

PRESS RELEASES

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Ecolab Partners with Project WET to Teach 2 Million People Water Conservation and Hygiene

Clean and Conserve curriculum part of Ecolab's Solutions for Life program, developed through the Ecolab Foundation's \$1.5 million commitment to the Project WET Foundation

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab Inc., the global leader in water, hygiene and energy technologies and services, has launched its Clean and Conserve Education Program to educate students about the importance of water conservation and hygiene. Developed in partnership with the Project WET Foundation, a nonprofit water resources education organization, the interactive curriculum is expected to reach two million people in the United States, Mexico, China and Germany by the end of 2017.

As part of the program launch, kick-off events were held in several Ecolab communities throughout the world, including Shanghai, China; Alajuela, Costa Rica; Monterrey and Lerma, Mexico; Manila, Philippines; Sugar Land, Texas; and St. Paul, Minn., home of Ecolab's world headquarters. Additional events are scheduled in South Africa, Turkey and the United Arab Emirates.

"It's important for people of all ages to understand how personal water use affects a wider community and how hand washing helps stop the spread of germs," said Kris Taylor, Ecolab vice president of Community Relations. "The Clean and Conserve Education Program draws upon our water and hygiene expertise to educate students and ultimately inspire them to champion change in their communities."

The Ecolab Clean and Conserve Education Program is designed to help children ages four and older learn about water conservation and healthy hygiene practices. The curriculum includes a children's activity booklet and a guide for educators featuring hands-on activities to encourage positive personal health habits and more sustainable water use. The *Clean and Conserve Activity Guide for Educators* and children's activity booklet are now available in English through the Project WET Foundation website at: www.projectwet.org/cleanandconserve. Later this year, the curriculum will be made available in Mandarin and Spanish; a German version will follow in the first quarter of 2016.

"Ecolab is committed to education as a solution for global water challenges," said Dennis L. Nelson, Project WET Foundation president and chief executive officer. "Working together with Ecolab, we have an outstanding opportunity to reach an even broader audience with water education around issues of conservation and hygiene."

The partnership with the Project WET Foundation is part of Ecolab's [Solutions for Life](#) program, which enhances the company's work to conserve water and improve hygiene around the world through partnerships with leading NGOs, global philanthropy and employee volunteerism.

Ecolab's partnership with the Project WET Foundation began in December 2014, when the Ecolab Foundation committed \$1.5 million to the organization to develop a hands-on student curriculum on water conservation and the role that water plays in maintaining good health through proper hygiene. The program initially focuses on four markets: St. Paul, Minn.; Shanghai, China; Mexico City, Mexico; and Monheim, Germany; but the Clean and Conserve curriculum is available to educators throughout the world.

Since its inception in 1986, the Ecolab Foundation has contributed more than \$80 million to organizations and programs focused on youth and education, civic and community development, arts and culture, and the environment and conservation. In 2014, Ecolab Foundation and Ecolab corporate giving totaled \$14 million.

About Ecolab

A trusted partner at more than one million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With 2014 sales of \$14 billion and 47,000 associates, Ecolab delivers comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and energy use, and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world.

For more Ecolab news and information, visit www.ecolab.com. Follow us on Twitter [@ecolab](https://twitter.com/ecolab) or Facebook at facebook.com/ecolab.

About the Project WET Foundation

Since 1984, the Project WET Foundation has been dedicated to reaching children, parents, teachers and community members with action-oriented water education to enable every child to understand and value water, ensuring a sustainable future. Project WET ("WET" stands for "Water Education for Teachers") is active in all 50 U.S. states and more than 65 countries worldwide. Learn more at www.projectwet.org.

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