

**FOR RELEASE JUNE 9TH, 2013**

## ***WATERBANK Schools Selected as Leading Sustainable Solution***

LONDON, UK: Today sees the launch of a new sustainability guide, Sustainia100, that identifies the most innovative sustainable solutions around the world. ***WATERBANK Schools*** is selected as part of Sustainia100 for its positive social, economic and environmental impact on local communities.

From Canada to Kenya, Guatemala to the Philippines, Sustainia100 presents the 100 most innovative and impactful solutions out of 500+ nominated projects and technologies. Overall, Sustainia100 maps sustainable solutions successfully deployed in 128 countries.

*"A Waterbank school enlists the rain to transform a child's health, education and the future of their community "*

JANE HARRISON,  
EXECUTIVE DIRECTOR,  
PITCHAfrica

Sustainia100 is a tool for investors, business leaders, decision makers and consumers as it provides insights to the most promising solutions at the forefront of sustainable transformation. Erik Rasmussen, Founder of Sustainia: *"Congratulations to the selected 100 solutions. They are true action heroes of sustainability.*

*In each their field, these solutions have proved that sustainable alternatives are not only available, but also attractive, competitive and successful. Each and every solution give us hope for a faster transformation to a sustainable future."*

### **Award to the Best Solution**

As a selected Sustainia100 solution, ***WATERBANK Schools*** also enters the field of nominees for international sustainability award, Sustainia Award, chaired by former Governor of California, Arnold Schwarzenegger. Mr. Schwarzenegger heads the selection jury that also includes former Prime Minister Gro Harlem Brundtland, EU Commissioner for Climate Action Connie Hedegaard and Chair of the UN climate panel, IPCC, Dr. Rajendra K. Pachauri. Connie Hedegaard, EU Commissioner for Climate Action: *"It is really encouraging to see that new, innovative solutions continue to emerge in all parts of the world. Here is all the proof we need that sustainable solutions work, that they are profitable, desirable and successful. I look forward to awarding the best one at this year's Sustainia Award Ceremony."*

The winner of Sustainia Award is announced at a ceremony in Copenhagen, November 7<sup>th</sup>, 2013. The EU Commissioner will furthermore reward the best European solution.

**New Solutions and Trends in Sustainability** Research and data behind Sustainia100 reflect new market trends and developments. Increasingly, sustainable innovation acknowledges the importance of consumer behavior by giving users access to data that drive them to change their energy and fuel consumption. More and more, sustainable solutions are using big data analytics to lower waste.

Selected solutions also include; waterless dyeing of fashion garments; intelligent streetlights and a virtual power plant. **FOR RELEASE JUNE 9TH, 2013**

Georg Kell, Executive Director, UN Global Compact: *"It is very encouraging to see that Sustainia100 solutions show that the geography of sustainability innovation is global. Sustainia is demonstrating that a transformation towards a greener and more inclusive world is possible everywhere."*

Sustainia100 identifies solutions within 10 sectors: Education, Energy, Health, Smart Cities, Resources, Buildings, Food, Fashion, Transportation and Information Technology.

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**THE SUSTAINIA100 GUIDE IS AVAILABLE HERE:**

[http://www.sustainia.me/resources/publications/2nd\\_sustainia100\\_2013.pdf](http://www.sustainia.me/resources/publications/2nd_sustainia100_2013.pdf)

**ADDITIONAL AVAILABLE QUOTE:**

**Dr. Rajendra K. Pachauri, Chair of the UN climate panel, IPCC:** *"Sustainia100 raises awareness about the man-made effects on our environment by giving us 100 man-made solutions. Hence, the challenge of climate change is addressed through harnessing of technology, innovation and research available to the world. With this solution-based approach, Sustainia100 delivers a clear and comprehensive call for action to a broad audience of politicians and corporations as well as civil society."* **FOR FURTHER INFORMATION** Marie Louise Gorvild, Communications Manager, Sustainia

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