

Visit to Mali



Inspection of Water and Sanitation Project

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Clean and safe water has a tremendous impact for improving children's life?

To find out the extent and how, we set out to dried land of the Republic of Mali in west Africa.



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撮影協力: Volvic 1ℓ for 10ℓ プログラム

A traditional shallow well. Children face the danger to slip into those wells.

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Volvic 1L for 10L program

Volvic '1ℓ for 10ℓ' program is Volvic's social action program that aims at providing African countries with clean and safe water. In the program, part of the sales profit of Volvic is donated to UNICEF and utilized for building boreholes and maintaining them for 10 years.

For more information, see → <http://www.volvic.co.jp/csr/1lfor10l/>

Purpose of the Visit

In April 2009, Child AFRICA visited the Republic of Mali in west Africa.

Throughout the visitation, we paid a visit to several project sites of UNICEF's water and sanitation project implemented with support from Volvic '1ℓ for 10ℓ' program.

About the Republic of Mali

Mali is a land-locked country in west Africa.

Although the political situation is relatively stable, local people are facing harsh living condition. According to the Human Development Index (HDI) calculated by UNDP, Mali ranks 168 out of 179 countries (cf: Japan ranks 8).

Also the national average rate of population that have access to clean and safe water remain 60% and in village the percentage registers only 48%. This leads to prevalence of water-borne infectious diseases and parasitic diseases. 18% of under-five children's deaths are attributed to diarrheal illness (UNICEF, 2006).

The purpose was to learn about the water issues and the positive impact that clean and safe water can bring to the lives of children. The experience and learning from the visit was diffused through various media and events.



Learning through the visit

Through 9-days itinerary, we visited villages and elementary schools that have received and will receive hand pump boreholes from UNICEF. At elementary schools, we also inspected the situation of hygiene education to children.

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Hand-pump boreholes that are promoted by UNICEF



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conversation with the local gave us priceless insight through the visit

Helping children to protect their own health requires two inseparable factors - the environment to secure clean and safe water and hygiene education that teaches the importance to use such water.



class at school supported by UNICEF



Art for Africa! @ Hotel Nikko Fukuoka

Learning through the visit

Through the interview to children at the villages, we realized the fact that there were still many cases that children suffer from diarrhea and parasitic diseases. The chief of the village told us how the community began to be tortured with health



problems after the previous hand pump was broken. The problems included increase in diarrhea, eye trouble, digestive disorder and cutaneous disease.

The interview and observation made us recognize the significant and inseparable interrelation between education and sanitation. Education plays a key role to help people understand the importance of hygienic water, which eventually leads to protect health. And in order to receive education, children should be healthy enough to attend school that requires protecting health by using hygiene water. These learning are spread to the public through various media and PR events.

PR and Fundraising Activities

PR events

From 18 Jul. to 31 Aug. 2009, a PR event and fundraising campaign was conducted with support from JAL Hotels. The events intended to appeal the reality of water issue in Africa and took place at Hotel Nikko Osaka, Hotel Nikko Fukuoka and Hotel Nikko Tokyo. (Cooperation : JAL、 JAL Hotels、 Volvic 1ℓ for 10ℓ program)

Art for Africa!

The event exhibited panels of drawing that children drew their image of life with water. The exhibition intended to illustrate the positive change that clean and safe water can bring onto children's lives.

Cook for Africa!

During the event period, African food was served at the supporting restaurants at Hotel Nikko Osaka and Hotel Nikko Fukuoka.

The event provided opportunity to people across all generations to experience and feel African culture and children's life there.

Fundraising

Collection boxes were set at each event venue throughout the event period. 276,270 JPY was raised in total and was donated to UNICEF through the Japan Committee for UNICEF as of October 15th 2009. The contribution was chipped in for the project budget of UNICEF's water and sanitation project in Mali.



Collection box @ Hotel Nikko Fukuoka

Donation breakout

Hotel Nikko Osaka (18 Jul.-31 Aug.)	33,377JPY
Hotel Nikko Fukuoka (29 Jul.- 9 Aug.)	238,551JPY
Hotel Nikko Tokyo (14-31 Aug.)	4,342JPY

Media Coverage

The visit to Mali and following events were featured in the media listed below.

【Visit to Mali】

- ⇒ TV asahi 'super morning' (6 May 2009)
- ⇒ mono magazine (2 Jul 2009)
- ⇒ Tarzan (22 Jul 2009)
- ⇒ JAL in-flight entertainment program 'MISIA IN MALI' (Dec 2009 to Jan 2010)

【Art for & Cook for Africa】

- ⇒ Yomiuri Shimbun Kitakyushu (18 Jul 2009)
- ⇒ Mainichi Shimbun Kitakyushu (28 Jul 2009)
- ⇒ Gekkan Hotel Ryokan (hotel industry journal; 2 Jul 2009)
- ⇒ Nikkan Koku (air industry journal; 17 Jul 2009)
- ⇒ J-WAVE 'Kiss & Hug' (15 Aug 2009)

