



FREEWA[^]

FREE WATER PROJECT

“Long is the time the water stopped being a public good and became a product – it is being advertised, aromatized, packed in different shapes and forms – and ultimately – priced. And this is just wrong. Because you cannot put a price tag on a glass of water in a desert or a breath of fresh air. The people have turned a public good into commodity for profit. “

WHO WE ARE

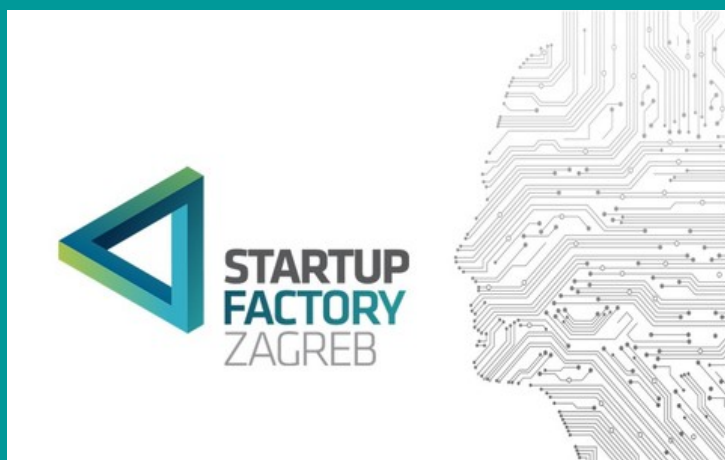
FREEWA is a start up company whose mission is to promote the protection of freshwater. Its activities are founded on the principles of corporate social responsibility (CSR) and sustainable economic growth development („**3R: recycle – reduce – reuse**”).

FREEWA is happy to cooperate with all who recognize the importance of corporate social responsibility and who understand the need to drawback the portion of their income to the society through the support of relevant projects.



WHO WE ARE

- ❖ THE PROUD WINNER OF THE START UP FACTORY ZAGREB AND POKRENI NEŠTO SVOJE (START SOMETHING ON YOUR OWN)



- ❖ AWARDED AT THE BLEED WATER FESTIVAL 2017:
Responsible towards Water 2017



WHO WE ARE

❖ THE WINNER OF THE EUROPEAN STARTUP AWARDS 2017



FREEWA PRODUCTS

FREEWA MOBILE / WEB APP AND FREEWA BOTTLE

Freewa app is free and available to everyone

It maps the nearest source of freshwater and enables users to map public taps and natural sources on their own. It runs on IOS, Android and Web platforms.

Freewa bottle

Is it designated to be used by all eco-friendly people who support the efforts to reduce plastic waste in the environment. FREEWA bottle is made of glass and its protective bag is manufactured from recycled plastic. Both the bottle and the protective bag are produced in Croatia.

Crowd-mapping and crowd-monitoring

Each Freewa user has the opportunity to register and add the new freshwater source or report the polluted one. This way the user becomes the part of Freewa global movement to protect water.

FREWA MOBILE AND WEB APP

How it works



Download
Frewa app



Note down locations
of free drinking water



Upload them
into the App and make
available for everyone

FREEWA BOTTLE AND BAG

FREEWA BOTTLE THANK YOU

Thank you

The bottle includes the word “Thank you” in twelve different languages.

Human body consists of 60% water, and Thank You are the most beautiful words we love to hear.



FREEWA BOTTLE AND BAG

FREEWA BOTTLE THANK YOU

100% Recyclable & Reusable Bottle

Cap - 100% recyclable
BPA free
EA free
Phthalates free
Taste neutral
FDA aproved

Glass - best material to drink water

Made in Croatia (EU) - designed and manufactured in Croatia

Dishwasher Safe



Handle for easy carrying

Wide spout - great for dishwasher

Informed water with positive words: THANK YOU, I LOVE YOU

Environmentally Friendly Print

Optimal size - 0,63 l

FREEWA

FREEWA BOTTLE AND BAG

FREEWA BAG

Protective bag

FREEWA

Protects glass from breaking and keeps the temperature of the water.

Practical strap

Eko Felt - produced from 100% recycled PET plastic.

Customization

Fine and soft to the touch

Environmentally Friendly Print

100% recyclable

"Eco Cycle" - buying Freewa you clean the Earth from PET bottles and reduce water pollution.



THE SOURCE OF FREEWA

There is a shortage of drinking water

Only about 2,5-2.75% (or 35 million cubic kilometers) of water is drinking water – people crave for the drinking water.



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THE SOURCE OF FREEWA

2 trucks of plastic every minute

ends up in the ocean. Plastic is a substance that the Earth cannot disintegrate and therefore presents a big threat to the environment. Enormous plastic islands are piling up in the oceans systematically destroying wildlife and consequently affecting the health of the people. In addition, during the production and distribution of plastic packaging high levels of greenhouse gases are being released and they as well affect human health.

Over a million of plastic bottles are being sold every minute

This number will additionally increase per 20% by year 2021 and it may consequently trigger an ecological crisis as serious as the climate change itself.



Dubrovnik, Croatia
2017



Saplunara, The Island of Mljet,
Croatia, 2014

THE SOURCE OF FREEWA

Croatia has abundant freshwater resources

- As stated by the findings of a survey conducted by UNESCO, Croatia ranked fifth in Europe according to water availability and resources and is 42nd on the world's water ranking list.
- According to the latest Water Statistics from Eurostat, Croatia has recorded the highest freshwater resources in the European Union with 27,330 m³ per inhabitant.

Water in public places

- In recommending Croatia generally, TripAdvisor points out the option to drink water at public places.

18 million guests

- In year 2016, 16 million foreign tourists have visited Croatia, and in year 2017, Croatia has surpassed the level of 100 million overnight stays with approximately 18,5 mil. guests (17,8 mil. being foreign ones).



RESULTS UP SO FAR



RESULTS UP SO FAR

- **2000 drinkable/fresh water sources have been mapped; from India, USA and Australia to Europe and Zagreb in particular**
- **\$31,500.00 has been generated through the crowdfunding campaign in the period from June, 1st till July, 15th 2017**
- **Financial support** received up so far: **270.000,00 HRK** (approximately 36.000 EUR).
- Value of the Sales of bottles: **more than od 150.000,00 HRK** (arround 20.000 EUR) **till the end of 2017**

FREEWA FINANCING MODEL

We've received the **Letter of Support** and **funding** from:

- Croatian Ministry of the Environment and Energy
- Croatian Waters
- Agency for the Development of the City of Zagreb for creation of projects aimed at the improvement of tourist offer in the City of Zagreb
- ACT group – Platform for good economy (a consortium of companies and support organizations who develop green economy and social services through social enterprise incubation and acceleration programs).
- Zagreb Tourist Board
- Croatian Forests

Apart from the financial support, FREEWA generates income from the sale of locally produced bottles to both end consumers (purchase as the expression of eco friendly orientation and support to the project) and business entities (mostly as business gifts, gifts for the employees or as products used in loyalty programmes).

2018 PLANS

- Development of new projects and products that can ensure FREEWA's **sustainability** (under working title **Freewa 2.0**) and applying for EU funding
- Cooperation with institutions and business entities who share FREEWA values and recognize the importance of corporate social responsibility (as well as creating partnerships)
- Binding with and involving most interesting representatives of the Croatian start up scene in the development of Croatian economy
- FREEWA's efforts and interests focus on tourism as it is the most dynamic industry in Croatia founded on its water abundance

HVALAGRAZIEMERCIEDANKETHANKYOU感謝

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