



SAVING LIVES

Supplying Ukrainian families with Clean, Safe, Drinking Water

CONFIDENTIAL

1) Introduction

The supply of safe clean drinking water, to families in the Ukraine, has now been significantly compromised due to the ongoing conflict. Whatever mains or other water supplies remain available, these supplies are now microbiologically contaminated which renders them potentially unsafe for human consumption. Further disruption to the Ukrainian municipal water supply remains a strong possibility.

As a result, if we are to help save lives in the Ukraine, through the supply of clean safe drinking water, there are two urgent actions required:

1. **Directly Affected families** - There is an immediate need to provide clean safe drinking water to families and personnel who have been directly affected by the conflict. They need urgent access to clean, safe drinking water as soon as is practically possible
2. **Preparedness** - There is a parallel requirement to assist the Ukrainian nation, so it is better prepared to face a drawn-out conflict. This will be through a strategic stock of portable water purification capability, to be held in the Ukraine, for rapid deployment as and when required.

This proposal addresses both issues and via its implementation, will help ensure the supply of clean, safe drinking water to family groups or personnel who are currently directly affected. It will also ensure a strategic stock of portable water purification products within the Ukraine, for deployment to families and personnel who may be affected in the future.

The primary focus of this project will be on providing proven, smaller scale, portable, family-based water purification. This utilises our Icon **Lifesaver Cube** product which has been specifically developed in conjunction with the Oxfam organisation to provide humanitarian relief in the face of natural and man-made disasters around the world. It has been deployed successfully for over 10 years and as such, is comprehensively proven to be effective, easy to use and to provide safe clean water in all hostile environments.

Icon LifeSaver Cube products are portable water purification units capable of removing all microbiological contamination from local, indigenous, or contaminated water sources. They achieve this without the need for chemicals, external power, or batteries and

remove 99.99% of all viruses and cysts, and 99.9999% of all bacteria. They have a secondary filtration process utilising a carbon block which reduces chlorine, metals and chemical contaminants. The products are made in the UK by Icon LifeSaver Limited, a company that has had over 15 years' experience in global disaster relief.

The Lifesaver Cube is a portable product powered by a user-friendly hand pump with no electricity supply required for operation. It provides instant clean drinking water at a fast flow rate and can be transported easily, and stored efficiently, given its compact size, weight, and shape. It also utilises inherent Fail-safe technology which ensures the system shuts down when the filter needs replacing meaning that contaminated water cannot be consumed by the end user. Replacement filters are available which means that the Lifesaver Cube when deployed in the field, should remain in operational use for many years, thereby extending the life and profile of this project. Prices for these replacement membranes are available on request.

The products can be co-branded, to inform and demonstrate the involvement of any sponsor supporting this initiative. There is ample space on the product to place a sponsor's logo, name and/or motif to best acknowledge the support given as appropriate.

Thermal protectors are available and recommended to prevent the contents freezing in extreme cold conditions.

Full training in the use and deployment of the Lifesaver Cube product will be provided as part of this project proposal. All products come with a translated paper technical manual and a quick user guide which covers training requirements. There are no licensing or export/import control issues.

Icon Lifesaver will be working in conjunction with our NGO partner, the Humanity Through Freedom Foundation, to select and approve the best distributors in the Ukraine. This will ensure that the products are stored and distributed in the most efficient manner for either immediate deployment or as stock holding for future strategic responses.

2) Product recommended for Ukrainian Families - *LifeSaver Cube*



LifeSaver Cube – Operational Specification

- Holds 5 litres of water and purifies at point of use.
- Purifies up to 5,000L per filter – extend life with replacement filters.
- Provides clean water for a family of 4 for over one year (WHO guidelines).
- Flow rate 1.25 litres/min.
- TRL8.
- Suitable for small groups/families.
- Palletised for efficient transport/logistics and storage.
- Each pallet holds circa 200 cube products - provides 1,000,000 litres of clean drinking water at a cost 0.02 pence per litre
- Each pallet will provide 200 families of 4 people with the required clean safe drinking water for 1 year.
- 1.2kg dry weight.
- 6.0kg wet weight.
- Filters Independently tested to exceed full NSF/ANSI P231.
- Deployed by DFID - UK Government response to global disaster zones NSN 4610992762208.
- Utilises LifeSaver's known and trusted "*fail safe*" filter technology – no contaminated water can pass through the filter once it has reached capacity.
- Can be co-branded with sponsor logo and motif.

3. Proposal

To achieve the above stated objective of supplying clean, safe drinking water to family units in the affected areas of the Ukraine, and to provide a strategic stock of water purification capability, it is recommended that we adopt the following approach:

1. Support the above objectives, with the recommended volume of Lifesaver Cube products to use in directly affected small groups and family units and to be better prepared by securing and placing a strategic stock of water purification capability in the Ukraine.
2. Establish a dedicated production cell within the business with all production output of Lifesaver Cubes from this unit exclusively deployed to this project.
3. Products to be delivered throughout 2023 with deliveries commencing in March 2023. Once the volume of products required is agreed, we will confirm the phasing of deliveries with a focus on expediting despatch to agreed distribution locations.
4. Products will be supplied on an ex-works basis. Icon Lifesaver will assist in arranging transport and shipping as appropriate.
5. Terms of payment are 50% with order and balance of 50% pre-shipment commencing.
6. We recommend a total volume of 60,000 Cubes. These would be split as follows:

- 40,000 being allocated to those families directly affected so that up to 160,000 people would receive clean, safe drinking water; and
- 20,000 held as strategic stock. This would be available for 20,000 families which would represent 80,000 people. This stock would be held on approximately 100 pallets representing very efficient storage.

The total cost for this project would be 60,000 products at £110 each which is £6,600,000. This amount of product would supply a total of 300 million litres or could supply up to 60,000 individual families with clean safe drinking water (or 240,000 people assuming 4 members in each family). The effective cost is 0.02p per litre of clean safe drinking water.

Summary

- The lack of access to safe drinking water for families directly affected by the conflict in the Ukraine, is critical and there needs to be a rapid, expedited response.
- In addition, the Ukraine as a nation should be better prepared for a drawn-out conflict and secure and hold a strategic stock of water purification units for future deployment.
- Icon LifeSaver has produced this proposal to help address this situation as quickly as is practically possible.
- The focus in this proposal is to provide smaller portable units to serve directly affected families and to provide an additional strategic stock.
- A dedicated production unit will be established to service this project.
- Deliveries will commence March and will continue through 2023.
- The cost of producing a litre of clean safe drinking water via this proposal is 0.02p per litre based on the order size recommended above at current terms.
- Replacement membranes are available to maintain distributed purification capacity and maintain the profile of the project sponsors.

We trust you find this proposal acceptable in principle to allow us to discuss the project in greater detail as soon as is possible.

Chris J Marsden
Chairman Icon LifeSaver
 23 January 2023