



Green Cross/Armani 2012 Acqua for Life Challenge brings clean water to people in Ghana, Bolivia

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Geneva/Stockholm: Green Cross and Giorgio Armani are delighted to announce the results of the [Acqua for Life Challenge 2012](#), through which access to clean water will be provided for 18 communities in Ghana and Bolivia.



This innovative partnership between a powerhouse in the beauty and fashion industry and a leading global environmental NGO successfully raised public awareness about water challenges globally, but most importantly changed lives for thousands of people by providing sustainable water solutions in communities impacted by the global water crisis.

[Adam Koniuszewski](#), Chief Operating Officer

of Green Cross International, said: "While talks are taking place on water and food security as part of [World Water Week](#) in Stockholm, there is no better time to remind the world that today, 800 million people still lack safe drinking water. Green Cross and Armani are demonstrating that partnerships between the private sector and civil society can play a major role in raising awareness and in engaging the public in the search for solutions to the global water crisis."

The success of the Acqua for Life campaign was made possible thanks to an innovative water "donation" mechanism, where for every purchase of an Acqua di Gio or Acqua di Gioia fragrance, Giorgio Armani donated the equivalent of 100 litres of water to Green Cross International to provide in these communities. "Water donations" could also be made via an online platform: anyone who "Liked" the Acqua for Life [Facebook](#) page automatically donated litres of water and the campaign reached an astounding 364,000 "Likes" on Facebook.

"With more than 52 million litres collected this year, corresponding to the average amount of water supplied annually by the systems to be constructed, we will build boreholes and rainwater harvesting systems in 12 communities in Ghana and in 6 isolated Bolivian villages," says [Marie-Laure Vercambre](#), Green Cross Water for Life and Peace Programme Director. "In the future, we will expand these activities to new locations in South America, Asia and Africa, and improve lives in additional communities by providing this most basic element of life: safe drinking water."

The 2011 edition of the Acqua for Life Challenge allowed the construction of different water supply systems in 16 Ghanaian communities.

Green Cross and Giorgio Armani have agreed to continue working together in 2013.

Green Cross International, founded by Nobel Peace Prize laureate Mikhail Gorbachev in 1993, is an independent non-profit and nongovernmental organization working to address the inter-connected global challenges of security, poverty eradication and environmental degradation through a combination of advocacy and local projects. GCI is headquartered in Geneva and has a growing network of national organizations in over 30 countries.

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- [Smart Water for Green Schools](#)
- [Green Cross Ghana and Bolivia reactions to Acqua for Life Challenge 2012](#)
- [Acqua for Life Challenge video](#)