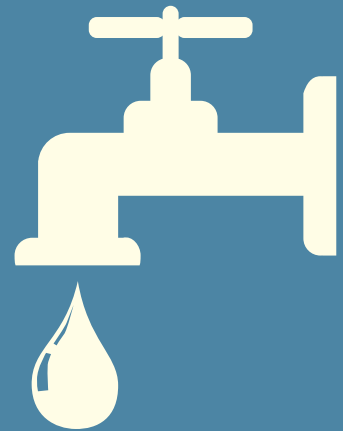
Clean water is the first step to breaking the poverty cycle:

- Child mortality rates drop.
- Girls can spend more time in school.
- Women can start their own businesses.
- Dignity is restored to communities.

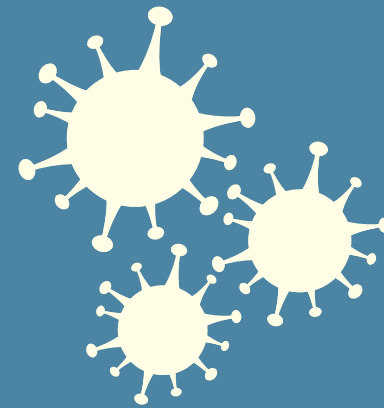
**WASH programmes are also vital to meeting Sustainable Development Goal number 6 by 2030.**



# By the Numbers



Almost 1 in 5 don't have a decent toilet of their own.



1.7 billion people don't have clean water inside their healthcare facility.



Almost 1 in 10 don't have clean water close to home.



Over 273,000 children under five die every year from diarrhoeal diseases caused by unsafe water, sanitation and hygiene.



Almost 2 billion people in the world – 1 in 4 – lack soap and / or water to wash their hands at home.

# Sustainability of Coffee Production

- Washing coffee- highly water intensive
- Coffee farmers often only have access to ground water for drinking water
- Climate change causing droughts increases need for irrigation
- Increasing demand for compliance through regulations - EUDR (local laws), B Corp- Water Stewardship

**UP TO 140L OF WATER IS USED  
TO MAKE ONE CUP OF COFFEE**

**WHILE 703 MILLION PEOPLE  
DON'T HAVE ACCESS TO CLEAN  
WATER AND SANITATION**

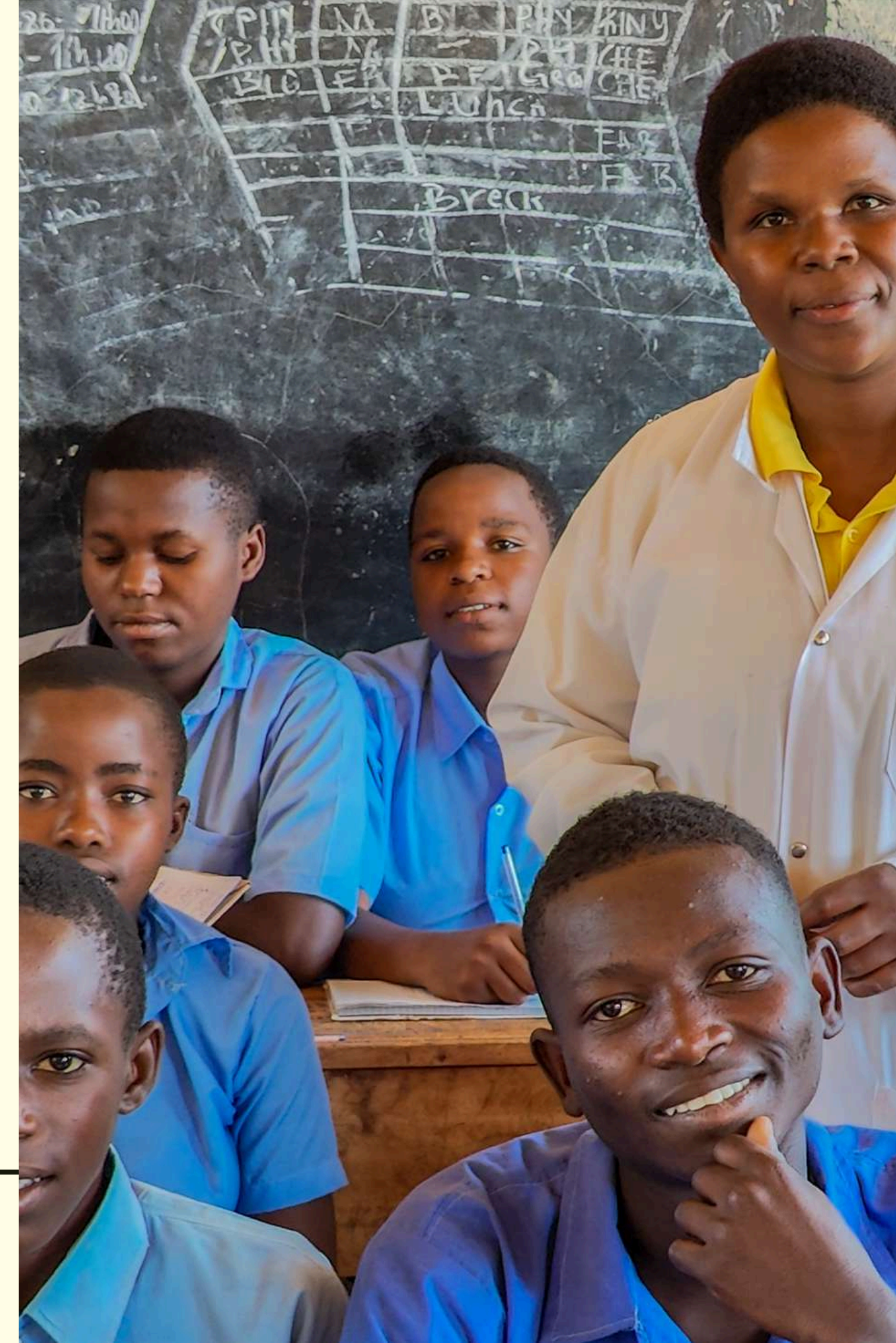
# Our Projects in 2024-2025

# Transforming lives in Ethiopia



# Country Context

- Ethiopia is the birthplace of coffee and **was discovered 1,200 years ago.**
- Now it is the **5th largest exporter of coffee** in the world and accounts for 30% of the countries exports **employing a quarter** of the population.
- Ethiopia is located in Africa's Horn where drought and politics are **two leading causes of water shortage.**
- **42% of the population have access to a clean water** supply and only 11% of that number have access to adequate sanitation services.





# The Project

- Working with local delivery partner Splash, who have been operating in the city **since 2008**
- **Focused on improving outcomes for school aged children**
- **Goal is to reach 100%** of schools in Addis Ababa with clean water and sanitation
- Over 630,000 children enrolled in the city's 485 public schools now have daily access to safe water
- **PWF partners funded 6 schools**
- Working in collaboration with the **Ethiopian Government** who are co-funding the project – essential for long term sustainability



## Syra Coffee's Collaboration with Project Waterfall

We align with Project Waterfall's vision in our commitment to creating a positive impact beyond our coffee cups. Our collaboration extends beyond financial support; it's a commitment to fund specific initiatives, such as the Sallo Primary School in Addis Ababa, Ethiopia.

By allocating a percentage of profits from selected coffees throughout the year, we aim to channel these funds to create a lasting impact. Look for the "This Coffee Supports Project Waterfall" stickers to identify the coffees contributing to this cause.

### Sallo Primary School: A Glimpse into Impactful Change

Located in Addis Ababa, in the sub-city of Akaki, Sallo Primary School serves 1,329 students, supported by 87 teachers and 23 administrative staff. Their collaboration with the Ethiopian Government, which co-funds the project, underscores the commitment to ensuring long-term sustainability.

# Clean & Safe Water

**Objective: guarantee continuous, safe water access**

- Leverage commercial grade water filtration systems.
- Ensure water is safe and reliably flowing at all times.
- Provide durable, child-friendly drinking and handwashing stations.



# Sanitation

**Objective: Provide child-friendly toilets that function and last**

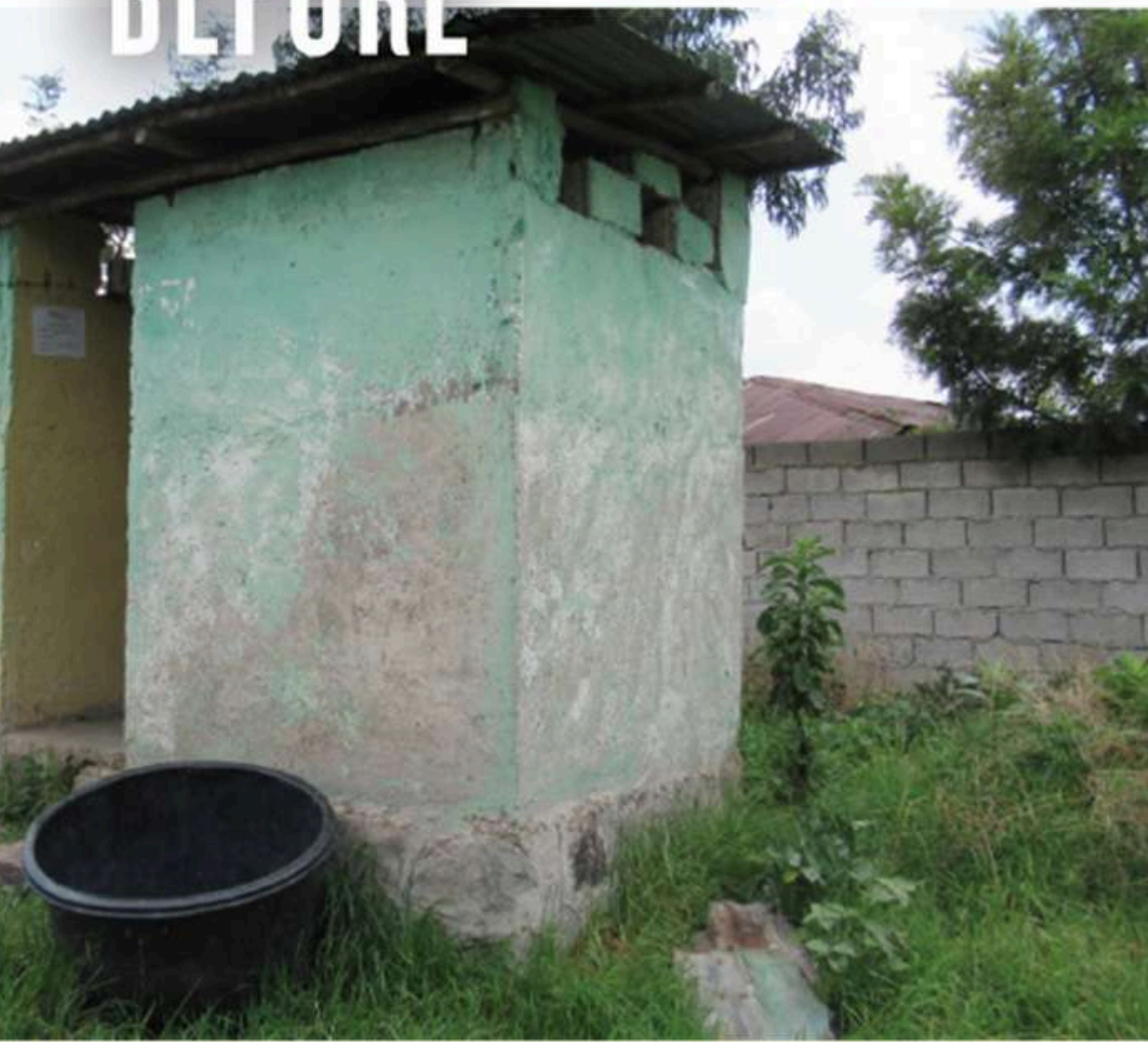
- Construct additional toilets so that kids can go when they need to.
- Upgrade existing facilities to make them usable.
- Leverage local supply chains to make the intervention sustainable.



**BEFORE**



**AFTER**



# Hygiene Education

**Objective: Create the conditions for routine handwashing with soap**

- Create an enabling environment that promotes healthy handwashing.
- Layer on environmental nudges like mirrors to promote soap use.
- Students act as the primary educators and champions.



**BEFORE**



**AFTER**





# Behaviour Change

**Objective: Promote and provoke healthy behaviors in children and adults.**

- Infrastructure alone is not enough.
- Train local teachers to introduce new attitudes, behaviors, and habits to students.
- Leverage Student Hygiene Clubs to influence peers.

# Accelerating Access in Rwanda



# Country context

- Located in eastern Africa, the country has a population of **14.09 million**.
- In 2022 coffee was the third most exported product in Rwanda with **\$112M worth shipped internationally**.
- Today there are nearly **half a million coffee smallholdings** in Rwanda which have helped empower smallholder farmers and transformed local communities.
- In Rwanda, only **57 per cent of the population access safe drinking water** that is within 30 minutes of their home.



# Project Overview and Aims

## Implementing Partner:

- WaterAid Rwanda

## Objective:

- Address challenges in accessing **WASH services** for communities in Bugesera.

## Target Areas:

- Mwogo Sector
- Juru Sector

## Context:

- Prior to the Mwogo-Juru Water Supply System (WSS), **just 10% of the population** had reliable access to water.

## Aim:

- Bring **46,845 people** access to clean water



# Key Achievements

- 1 Construction of water supply scheme has been completed
- 2 35 public taps have been installed for community access
- 3 35,000 people now have access to clean water
- 4 118 households have direct water connections, enhancing the reach of the project





# Project Activities & Promoting Sustainability



Community engagement & hygiene behaviour change



WASHBOARD training



Water User Committees



# Project Impact

**75%** of the population living in these areas now have access to clean water and sanitation.

**250,000 people** reached through hygiene behaviours change campaign

Improvements in **health, hygiene, and sanitation** for residents.

Success serves as **a model for expanding** clean water access and enhancing WASH outcomes in other regions.





# How to Support



Become an official Corporate Partner and support Project Waterfall's mission in bringing clean water, sanitation and education to coffee-growing communities across the world either with a bespoke project or current.



Join our roaster and operator programme and donate a percentage of sales to Project Waterfall Quarterly.



Take part in a fundraising challenge! We host charity organised ones such as cycles, or organise your own bespoke challenge.



Pro-bono and media support, spreading awareness, following our social media and invitations to events.



UK Coffee Week: Our flagship campaign which hundreds of coffee shops, restaurants, roasters and retailers take part every year by donating from every cup or bag of coffee sold, running events and competitions, and engaging their customers in this exciting and campaign to raise funds for Project Waterfall.

# Our Partners





# Water: The Essential Ingredient in Coffee

Our event brought together leading voices from across the coffee industry for a powerful panel discussion on water's vital—and often vulnerable—role at every stage of the coffee supply chain.

Panellists included Maxwell Colonna-Dashwood, Celine Jaffredou (Belco), Sadie Walton (Ringtons) and Pascale Schuit (Union Hand-Roasted Coffee) each offering a unique perspective from their area of expertise.

Guests also took part in a guided coffee tasting led by Maxwell, comparing brews made with different types of water to experience first hand how water quality impacts flavour.

The event supported Project Waterfall's mission to bring clean water, sanitation and education to coffee-growing communities.

The evening wrapped up with drinks and conversation, leaving guests both informed and inspired to take action.



# Get in Touch

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