



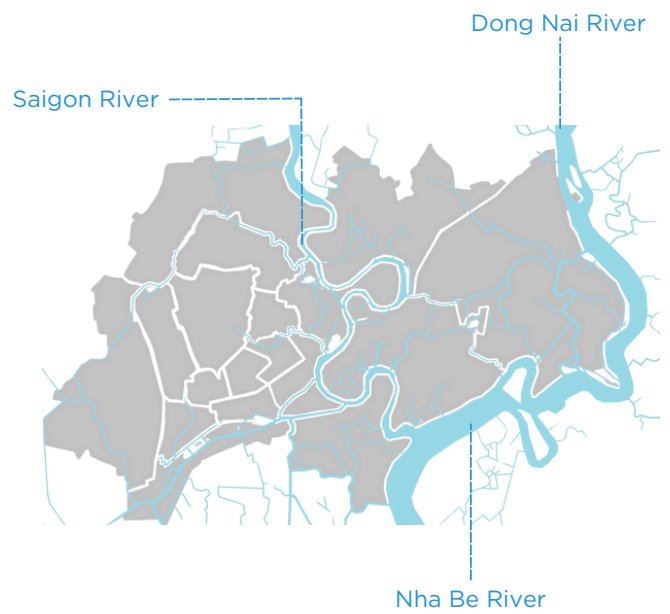
# CLEANSE



## ABOUT THE PROJECT

The CLEANSE Project aims to clean **70%** of the garbage from **20 water bodies in Ho Chi Minh City**, while raising public awareness about the critical issue of water pollution. The project focuses on **three major rivers (Saigon, Dong Nai, and Nha Be) and 11 inner-city canals**, covering an area of 835 hectares and affecting approximately 80,000 residents living along these waterways. By addressing both the physical cleanup of water bodies and the root causes of pollution through education, the project seeks to foster a cleaner, healthier environment for local communities.

Through its planned actions, this project aims to contribute to the following SDGs:



## KEY ACTIVITIES

### Water Body Cleanups

Regular cleaning of water bodies, installation of garbage buoys, and use of microbial bombs to sanitize and deodorize polluted areas.

### Awareness Campaigns

Educational campaigns to involve 4,000 community members and local agencies, empowering them to take action against water pollution.



## IMPACT & COLLABORATION

**400+**

people attend each awareness campaign

**100-150**

volunteers participate in each cleanup event

## PARTNERSHIPS

Collaboration with **local communities, businesses, and government agencies** to ensure long-term solutions for water pollution.

# IMPLEMENTING PARTNERS

## Funded by the Grundfos Foundation

The Grundfos Foundation is a Danish commercial foundation. The Foundation's main purpose is to ensure and support healthy economic growth and development of the Grundfos Group (currently maintaining 88% primary ownership), while also funding philanthropic work in the fields of water, research and inclusion. With separate governance bodies, this unique ownership structure allows Grundfos to maintain a high degree of independence and a long-term perspective.

## Grundfos Vietnam (Local Contributor)

Grundfos Vietnam, a 100% Danish-owned company established in 2008 under the Grundfos Group, upholds the company's core belief that "every drop of water holds infinite possibilities." More than just a water pump company and their innovative water solutions, Grundfos Vietnam actively supports local communities through employee volunteering activities. As part of the CLEANSE Project, their employees engage in hands-on water body cleanups, reflecting the company's commitment to cherish, protect, and improve water resources. This dedication to sustainability not only transforms water bodies but also empowers local communities in Vietnam, demonstrating Grundfos' belief that water has the power to change the world.

## The Asia Society for Social Improvement and Sustainable Transformation (ASSIST)

ASSIST is a Pan Asian non-profit organization that specializes in development consulting & facilitating partnerships for sustainable development. Some of the key focus areas of ASSIST are "Green Economy", "Education & skills development", "Agriculture" and "Health".

# CONTACT INFORMATION

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