



**MADE
BLUE**
FOUNDATION

IMPACT REPORT 2024

One Hundred Shoreditch



Leusden, February 5th 2025

Dear Ambassador,

We are pleased to share the impact report for One Hundred Shoreditch up until 2024.

In this report you can find the concrete impact you have made by participating in our programme The Gift of Water since 01-01-24.

About the programme

By participating, you encourage your guests to be conscious of their water use by donating the water saved to our water projects. As a result, you are donating 100 litres of clean drinking water to our foundation for every room night sold.

You have implemented various communication materials with our personalised QR code throughout your hotel for this purpose.

Guests can use the QR-code to select the project to which the water they save is donated themselves.

About this report

You have been reporting the water use per guest night in a monthly basis to us. We have compared this data to our benchmark.

We have also compared your water use to that of last year. This shows your progress since the start of our collaboration.

The results of your the votes of your guests for specific water projects can be found on the world map included in the report.

Finally, we have calculated your total impact in litres donated up until now, including the amount of carbon emissions and plastic waste this prevents.

Please feel free to share this impact report with your coworkers and clients to inform them of your effort to make the world a better place.

Thank you very much for your contribution to our mission: clean water for all!

A handwritten signature in black ink, appearing to read 'Hester Apeldoorn', with a long horizontal line extending to the left.

Hester Apeldoorn

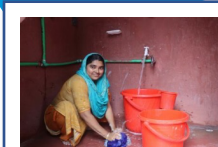
President of the Made Blue Foundation



Nepal
WATER BY WOMEN

22%

18%



Bangladesh
MAX TAP WATER



Ethiopia
WATER AT SCHOOLS

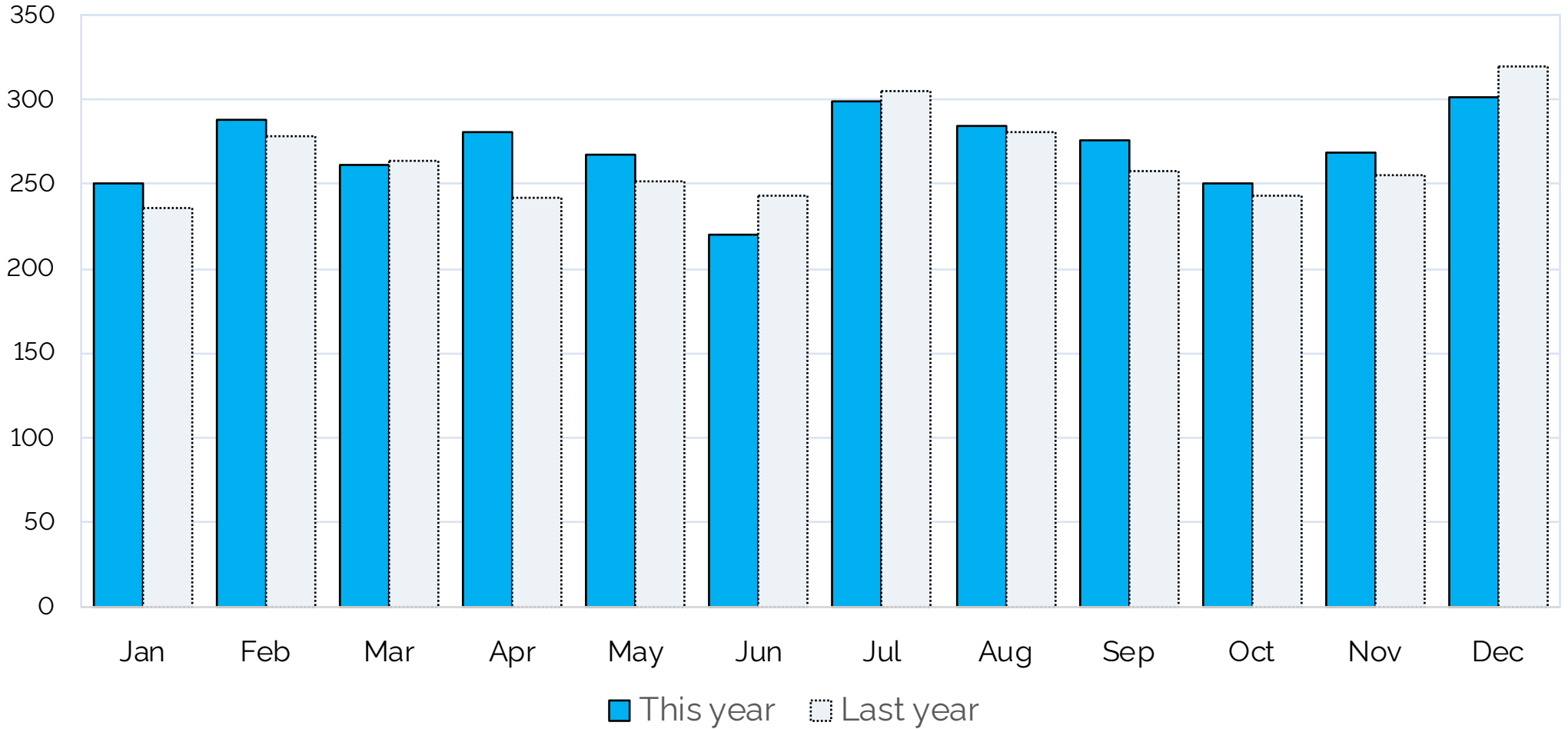
35%

23%



Uganda
WASH & LEARN

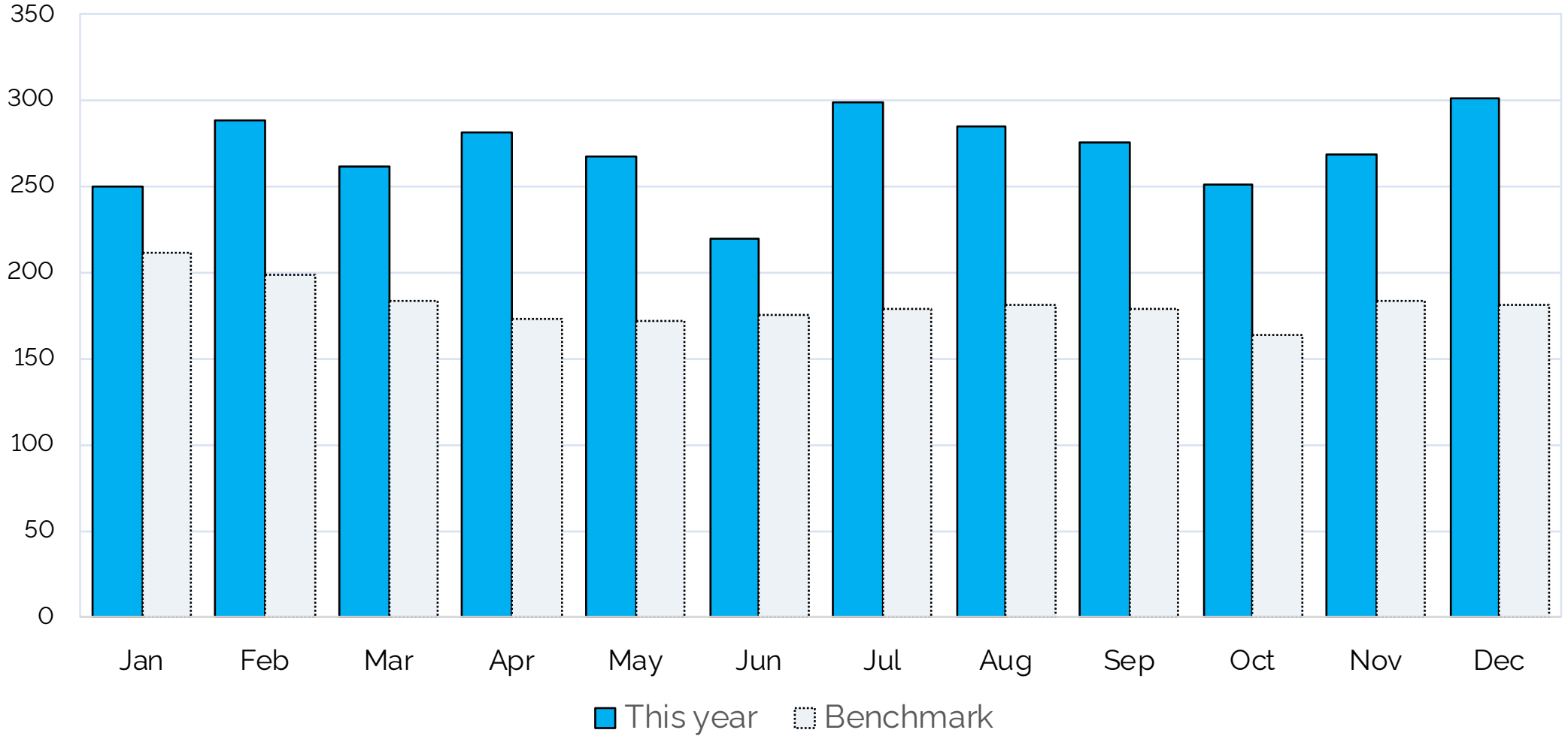
WATER USE PER GUEST PER NIGHT



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Average
This year	250	288	261	281	268	220	299	285	276	251	269	301		271
Last year	236	278	264	242	251	244	306	280	258	243	255	319		265
Compared	6%	4%	-1%	16%	6%	-10%	-2%	2%	7%	3%	5%	-6%		2%

In this graph we have compared your water use per guest per night based on the data you have reported in litres per guest per night. Ideally you should see a reduction in the water use compared to last year and ever since the start of our collaboration.

WATER USE PER GUEST BENCHMARKED



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
Benchmark	212	199	184	173	172	176	179	181	178	164	183	181	182
This year	250	288	261	281	268	220	299	285	276	251	269	301	271
Compared	18%	45%	42%	62%	56%	25%	67%	57%	55%	53%	46%	66%	49%

This graph shows the comparison between the water use in your hotel in litres per guest night compared to our benchmark. The benchmark is based on all participating hotels that reported complete and comparable data for the whole of 2023.



This is the total impact of

One Hundred Shoreditch

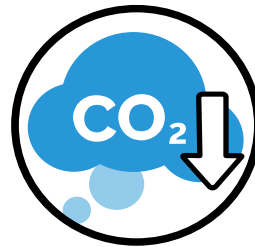
7,816,110

litres of clean drinking water in developing countries



107

people got at least 10 years of access to water and hygiene



55

tons of CO₂ emissions were prevented by not boiling water



78

tons of plastic waste was saved by not using disposable bottles



1172

trees were not logged for boiling water to be drinkable

more about this on: www.madeblue.org/en/why-the-best-water-for-the-world/



Made Blue Foundation
Eikenlaan 41
3831 XE Leusden
The Netherlands

RSIN NL854563933
www.madeblue.org
+31 70 89 19 492