

# ARTICLE FREEWA PROJECT

## I. LET'S HAVE A LOOK ON FREEWA PROJECT

During our journey in **Zagreb** (Croatia); *ODD&THEKEDGERS* has met organisations from the **three sectors**: a private organization, a public organization and an associative organization! Let's start our cross-sectoral meetings in the Croatian capital with the **private sector** represented by *Freewa*, a start-up of **4** employees. It's **mission**? Promote the **protection of freshwater** and **enable its access to everyone**! In this field's activity of **clean water access**, as explained by **Azra Sulejmanpasic** and **Andjelko Novak** during our interview, *Freewa* is much more than a company, **it is a concept** with the crucial value to **motivate people to do something for someone else**. Let's discover to what extent in this article dedicated to the *Freewa Project*!



### → Freewa Project in the field of the clean water access

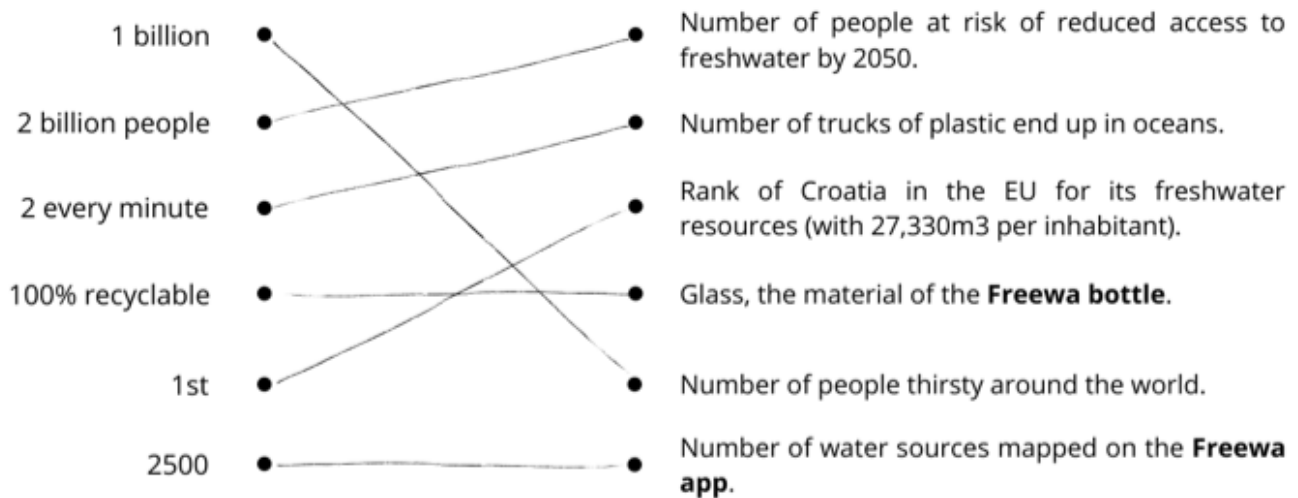
As you have certainly perceived, *Freewa* means "*Freewater*", which means concretely **Free drinking water to all**. To make this statement a reality, on the one hand, *Freewa* is collecting and sharing information on available water sources; on the other hand, *Freewa* is selling glass water bottles manufactured from recycled materials. To get straight to the point, concerning the **Freewa app**, the start-up is working on **free water to all**:

*"Water is no longer owned by the people, it has become a product - it is advertised, aromatized, packaged in various shapes and forms and it comes at a certain price. This is wrong. For, what is the price of a glass of water in the desert, or the price of a breath of fresh air? People have commercialized the natural wealth for the sake of profit." - Freewa*

Concerning the **Freewa bottle**, the start-up is working on **drinking water to all**:

*"There is a shortage of freshwater. [caused by two converging phenomena: a growing freshwater use (due to increased human demand, overuse, ...) and a depletion of usable freshwater resources (due to climate change, pollution, ...)]. According to the UN's research, one billion people on Earth don't have access to medically safe drinking water while only 2,5% of water is drinkable." - Freewa*

→ Some figures to introduce the Freewa Project



## II. FREEWA PROJECT COMMITMENTS FOR SUSTAINABILITY

By enabling **clean & safe water access to everyone**, the *Freewa Project* appears directly linked to the **SDG 6 - Clean water and sanitation**. And beyond the fact that SDGs are **intrinsically-linked goals** (which means that having impact on one SDG implies impact on the others too), **Mrs Sulejmanpasic** and **Sir Novak** have pointed out the following **SDGs that resonate particularly** for the **start-up** during our interview:

**SDG 3 - Good health and well-being, SDG 6 - Clean water and sanitation, SDG 12 - Responsible consumption and production, SDG 17 - Partnerships for the goals**



## → The Freewa's concept commitments for sustainability

More than a company, *Freewa* is a **global project** within which **a concept is provided to the world**. The type of concept that should be **a flagship project** led by many different stakeholders (companies, NGOs, governments, citizens) **through common values**. Well described in their website and consistent with the **values advocated** by our interviewees, we have decided to quote and to share some of them with you:

*"We at Freewa believe that all humans are born free. Free to walk the Earth, to breath clean air, and to drink free, clean water - all of these representing basic human rights. Furthermore, we believe humans also hold responsibility to defend these rights for the generations yet to come. This will be our contribution to the Earth." - Freewa website*

The **basic human rights**, defend them **for all** including for **the generations yet to come**, reasoning in **contributions for the planet & for the people**, ... here are some **crucial values of the sustainable development** shared by benefit corporations like *Freewa*!

Thanks to the simple equation "*Less water in plastic = less plastic in water*" highlighted through its activities, *Freewa* is definitively founded on the **principles of Corporate Social Responsibility (CSR)** with **sustainable economic growth as development model** with the **3R**: Recycle, Reduce, Reuse.

Concretely, *Freewa* currently owns a **Freewa bottle** ([Click here \\*link\\* to discover the Freewa bottle: https://freewa.org/#products](https://freewa.org/#products)), a **Freewa app** ([Click here \\*link\\* to download the Freewa app: https://freewa.org/#app](https://freewa.org/#app)) and a **Freewa mobile water filtration device** is in progress!

The **Freewa bottle** is the only commercial product that permits the start-up to survive, designed to be used by all **eco-friendly people** who support the efforts to **reduce plastic waste in the environment**!





The **Freewa app**, a service free to everyone and for everyone, **maps the nearest source of freshwater** and enables users to map public taps and natural sources on their own. By **crowd-mapping** the new freshwater sources and **crowd-monitoring** the polluted ones, **Freewa user** becomes part of the *Freewa* **global movement to protect the water**.

## How it works



Download  
Freewa app



Note down locations  
of free drinking water



Upload them  
into the App and make  
available for everyone

To understand the *Freewa Project* clearly through the SDGs framework, let's discover the **GOOD PRACTICE SHEET** we have done, supported by **3 TOOLS** !

**(insert tools & good practice sheet)**

→ **Use example of the Freewa products**

From the **Freewa Project presentation** in Zagreb, to a **field potential implementation** at Plitvice, *ODD&THEKEDGERS* has felt how a concept becomes reality with a use example of the **Freewa bottle**! To understand to what extent, [click here \\*link\\* to discover our post “ACTION#4” dedicated to the FREEWA PROJECT in our visit of the Plitvice lakes National Park: https://www.instagram.com/p/CHDKPKzDeA8/](https://www.instagram.com/p/CHDKPKzDeA8/)

### **III. FREEWA PROJECT AND THE KEDGERS**

→ **Could Freewa Project be your next experience ?**

Beside the purpose to **make Kedgers** (Kedge Business School's students) **aware of the Sustainable Development Goals**, *ODD&THEKEDGERS* aims to **inform the managers of tomorrow of responsible opportunities abroad** in the associative, private and public sectors. That's why at the end of our interview with **Mrs Sulejmanpasic** and **Sir Novak**, we have not hesitated to ask some questions for you in order to know **to whom this organization could turn for a professional experience abroad**.

*Freewa agrees to host people* from abroad! In fact, despite the fact they have not been looking much, they would be **more than glad to cooperate with students** interested to **tackle the Freewa Project's many challenges**, such as:

**(1) Developing** concepts for and handling **social networks** aiming to seriously **increase** number of **friends** and **followers** and **enlarge the database of sources**

**(2) Developing** forms of indirect **advertising** in digital media / PR projects/texts for EU markets (not only Croatia)

**(3) Rethinking/improving B2B sales** on EU level

**(4) Conceptualizing** new and different **approaches** both in the segment of **communication** and in the segment of **new products developments**



→ **Precious words of Mrs Azra Sulejmanpasic and Sir Andjelko Novak for the students that we are at Kedge !**

Before leaving, let's soak up our interviewee's advice !

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*(1) Check twice if there is a market and a consumer (local, regional, global) for your new product/idea/approach. It is worth investing in research in this respect*

*(2) See if there is anyone out there really ready to support your new product/idea/approach financially with private investors, institutions, companies, ...*

*(3) Once you have sorted the above two, you have a chance to succeed! Depending on your efforts and chemistry of your team ...*

“

*- A.Sulejmanpasic & A.Novak*

→ **References:**

For more information, please visit the websites:

<https://freewa.org/hr/>

[THE FREEWA PROJECT](#) (COMMUNICATION ON PROGRESS 2020, UN GLOBAL COMPACT)