



CATERPILLAR FOUNDATION



2019 IPLOCA CSR Award
Submission

Value of Water

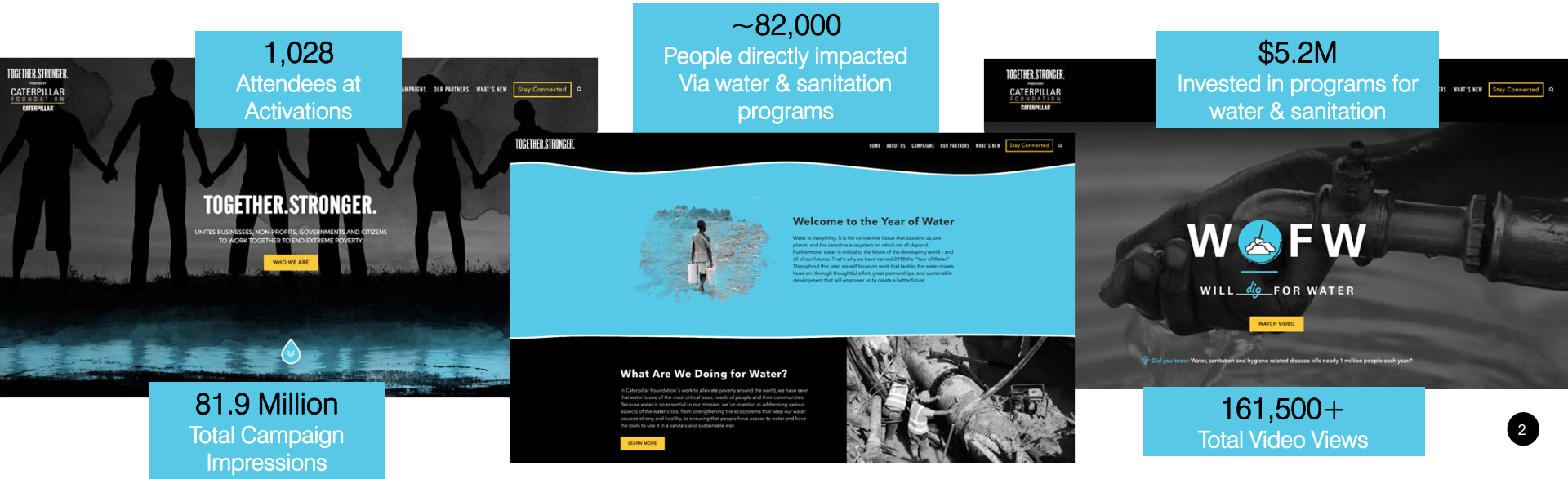
2018



2018 OUTCOMES

Value of Water Campaign in Review

Water is critical to the future of the developing world – and to all of our futures. That’s why in 2018, the Caterpillar Foundation turned its focus towards examining the most pressing water challenges and supporting solutions through collaborative efforts and meaningful engagements with partners and supporters. The Value of Water campaign utilized on-the-ground activations at leading convenings, major speaking moments, influential content pieces, and creative and social content to elevate water as a critical human need and a central resource to both human and societal infrastructure.



Programmatic Investments

As a key anchor to the campaign in 2018, the Foundation invested \$5.2M in the Basic Human Needs portfolio that has the potential to directly impact approximately 82,000 people through water and sanitation programming.

Organization	Projected People Impacted	Country	Program
charity: water	31,345	Ethiopia	Providing Clean and Safe Drinking Water for Communities in Ethiopia (2018)
charity: water	12,163	Rwanda	Providing Clean and Safe Drinking Water for Communities in Rwanda (Gicumbi District, 2018)
charity: water	14,789	Uganda	Providing Clean and Safe Drinking Water for Communities in Uganda (2018)
charity: water	7,442	Malawi	Providing Clean and Safe Drinking Water for Communities in Malawi (2018)
Water For People	648	Peru	Everyone Forever in Peru
Cooperative Housing Foundation	593	Ghana	WASH in Schools Expansion Activity
China Women's Development Foundation	2,000	China	Water Cellar for Mothers - small-scale water conservancy facilities program
Habitat for Humanity Indonesia	342	Indonesia	Community Based Housing Improvement Program in Babakan Madang - Bogor, West Java, Indonesia
China Women's Development Foundation	1,500	China	"Water Cellar for Mothers" Project --- "School Safe Drinking Water Project"
Fondo Mexicano para la Conservación de la Naturaleza, A.C.	92	Mexico	Building community self-reliance in northern Mexico
Water.org	11,088	Brazil	Expanding and Scaling WaterCredit in Brazil
Total	82,002		

Value of Water Content & Media

To support the Year of Water campaign's goal of increasing awareness among key audiences of the global water crisis, the Foundation launched a website, produced a series of videos and developed media partnerships to elevate the issue of water as a key to building a sustainable society.

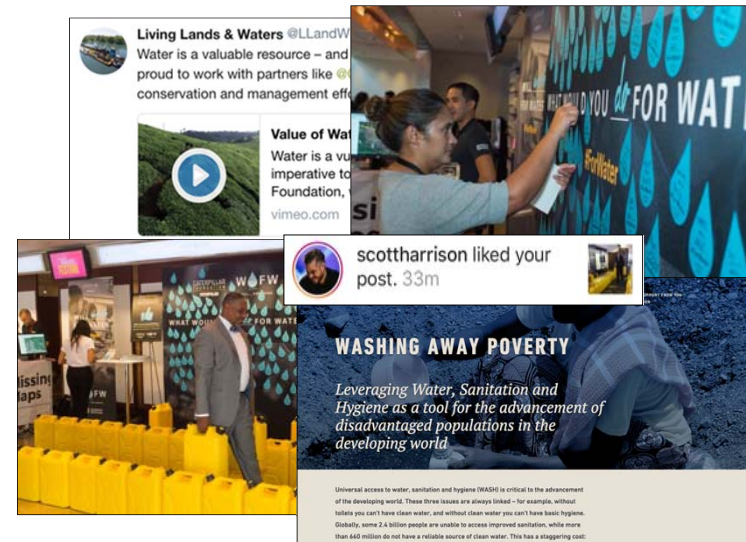
Creative

- [Value of Water - 2018 Campaign](#)
- Press Release: [Value of Water campaign – March 2018](#)
- Each of the 5 videos addressed a theme that fills the blank in “Will ____ for Water”, showing what each partner’s work does to support water’s role in society. The videos included the [Campaign Overview](#), [DIG](#), [EDUCATE](#), [RESTORE](#) and [INVEST](#)
- **6,080,000+ people reached** on social channels; **161,500+ total views** of all videos

Media Partnerships

The Foundation also partnered with the Atlantic & News Deeply to create a feature that introduced readers to the core concepts of the water crisis. The Foundation hosted an activation featuring a water walk and VR simulation with charity: water and a resources mapping with the Red Cross at the Atlantic Festival. And, through the partnership with News Deeply, the Caterpillar Foundation examined the effects access to WASH (water, sanitation, and hygiene) has for the advancement of developing communities globally.

- The Atlantic: **~39 million impressions** on CSPAN of mainstage speaking session; **14.1 million social impressions; 569 participants** in water walk and pledge wall
- [The Atlantic: Is Impact Investing the Future of Philanthropy?](#)
- News Deeply: 426,000+ impressions from custom content series reached individuals interested in women’s advancement and the role of WASH systems plays
- [News Deeply Op Ed: Washing Away Poverty Healthy Rivers Lead to Healthy Communities](#)



SXSW & 12 Days of Water

The Caterpillar Foundation joined its partners at the SXSW Social Impact Festival for awareness building through activations, social media amplification, and speaking moments to help launch the campaign externally. We hosted a panel to speak alongside several water partners including Water.org, Xylem, & Opportunity International. And, as a way to celebrate the work achieved through the Value of Water and wrap up the campaign, we coordinated an online activation highlighting the water partners and giving employees an opportunity to get involved. As part of the “12 Days of Water” from Dec. 3 – 15th, we dedicated two days to each partner and highlighted their work through facts, stats, quotes, relevant stories and initiatives that brought attention to the work they’ve done for water.

> SXSW On-Site Activations

- The Water Innovation Lounge included a water walk and VR installation highlighting water projects.

> SXSW Outcomes

- **22 million impressions** around SXSW / Value of Water launch
- **714 views** and **300+ visitors** to the Value of Water Innovation Lounge at SXSW
- [Recap Video](#)

> 12 Days - Partner & Employee Engagement

- Partners featured in the 12 Days included charity: water, Water.org, The Nature Conservancy, Opportunity International, Living Lands & Waters and the Red Cross
- Partners supplied content and quotes, which populated [TogetherStronger.com](#) and the

> 12 Days Outcomes

- **172 tags #ForWater** on social media over the course of the 12 Days of Water
- **\$7,170 in additional donations** unlocked to charity: water from employee #ForWater pledges and social mentions, resulting in a total donation of \$235,390 from the campaign

