

COLE HAAN

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Abolishing Water Poverty Together.. in Kalmelkuppam, India



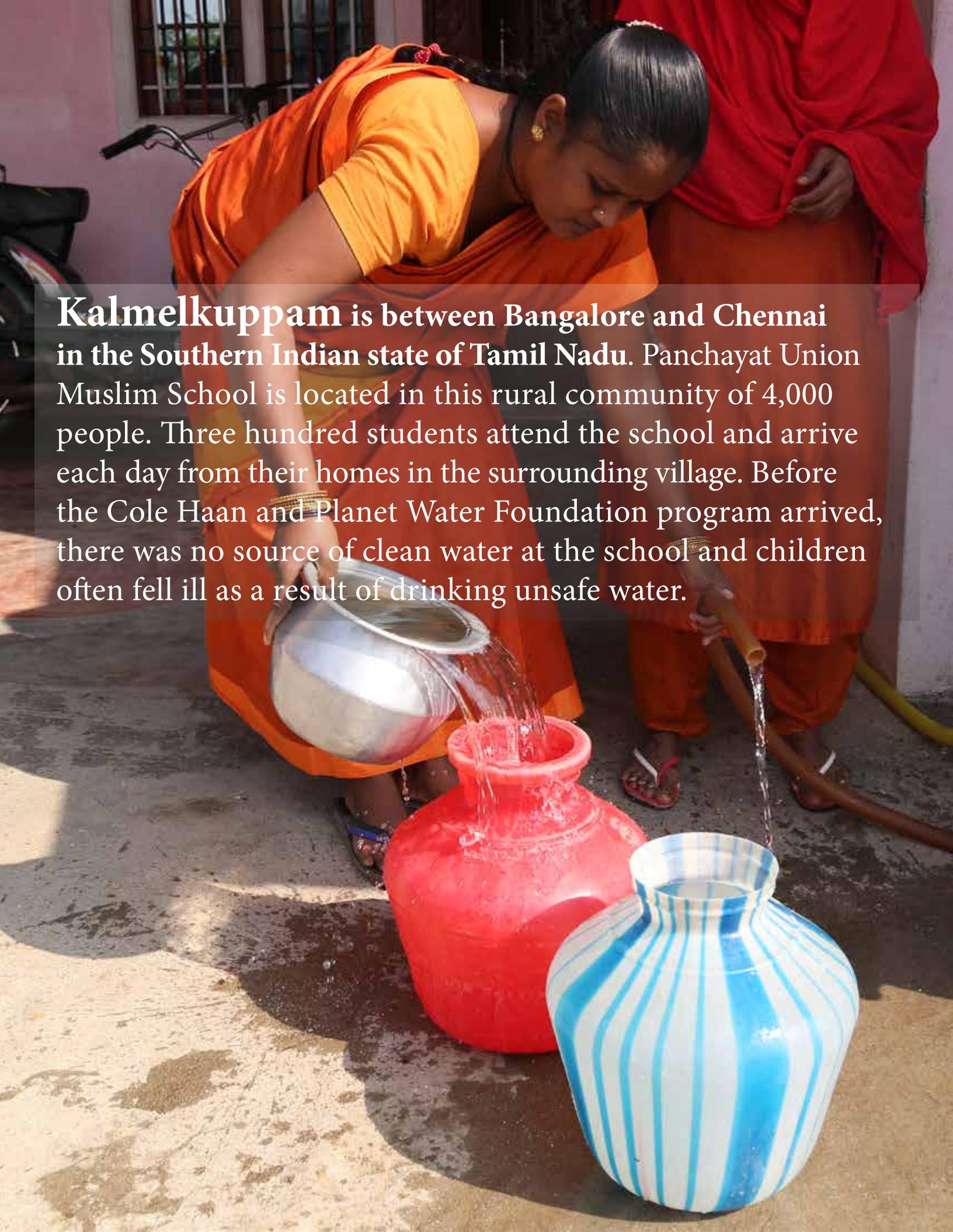
Cole Haan is proud to recognize and celebrate people and organizations who make extraordinary things... happen.



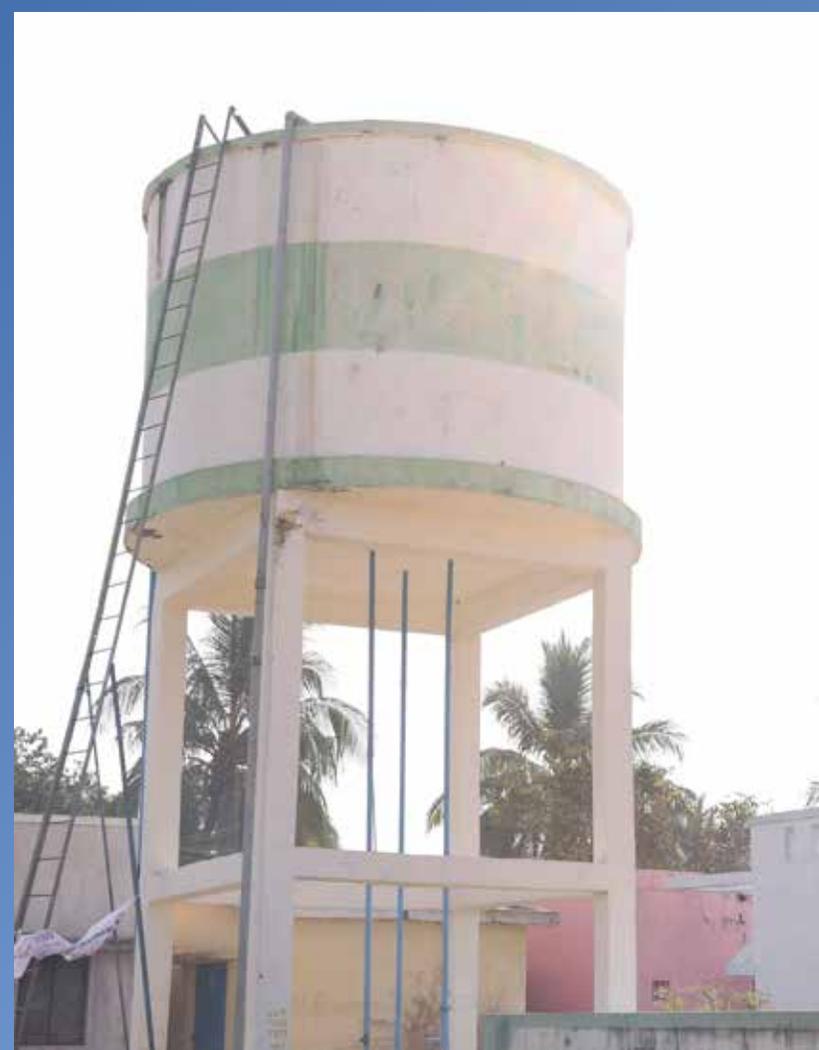
One in every four people globally use a drinking water source with fecal contamination. These rates are especially high in communities in Greater Chennai, India. A lack of clean, safe water, not only has a negative impact on health, but also has an impact on gender equity, education and overall community wellbeing.

To address this critical need, Cole Haan and Planet Water Foundation launched their partnership in 2016 to help support communities with clean water filtration systems, called AquaTowers, and Water-Health and Hygiene Education programs.

Building on our initial success, Cole Haan continued this important work in January 2018. With a team of volunteers made up of employees from Cole Haan and local factory partners, we deployed another AquaTower system at Panchayat Union Muslim Middle School in Kalmelkuppam, India.



Karmelkuppam is between Bangalore and Chennai in the Southern Indian state of Tamil Nadu. Panchayat Union Muslim School is located in this rural community of 4,000 people. Three hundred students attend the school and arrive each day from their homes in the surrounding village. Before the Cole Haan and Planet Water Foundation program arrived, there was no source of clean water at the school and children often fell ill as a result of drinking unsafe water.









Water-Health and Hygiene Programs

The Planet Water team, along with support from Cole Haan's employee volunteers, implemented water-health and hygiene education programs, training the teachers at the school and provided workshops to the parents and children from the community.











“It’s overwhelming to see kids having fun in the classroom. Because the lessons are activity-based and involves games, this knowledge will last longer. I will encourage my children to practice these habits daily.”
- Venkatesk, Father, Age 40







Clean Water Access

AquaTowers provide clean, safe water access to a community supporting the daily drinking water requirements of 1,000 people.

















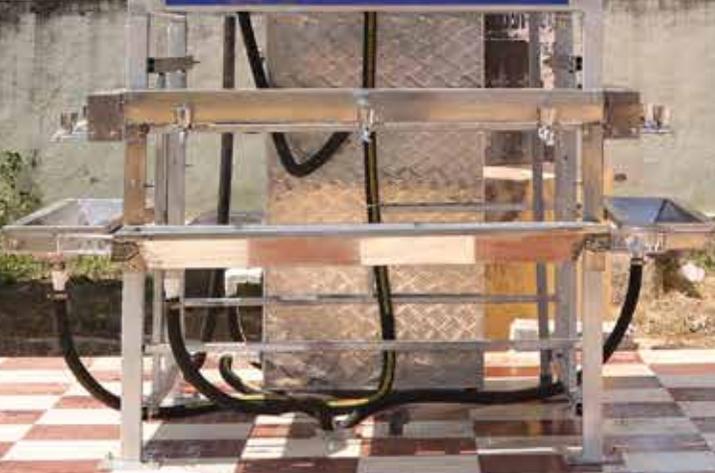
Planet Water
Foundation
www.planet-water.org

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How to wash your hands

The infographic includes a cartoon water drop character and five numbered steps with corresponding illustrations of handwashing techniques.



EMPLOYEE AND SUPPLY CHAIN ENGAGEMENT

Employees from Cole Haan and three supplier partners came together to help deploy the project.



“As we believe Service to Society is part of our social responsibility, Planet Water projects create opportunities for us to serve our society for those who are really in need.”
- Project Volunteer













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