

## COMMUNICATION ON PROGRESS (COP)

Freewa Project d.o.o.



Period covered by this Communication on Progress

From: **17.2.2019.** To: **17.2.2020.**

### Part I. Statement of Continued Support by the Chief Executive or Equivalent

To our stakeholders:

I am pleased to confirm that Freewa Project d.o.o. reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Progress with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Progress, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,



Andjelko Novak  
Manager and owner

## **Part II. Description of Actions**

Attracting new participants from both public and corporate sector to the UN Global Compact through the development of sustainability partnership projects that are transparent and beneficial to the city, region and/or greater community.

**Activity 1. WATER Q project** – has been cancelled due to the fact that the funds were not generated. They were to be generated via 2019 Life EU programme, but unfortunately Freewa and its partners did not qualify. However Freewa managed to generate the funding for another project, described hereafter in Activity 2.

### **Activity 2. Freewa IoT bottle for water analyzing and purification with GPS locator & panic button**

Freewa Project owns a Freewa bottle and Freewa application for mapping water sources, enabling users to enter locations and water source descriptions, making the collected data available to general public. Since users do not have the information on the water quality at the located source nor do they have the tool to analyze it, we have recognized the need and opportunity to create an IoT bottle which will provide data on water quality tendency to the Freewa app, based on physiochemical parameters and geolocation of the taken sample.

This activity is work in progress and its results should become available by the end of 2020.

### **Activity 3. – Less water in plastic = less plastic in water**

Freewa has developed a concept which tackles the problem of plastic waste in Croatian National Parks/other tourist venues (with large circulation of visitors) in cooperation with the National Parks and Ministry of the Environment and Energy. The main aim of the activity is to reduce the quantities of packaged water in plastic bottles brought to the parks. The mechanism is the following: whoever comes with the plastic water bottle to the entrance of the park is given a recyclable Freewa glass bottle and asked to either pour the water from the plastic bottle into Freewa bottle or pour water from the source in it at designated spots /water sources in the park. These spots will both be marked on the spot and available on the Freewa free app for mapping of freshwater sources. Plastic bottles collected at the entrance will be recycled.

At the exit of the park, visitors could either give Freewa bottle back or buy it. Those that will be returned, will be washed and offered to a new group of visitors. Additional staff needed to carry out the activity (distribution and collection of bottles, washing them) will be disabled persons living in the vicinity of the park(s).

The activity under the same headline has been adjusted for HORECA, but currently we are in the process of finding the right partners to execute it. The idea is that each hotel room should be equipped with glass Freewa eco bottle which the guests will be offered for free during

their stay and which they can refill at designed spots (in hotel or at the source, urban or rural). If they'd want to keep the bottles they can buy them, and if not, they can give them back (as is the case with bathrobes which you can use, but if you'd want to take them with you, you'll have to pay for them).

#### **Activity 4. Curriculum on socially responsible entrepreneurship in cooperation with The Zagreb School of Economics and Management**

The basic idea is to work out the curriculum based on actual (ours!) socially responsible entrepreneurship activities. The curriculum is designed for senior students of Zagreb School of Economics and Management and it should last for approximately 15 weeks.

The aim of the cooperation is to develop and execute sound business plan and offer students the opportunity to face real life challenges of socially responsible entrepreneurship. One of the objectives of the activity is to develop the promotional campaign for mapping of the water sources in digital media (primarily social networks) in order to enlarge the number of downloads of the Freewa app and the number of sources mapped in the app.

#### **Part III. Measurement of Outcomes**

The estimated outcomes of the enlisted activities:

##### **Activity 1. IoT bottle**

There is a technological risk of this project and it is its potential inaccuracy and inapplicability of the free residual chlorine estimators derived from the sensed temperature, pH and oxidation-reduction potential parameters under all working conditions, thereby questioning the feasibility of an IoT bottle in acceptable dimensions and sufficient battery autonomy. *Final outcome of the activity should be the production of the new IoT bottle prototype.*

##### **Activity 2/3. Less water in plastic = less plastic in water**

Since only Plitvice National Park has 7.500 visitors a day, if every third person does not bring plastic bottle into the park it will imply 2.500 plastic bottles less in the park. And 2.500 plastic bottles recycled. If we calculate this on the level of two high season months *it may imply 150.000 plastic bottles recycled and not wasted.* However, this year due to the spread of the 2019-nCoV virus the number of tourists may be severely diminished, so that it is even harder to make any serious estimates. The outcome of HORECA activities depend on final negotiations with selected hotel chains. Hopefully at least one of the hotel chains (such as are Valamar Riviera with total of 4.735 rooms on different locations in Croatia) should be interested in the described activity. If agreed our eco glass bottles may be distributed throughout this large network which would substantially increase the usage of tap water

instead of the bottled one. Unfortunately, this activity may also be put on-hold due to the virus.

#### **Activity 4. Curriculum on socially responsible entrepreneurship**

This activity is a fairly recent work in progress project. However, the outcome should be the creation and execution of the business plan which should (as it includes carrying out of the promotional campaign) result in higher number of downloads of the app and higher number of water sources. In other words it should result with higher involvement of the users (new and current) and, as a result of their involvement - the increased number of sources\*

Naturally the expected outcome is the increased interest and improved knowledge of senior students on values, advantages and disadvantages of socially responsible entrepreneurship.

We believe that all of our activities are formalized with mutual aims to advance the UN Global Compact principles.

*\*at the moment there are 2.203 sources mapped*