



Engaged and Taking Action



Photo © Alexander Joe

27 February, London, UK - Water Unite joins 17Promises, a child and youth friendly engagement and awareness initiative which presents each of the 17 SDGs as a promise that adults have made to children. The launch took place at the sixth session of the African Regional Forum on Sustainable Development (ARFSD) held this year at Victoria Falls, Zimbabwe 24-27 February.

For the first time the ARFSD reviews all 17 Sustainability Development Goals (SDGs) at the start of the UN's Decade of Action on the African continent. The Forum, with over 3000 delegates including over 100 ministers from governments across the continent, is one of the largest events in the UN calendar.

With the deadline for the SDGs only ten years away, more action is needed. In supporting **Promise No.6, Clean Water and Sanitation**, Water Unite strengthens its intention to enable funders to join and expand a collective impact on clean water and sanitation in Africa and Asia.

Water Unite CEO, Chris Sellers, highlighted the need for collaboration to achieve the SDGs "We are proud to be supporting the work of 17Promises, partnerships such as this, between the public and private sector, are central to the Water Unite model and will be a major driver in tackling global issues over the next decade.'

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Media contact: Louis Goring-Morris, mediarelations@waterunite.org / +44 203 3976 6200



NOTES TO EDITORS:

About Water Unite

Water Unite is a UK based, non-profit organisation that works in partnership with the private sector to raise and invest funds for clean water sanitation and plastics recycling. Funds are raised via voluntary donations of around one cent per litre from retailers of bottled water. Started in 2018, Water Unite is supported by The Co-operative (UK), Elior UK, The Rockefeller Foundation, Stone, Vitol and One Foundations. Water Unite aims to raise US\$100-\$200 million in the next 2 years.

Explainer Video: https://www.youtube.com/watch?v=9eGMv2_6TIU

Brochure and Data downloads available from <https://www.waterunite.org/page/research-and-papers/>

For more information please visit waterunite.org

About 17Promises

17Promises (<https://www.17promises.com>)



Hashtags

[#UN75](#) [#DecadeofActionOnSDGs](#) [#ARFSD2020](#) [#engagedandtakingaction](#) [#inspiredtoact](#)
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Chris Sellers

Chris has more than 25 years of international leadership experience in the Global Consumer Brands and Retail industry and was named as one of the “Power 50” people in industry in 2006 and 2007. Chris was the UK CEO of Information Resources Inc. (IRI) the market research company and went on to become the Chief Executive Officer, Executive Chairman of the Board of the World-Wide Retail Exchange (WWRE) and after merging with GNX, he brought these organizations together to form Agentrics, a multi-national consortium of the world’s 50 largest retailers, representing over \$1 Trillion in turnover. Chris most recently served as COO and Global Director of Development for The Committee on Sustainability Assessment (COISA) with a mission to accelerate sustainability through multi-national organizations, NGOs and governments.



Chris K Sellers (high-resolution photo available on request)