

‘Turn Water into Food’ Program Comes to Egypt

Grohe and the Egyptian Food Bank introduce roof plantations solutions to address hunger in Egypt

GROHE, the world leading German manufacturer of sanitary fittings, partnered with The Egyptian Food Bank (EFB) to address hunger in Egypt ahead of the holy month of Ramadan through the distribution of food packs and construction of roof plantations to more than 1000 families.

‘Turn Water into Food’ is the continuation of the Green Mosque program launched back in 2013 in Egypt where GROHE was able to save 5,000 liters of water following the installation of its faucets in Amr Ibn El-As Mosque. This year, the amount of saved water was converted into food packs and roof plantation modules to be distributed to families in the greatest need during Ramadan; literally ‘turning water into food’.

“At GROHE, we take sustainability very seriously” said Simon G Shaya GM and President, GROHE East Med, Middle East and Africa. “Our WaterCare program did not only increase water conservation awareness in the region, it has also enabled us to finance sustainable food resources for families in need to improve their standard of living. When it came to think of a partner to help us in our mission in Egypt, we could not think of any other than the Egyptian Food Bank.”

GROHE partnership with EFB this year didn’t only evolve around the distribution of food packs, but included the launch of a new roof plantation module, a sustainable water conserving agriculture method that can harvest 660 plants in one unit adding EGP 14,400 to one household’s yearly income.

“EFB is fortunate to have the generous support of GROHE to alleviate hunger and strengthen local communities”, said Dr. Moez El-Shodi, CEO and co-founder of the EFB. “Our roof plantation solution will provide needy families with sustained source of vegetables and fruits and a monthly income to help with their day to day living needs”.

GROHE supports local communities wherever possible, and as part of the GROHE WaterCare campaign – the more you save, the more you enjoy – GROHE is aiming to increase awareness of water consumption and conservation possibilities across the region.

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About GROHE

GROHE is the world’s leading provider of sanitary fittings. With its global GROHE brand, the company has relied on its brand values of technology, quality, design and sustainability for decades to deliver “Pure Freude an Wasser”. GROHE has a global workforce of around 6,000 people. There are about 2,400 employees working in Germany. GROHE runs three production plants in Germany as well as several plants in other markets. In 2014, the company generated consolidated sales of €1.2 billion with its comprehensive product portfolio for bathroom and kitchen. Some 85 percent of its sales are currently generated outside Germany. GROHE was taken over by the LIXIL Group and the Development Bank of Japan in January 2014. The LIXIL Group, which is organized as four technology business units, is the global leader in the building materials and housing equipment industries. GROHE is part of the LIXIL Water Technology business unit and led as an independent brand.

About The Egyptian Food Bank

EFB was founded and initiated in 2006 by a group of businessmen with the aim of serving the society and helping those in need by specializing in **Hunger** under the name of **Egyptian Food bank** that would be converted to national project that serves all governorates on Egypt. EFB is registered at the Ministry of Social Solidarity under Registration Number 562.

A nonprofit organization specialized in fighting hunger through diversity and innovation, By creating effective programs addressing hunger problems through creating partnerships with those who care about needy hungry people in Egypt.