



Water is life and joy.
Viva con Agua activates
and raises awareness
around water, toilets,
and hygiene as seen
here in Uganda.
Photo: Papa Shabani



VIVA CON AGUA



Carolin Stüdemann and Katharina Gerland, executive board of Viva con Agua de Sankt Pauli e.V. Since June 1, 2023, Kathi has been supporting Caro in the management of the organization.

ANNUAL REPORT 2023

In 2023, our full focus was on our vision of providing all people worldwide with access to clean drinking water. We have experienced how essential a connected community is in working towards this goal. Viva con Agua activates, inspires, connects, and transforms, always in a joyful manner, using universal languages such as art, music, and sports. In 2023, we were active in nine countries with twenty WASH projects, always aiming to profoundly improve people's living conditions.

The work of Viva con Agua is made possible by the individuals and companies who support us with donations. These donations enable many people worldwide to gain access to clean drinking water. They also reflect the trust in our work, which joyfully creates change. This strengthens us for 2024, allowing us to continue focusing on sustainable, holistic approaches. This year, we celebrated the opening of Villa Viva Hamburg. Additionally, there were countless festivals and concerts where dedicated supporters made a lot of noise for clean drinking water. A central event was our participation in the World Water Conference in New York City on World Water Day. The message "Water is a Human Right" was brought to the largest stage: Images from the campaign were displayed directly on the billboards of Times Square. Simply incredible.

At this conference, stakeholders from around the world came together to discuss the global water situation. It became clear how complex the interactions of different stresses on our planet are. When looking at the so-called „planetary boundaries,“ which evaluate the state of the Earth, recent research shows that both blue water and green water thresholds have already been exceeded. This makes our mission and vision all the more important: the collective effort for "Water for All – All for Water". You can find out more about the planetary boundaries [HERE](#) on our blog. And you can always find all the good news in our newsletter – sign up [HERE](#).

Viva con Agua is committed to ensuring that all people worldwide have access to clean drinking water and basic sanitation. For this purpose and with the help of many volunteer supporters, the organization collects donations, draws attention to the global challenges in the area of drinking water supply and sanitation and supports WASH projects in currently nine countries. The projects fundamentally improve the living conditions of the local people.

The Viva con Agua Family is as colorful and diverse as the people who are jointly involved here. Various organizations and social businesses have evolved from the commitment. Their appearance and form of activism is highly individual, but in their core, they are united by a common vision: WATER FOR ALL – ALL FOR WATER! You can find out more about the individual members of the family on the following pages and [HERE](#).

*WASH = Water, Sanitation and Hygiene

- Viva con Agua supported 20 WASH projects in nine countries (South Africa, Ethiopia, Uganda, Nepal, India, Tanzania, Zambia, Malawi, and Ruanda) in 2023. The "Waterproof" project was even able to unfold its power across national borders.
- For the implementation of WASH projects, Viva con Agua cooperates with partner organizations. Currently, these are: Viva con Agua Uganda, Viva con Agua South Africa, Welthungerhilfe, BORDA, Menschen für Menschen, and Spouts of Water.

5,023,801

Euros was the project volume (support of domestic and international projects) of Viva con Agua de Sankt Pauli e.V. for the year 2023.

3,475,427

Euros could be forwarded directly to WASH projects.

975,054

Euros were drawn from financial reserves by Viva con Agua de Sankt Pauli e.V. in 2023 to ensure the impact for clean drinking water.

703.000.000

people worldwide still do not have assured access to basic drinking water services.

VIVA CON AGUA DE SANKT PAULI E. V.

In 2023, Viva con Agua de Sankt Pauli e. V. (VcA) recorded revenues of around 5.4 million Euros. Compared to the previous year, no increase in revenues was noted. This can be attributed to various factors: Rising inflation and a tense global political situation have contributed to a general decline in the willingness to donate in Germany.* As a result, VcA did not receive the expected contributions from public and private sponsors. To still achieve a maximally positive impact for clean drinking water worldwide through WASH projects, in 2023 the organization drew on reserves built up in previous years.

EXPENSES

The expenses of 6,444,374 Euros are broken down into the segments international projects, domestic projects, general public relations, and administration. Project expenses (statutory international and domestic projects) amount to a total of over 5 million Euros, accounting for the biggest share in total expenses with a percentage of 78%. The international projects consist of direct support for

WASH projects implemented with partner organizations and the project supervision of international projects by the association's staff. More than 3.4 million Euros could be forwarded directly to the water, sanitation and hygiene projects supported and realized by Viva con Agua. Expenses for domestic projects include all statutory expenses for educational, networking, and campaign work. This includes expenses for the "Netzwerktreffen" (network meeting) in 2023. Domestic projects promote social engagement and commit to educational and awareness-raising work.

Expenses for advertising and general public relations comprise the costs for all analog and digital fundraising measures for donor acquisition as well as production costs for advertising material. Including personnel costs, this amounted to a total of around 638,000 Euros in 2023.

Administrative expenses ensure the basic functions of the association and comprise the costs for the areas of finance/

administration, IT, organizational development, and legal and consulting costs. Administrative expenses amounted to over 781,000 Euros in 2023 (personnel and material expenses).

PERSONNEL EXPENSES

In order to be able to implement the increased requirements for non-profit organizations and the fulfillment of the statutory purpose, Viva con Agua

requires the use of professionals. The organization employed 42 full-time employees in 2023, supported by eight working students, four workers in minor employment, and, throughout the year, three wonderful interns, who receive an allowance for their support.

Furthermore, the work of the association is supported by a voluntary supervisory board.



Access to clean water fundamentally improves people's living conditions, as seen here in Uganda. Photo: Papa Shabani

* see „Deutscher Spendenmonitor 2023“, German Fundraising Association

6,444,374

Euros was the total of all expenses of Viva con Agua de Sankt Pauli e.V. in 2023.

1,977,430

Euros was the amount of personnel costs of Viva con Agua de Sankt Pauli e.V. in 2023.

710.167

Euros was the amount of material costs of Viva con Agua de Sankt Pauli e.V. in 2023.

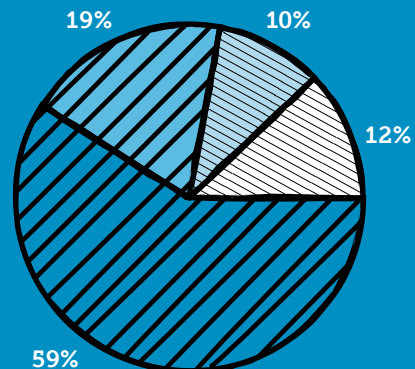
71,8

percent of the funds allocated to international WASH projects were directed to the African countries of Ethiopia, Uganda, and Zambia in 2023.

Key for the complete annual report:

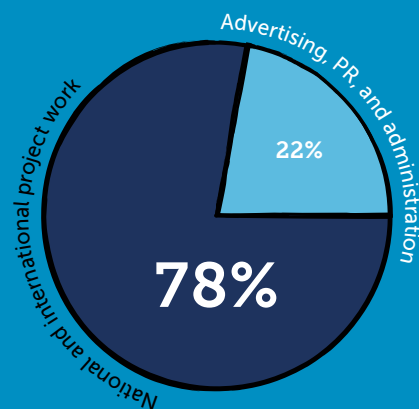
striped: expenses
dotted: revenue/earnings

SIMPLIFIED PRESENTATION OF THE USE OF FUNDS, INCLUDING PERSONNEL AND MATERIAL COSTS



Key:

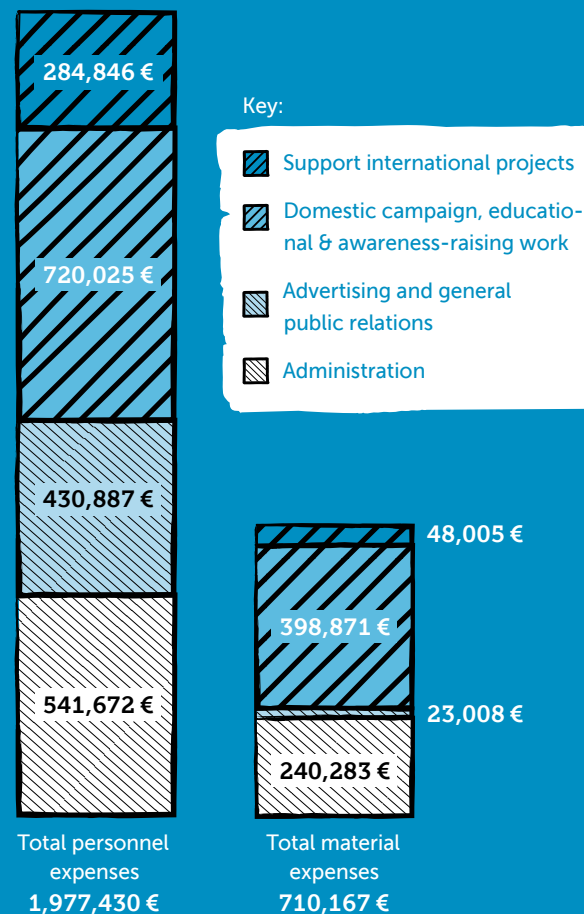
International projects/WASH support	3,808,278 €
National projects	1,215,523 €
Advertising and general public relations	638,618 €
Administration	781,955 €
Expenses total	6,444,374 €



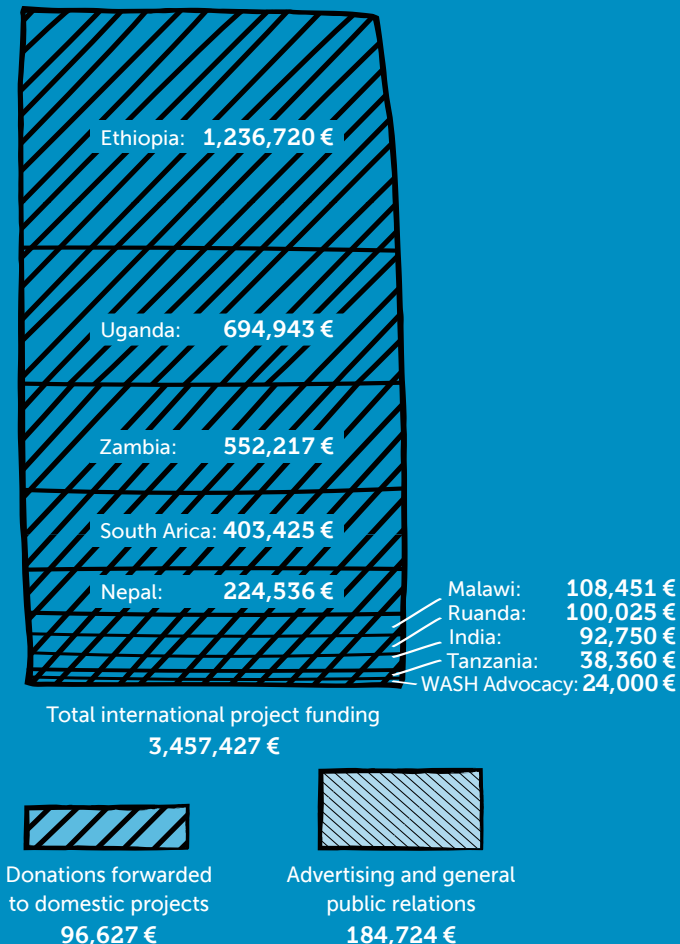
“DONATIONS AND SPONSORSHIPS – THEY FORM THE BASIS FOR OUR COMMITMENT TO CLEAN DRINKING WATER WORLDWIDE.”

Katharina Gerland, Executive Board Viva con Agua de Sankt Pauli e.V.

PERSONNEL & MATERIAL COSTS, BROKEN DOWN BY AREA



OTHER EXPENSES, EXCLUDING PERSONNEL & MATERIAL EXPENSES



72

wells as well as five rainwater collection systems, eight fog nets, 919 toilets with hand washing facilities, more than 20,000 filters for drinking water treatment, five decentralized wastewater disposal systems and many other structural WASH measures such as pump systems, water kiosks, pipes and tanks were realized, installed and repaired by Viva con Agua in 2023.

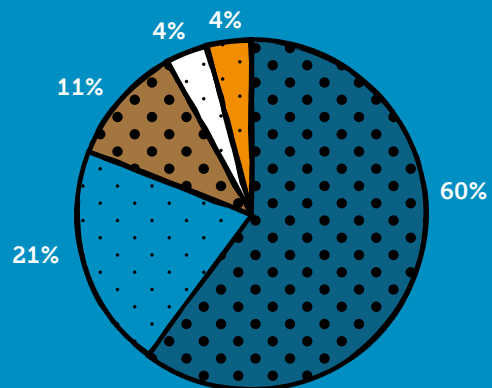
5,469,320

Euros was the amount of total revenues of Viva con Agua de Sankt Pauli e.V. in 2023.

10

Euros per month was the average membership fee of a supporting member of Viva con Agua in 2023. The "FòMis" (Fördermitglieder) provide long-term and reliable support for the WASH projects.

ORIGIN OF REVENUES OF VIVA CON AGUA DE SANKT PAULI E. V.



Key:

Donations	3,302,787 €
Contributions	1,140,742 €
Membership fees	592,112 €
Other revenues	203,679 €
Viva con Agua Family revenues	230,000 €

DONATIONS, CONTRIBUTIONS, AND OTHER

Donations make up the greatest part of the organization's revenue. The over three million Euros generated from donations come from various sources: Around 1.2 million Euros were donated by individuals and companies, around 900,000 Euros came via different digital donation platforms. A further 1.2 million Euros were generated due to analog events such as Run4WASH at schools and collecting deposit cups at festivals, concerts, and stadiums.

Contributions from private and public sponsors made it possible to raise 1.14 million Euros in 2023. As in previous years, the J2xU Foundation supported the mobile drilling rig John's Rig in Ethiopia with a significant portion of this sum. Additionally, the network meeting was supported by the nationwide action program "Das Zukunftspaket für Bewegung, Kultur und Gesundheit".

"Other revenues" include, for example, 46,000 Euros generated through sponsorships for digital formats such as our podcast. Sales of Viva con Agua

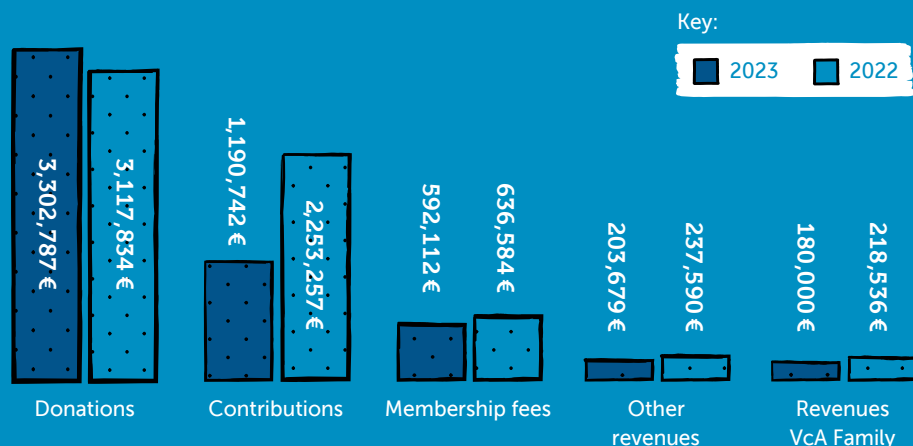
merchandise and various licensing revenues generated nearly 30,000 Euros. Additional revenues came from professional lectures and workshops conducted by our team.

REVENUES FROM THE VIVA CON AGUA FAMILY AND MEMBERSHIP FEES

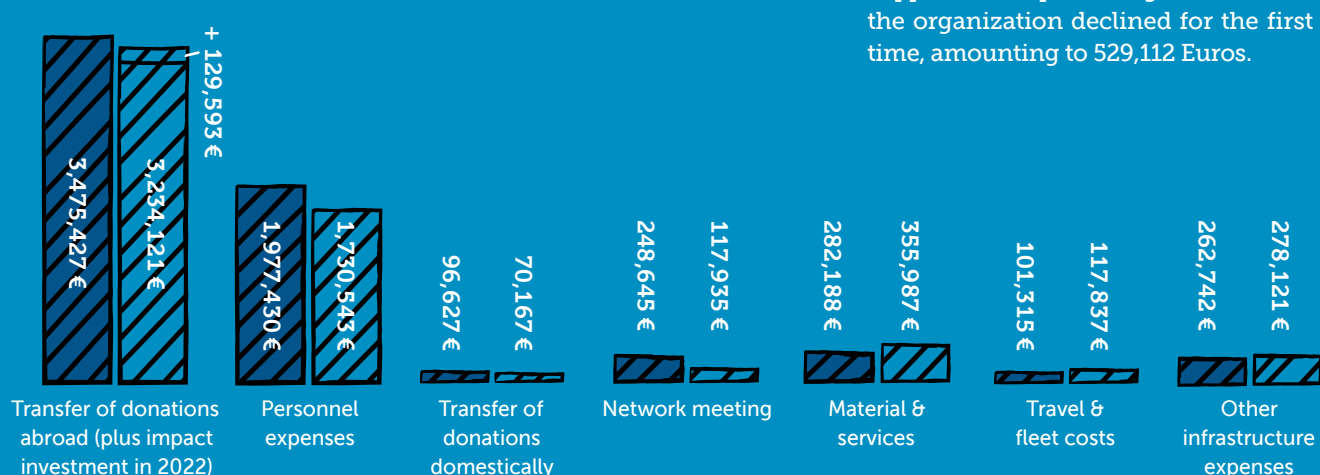
Revenues from the VcA Family amounted to approximately 180,000 Euros in 2023. Through the Millerntor Gallery 11, Viva con Agua ARTS was able to generate a total of 50,000 Euros for clean drinking water.

Unfortunately, in 2023 more supporting members left than joined. As a result, support from sponsoring members for the organization declined for the first time, amounting to 529,112 Euros.

REVENUES COMPARED TO THE PREVIOUS YEAR



EXPENSES COMPARED TO THE PREVIOUS YEAR



924,412

Euros was the revenue of the Viva con Agua Foundation in 2023.

849,483

Euros were invested by the Viva con Agua Foundation in WASH projects as well as engagement promotion and network development in 2023. This is over 200,000 Euros more than in the previous year.

100

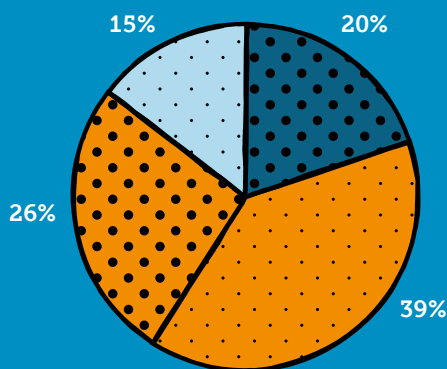
Around young talents were reached by the Viva con Agua Foundation in 2023 through its social WASH entrepreneurship activities in Africa.

For the first time in 46

years the UN Conference on Water took place in 2023 in New York City. Viva con Agua also used this platform to make waves for its heartfelt topic: water.

VIVA CON AGUA FOUNDATION

REVENUES



Key:

Donations	184,873 €
Distribution of profits VcA Wasser GmbH	360,000 €
Licensing income VcA mineral water	243,704 €
Sponsoring & others	135,834 €



“ALL FOR WATER MEANS FOR THE VIVA CON AGUA FOUNDATION: WE FORM ALLIANCES. WITH COMMITTED ACTIVISTS AND ORGANIZATIONS FOR SUSTAINABLE WASH SYSTEMS.”

Arnd Boekhoff, Executive Board Viva con Agua Stiftung

2023 was a good and very busy year for the Foundation, marked by activities across all corners of the global Viva con Agua Family. The figures show a stable and positive development: revenues increased by around 125,000 Euros compared to 2022, reaching approximately 925,000 Euros. This allowed for a significant increase in expenditures to around 850,000 Euros. The main source of the foundation's funds continues to be the successful activities of Viva con Agua Wasser GmbH, from which over 600,000 Euros were received as licensing fees and profit distributions.

PROJECT WORK SUPPORT

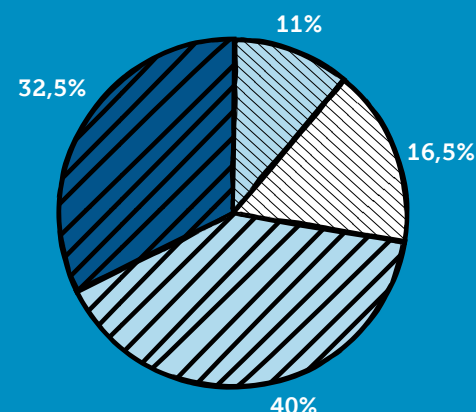
A long-term mission of the Foundation is to expand the African Gravity of Viva con Agua by promoting strong organizations, networks, and partnerships around Viva con Agua and WASH. In 2023, this included supporting Network Development & Community Development around the Viva con Agua organizations in South Africa and Uganda, as well as supporting the incubation of a new organization with strong, committed networks in Zimbabwe.

SOCIAL BUSINESS DEVELOPMENT

A major highlight in the area of Social Business Development was the literal high point of opening Villa Viva in Hamburg, as well as exciting new beginnings in Africa. In Uganda and South Africa, the Foundation, together with strong local and global partners, took the next steps to support young and motivated Social WASH Entrepreneurs on their journey to providing effective and affordable WASH products and services. The energy of around a hundred young participants in these activities demonstrates: Sustainable empowerment for local social WASH entrepreneurs is a perfect fit, like gold on a bucket, like Viva to water.

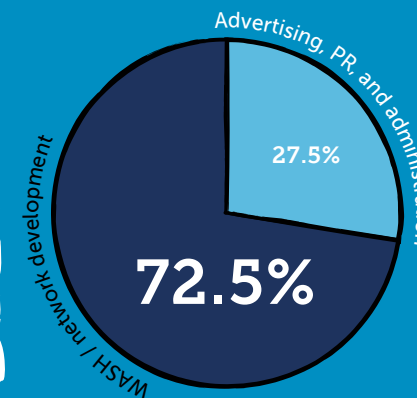
A unique experience was the active participation of the Viva con Agua Foundation team at the first UN Water Conference since 1977 in New York City. The exchange with thousands of global Water-SHeroes on the heartfelt topic of water and the display of images from the #waterisahumanright campaign over Times Square will remain a lasting memory for the team.

USE OF FUNDS INCLUDING PERSONNEL & MATERIAL EXPENSES



Key:

WASH / network dev. Europe	337,722 €
WASH / network dev. Africa	278,123 €
Advertising and general public relations	91,603 €
Administration	142,035 €
Expenses total	849,483 €



With **9,095** WATERFOOTPRINT collaborations, Viva con Agua Switzerland, together with DRINK & DONATE, was able to raise 545,000 Swiss francs in donations in 2023.

For **10** years, Viva con Agua Austria has officially been committed to the vision “Water for All – All for Water” as an association.

17 sustainability goals for social, ecological, economic and sustainable development were set by the global community in September 2015. SDG (Sustainable Development Goal) 6 describes the goal of achieving universal and equitable access to safe and affordable drinking water, sanitation and hygiene for all.



The over two million visitors of “Züri Fäscht” in 2023 were sensitized to the work of Viva con Agua. Photo: Laszlo Ceh

VIVA CON AGUA SWITZERLAND

2023 was a successful year for Viva con Agua in Switzerland – donation revenue increased to over 1.4 million Swiss francs. This is 200,000 Swiss francs more than the previous year.

A highlight was the festival summer. From large mainstream festivals to small open air events and food or sports events, almost 62,000 deposit items were collected, most of them cups. For the first time, the association was part of the “Züri Fäscht”, the largest city festival in Switzerland. Over four hundred volunteers, mostly participating as part of a corporate volunteering effort, staffed the return stations for three days.

The WATERFOOTPRINT project enables companies to engage in clean drinking water initiatives while simultaneously raising awareness among their employees about tap water. The project is

implemented by the sister organization DRINK & DONATE. Companies donate sixty Swiss francs per employee, thus providing a person in the project area with permanent access to water.

With fewer than five full-time positions, Viva con Agua Switzerland made significant strides in 2023, particularly in the area of social products. The successful rollout of Goldeimer toilet paper resulted in a total of 55,824 rolls sold in Switzerland, and the social mineral water was sold over 285,700 times. Most importantly, in 2023, Viva con Agua Switzerland supported a total of ten projects in eight countries, including four new projects in Ethiopia, Tanzania, and Madagascar. This enabled even more people to gain access to WASH.



“THANKS TO THE INCREASE IN REVENUE IN 2023, VIVA CON CON AGUA SWITZERLAND WAS ABLE TO EXPAND THE PROJECTS BY FOUR MORE IN THREE COUNTRIES.”

Cindy Zollinger, Executive Board Viva con Agua Switzerland

VIVA CON AGUA AUSTRIA

2023 was a special year in many ways for Viva con Agua Austria. Just in time for the tenth anniversary of the organization's registration, the Vienna ball season was enriched by the first Viva con Agua Water Ball under the motto “The Night that Makes Water”. With a colorful program of art and music, the alternative charity ball raised loud awareness for the human right to water for one night. With its joyful approach, the ball increased the visibility of Viva con Agua Austria, and all proceeds went directly to project work.

There was also reason to celebrate on the project level. With “Malawi WINS & Co 2.0” (“Malawi WASH in Schools & Communities 2.0”), the first project funded by the Austrian Development Cooperation was launched. In collaboration with the Austrian Development Agency (ADA), project activities in Malawi were significantly expanded. Additionally, a grant from the City of Vienna enabled the initiation of another project in Uganda. With four full-time employees, Viva con Agua Austria is heading into 2024 stronger than ever.



A newly built and joyfully designed toilet block at a school in Kampala, Uganda, in 2023. Photo: Papa Shabani

20

Wash-Clubs were formed and seventeen WASH mentors were trained by Viva con Agua in 2023.

132

trainers were trained by Viva con Agua Uganda in 2023 as a part of the joyful workshops on behaviour change.

At least 16,500

children have participated in sustainable behavior change trainings in schools and communities across all WASH projects. These included workshops in Football-, Art- and Dance-4WASH as well as training on the topic of menstrual hygiene management.

VIVA CON AGUA UGANDA

For Viva con Agua Uganda, the year 2023 was all about cooperation and further development.

In order to jointly tackle the systematic challenges of the WASH sector together, the first “Maji-preneuer Summit” was held in 2023. At this summit 120 participants from over seventy WASH companies came together with all their knowledge. The aim was to create a platform where all WASH stakeholders (from policy makers to development partners) can discuss the current situation of WASH entrepreneurship in Uganda. A strong network of partners and investments ensures innovation and promising project work in the field of WASH. Plans for the second summit already exist: with a focus on rural water management, it will take place in May 2024.

Viva con Agua Uganda was also able to advance its work in schools. Twenty elementary school in Kampala and Wakiso were reached in 2023 with the “All4WASH in schools” project. WASH knowledge management (for example on menstrual hygiene), behavior change training and improved water, sanitation and handwashing facilities have a lasting impact on WASH promotion in schools. This is where Viva con Agua Uganda will continue in 2024: projects are currently planned at eleven schools.



“IN ITS SECOND FULL FINANCIAL YEAR VILLA VIVA CAPETOWN WAS ALREADY ABLE TO PASS ON 100,000 RAND FROM ITS GUESTHOUSE OPERATIONS TO VIVA CON AGUA SOUTH AFRICA.”

Pumla Dllilanga, Social Hotelier of Villa Viva Cape Town

VIVA CON AGUA SOUTH AFRICA

Viva con Agua South Africa achieved many important milestones in 2023. One of the highlights was the further development of the WASH bus Nina Manzi into a social franchise. Collaboration with local stakeholders has enabled partnerships that drive positive change through a sustainable, systemic and scalable approach. The first franchisee to adapt the concept of mobile washing facilities for homeless people is located in Greyville, Durban. This strategic expansion will increase the reach and sustainable impact of Nina Manzi in underserved

communities. Other organizations from South Africa have already expressed interest in the Nina Manzi project.

Viva con Agua South Africa completely renovated the Bulungula Community Center in 2023 and put it into operation. It is already being used as a central meeting place for the entire community. Many community workshops take place in this center and Bulungula Community Radio also broadcasts from here.

WASH IN SCHOOLS

Viva con Agua South Africa was also able to expand its work in schools in 2023. For example, the WASH infrastructure was restored at nine schools and a further ten

schools were activated with positive WASH messages using the universal languages of sport, music and art. In order to implement the “WASH in Schools” projects in a longterm and sustainable manner, local people have been trained to work with the NGO BEC since 2023. With this strong team and the large presence in the Bulungula region, the plan for 2024 is to renovate the WASH infrastructure of around forty schools in the rural Eastern Cape region.

VILLA VIVA CAPETOWN

In order to accommodate the growth of the South African association, it was decided in 2023 to use another office building as a new head-quarter of Viva con Agua. The association is now strategically located at a former red-brick factory building which houses vibrant and dynamic culinary, art and event experiences. However, the guesthouse remains the social hub of Viva con Agua South Africa. Close exchange between the Villa and the association is maintained. Monthly interactions and activations between the two will build soft power with tangible social impact year after year.



In 2023 Viva con Agua South Africa celebrated the launch of its first Nina Manzi social franchise in partnership with Bellhaven Harm Reduction Centre in Durban.
Photo: James Davies

50,000

Euros could be forwarded by Viva con Agua ARTS as a donation to Viva con Agua de Sankt Pauli e.V. in 2023.

723

artworks were displayed in the Millerntor Stadium during the Millerntor Gallery in July 2023. 341 of these were sold, generating significant revenue for Viva con Agua.

477

artists, musicians, and cultural creators brought the eleventh Millerntor Gallery to life. Approximately 56 percent of them identify themselves as female, trans, or non-binary.

Over 100

songs featuring a diverse range of musicians are included in the catalog of Viva con Agua Music.

18,251

people visited the Millerntor Gallery in 2023, contributing to ensure that even more people around the world have access to WASH facilities with their tickets, cash donations and art purchases.

VIVA CON AGUA ARTS GMBH

Under the motto „Art Creates Water“, Viva con Agua ARTS uses the universal languages of art, culture, and music to raise awareness for Viva con Agua’s international and domestic projects and generate donations for their implementation. From unique fine art prints and photo campaigns to exhibitions and murals, such as in the newly opened Villa Viva Hamburg or the Ballsaal Süd in the Millerntor Stadium, the small and large actions throughout the year define Viva con Agua ARTS.

The biggest highlight remains the Millerntor Gallery. In July 2023, the art, music, and culture festival took place for the eleventh time at the FC St. Pauli stadium. Together with the volunteer collective, artists, and partners, the walls were once again drenched in new colors, transforming the stadium into a cultural venue and unique experience. The gallery traditionally kicked off with a charity auction: an auction of works by local and international art icons in support

of Viva con Agua, resulting in a total of 147,800 Euros from bids and an additional 30,000 Euros in direct donations.

VIVA CON AGUA MUSIC AND ALPAGUA Viva con Agua Music, with its diverse portfolio of musicians, continued to grow

in 2023. Viva Alpagua released four new children’s songs, merchandise in collaboration with friends from soulbottles and fredis, as well as seventeen LoFi songs about the seventeen Sustainable Development Goals in partnership with Goji Records. This allows children to

playfully engage with Viva con Agua’s vision. To better inform this young audience about Viva con Agua’s work, the first children’s exhibition „Auf Augenhöhe“ was held in February 2023 in collaboration with the qvartr gallery.



“EVERY YEAR, THE MILLERNTOR GALLERY BRINGS TOGETHER THE MOST DIVERSE PEOPLE TO CREATE A COLORFUL KALEIDOSCOPE OF ART, MUSIC AND CULTURE.”

Gero Graas, Viva con Agua ARTS gGmbH



With art, music, and culture, the Millerntor Gallery in Hamburg activates thousands of people each year under the motto “Art Creates Water”. Photo: Laura Müller

15

full-time staff members (equivalent to 10.8 full-time positions) were employed at Goldeimer (gGmbH & Services) in 2023.

281

people participated in 23 educational workshops by Goldeimer in 2023, covering topics such as global sanitation, menstrual health, and nutrient cycles.

1.36

billion sheets of Goldeimer toilet paper were torn from toilet roll holders in 2023. Sheet after sheet the Goldeimer toilet paper draws attention to the global sanitation situation.

GOLDEIMER GGMBH & GOLDEIMER SERVICES GMBH

WHAT DOES GOLDEIMER DO?

As part of the Viva con Agua Family, Goldeimer is committed to global sanitation and a sustainable sanitation revolution. By purchasing Goldeimer products, the vision „All for Loos! Loos for All!“ can be supported with a simple buying decision. In 2023, Goldeimer Services GmbH was spun off to separate the economic operation of the growing online shop from the non-profit work. Goldeimer Services GmbH is a whollyowned subsidiary of Goldeimer gGmbH – all profits continue to flow entirely into the non-profit structures.

A GOLDEN FESTIVAL SUMMER

Every summer, Goldeimer tours across the German festival landscape with dry toilets in tow. 2022 marked the first season after the pandemic: volunteering in Germany had become a bit rusty, and Goldeimer also needed to warm up again. It is all the more gratifying that the festival crew has grown by around forty percent since then. In 2023, a total of 184 volunteers made sustainable, circular toilet alternatives possible at nine festivals – collecting 43 cubic meters of compost material in the process. For 2024, the focus is on nutrient recycling in their own processing facility.

A COOKBOOK FOR THE BUTT

On March 7, 2023, „Kochen für den Arsch“ hit the bookstores. This gut-healthy cookbook, published by KATAPULT-Verlag, features not only forty vegan and vegetarian delicacies but also guides readers through the entire nutrient cycle, illustrating the connection between the sausage in the bowl and the salad on the plate. In 2023, over 6,500 copies were sold, bringing more gut-healthy food to the table and shining a spotlight on Goldeimer’s favorite topic: the toilet.

THE PROJECT “WINDELWALD”

Each year, around 18,000 tons of diaper waste are generated in Hamburg alone. “There must be another way!” thought Goldeimer. In the project “Windelwald”, the team developed a compostable diaper insert and tested it in fifty households and one kindergarten in Hamburg. The goal: to turn diapers into a forest. Now, the soiled inserts just need to be composted, and then saplings can grow in the fertile humus fertilizer.



“FROM THE VALUABLE MATERIAL THAT LANDS IN THE DIAPER DAILY, BEAUTIFUL, FERTILE COMPOST CAN BE PRODUCED.”

Malte Schremmer, Goldeimer gGmbH



The yellow overpants, especially made for the project “Windelwald”, give the compostable diaper liners a stylish home. Photo: Goldeimer

3,229,000

Euros was the revenue generated by Viva con Agua Wasser GmbH in 2023.

A total of 1,360,000

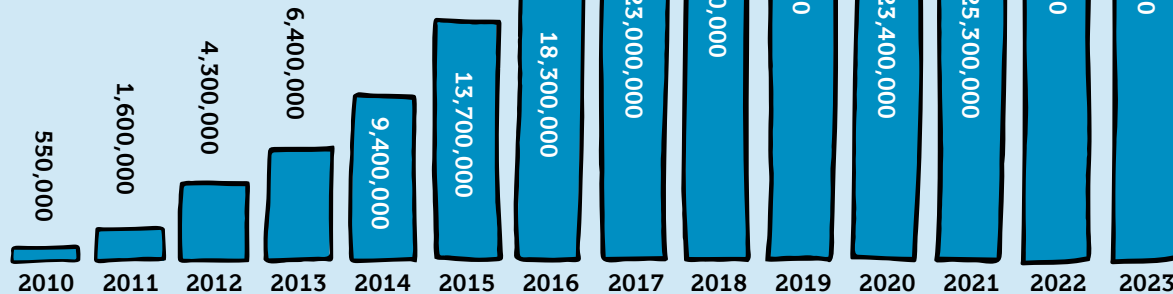
Euros were invested in the meaningful work of the Viva con Agua Family.

900,000

Euros for fiscal 2022 could be distributed to the shareholders in 2023 (20% to Viva con Agua de Sankt Pauli e.V., 40% to the Viva con Agua Foundation, 40% to the Viva con Agua Beteiligungs GmbH & Co. KG).

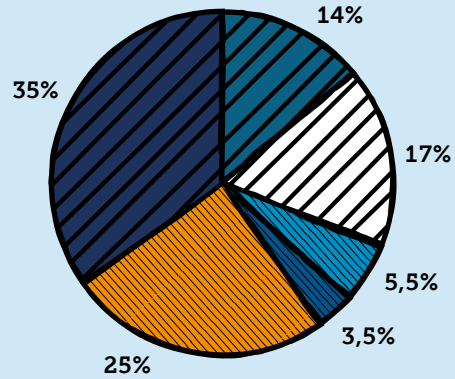
With 460,000

Euros, the charitable work of Goldeimer gGmbH and the Viva con Agua Foundation was supported in the form of donations and license payments in 2023.



VIVA CON AGUA WASSER GMBH

USE OF REVENUES



Key:

Annual net surplus	1,120,000 €
Donations & license payments	460,000 €
Taxes (revenue & income)	540,000 €
Other operating costs	183,000 €
Travel expenses	115,000 €
Personnel expenses	811,000 €

The Viva con Agua Wasser GmbH communicates and supports the work of Viva con Agua through licensed products. For fourteen years, these products have offered people across Germany a social alternative in their everyday purchasing decisions. Through contracts with product manufacturers, licensing revenues are generated while simultaneously raising awareness for the vision "Water for All – All for Water".

POSITIVE OVERALL RESULT DESPITE CAUTIOUS PURCHASING BEHAVIOR

Bolstered by the steadily increasing demand, especially in the gastronomic sector through restaurants and cafes,

VcA Wasser GmbH reflects on a positive development for Viva con Agua mineral water in 2023. A sales record of 38.6 million bottles (+ 5 percent compared to 2022) was achieved, thanks in no small part to the successful collaboration with north- and southfountains.

As a product primarily for private individuals, Goldeimer toilet paper has been affected by the generally cautious purchasing behavior in retail. With 1.1 million packs sold, sales are 26 percent below the previous year's level. The newest product in the portfolio, Goldeimer soap, recorded sales of over 10,000 units in its first year. The positive sales of mineral water and increased licensing revenues outweighed the slight decline in toilet

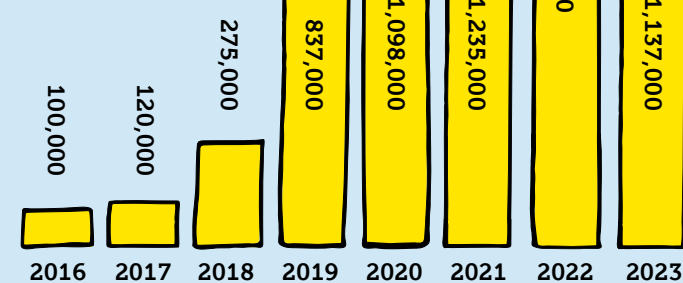
paper sales, allowing Viva con Agua Wasser GmbH to conclude 2023 very successfully and make a significant contribution to the non-profit work of Viva con Agua and Goldeimer.



The mineral water bottles serve as "liquid flyers", raising awareness for the vision "Water for All" – whether on the go, at home, in restaurants, or in supermarkets. Photo: Jacob Böttner



Packages of toilet paper



Bars of soap



0

Euros were contributed to financing the Villa Viva Hamburg by Viva con Agua.

From 19.10

Euros per night, visitors are able to stay at Villa Viva Hamburg.

12.5

floors make the Villa Viva Hamburg.

19

social investors from the Viva con Agua network have contributed the equity to finance the construction project.

6,244

guests were welcomed by Villa Viva in the first few months of its existence until the end of 2023. That's about as many people as fit into the big Elbphilharmonie concert hall.

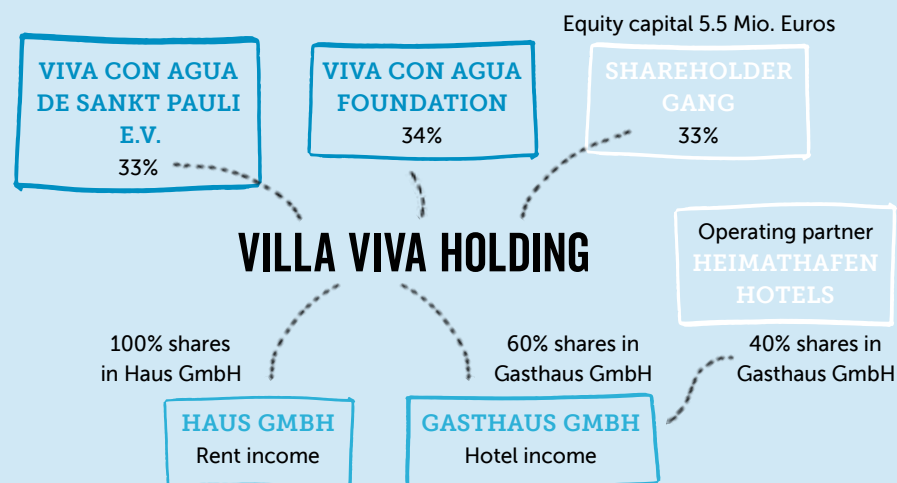
VILLA VIVA HAMBURG

Villa Viva Hamburg is the newest social business of Viva con Agua in collaboration with operating partner Heimathafen Hotels. The house that builds wells – at least forty percent of the profits from the guesthouse operation, gastronomy, and events support the work of Viva con Agua and thus the vision “Water for All”. The organization did not contribute a single cent of donations to the financing. Nineteen social investors, known as the “Shareholder Gang”, provided all the equity capital.

The grand opening took place on November 16, 2023. Until the last second, there was painting, building, moving, and adjusting. This would hardly have been possible without the tireless motivation of the entire team around Villa Viva.

In the week leading up to the opening, over fifty artists brought the house to life, creatively designing various rooms, communal areas, and stairwells. This uniquely artistic place has since become the workplace for around 55 wonderful people responsible for the daily operation of the guesthouse. From the opening in November until the end of the year, the Villa Viva team was able to welcome a total of 6,244 guests.

PARTICIPATION MODEL



Directly between the main train station and the Deichtorhallen, in the historic Münzviertel, the new and fascinating guesthouse for the common good now unfolds across 12.5 floors. With 138 rooms, a camping ground offering overnight stays for 19.10 Euros per night, various

ART rooms, the Viva Cantina restaurant, the RoofDrop Bar with a magnificent view over Hamburg, and event spaces for conferences and celebrations, Villa Viva offers a comprehensive range of amenities and much more. A true “Place of Togetherness”.



“2023, THE YEAR OF OUR OPENING, WAS INTENSE, YET WE COULD HARDLY HAVE DREAMED OF MORE VIBRANT AND JOYFUL MOMENTS.”

Laura Hansen, Hotel Director (aka Circus Director) of Villa Viva Hamburg



Completed in 2023: Villa Viva in Hamburg's Münzviertel. Office, conference space, and social guesthouse in one. Photo: Villa Viva

MANY PATHS LEAD TO THE WELL

why NOT join in, Too?



AS A SUPPORTING MEMBER

As a supporting member of Viva con Agua, you provide long-term and sustainable support for worldwide access to clean drinking water and sanitary facilities – from just 5 euros a month. In return you receive personal support and exclusive invitations to events. Become a part of the family [HERE](#).

AS A CREW MEMBER

Become active in one of the local crews, because social engagement can be fun! This way you can contribute your potential and have a good time at the same time. Find a crew near you [HERE](#).



AS A DONOR

Your donation to Viva con Agua goes to **water**, **sanitation** and **hygiene** projects worldwide. By providing access to **WASH**, you enable people to enjoy health, education and equal opportunities. Donate online directly [HERE](#).

AS A BUYER

Your buying decision makes the difference – because the Goldeimer toilet paper, the Viva con Agua mineral water and merchandise support the vision "Water for All". Social commitment can be that simple. Find your retailer [HERE](#).



FIND OUT MORE: VIVAONAGUA.ORG



WATER FOR ALL – ALL FOR WATER!

Photo: Jonas Melcher