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ACQUA for LIFE GIORGIO ARMANI



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Giorgio Armani is proud to renew his “Aqua for Life” challenge in 2012 to stimulate greater public awareness about environmental and developmental problems, particularly water safety and scarcity, by supporting eco-friendly projects by Green Cross International (GCI) promoting access to safe water for children and their communities, in poor countries.

ACQUA *for* LIFE

The challenge is inspired, and linked, to the exclusive fragrances Aqua di Gio for men and Aqua di Gioia for women, which are both associated with water, and closely connected with a perception of nature’s bounty, freshness and environmental harmony. These values are compatible with the initiatives and principles of Green Cross, the nongovernmental organization founded in 1993 by Mikhail Gorbachev that responds to the combined challenges of security, poverty and environmental degradation to ensure a sustainable and secure future for all.

“I am always very aware of problems connected to the environment and in particular to water, an element I love very much since it is regenerative, precious and essential to life,” says Mr. Armani.

In 2012, the “Aqua for Life” challenge, a solidarity campaign on a global scale and with a strong focus on the Internet, is committed to continuing and extending support to Green Cross International’s (www.gcint.org) efforts to improve access to safe drinking water via its project in Ghana, and for the first time Bolivia. GCI’s Smart Water for Green Schools programme provides water to communities where access to safe water is limited.

GREEN CROSS *and the water crisis*

Water covers 75% of the planet, but only 3% represents fresh water and less than 1% (0.7%) is actually accessible to meet all our needs.

Children are always the first victims of water shortage and pollution, as they are more vulnerable, and each day 4,000 die worldwide from preventable water related diseases, mostly diarrhoea. Almost 900 million people have no access to safe drinking water.

GCI’s projects include tested sustainable solutions of constructing basic catchments systems on roofs of school buildings and diverting rainwater into overhead 20,000 litre-capacity water storage tanks, which school children and community members can monitor, treat and use.





The 2011 CHALLENGE

In 2011, the Giorgio Armani Group committed in its partnership with GCI to build water systems that could provide every year at least 40 million litres of safe drinking water. This amount has reached 27,000 people in 16 communities, including 3,500 children, in the Eastern and Volta regions of Ghana, where about 40% of the rural population still lacks access to safe water.

Armani supported the project by providing 100 litres of water every time someone purchased one of the two fragrances associated with water. The customer could also participate via the Internet to both spread the word through the power of social media, and collect even more litres of water. This helped Armani surpass the initial 40 million litres target, eventually reaching 43.3 million litres of safe drinking water collected in total.

“Thanks to the water harvesting system provided to the school by Giorgio Armani, the students no longer have to trek for long distances to fetch water, so they now they now get to spend more time in class than they did before,” says Rev. Nartey Benjamin, director of Adawso Presbyterian school, which has over one thousand pupils. “They are also able to come to school early and this has aided teaching and learning immensely.”

This serves as a strong reminder that beyond health, having access to safe drinking water is a fundamental human right that, if not achieved, can be an obstacle to education and reinforce the circle of poverty.





2012 *new communities,* SAME URGENCY

Going forward, Armani has committed to continue support in 2012 of new Green Cross International Smart Water for Green School infrastructure projects to collect and distribute every year at least 40 million litres of water in both Ghana and, for the first time, Bolivia.

Those 40 million litres, combined with the 43 million litres of water already being provided every year to communities supported by the 2011 campaign, will bring that effort to an annual 83 million litres of safe drinking water being made accessible to populations long deprived of it. Armani hopes to exceed this figure though, particularly through its new digital challenge.

The 2012 challenge will also inform widely on the global water crisis and, through the strength of the Armani brand, serve as a catalyst to spread the message on a global scale.

The 2012 challenge will further its commitment to Ghanaian communities by supplying water systems and empowering new communities of the Volta Region to take charge of their water.

THE WATER CRISIS *in Bolivia*

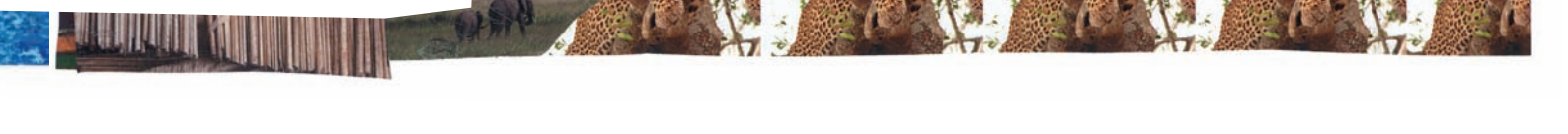
The extension of the Armani partnership in Bolivia, the poorest country in South America, and where 33% of the rural population had no secured access to a safe drinking water source in 2010, will focus on supporting small and isolated communities living in the Cordillera province of Santa Cruz.

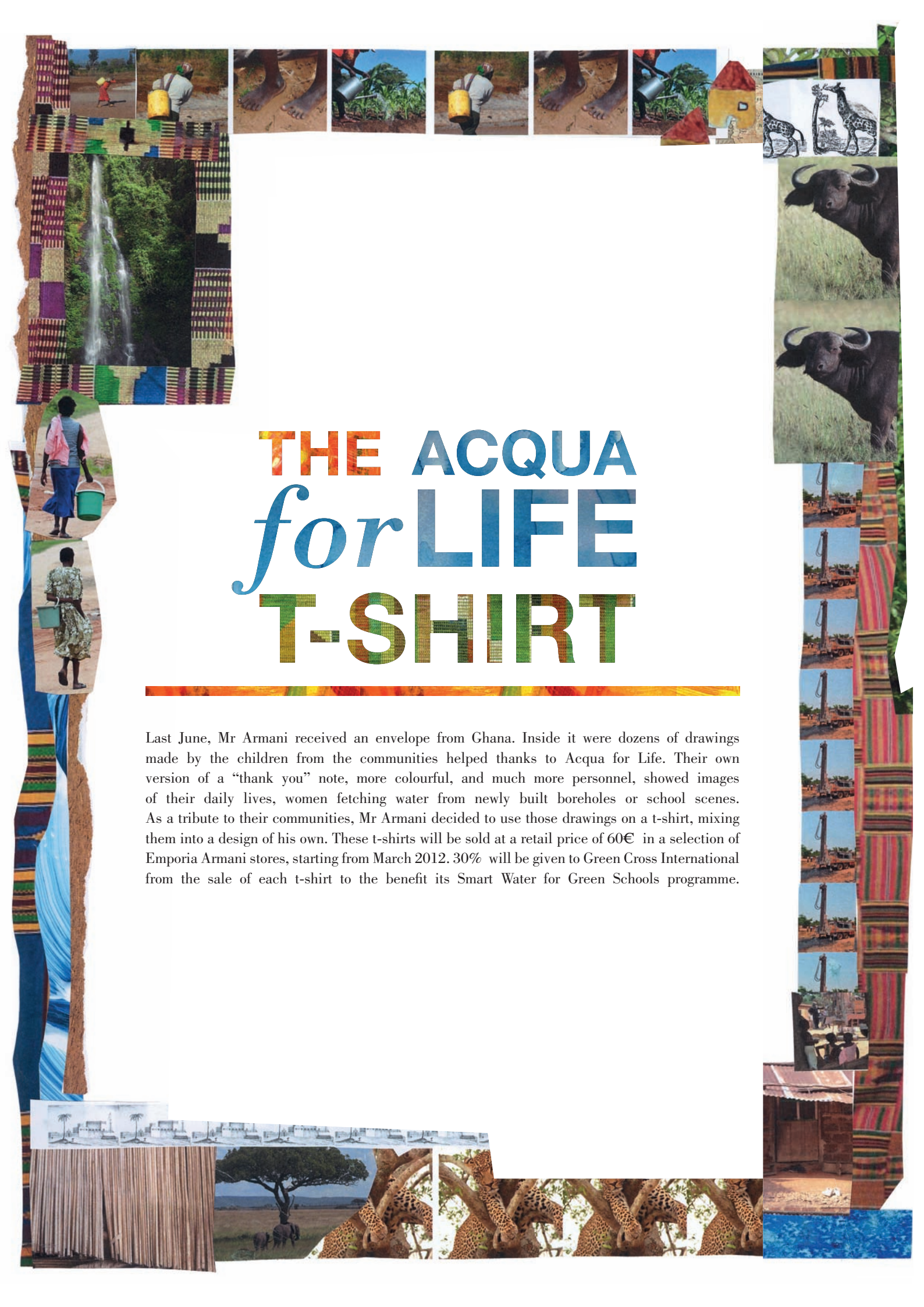
This region endures a dry period ranging from 6 to 8 months every year. Women from the area usually collect water from public reservoirs. But in the communities targeted by the 2012 Acqua for Life challenge, there are no such reservoirs within a minimum of 50 kilometres. Families have no access to public water supplies and often rely on drinking water unfit for human consumption. Childhood diarrhoea is the main cause of death, especially in rural areas.

The targeted objectives of the 2012 challenge include, building rainwater harvesting system in each school; drilling a borehole in each community that will pump water from aquifers of the Parapeti River basin; providing health and hygiene education to the beneficiary families; and training on how to operate and maintain the water systems and manual pumping wells.

Bolivia has played a key role in push for access to water globally. It made the first call for water to be regarded as a human right, which succeeded in 2010 when the United Nations recognized the human Right to Water and Sanitation.

The Armani Group also supports for the third year UNICEF's Tap Project in the United States, which funds water projects in poor countries.





THE ACQUA *for* LIFE T-SHIRT

Last June, Mr Armani received an envelope from Ghana. Inside it were dozens of drawings made by the children from the communities helped thanks to Acqua for Life. Their own version of a “thank you” note, more colourful, and much more personnel, showed images of their daily lives, women fetching water from newly built boreholes or school scenes. As a tribute to their communities, Mr Armani decided to use those drawings on a t-shirt, mixing them into a design of his own. These t-shirts will be sold at a retail price of 60€ in a selection of Emporia Armani stores, starting from March 2012. 30% will be given to Green Cross International from the sale of each t-shirt to the benefit its Smart Water for Green Schools programme.