



OmnicomMediaGroup  
MENA



Planet  
Water  
Foundation

# Providing Clean Water in the Philippines

The indigenous tribe of Igorot is a marginalized group that lacks a homeland resulting from tribal wars over many years. With a typical family size of 10 and meager income, the town of Dimantal is among the poorest in the Philippines.

Their water source is a spring that is incapable of producing enough water to provide every home a continuous supply of water. As a result, there is institutionalized water rationing for residents and the school that constrains water delivery to alternating days of the week, and families stockpile vessels of water to manage their off-day needs. With large family sizes, water rationing and the need to stockpile water, this is a tremendous burden when considering drinking water consumption, cooking and cleaning for 10 people. Nevertheless, this tribe is resilient and they believe change will come – their situation will improve. With the Planet Water AquaTower system and hygiene education programs provided by OmincomMediaGroupMENA, this tribal group that has been long overlooked will experience relief – and importantly, hope.



## DIMANTAL Dimantal Elementary School

Number of Students: 57

GPS Coordinates: 13.734, 121.314

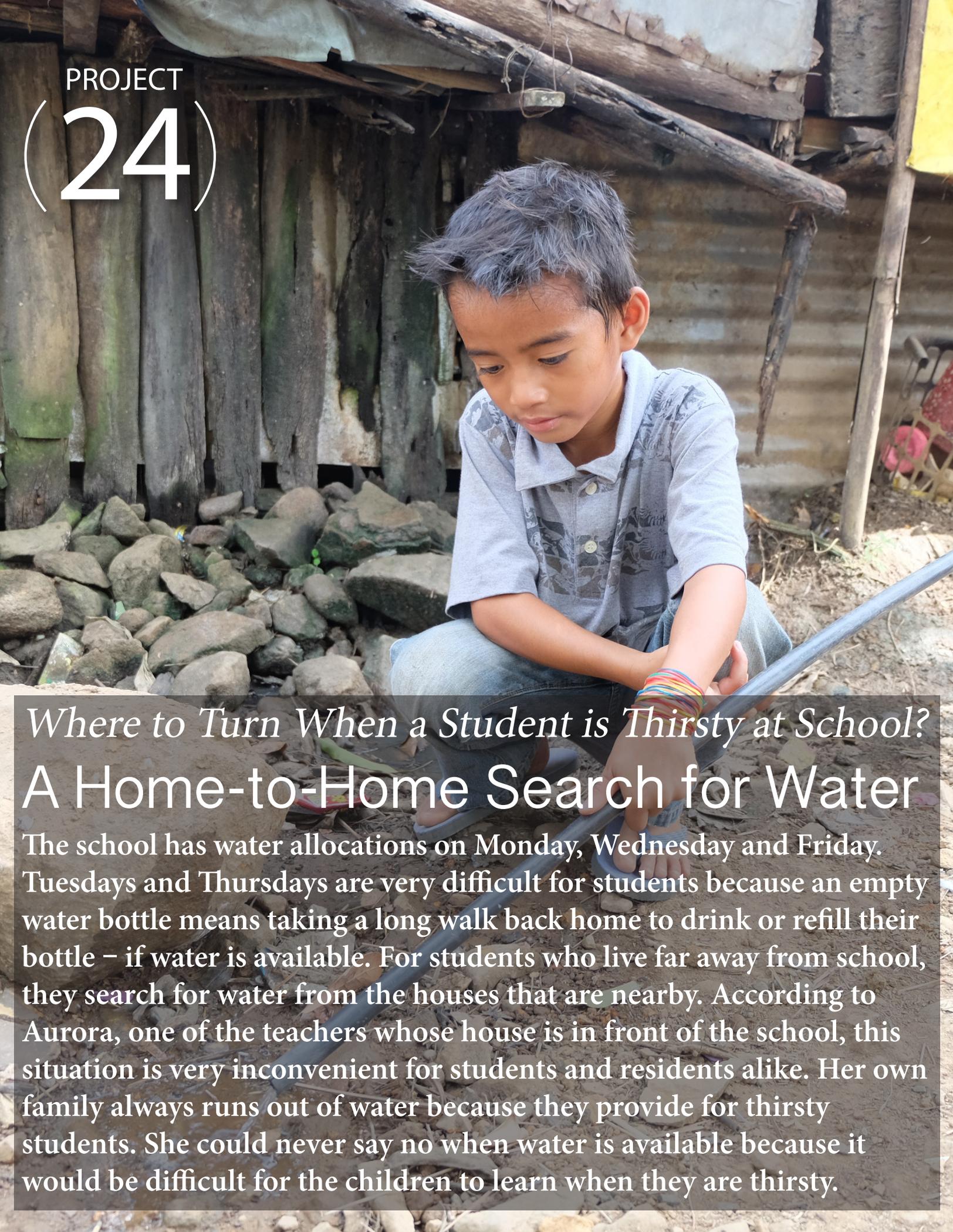
Village Population: 530 (approx)

Number of Households: 53 (approx)

PROJECT

(24)

PROJECT  
(24)



*Where to Turn When a Student is Thirsty at School?*  
**A Home-to-Home Search for Water**

The school has water allocations on Monday, Wednesday and Friday. Tuesdays and Thursdays are very difficult for students because an empty water bottle means taking a long walk back home to drink or refill their bottle – if water is available. For students who live far away from school, they search for water from the houses that are nearby. According to Aurora, one of the teachers whose house is in front of the school, this situation is very inconvenient for students and residents alike. Her own family always runs out of water because they provide for thirsty students. She could never say no when water is available because it would be difficult for the children to learn when they are thirsty.



# SUSTAINABLE DEVELOPMENT GOALS



*“I am always absent, particularly during harvest season, because I help my mother and father in farming. I might not finish elementary school just like my brother because I still have 5 younger siblings.”*

*- Ray Mark, 4th grade*

Planet Water Foundation is a U.S.-based non-profit that develops strategic partnerships that support Corporate Social Responsibility (CSR) efforts that align with four of the United Nations Sustainable Development Goals (SDGs): Quality Education; Gender Equality; Reduced Inequalities; and Clean Water and Sanitation. Project 24 programs and initiatives support these four SDGs with longitudinal support in each community for five years. Project 24 is Planet Water Foundation’s World Water Day advocacy and engagement platform around the world’s critical need to solve water poverty since its inception in 2015.



*“Because we are living in the mountains, termite infestation and foraging are rampant. We repair our homes almost every year. Whatever extra money I have, I try to save it so that I could buy galvanized iron sheets for the house. Unfortunately, I have no budget for purified drinking water.”*

*- Juan*

*“We have a school vegetable garden where we get the ingredients for our feeding program. We depend on rainwater to grow the plants. During the dry season, it is nevertheless challenging because the plants wilt. Since water here is a very scarce resource, we just use the small amount of remaining water for drinking.”*

*- Jay, School Headmaster*

