Procter & Gamble (P&G) is a multinational consumer goods company that produces personal and household care items. Founded in 1837, P&G has operations in approximately 75 countries and its brands—including Pampers, Tide, Always, Pantene, Crest, Duracell and Downy—reach 4.6 billion consumers around the world.

**ABOUT THE WINNING PROGRAM**

In 2004, Procter & Gamble (P&G) created the not-for-profit P&G Children’s Safe Drinking Water Program (CSDW) to raise awareness about the global clean drinking water crisis and to help address it by providing P&G water purification packets. The goal of the program is to reduce illness and deaths from diarrhea caused by unclean water that kills more children every year than HIV/AIDS and malaria combined.

As the creator and producer of the P&G water packets, P&G provides both technical expertise and financial support for this work, in addition to human resources, manufacturing facilities, research and advocacy. The packet contains a powdered mixture, developed in collaboration with the U.S. Centers for Disease Control, that removes pathogenic microorganisms, making previously contaminated water clean. One packet quickly makes 10 liters of contaminated, potentially deadly water potable.

Since 2004, CSDW has provided over 5.5 billion liters of clean drinking water in over 65 countries, averting more than 200 million days of diarrhea and saving an estimated 29,000 lives.

**CRITICAL SUCCESS FACTORS**

**CROSS-SECTOR PARTNERSHIPS**

- P&G has developed a network of over 120 partners, including NGOs and local and national governments and health organizations. These partners provide essential local expertise to help ensure the product reaches those in need.

**AWARENESS-BUILDING**

- To raise awareness, P&G has linked its brands to the CSDW program through cause-related marketing. For example, the P&G brand Pantene conducted a Healthy Hair for Healthy Water campaign where a portion of the profits from each shampoo bottle sold went to CSDW.
- More recent efforts include participation in Summit on the Summit: Kilimanjaro to raise awareness and inspire action through hiking the highest mountain in Africa. P&G also teamed up with rhythm and blues musician Smokey Robinson to help address the global water crisis through a digital broadcast system called the “Smoke Alarm” that will use celebrities’ Facebook and Twitter feeds to reach more than 200 million people.