

# Nestle unit gets its feet 'WET' with water conservation program in primary schools

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The latest stage of an education campaign aimed at protecting water sources has been officially launched in Shanghai by a local charity and food giant Nestle SA, as part of the company's global Project WET initiative.

Under the theme of "Water and Sustainable Development", the campaign will be organized by Shanghai Water

Protection Foundation, Little Master News School and Nestle Waters.

It will include games associated with water knowledge and activities being held in primary schools to encourage students to get involved in wider water conservation and protection efforts.

So far, Project WET has involved 600 primary schools and over 550,000 students across China since being first piloted in Shanghai in early 2010.

A year later saw the creation of a Project WET environmental protection classroom as part of the Swiss Pavilion at the Shanghai World Expo Park. In another water initiative by the company, thousands of empty drinks bottles were collected by Shanghai Municipal Education Institute.

Project WET environmental protection lessons have been held in schools in Beijing and Shanghai municipalities, and provinces including Jiangsu

Zhejiang, Fujian, Gansu, and Hubei.

Gilles Duc, country business manager of Nestle Waters China, said: "As a vanguard of the global water business we attach huge importance to the concept of environmental protection and work hard at educating people on the protection of water resources.

"This is part of our continuous effort to increase students' and the public's knowledge of environmental protection and water conservation."