We make contaminated water safe to drink.
We are a global company innovating game-changing solutions that contribute to a healthier, more sustainable planet.

We are built on the foundation that doing good is good business and that we all have a role to play in improving the health and quality of life for people across the world.
WHAT WE DO

LifeStraw is committed to redefining the safe drinking water space through technology innovation, product quality, design and programs that have measurable impact.

In doing so, our work is driving sustainable access to safe drinking water by engaging governments, donors, and individual consumers to understand the problem and become an active part of the solution.
WHERE WE WORK

We’ve had the privilege to partner with many renowned organizations. Today LifeStraw® is used in more than 64 countries around the world.
WHERE WE STARTED

The evolution of LifeStraw started in 1994 through a partnership with the Carter Center to develop a filter that could remove Guinea worm larvae from water it was contaminating. In 1999, the original nylon filter we designed was integrated into a more effective pipe filter. Today, more than 37 million LifeStraw Guinea Worm filters have contributed to the near-eradication of the disease.

In 1986 more than 3.5 million people suffered from Guinea worm. Today there are only 22 cases. Once this number drops to zero, Guinea worm will be the first disease that will have been eradicated without the use of a vaccine.

Inspired by the impact of the LifeStraw Guinea Worm filter, we worked to develop a product that could filter out virtually all of the microbiological contaminants that make water unsafe to drink. The result was LifeStraw technology, introduced in 2005 as a personal “straw-like” filter that removes bacteria and protozoa.

Since then our portfolio of products has expanded to filters and purifiers that meet the needs of diverse market(s).
HOW WE WORK

Partnering with Donors, NGOs & Governments
- Emergency relief
- Community programs
- School programs
- Household programs

On the Ground: Implementing programs
- Implementation of our own program for Follow the Litters
- Implementation of school safe water and sanitation programs with Partner Funds / Foundations
- Implementation of school and community safe water and sanitation programs with Partner Corporations

Outdoor Sports & Recreation Retail
- Empowering consumers to become and active part of global solutions
Fit For a Purpose

All LifeStraw products use hollow fiber membrane technology.

While the technology is the same, our products are designed to be fit for purpose.

What a family in a developing country needs is different from what a school or clinic needs which again is different from what a trail runner or hiker needs. We design the highest quality filters and purifiers that meet the needs of the person that uses them.
Our technologies, products and programs are driven by evidence.

We take a comprehensive approach to safe water programs – it’s not just about access to safe water, it is giving people the tools to use it.

It is not just about providing a water filter or purifier, it is about providing a safe water tool, training on how to use it, education on why safe water and sanitation is important and ongoing maintenance and support to ensure that a program has impact.
Overview of LifeStraw’s programs

SCHOOLS, CLINICS & COMMUNITY CENTERS
LifeStraw implements programs delivering safe water and hygiene and sanitation education

HOUSEHOLDS
LifeStraw also oversees programs delivering safe water at a household level

DISASTER RESPONSE
LifeStraw is active in humanitarian disasters, working with partners to rapidly deliver long-term safe water solutions in disaster areas
Overview of LifeStraw’s products

**INTERNATIONAL HEALTH & DEVELOPMENT**

- LifeStraw Family 1.0
- LifeStraw Family 2.0
- LifeStraw Community

**OUTDOOR & RECREATIONAL SPORTS**

- LifeStraw
- LifeStraw Go
- LifeStraw Steel
- LifeStraw Mission
Overview of LifeStraw’s products

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<tr>
<th>Use</th>
<th>LifeStraw Go</th>
<th>LifeStraw</th>
<th>LifeStraw Steel</th>
<th>LifeStraw Family 1.0</th>
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<td>12 L/h</td>
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**THE TECHNOLOGY**


Removes:
- >99.9999% of bacteria (>6 log10 reduction)
- >99.999% of viruses (>5 log10 reduction)
- >99.99% of protozoan parasites (>4 log10 reduction)

Turbidity by filtering particles larger than 0.02 microns

Requires:
- NO electrical power, batteries or replacement parts
- NO running water or piped-in water supply
- NO lifetime indicator (product is functional until water can no longer pass through the filter)

Uses raw materials which are United States Food and Drug Administration compliant
School Programs implemented by the Lifestraw team

- Over 1,400 primary schools supported with safe water
- More than 10,000 LifeStraw Community filters delivered and installed
- Over 800,000 school children currently receiving safe water in school
- Over 30 million liters of safe water provided
How School Programs Work

One filter (LifeStraw Community) lasts 3-5 years, capable of filtering approximately 100,000 liters of water.

Each filter serves 75-100 school children; number of filters allocated according to school population.

Comprehensive safe water, hygiene and sanitation education is provided to the school at the time of installation and during follow-up visits.

Curriculum is designed to cover filter specifics but also includes messaging about the importance of healthy behaviors such as handwashing, use of latrines, brushing teeth with safe water, making water safe at home etc.
How School Programs Work

Process

1. **SCHOOLS IDENTIFICATION**
   - In consultation with local stakeholders and/or governments

2. **PRE-DISTRIBUTION DATA COLLECTION**
   - Physical visits of schools including mapping of water sources, assessment of need & population size, GPS coordinate tracking

3. **SCHOOLS SELECTED AND FINALIZED**
   - Prioritized based on need, filters allocated based on population

4. **FILTER DISTRIBUTION INSTALLATION AND EDUCATION**
   - Teams of local staff and international volunteers visit schools, install filters and educate students & teachers

5. **FOLLOW-UP VISITS**
   - Local staff visit schools, collect data, reinforce education messages
LIFESTRAW COMMUNITY

The product used for schools, clinics and community centers is LifeStraw ® Community. This is an instant microbiological water purifier with a built in safe storage container that provides safe drinking water for up to 100 individuals per day. Ideal for use in community settings with no access to safe drinking water.

- Capacity:
  Dirty water tank: 25 litres
  Safe storage container: 25 Litres

- Removes:
  99.9999% of bacteria
  99.999% of viruses
  99.99% of protozoan parasites
  turbidity to <0.5 NTU by filtering particles larger than 0.02 microns

- Capacity: 70,000–100,000 litres
- Filtration rate: 12 L / hour
- Dimensions when assembled:
  Height: 850 mm³
  Width: 550 mm³
  Length: 550 mm³

- Doesn’t require electrical power, batteries or replacement parts
HOW WE MEASURE OUR IMPACT

Data

We are all about data – generating it, visualizing it and then using it to improve what we are doing.

We are committed to transparency and accountability in our programs.

LifeStraw operates a sophisticated data collection platform that utilizes mobile phones to collect, scan and report program data in real time on a program database.

Data collected can be modified according to needs.
I live on a small farm in Kakamega where my parents grow maize and sugar cane. In school, my favorite subject is mathematics. When I grow up, I want to be a neurosurgeon and help to control diseases and save many lives. I know that to achieve my dreams, I must work hard, get good marks, join a secondary school, and attend a university. I am very grateful for the LifeStraw Community purifiers which are helping my school greatly. It reduces diseases like typhoid and cholera. When I was sick, I missed one week of school and had to go to the hospital. But now after the LifeStraw Community, I don’t miss school.

I am the oldest of four. I help clean my siblings and keep them in good hygiene. My parents grow and sell sukumawiki, which is a popular vegetable. In school my favorite subject is science. I want to be a lawyer, so I can help get rid of corruption and help the people in this country. I am so happy to have the LifeStraw Community purifiers in my school. Before, many students had stomach aches, and they didn’t have water to drink. Now they are able to drink clean water with no stomach ache. When I was sick, I was sent to the hospital for 2 days. I haven’t been sick since the LifeStraw has come and I am hopeful I won’t get sick in the future.
Follow the Liters

What makes Follow the Liters unique: this program allows outdoor and sports enthusiasts in the US and Europe engage with children in other countries that need the same thing – safe water. The program is concrete, understandable, specific, measurable and implemented with the same technology and by the same company that consumers know and trust.
LifeStraw partners with like-minded corporations and foundations to increase access to safe water globally.

Such groups have included Jaguar and Rover, and the Children’s Environmental Literacy Foundation.

LifeStraw can implement programs on behalf of partners in a country of interest.

Our school programs deliver high levels of impact and transparency and allow for meaningful partner staff engagement.
FUNDING / PARTNERSHIP OPTIONS

We love working with like-minded organizations that value social engagement and community engagement that has measurable impact!

A couple thoughts on how we could work together:

Partnering on design and implementation of a small to large scale safe water and sanitation program

Partnering on a brand partnership to drive safe water and sanitation programs in a region

For both of these options:
LifeStraw can provide the assessments, product and implementation services. These can be implemented at schools, clinics, community centers, etc. We can provide the monitoring, personal stories, and follow up.
PRESS AND AWARDS

LifeStraw has been recognized internationally for its innovation and design.

Featured in:

- TIME
- The Oprah Magazine
- Fast Company
- Outdoor Life
- Esquire
- Popular Mechanics
- Survivorman
- CNN
- Scientific American
- The New York Times
- Grist
- Esquire: Innovation of the year 2006
- Newsweek: Gadget Produces Safe Drinking Water 2007
- Fortune: Tools for Better Living 2006
- Well Tech: Innovation Technology Award 2006
- Forbes: One of the Ten Things That Will Change the Way We Live 2006
- Popular Science: A Water Purifier for the Masses 2005
- Index: International Design Award 2005
- Save the Children: Award for World Changing Ideas 2008
- Reader’s Digest: Europe’s Best Invention of the year 2005
- Time: Magazine Best Invention of the year 2005
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