



MAIN ISSUES OF THE PROJECT

Promote the protection of freshwater through sustainable production and consumption

Enable its access to everyone

Launch new innovative Freewa products

GENERAL GOALS OF THE PROJECT

Economic :

Increase the sales of Freewa bottles and its protective bag

Social :

Increase the number of sources mapped by stimulating crowd-mapping and crowd-sharing on the Freewa app

Environmental :

Directly: Assembling products from recycled materials
Indirectly: reduce quantities of plastic water bottles (consumed and thrown in the environment)

INTERVENTION AXES

(see tool 1)

Freewa bottle and its protective bag

Freewa app

Freewa mobile water filtration device

EXAMPLE OF ACTIONS & RESOURCES REQUIRED

- Manufacture glass water bottles & protective bags from recycled materials with local suppliers
- Promote freshwater protection and sustainable consumption with social networks promotional activities and media PR
- Organize B2B sales with the Freewa sales person and B2C sales at Humana Nova, a social cooperative partner

Raise interest for the app and increase the number of sources mapped with social networks promotional activities and media PR.

- Find partners interested in the Freewa Project, its products' benefits current and potential
- Generate funds through contests & pitches with the Freewa team, consulting companies and Freewa partners
- Search various other funding options local and EU
- (Not yet) Assemble and sell this new affordable and practical Freewa product that could be used with and without the bottle

RESULTS OBTAINED

Economic : 2020 is complicated for everyone, for Freewa too with around 100 bottles sold (an income of no more than 3000 euros). In comparison, last year 1500 bottles were sold (an income of approximately 32000 euros). Fortunately, around 35000 euros are coming from Hamag Bicro if everything goes well, Freewa can breathe!

Social : 2500 sources mapped on the Freewa app!

Environmental : Currently, not something Freewa can measure

SDGs CONCERNED BY THE PROJECT

(see tools 2 & 3)

