

in the market in spite of the fierce competition and the recession in the UK. Before the **Co-operative Group** decided to support the One Foundation, Global Ethics' One water brand had been making slow but steady progress in the market. However, by October 2008, the Co-operative Group had donated over £500,000 with an

additional £350,000 predicted by the end of 2008, to The One Foundation through sales of Fairbourne Springs. By 2010, the retailer hopes to raise enough money to fund 400 PlayPumps roundabouts for the charity.

Private Label

The small pack ethical water brands in the UK performed well

in 2008, in comparison to the overall bottled water market, and brand owners should therefore remain upbeat about the future. Analysts suggest such products are likely to perform even more strongly when an eventual upturn of the domestic economy materialises.



Barrack Obama's signature Presidential campaign slogan, 'Yes We Can', could easily be replicated today by the swathe of ethical water brands being introduced in the United States, particularly Cannedwater4kids. **water innovation** reports.

Greg Stromberg has had an infatuation with cans for over 30 years. To give you an idea of how deep-seated this passion is, Mr Stromberg has even licensed the patent and manufactured 'the amazing flying can'. The move followed a discovery by aeronautical engineers that if you sliced off the top third of a 12-ounce you could produce a cylindrical airfoil which could allow any person to throw the customised can nearly the length of a football field.

One American newspaper reporter quipped: "Greg Stromberg cares more about aluminium cans than your average Joe Sixpack." However, Mr Stromberg found a new use for the humble can.

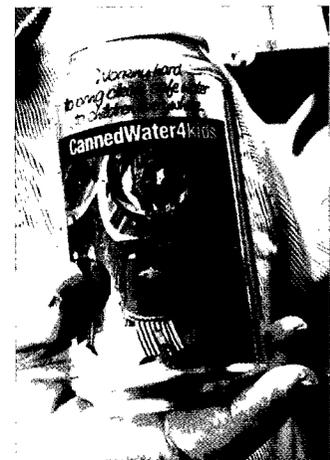
If it works, it will fund projects to purify water for children in developing nations. He has created **Cannedwater4kids**, the first non-profit charity water brand packaged in a can as far as we know.

Given his passion for aluminium beverage cans and his career in the canning industry, the packaging seemed the ideal choice for an ethical water brand, according to Mr Stromberg. "The can chills faster and stays colder longer than any beverage container, it is the most recycled drink container in the United States and it has a unique stacking ability. It's no wonder that the aluminium can ranks as today's most desirable, convenient

and environmentally friendly package."

Cannedwater4kids is supported by **INX International Ink** (which helped ensure that the detailed ink design on the label was possible), as well as **Cold Spring Company**, **TooBee International** and the **International Metal Decorators Association**.

When it came to creating a purified water which could ask questions about why so many of the world's population didn't have access to safe, clean water and to help contribute towards creating more adequate water supplies, Mr Stromberg views couldn't be simpler: "Success comes in cans, failure comes in cansots."



You can follow the company's progress in the **2009 beverage innovation awards**. Cannedwater4kids is one of the entries in the Best Ethical Initiative category.

A round up of more new charity waters Stateside

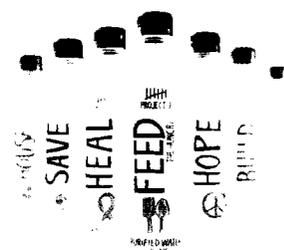
Other recent introductions in the US market include **Project 7** which is the brainchild of Tyler Merrick. Project 7's goal is to bring to market everyday products – the first of which is bottled water – that consumers can easily purchase in order to effect change across seven areas of critical need in the world today. The company has

already rolled out a range of bottled water to promote social change in seven variants: Build the Future; Feed the Hungry; Heal the Sick; Help those in Need; Hope for Peace; House the Homeless; and Save the Planet.

The company pledges to take more than 50% of profit from its products to create a community piggy bank that will accept applications from non-profits that benefit one of the seven

causes, eventually selecting three finalists for each.

Project 7 will then invite consumers to vote online for the organisation within each area that will receive proceeds collected from consumer purchases throughout the year. Regardless of sales during its first year, Project 7 has committed to donating \$15,000 to non-profits supporting each of the seven areas of critical need,



totalling a minimum donation of \$105,000 in 2009.