



Clean the World®

# North American Press Kit | Q4 2017



Recycling Soap. Saving Lives.





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# ABOUT CLEAN THE WORLD

**OUR MISSION: COLLECT AND RECYCLE SOAP AND HYGIENE PRODUCTS DISCARDED EVERY DAY BY THE HOSPITALITY INDUSTRY AND OTHER SECTORS THAT GENERATE ENVIRONMENTAL WASTE.**

**THROUGH THE DISTRIBUTION OF THESE AND OTHER DONATED PRODUCTS TO IMPOVERISHED PEOPLE, PREVENT MILLIONS OF HYGIENE-RELATED DEATHS EACH YEAR, REDUCE THE MORBIDITY RATE FOR HYGIENE-RELATED ILLNESSES, AND ENCOURAGE VIGOROUS CHILDHOOD DEVELOPMENT.**

In 2009, Shawn Seipler started Clean the World in a one-car garage in Orlando, Fla. As a vice president for a technology company, Seipler spent about 150 nights a year in hotel rooms. He began to wonder what happened to all those little bars of soap after he checked out of a hotel. He found out they were simply thrown away.

After learning that hand washing with soap could potentially prevent the deaths of millions of children every year - Seipler launched Clean the World to recycle soap and save lives.



# Clean the World is the largest global recycler of hotel amenities with more than 5,000 hotel and resort partners, and 500 event partners, throughout North America.

Since 2009, Clean the World has distributed **more than 45 million bars of soap** to children and families in **127 countries worldwide**, while fulfilling an environmental mission by diverting **16 million pounds of hotel waste from polluting landfills in North America**.

## PROCESS

Clean the World implements its mission through:

- collecting, sorting and processing discarded soap and bottled amenity donations from Hospitality Partners
- accepting hygiene products donated by manufacturers
- recycling these product donations
- delivering these recycled products and donations to domestic homeless shelters and impoverished countries suffering from high death rates due to acute respiratory infection and diarrheal disease

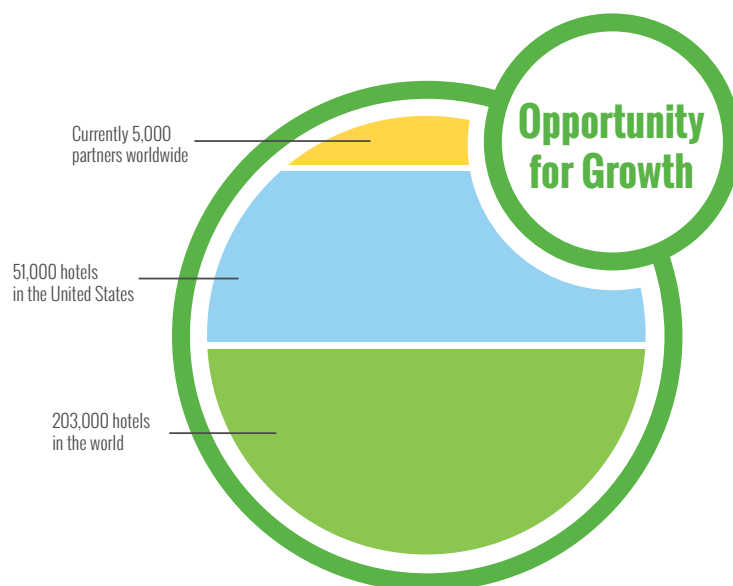
Clean the World has put more than 45 million soap bars back into human use, eliminating more than 16 million pounds of waste.

## SUPPORT

Clean the World is graciously supported by contributions from individuals and organizations, through Hospitality Recycling Program fees, in-kind donations and fundraising events. Since our inception, we have accepted in-kind donations of more than \$15 million. More than 92% of our cash donations and program fees go directly into program operations. Clean the World has 5,000 hotel partners, including Marriott International, Starwood Hotels and Resorts, Hyatt Hotels, Caesars Entertainment, Sands Las Vegas, Hilton Hotels & Resorts, InterContinental Hotels Group, Carlson Rezidor Hotel Group, Mandarin Oriental Hotel Group, Marriott Vacation Club, Best Western International, Wyndham, and the Walt Disney Resorts.

## RECYCLING OPERATIONS

Clean the World works with hospitality partners to train staff on the recycling process with instructional videos, posters, and on-site training. The housekeeping staff deposits collected soap and bottled amenities in bins provided by Clean the World. Bins are transported to a Clean the World operations facility through one of three methods: UPS Carbon Neutral Shipping, third-party truck routes, and Clean the World's own logistics department. After arriving at Clean the World, soap and bottled amenities are sorted and processed for recycling and distribution.







# SOAP SAVES LIVES!

## RECYCLING AND SAFETY

Clean the World is committed to maintaining an environmentally and hygienically safe recycling process. As the world's first and only high-volume soap recycler, Clean the World ensures that all bars of soap recycled and distributed around the world are completely safe and will not harm the end user due to disease or pathogens that can be transmitted in the absence of proper re-purposing.

After being collected and shipped to a Clean the World Recycling Center, bar soap is first surface cleaned. The soap is then sterilized with a process that has been tested and validated by SGS North America. The sterilized soap is ground, and the soap grounds are inserted into a soap manufacturing line and re-pressed into brand new bars. The bars are boxed and loaded on pallets for distribution.

Is it Effective? To test the recycling process, Clean the World hired SGS North America—the world's leading inspection, verification, testing and certification company. "Infected" soap went through the standard Clean the World recycling process. The treated soap was tested for sterilization levels. The result was the complete elimination of all the pathogens (*Listeria monocytogenes*, *Escherichia coli*, *Pseudomonas aerogenes*, *Salmonella typhimurium*, *Staphylococcus aureus*).



# According to the World Health Organization, a significant number of children under the age of 5 could be saved with access to bar soap and hygiene education.

How do you measure the positive social impact of a bright smile and clean hands on a healthy child? While it may be hard to quantify, we are making a valiant attempt to capture this intangible benefit to prove that soap saves lives.

## MAKING THE CASE

By joining the global hygiene revolution, you make a commitment to sustainability and socially responsible business practices. By contributing soap and bottled amenities for recycling, you will help stop the spread of fatal, but preventable, diseases in young children.

Each day, about 5,500 children die from diseases that can be prevented by up to 65% through regular hand washing with bar soap. Around 2 million children perish annually from acute respiratory infection (pneumonia) and diarrheal diseases (cholera, dysentery) that spread unchecked through at-risk communities. Soap can put an end to that suffering and save lives in the process. By reversing the needless deaths caused by improper hygiene and poor sanitation, we can change history for the better in our lifetime.

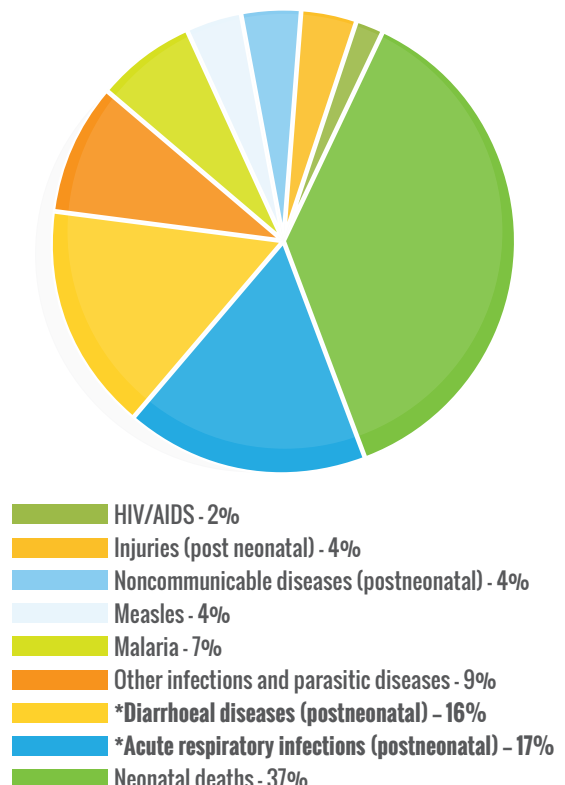
It can be done by simply recycling and distributing hotel guest room amenities that are commonly thrown away each day.

We hope to deepen the understanding of Clean the World's important effort to improve access to hygiene supplies for use by children and families in communities desperate for soap and improved hygiene.

Beyond the hygiene efforts, this report looks at the social, environmental and economic impact Clean the World and our Hospitality Partners have in 127 countries around the globe. By diverting tons of hotel waste and repurposing guest-room amenities, this effort aims to improve sanitation conditions, protect our precious planet, and deliver on the promise of saving a million lives each year through the power of recycled soap.

Major Causes of Death in Neonates and Children Under Five in the World

\*Areas in which we have an opportunity, through soap and proper hygiene, to impact in our lifetime.



## CLEAN THE WORLD HYGIENE KIT PROGRAM:

Through the Hygiene Kit Program, companies and organizations make a difference by assembling and distributing hygiene kits in their own community or in communities where they host events. The kits provide basic hygiene products to people who are struggling to meet their family's basic needs due to economic misfortune or natural disaster. In 2017, our original hygiene kit program expanded from having just one to four specialized kits: Standard, Children's, Women's, and Veterans'.

### STANDARD KIT

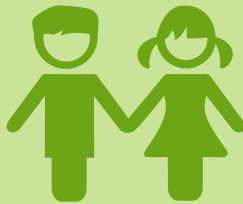


Clean the World®  
— HYGIENE KIT —

#### Includes:

- resealable plastic bag
- bar of recycled soap
- bottles of repurposed shampoo, conditioner and lotion
- disposable razor
- toothbrush and toothpaste
- washcloth
- inspirational notecard

### CHILDREN'S KIT



#### Includes:

- resealable plastic bag
- bar of recycled soap
- bottles of repurposed Disney ears shampoo and conditioner
- toothbrush and toothpaste
- travel pack of facial tissue
- 1 band aid
- 3 crayons and coloring page
- inspirational notecard

### WOMEN'S KIT



#### Includes:

- resealable plastic bag
- bar of recycled soap
- bottles of repurposed shampoo, conditioner
- toothbrush and toothpaste
- washcloth
- 2 sanitary pads
- deodorant
- comb
- inspirational notecard

### VETERANS' KIT



#### Includes:

- resealable plastic bag
- bar of recycled soap
- bottle of repurposed shampoo
- toothbrush and toothpaste
- deodorant
- shaving cream
- razor
- comb
- socks
- inspirational notecard





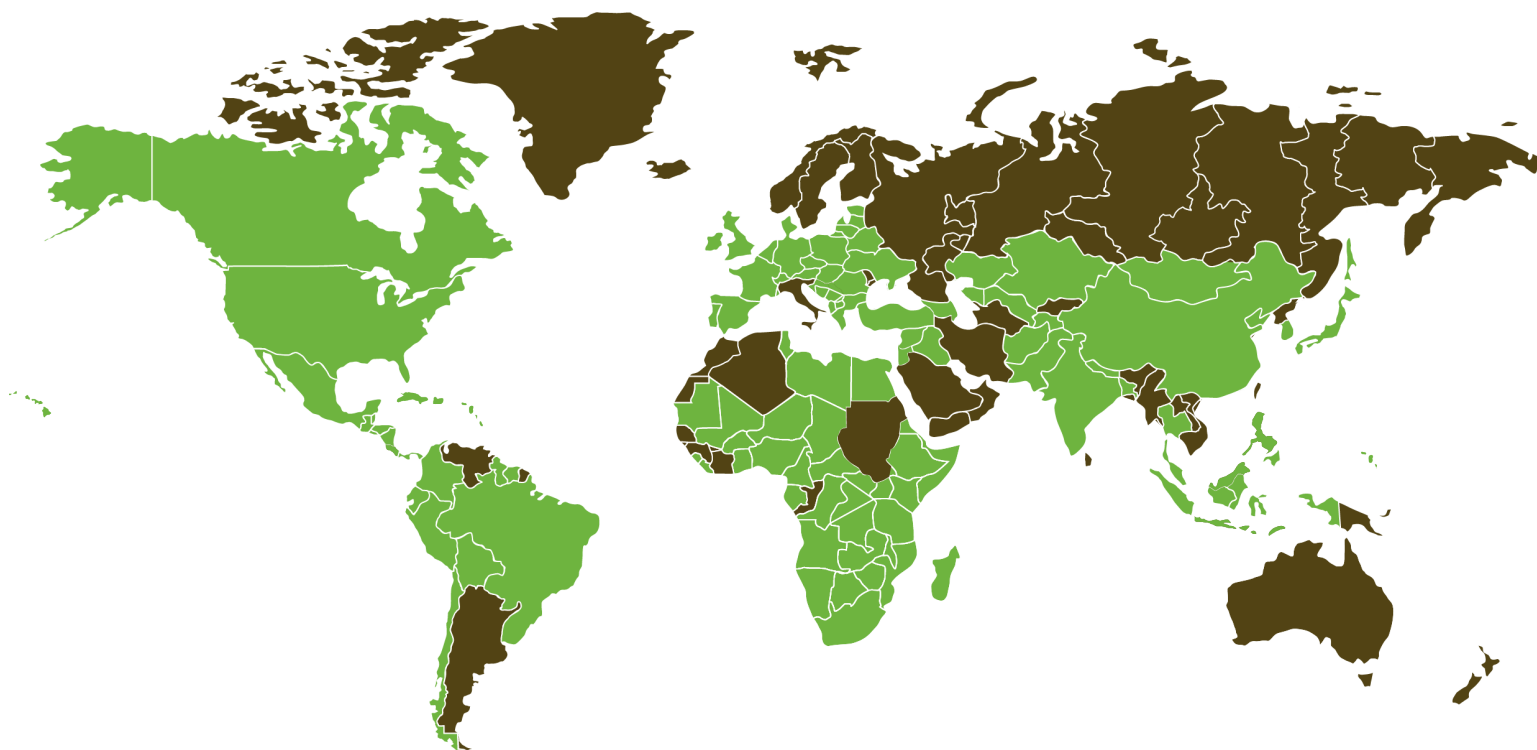
## SOCIAL IMPACT





Recycled soap – a lifesaver with a “green streak.”

■ Countries where soap has been distributed.



## DISTRIBUTION

After going through the recycling process at one of our operations centers, Clean the World distributes the hygiene products to impoverished people in the United States and developing countries through NGO partnerships with organizations such as World Vision, Feeding America, Harvest Time International, Children's International, Operation Christmas Child, and The Floating Doctors.

## RESULTS

With more than 16 million pounds of inbound product collected since 2009, Clean the World has processed and distributed more than 85% of the collected product with outbound trucks, pallets and boxes of product daily! On behalf of those receiving the soap and bottled amenities that we deliver, we applaud Clean the World Hotel Partners and all who are using some method to recycle these desperately needed hygiene products.

Clean the World and its generous hospitality partners have launched a global hygiene revolution centered on a simple idea: **recycling soap and saving lives.**



# We are reducing waste in the hospitality industry – one of the largest producers of solid waste in the world.

Based on U.S. market statistics, the combined hospitality segment produces close to 200 million metric tons of solid waste per year. As a ratio, the non-recycled solid waste produced is composed of 62% organic waste, 8.6% plastics, 6.8% metals and 22.6% other including soap, glass, textile and paper.

## LANDFILL DIVERSION

The amount of waste produced poses quite a challenge for sustainable enterprises interested in developing socially responsible business practices within the hospitality industry. But where there is a challenge, there is opportunity.

Only 30% of the waste produced by the industry is recycled and processed. The balance is dumped in landfills, generating approximately 420 million metric tons of carbon (CO<sub>2</sub>) emissions.

In just six years of operation, Clean the World has partnered with more than 5,000 hospitality partners throughout North America, Hong Kong, and Macau, China, London, Europe to **divert more than 16 million pounds (8,000 tons) of hotel waste from polluting local landfills**. This hotel waste is in the form of soap and bottled amenities that are proudly featured in hotel guest rooms, but quickly discarded each day after the guests leave. Recycling and upcycling hotel guest room amenities is a priority for Clean the World and its hospitality partners, and it is changing the way the hotel industry views waste and recycling, **adding a component of compassion, health and hygiene benefits** to the mix for better value and global social impact.

## UPS CARBON NEUTRAL SHIPMENTS

Being socially responsible with soap and bottled amenity recycling requires a re-think on how to transport these items to the recycling centers and onward to communities around the globe. Fortunately, there is a sustainable solution available.

Clean the World partners with UPS to ensure that all deliveries of soap and bottled amenities from our hospitality partners will be recognized as “carbon neutral” and eligible to earn carbon offset credits to help protect our planet. The offsets have been used by UPS to fund sustainable projects, such as the restoration of wildlife habitat in the Garcia River Forest in Mendocino County,

“Consistent with our commitment to sustainability and protecting our planet, carbon neutral shipping through UPS is an exciting, new and valuable component to our hospitality partnership program. We’re happy to take part in a socially responsibly shipping solution, and we encourage our hotel partners to do the same so we can save lives with soap while creating a cleaner world.”

- Shawn Seipler,  
Clean the World CEO

Calif., and to capture methane from the Fujian Landfill site in southern China to generate clean electricity.

Clean the World receives and ships large volumes of soap and bottled amenities each day—a **carbon neutral program with UPS is an excellent fit**. Since February 2009 Clean the World has distributed more than 45 million bars of soap in more than 127 countries.

UPS CARBON NEUTRAL:  
A greener way to ship.





# ENVIRONMENTAL IMPACT





## Clean the World has a commitment to sustainability, but also to the social economic growth of the communities in which we work and live.

In six years, Clean the World grew to 50 full-time employees in Orlando, Las Vegas, Montreal, and Hong Kong. Projected growth in North America, Asia, and Europe is expected to exceed 200 employees by the end of 2018.

Clean the World's **mission to help people around the world is reflected in its hiring practices at home.** Many Clean the World staff members were unemployed before being hired. Staff members bring a diversity of professional experiences to the social enterprise. Some employees started as volunteers and worked their way into employment with the organization, while others began as independent contractors or part-time employees before earning the distinction and responsibilities of full-time status.

Clean the World staff members bring passion and professionalism to their jobs as they serve their local communities and the world at large. Whether they work in operations with the soap recycling, or on the business side in communications, marketing, sales and partner relations, **our employees share a common goal: they are firmly committed to the mission of saving lives with soap.**

### TOTAL COMPENSATION

Our employees and contractors are categorized collectively as sustainable jobs. Starting as a volunteer venture for co-founders and early supporters, in just five years of operation Clean the World has grown as a social enterprise to provide more than \$3 million in direct compensation to employees, independent contractors and consultants.

Direct compensation nearly doubled from 2010 to 2011, and doubled again by 2014. The growth in compensation corresponded with Clean the World's expansion in Orlando, Las Vegas and Hong Kong. As the organization continues to grow, the employees and contractors will be compensated for their efforts to advance the Global Hygiene Revolution through operations, communications, partner relations, and partnerships with non-governmental organizations.

### POSITIVE SPENDING AND IMPACT IN REGION

As Clean the World grows, so does its impact on the communities in which we do business. With 50 full-time employees living and working around the Orlando and Las Vegas metro regions, economic opportunities abound for area businesses where our employees spend their earnings. Clean the World was honored at an economic development conference by Governor Sandoval of Nevada as being an organization that creates jobs in Nevada.

Clean the World staff members contribute to regional spending in these areas. Money is being spent in communities surrounding our recycling operations centers, which only serves to extend the impact Clean the World has in areas that might otherwise be blighted or neglected by lack of industry.



In Orlando, many employees are from economically challenged neighborhoods or were previously unemployed. Our organization is minority owned and operated. Minorities make up 52% of the employees, and 45% are female.

Our efforts have delivered several million bars of soap and hygiene products to homeless shelters, food kitchens and women's shelters across the United States. We have regular distribution in Los Angeles, New York, Washington, DC and throughout Appalachia.

Clean the World Hygiene Kits provide relief to homeless shelters, relief organizations and fraternal organizations throughout the United States. More than 1.3 million hygiene kits have been distributed.

By working with the hospitality industry in Orlando and Las Vegas, the leading travel destination locations in the United States in terms of hotel rooms, Clean the World provides a **visible, positive way for hotels and resorts to help attract new guests and loyal customers to be part of the philanthropic services they provide.**

## GIFT IN KIND DONATIONS RECEIVED

Clean the World receives donations from hotel partners, corporations, organizations and individual supporters eager to advance our global hygiene revolution. Many of the products received, largely donations of hygiene amenities, are considered "gifts in kind" (GIK) that provide social and economic value for the people we serve.

Since our founding, Clean the World has received more than **\$30 million in GIK** donations from amenity providers and hospitality organizations that have in turn gone on to help children and families battle the spread of preventable diseases. In 2013, Clean the World tallied \$5,488,943 million in GIK donations spread among three recycling operation centers and collection locations (Orlando, Las Vegas and Hong Kong). The benefits of these donations vary, but many center on products that can be immediately distributed in hygiene kits during global distribution trips to countries such as Guatemala, Haiti, Honduras and Mexico.

Donors receive tax benefits for these donations, and Clean the World receives the products that help keep our mission moving forward. It's a win-win situation for all involved.



CSR

# CORPORATE SOCIAL RESPONSIBILITY IS NOT A TREND.



## The green trend and CSR (corporate social responsibility) buzz have taken off within the hospitality industry, but what does it really mean at the individual hotel level?

Running a successful operation starts with creating a positive guest experience, but the impetus to drive sustainability and social responsibility goes deeper than looking good in front of guests: it's also designed to enhance profitability.

### THE ECO-FRIENDLY/ SOCIALLY RESPONSIBLE CONSUMER

Today, hotel guests notice and appreciate green initiatives and socially responsible efforts, and the result is **high customer satisfaction and repeat business**.

According to a Cornell University study, consumers, particularly those in the higher income and education demographic, continue to be concerned about the environmental impact of their own behavior as well as that of the businesses they patronize. The same study shows that 47% of travelers take eco-friendly factors into consideration when making travel plans. More than half of all U.S. adults say they would be more likely to select a hotel, airline or rental car company that uses more environmentally friendly products and processes, according to the results of the latest travel horizons survey by the Travel Industry Association (TIA) and partnership.

Finally, a recent Cone Nonprofit Power Brand 100 survey revealed that organizations on the S&P 500 who touted their CSR initiatives outperformed their competitors by 3.5%.

Clean the World offers powerful CSR opportunities for hospitality partners and organizations in any field. The real return on investment with Clean the World is measured by the attention and hygiene care given to children and families who are dying for improved access to soap and hygiene supplies. The hospitality industry has these gifts in abundance, and by joining with Clean the World, this

**abundance may be shared with people** in need to battle the spread of fatal, yet preventable diseases and improve living conditions in communities around the world.

Through Clean the World's Hygiene Kit Program, companies and organizations make a difference by assembling and distributing hygiene kits in their own community or in communities where they host events. The kits provide basic hygiene products to people who are struggling to meet their family's basic needs due to economic misfortune or natural disaster.

We have distributed 1.5 million hygiene kits since 2012.

### VOLUNTEERS, AN ESSENTIAL COMPONENT

More than 500,000 volunteers have contributed 1,000,000 hours of service at Clean the World Recycling Operations Centers. Major organizations, schools, colleges, hospitality partners, church and civic groups have taken the opportunity to volunteer at Clean the World facilities to take part in the global hygiene revolution. **We are grateful.**

# SUPPORT

Clean the World is graciously supported by contributions of individuals and organizations worldwide, through Hospitality Recycling Program fees, in-kind donations and fundraising events. Since our inception, we have accepted in-kind donations of more than \$15,000,000.

Based on Clean the World's 2013 IRS 990, 92% of our cash donations and program fees go directly into program operations. Operational revenue comes from several sources:

- Direct Cash Donations
- Hospitality Recycling Program Fees
- Grants
- Gift in Kind Donations

## HOSPITALITY PARTNER BENEFITS

- Hospitality Partners receive training, a participation plaque, in-room vanity cards, branded and labeled collection bins, training posters in multiple languages, training DVD, and an implementation manual
- Hospitality Partners are listed on our website with hyperlinks back to property websites
- Collected product shipping costs are included in the program
- All Hospitality Partners have a customer service representative to call for service
- Ongoing marketing plan to encourage stays at our partner hotels
- Clean the World's story has been told on national media outlets CNN, CBS, FOX, NBC, ABC, Time, National Geographic, MSNBC, and USA Today, as well as Thrillist, The Weather Channel, NPR, ATTN: Video, Radio Disney, and DennyRadio

For more information contact: Sandie Beauchamp, Senior Director of Marketing Communications, at [sbeauchamp@cleantheworld.org](mailto:sbeauchamp@cleantheworld.org) or visit us online at: [cleantheworld.org](http://cleantheworld.org)

## CORPORATE & HOSPITALITY PARTNERS

Clean the World has a total of more than 5,000 hospitality Partners Worldwide including:

- Walt Disney Parks & Resorts, U.S.
- Starwood Hotels & Resorts
- Wyndham Hotels and Resorts
- InterContinental Hotels Group
- Best Western International
- Carlson Rezidor Hotel Group
- Caesars Entertainment
- Mandarin Oriental
- Gaylord Hotels
- Wynn / Encore
- Las Vegas Sands Corp.
- Hilton Hotels & Resorts
- Concord Hospitality
- Hersha Hospitality
- Sysco Guest Supply
- Joie de Vivre Hotels
- Gilchrist & Soames
- LATHER
- Clearly Natural
- Sonoma Soap
- UPS
- American Cleaning Institute
- McDonald's
- American Lung Association
- Unilever
- United
- Jet Blue
- Aramark
- BJ's Wholesale Clubs
- Marriott
- Bluegreen Vacations
- Choice Hotels



# Board of Directors

Clean the World Foundation, Inc. is an IRS 501(c)(3) tax-exempt corporation and has State Tax Exempt certificates in the states of Florida, USA.



## SHAWN SEIPLER | FOUNDER & CHAIRMAN

As a social entrepreneur, Shawn is committed to focusing his business, management and leadership skills on advancing humanitarian, social, and environmental causes. His commitment to excellence and passion for corporate social responsibility led to the creation of Clean the World in 2009.

Shawn has been featured on CBS Evening News, CNN, Fox News, The Washington Post, and NPR. He was named the 2014 “Hero of the Year” by Orlando’s News 13 and “Entrepreneur of the Year” by I-4 Business Magazine.



## SAM STEPHENS | EXECUTIVE DIRECTOR

Sam has served in executive leadership positions at global nonprofit organizations for more than 15 years. He currently serves on several international boards of directors, including as chairman of the Global Impact Council, and he is actively involved in global initiatives including the World Economic Forum, World Health Organization, UNHCR, and more.

Sam has an MBA in International Management and has also served as an adjunct professor of international business. Based in Washington, DC, he has had the privilege of working and traveling in more than 110 countries around the world.

## BOARD OF DIRECTORS

Shawn Seipler.....	Founder & Chairman, Clean the World Foundation
Sam Stephens.....	Executive Director, Clean the World Foundation
Nancy Bock.....	Senior Vice President of Education at American Cleaning Institute (ACI)
Robert Candelino.....	Vice President of Marketing/General Manager for Unilever’s US Haircare business
Garth Peterson.....	Director of Sales - The Americas at IDEaS Revenue Solutions
Ron Reese.....	Senior Vice President of Global Communications and Corporate Affairs for Las Vegas Sands Corp.
Thom Reilly.....	Executive Director for the Caesars Foundation
Tom Roberts.....	Senior Vice President - ePayments at Fiserv
Nicky Rudd.....	Vice president at Fifth Third Securities
Laura Schwartz.....	Founder of White House Strategies, and professional speaker, author, and television commentator.
Paul Xenis.....	President and COO for Guest Supply

# Frequently Asked Questions

## What is Clean the World?

Clean the World Foundation Inc. is a 501(c)(3) nonprofit, tax-exempt charitable organization committed to reducing the waste created by discarded soap and shampoo products, and preventing the millions of deaths caused by hygiene-related illnesses around the world. Clean the World was founded in February 2009 by Shawn Seipler and is based in Orlando, FL.

## How does Clean the World accomplish its mission?

Clean the World accomplishes its mission by collecting, recycling, and distributing discarded soaps, shampoos, conditioners, and lotions and gels from participating hospitality partners. Clean the World recycles guest room hygiene items at its Recycling Operations Center (ROC) and distributes them for humanitarian purposes with partnering non-profit organizations. The items are distributed domestically, and to children and families in communities around the globe.

## How does soap save lives?

Hand washing with soap significantly reduces the impact of two fatal diseases: acute respiratory infection and diarrheal disease. These are two of the top killers of children under 5 years old, and represent an opportunity for recycled soap to become the primary ingredient in Clean the World's global hygiene revolution.

## How much waste has Clean the World prevented from going to the landfill?

Since inception, Clean the World has eliminated more 16 million pounds (8,000 tons) of hotel waste from polluting local landfills.

## How do hotel partners recycle soap?

Hotels join Clean the World's Hotel Partnership program and receive the full marketing benefits that the program provides to help publicize amenity recycling efforts. Clean the World provides hospitality partners with bins for housekeeping staff to deposit collected soap and shampoo bottles. These bins are picked up weekly by Clean the World staff or logistics partners and are transported to the nearest Recycling Operations Center.

## Is the soap safe?

The soap has been tested by SGS North America, a Florida state-certified testing facility. SGS infects soap to run through the standard Clean the World recycling process and checks to see what happens. As a result of the cleansing process,

the soap has been given a 100% clean bill of health. All pathogens, including *Listeria monocytogenes*, *Escherichia coli*, *Pseudomonas aerogenes*, *Salmonella typhimurium*, and *Staphylococcus aureus*, are successfully removed from the soaps by this patent-pending process.

## Where does Clean the World operate?

Clean the World collects its products from hotel partners and individual soap drives in all 50 United States, Washington, D.C., Puerto Rico, and 10 Canadian provinces, as well as Hong Kong, and Macau, China. Clean the World has recycling operations centers in Orlando, Las Vegas, Europe, Dominican Republic, and Hong Kong.

## Who are your hospitality partners?

Clean the World has more than 5,000 hospitality partners throughout North America, including Hilton Worldwide, The Walt Disney World Resorts, Las Vegas Sands Corp., Starwood Hotels and Resorts, Caesars Entertainment, IHG, Carlson Rezidor Hotel Group, Best Western International, Joie de Vivre Hotels, and Hyatt. For more information on joining our hospitality partners visit: [cleantheworld.org](http://cleantheworld.org)

## How do you distribute the soap and shampoo?

Clean the World partners with non-governmental organizations such as World Vision, Harvest Time International, and Children International, which help distribute the donations domestically and internationally. If your organization is interested in receiving soap to help people in specific communities, please fill out and email the Donation Request Form.

## Who does the recycling work?

50+ full-time employees  
Volunteers  
Team-building and CSR Activity groups

## How can I get involved in your cause?

Volunteer  
Make a financial contribution.  
Encourage hotels to participate in the Clean the World Hospitality program.  
Support our corporate partners  
Share our message about our mission with others.

# Press Coverage

## The Afterlife of Hotel Soap

CNN

<http://cnn.it/2oNjxoQ>

Have you ever thought about what happens to that bar of soap in your hotel room you only used once? Shawn Seipler did while visiting Minneapolis in 2008.

"I called the front desk and asked," he says. "They said they threw it away."

That's when the idea for recycling soap came to him.

## Your Used Bar of Hotel Soap has a Surprising Afterlife

Thrillist

<http://bit.ly/2nxJJFo>

In the world's outcry over waste -- paper, plastics, fumes, foods -- your hotel soap ain't exactly a crisis. Still, everyone has wondered at least once: Where do all those once-used bars go? Not to the next guest, for sure. Heck, to be a five diamond property, a hotel's staff must replace your soap daily, even if it wasn't touched. That amounts to a lot of fine-smelling garbage: Travelers and hotels combine to toss out roughly a million bars a day in the US and perhaps 5 million bars a day worldwide.

## The Company Cleaning Up the World's Biggest Hotels

CNN Business Traveller

<http://cnn.it/2vtfPmo>

Next time you check out of a hotel, spare a thought for the barely touched bar of soap left behind in your room.

Around the world, five million hotel soaps make their way to landfills every single day.

But Clean the World aims turn those discarded slabs into a life-changing commodity.

## Recycling Used Bars of Soap to Save Lives

Associated Press

<http://bit.ly/1ShRK9M>

An organization with facilities in Florida, Las Vegas and Hong Kong is collecting used bars of soap from more than 4,000 hotels, recycling them into fresh soap and delivering the supplies to people in need around the world.

## A Little Soap Makes a Big Difference in Haiti

CBS Evening News

<http://cbsn.ws/2IIB9kk>

Shawn Seipler used to be a high-powered e-commerce executive. Today, he's something even more powerful, reports CBS News medical correspondent Dr. Jon LaPook.

Now known as the pied piper of soap, Seipler seized on a simple idea two years ago - before the big quake, before the cholera epidemic: collecting all those little bars of hotel soap that get used just once, cleaning them with restaurant steamers, and shipping them off to places like Haiti where sanitary diseases kill millions of children every year.

## Media Links

### Download Clean the World logos from:

<https://cleantheworld.box.com/s/oh14pzp50uh5ws9jfhrik2p3p3t0vq4>

### Clean the World video links:

<http://youtu.be/pDb8ZMXBRqM>

[https://youtu.be/tod\\_rzgMn6g](https://youtu.be/tod_rzgMn6g)

[https://youtu.be/6on4\\_NQyrNo](https://youtu.be/6on4_NQyrNo)



# SUSTAINABLE HYGIENE

## COMBINING SOAP ACCESS AND HYGIENE EDUCATION

Soap distribution to at-risk people involves a lot more than dropping off a few boxes of product and then moving on to the next community. Clean the World's Global Soap & Hygiene Initiative concentrates on developing and implementing programs that make a measurable, sustainable impact on global health.

We work with leading global health organizations to provide long-term, outcome-based soap access and hygiene education. Our goal is to ensure that once people receive our soap, they never lack access to it again – meaning we have to help them understand how to use it, why to use it, and why to acquire it locally for the rest of their lives.

In doing so, we create sustainable ecosystem that supports local economies. We don't want to create a long-term dependence on Clean the World or any other source of free soap.

## TEAMING UP FOR WIDESPREAD RESULTS

Clean the World's Global Soap & Hygiene Initiative collaborates with partners in three specific areas:

- **Hunger and Nutrition:** Food banks, meal service and feeding programs, nutrition education, healthy eating and cooking programs, community gardens, and farm-to-table programs.
- **Health and Hygiene:** Community-based clinics, maternal and child health services, community well-care programs, health department programs, soap in schools.
- **Family Self-Sufficiency and Financial Stability:** Homeless support and emergency assistance programs, foster youth services, senior services, veterans services, parenting support, child care programs, re-entry and workforce programs.

## CASE STUDY: SOAP IN SCHOOLS IMPACT IN KENYA

Students in Kenya suffer from chronic hygiene-related illnesses, causing them to miss school frequently. In many cases, the students ultimately drop out altogether, which perpetuates the cycles of extreme poverty.

In early 2016, Clean the World launched an ongoing soap distribution and hygiene education program in 12 schools serving over 4,000 elementary aged children in Central/Northern Kenya.

After nine months, we saw a 56 percent reduction in hygiene-related illnesses and a 45 percent increase in school attendance. Kids are in school more often, getting an education, and on their way to breaking the cycles of poverty. The program is now ongoing with support from local groups, ensuring the impact continues long-term.



## CASE STUDY: SOAP IN SCHOOLS IMPACT TANZANIA

In Tanzania, hygiene-related illnesses tend to be more severe and life-threatening, creating urgency for improved handwashing behaviors in addition to the need for improved long-term school attendance.

In the fall of 2016, we launched an ongoing soap distribution and hygiene education program in 15 schools serving over 5,000 elementary and middle school children in Zanzibar, Dar es Salaam, and Arusha. After 9 months of receiving ongoing access to soap and hygiene supplies, and participating in comprehensive handwashing education every two weeks, we saw a 47 percent reduction in hygiene-related illnesses and a 42 percent increase in school attendance.



# CASE STUDIES

## CASE STUDY: FAMILY'S HEALTH IMPROVES DRAMATICALLY

Did you know that diarrhea and pneumonia are the leading causes of death among children in the developing world? Combined, they claim the lives of nearly 6,000 kids every day - more than AIDS, malaria, and TB combined.

Fortunately, there is a simple "vaccine." Hand washing with soap is the most effective way to prevent those deaths and can cut death rates in half. Through the Global Soap & Hygiene Initiative, a Clean the World cause, we focus on getting soap and hygiene education to those who lack access to it. In the past six years, we've distributed more than 45 million bars of soap to millions of people in 127 countries.



One person who received our soap is Ruth, a young mother living in rural Malawi. When we started working with Ruth, we learned that although she was familiar with soap, her family wasn't buying it or using it. Like so many people living in poverty, Ruth had never been taught why soap and proper hygiene are so important for maintaining good health.

As a result, Ruth and her children were sick quite frequently. Several family members and neighbors had died from hygiene-related diseases. Ruth's kids were falling behind in school and were about to drop out completely, and she was often unable to work and earn money to keep her family fed and nourished.

That changed when Ruth started participating in one of our projects, where she attended a local clinic each month with other parents to receive a free bar of soap and hygiene education. After nine months of participating in the program and using soap regularly, Ruth and her family no longer get sick. Better still, she and the other parents in the program see the value of soap and are buying it for themselves regularly as an investment in the health of their children. To us, that's success.

## MICRO LOANS



### Halombo

Location: Burkina Faso

Halombo is a married mother to two children. Her eldest is 15 years old and her youngest is 10 years old. Both children currently attend school. Halombo has been making and selling her homemade liquid soap for the past six years. She gets her supplies from the main markets and wanted a loan to purchase 40 kg of materials to support her liquid soap business. Halombo wants to use the profits to build her own home and pay for her children's school fees. She hopes to become a large soap manufacturer and to sell her products in smaller villages.

Loan amount: \$100



### Atnah

Location: Indonesia

Atnah is 48 years old and married with three sons. Since 2010, she and her husband have made a living by selling soap. Atnah asked for a loan of IDR 7,200,000 to build sanitation at her home and improve access to sanitation and clean water for her family. The family income is insufficient to build toilets and water sources, but Atnah will be able to repay the loan. She and her family want to live a healthy life with healthy sanitation and clean water. She is very grateful for the opportunity and wants to thank to all lenders.

Loan amount: \$400



# QUICK FACTS



## An Incredible Opportunity

Every day about 5,500 children worldwide die from preventable hygiene-related illnesses. Yet the hospitality industry discards millions of soap bars daily into landfills, which damage our planet's resources. Clean the World embraced this incredible opportunity, creating a truly sustainable and life-saving solution.

## Who is Clean the World?

We are a social enterprise executing our mission to protect the environment and save millions of lives by leading a global hygiene revolution to distribute recycled soap and hygiene products to children and families suffering from high mortality rates due to the top two killers of children worldwide – acute respiratory infection (pneumonia) and diarrheal diseases (cholera).

Clean the World also eliminates needless waste from landfills and incineration plants, which contaminate our precious air and water supplies. Our hospitality partners are working hand-in-hand with us to create a more sustainable future.

Founded in 2009, Clean the World partners with 5,000 hotels and resorts to collect their partially used bars of soap. These goods are sanitized and recycled in an environmentally safe manner, and then distributed to children and families all over the world who are in desperate need of proper hygiene.

## Soap Distribution

Since 2009, Clean the World collected and distributed hygiene products to more than 127 countries worldwide including Japan, Philippines, Mongolia, Haiti, Nicaragua, Swaziland, Mali, Uganda, Honduras, as well as local shelters and relief organizations.

Clean the World partners with major NGOs including World Vision, Food for the Poor, and Harvest Time International.

Clean the World has responded to natural disasters with our Haiti Earthquake Relief Efforts (2010), Japan earthquake and tsunami response (2011), Hurricane Sandy (2013), Philippines tsunami relief efforts (2014), Nepal earthquake (2015), Louisiana floods, Ecuador earthquakes, and Hurricane Matthew.

## CLEAN THE WORLD: BY THE NUMBERS

- Over 5,000 hospitality partners
- Recycling from more than 1,000,000 hotel rooms daily
- Diverted more than 16 million pounds of waste from landfills
- Distributed more than 45 million soap bars worldwide
- 127 countries have received our soap products
- 92% of our donations go directly toward our mission
- More than 1.5 million hygiene kits distributed
- Recycling operations centers in North America, Asia, and Europe
- 50 plus full-time jobs created
- More than 500,000 volunteers have contributed 1,000,000 hours of service

## Disaster Relief

- Delivered 185,000 hygiene kits to those affected by Hurricane Harvey, Irma, and Maria during the 2017 hurricane season.
- Delivered over 490,000 bars of soap to both Haiti and the Bahamas, as well as distributed thousands of hygiene kits in the US to those affected by Hurricane Matthew's destruction in October 2016.
- Distributed 3,000 hygiene kits to victims of the catastrophic flooding in Baton Rouge, Louisiana in August 2016.
- Delivered over 10,000 bars of soap to displaced families in northern Ecuador after an earthquake of 7.8 magnitude struck in April 2016.
- Delivered soap to 5,000 displaced families immediately after the Nepal earthquake in April 2015.
- Clean the World sent more than 12,000 hygiene kits to victims of Hurricane Sandy in 2012, and more than 4,000 kits to tornado victims in Moore, Okla. in 2013.
- 40,000 hygiene kits were sent to the Philippines for victims of Typhoon Haiyan.

**SOAP SAVES LIVES**



**BE A PART OF THE GLOBAL  
HYGIENE REVOLUTION.**

**THANKS FOR HELPING  
CLEAN THE WORLD.**



Clean the World®

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