

Media Information  
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## Water is the new oil

**Representatives of the Witzigmann Academy visit ECKART prize-winner and surfing legend Jon Rose in the Philippines to talk about his “Waves4Water” project and how he has invested his grant.**

**Munich/Bohol (Philippines).** “Clean water for everyone who needs it” – the mission of Jon Rose and his Waves4Water (W4W) organisation is beguilingly simple. In October 2014, surfing legend Rose was presented with the ECKART 2014 for Creative Responsibility and Enjoyment at the BMW Museum in Munich. The prize is endowed by the BMW Group with a grant of 10,000 euros, which Rose is using for an assistance intervention in the Philippines. This summer he was visited by a delegation from the Witzigmann Academy.

W4W has been active in the Philippines since the earthquake in October 2013 and Typhoon Haiyan in November 2013. Shortly after the ECKART 2014 award ceremony, the Philippines was struck by another typhoon, Ruby. “Access to clean water is essential to the survival of the people affected,” says Rose.

Unlike many other projects, W4W did not develop its own filter system, but uses cheap and simple drinking-water filters that can be packed in luggage and distributed quickly and easily.

The delegation spent three days with Rose and his team on Bohol. People in the villages enthusiastically welcome the support; many are simply overjoyed. “The money really is reaching the people,” confirmed the Witzigmann Academy representatives: “These people have not been forgotten: W4W helps them help themselves. The money donated by the BMW Group is being very well invested.”

The trip took also the delegation to villages that have already been using W4W filters for a year and a half. The devices are all still in use and continue to supply people with clean water.

In parallel, W4W is building long-term local networks with local people in charge, because they are the ones in the best position to assess the situation and make decisions about training and funding.

“Water is extremely valuable and all people should have access to clean drinking water,” says Jon Rose. “Water is already more expensive than oil. In fact, water is the new oil.”

EINE KOOPERATION DER WITZIGMANN ACADEMY UND DER BMW GROUP.



If you have any questions, please contact:

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