

Clean drinking water and cheap malaria medicines can prevent a great deal of suffering



## Working for the poor

To come straight to the point: every day around 5000 children die from the effects of diarrhea and other diseases caused by dirty water. And every year, almost 3 million people succumb to malaria, including many young children. These are shocking figures and therefore provide all the more reason to swing into action. Within DSM, various project teams are truly dedicated to improving people's health in developing countries. Both the Water4Life and BlueAQ projects began during the Dream Action in 2002. The appeal at the time to use DSM's knowledge and technology to do something good for the world certainly didn't fall on deaf ears.

### DSM China gives a helping hand to victims of the Wenchuan earthquake

**The massive 8-magnitude earthquake that struck southwestern China on May 12 was the most powerful to hit the country since 1949. The death toll of the quake, which devastated Sichuan and nearby provinces, had risen to 34,073 by midday on May 19.**

In response to the disaster, the central government launched a massive rescue effort, and money and emergency goods have been donated by companies and individuals in China and abroad, including DSM and its employees. So far, DSM Anti-infectives China has donated medicine worth RMB0.7 million and the Animal Nutrition and Health departments of DSM Nutritional Products China have given RMB1.5 million to relief funds. Further donations from DSM China and its employees are also on their way to the area.

### Water4Life - upwards towards the goal of 20,000 water purifiers

What began as an idea for a 'drinking straw' for removing bacteria from water has since developed into a successful water purifier that gives the poorest groups of the population access to clean and safe drinking water. At the end of 2007, the 10,000th water purifier was produced. This is a positive milestone, but the work will continue as normal, says Alex Vrinzen, research employee for the Industrial Chemicals cluster and chairman of the Water4Life foundation. "The aim is to increase the total number of water purifiers to 20,000."

The success of the water purifier has shown that a combination of inspiration, perseverance and a good idea can lead to an actual product that can truly improve people's everyday lives. Technology was the starting point, but having an eye for user needs and requirements has been of overriding importance. Alex explains: "We have carried out many consumer studies. These studies revealed that in India, for example, they have a strong preference for metal, while we were considering the use of plastics. First of all, you think in a very technical manner, but now just 5% of the project is determined by technology."

It is also important that you don't just develop a product, but that you also encourage people to use it, by providing information and doing demonstrations. "Thanks to the efforts and involvement of our Indian colleagues from the DSM branch in Toansa, India, we have built up a good local network. And two volunteers, Kasper Jansen and Agnes Benedictus, are now actively explaining to people in the Indian countryside about how to use the water purifier. And the results have been positive: over 90% of the water purifiers are now used effectively."

Also visit [www.water4life.eu](http://www.water4life.eu)



# poorest of all provides motivation

## Blue AQ combines existing medicines in the fight against malaria

Malaria is a real 'killer'. Every year, around 500 million infections occur, almost 3 million of which end fatally. Children aged under five and pregnant women are very susceptible to the disease. Most victims cannot afford the current medicines and resistance against these medicines is also a growing problem.

A team from DSM Fine Chemicals in Linz (Austria) therefore decided not to concentrate on new medicines, but on combining existing, effective medicines. That idea led to the development of BlueAQ, a combination of Methylene Blue (MB) and Amodiaquine (AQ). Both MB and AQ are 'old' medicines that are effective against malaria, show no serious side effects and are available in large quantities at low costs.

Various combinations of existing malaria medicines have now also been tested, but "one successful phase II clinical study in Burkina Faso showed that BlueAQ offers the most effective medicine at the lowest costs. It costs less than a dollar for each treatment", says Volker Geyer, project manager for the BlueAQ project and Managing Director of DSM Verwaltungs-GmbH Germany. The greatest challenge now is to find the funding necessary to carry out a phase III clinical study. The BlueAQ partners - which, in addition to DSM (Sylvia Krich / Sascha Braune), also include the Universities of Heidelberg and Düsseldorf, the pharmaceutical company Cipla from India, medical logistics company IDA from the Netherlands and researchers from Burkina Faso - are therefore currently hard at work finding international sponsors. It is taking a great deal of time to get the BlueAQ project off the ground, but the team is very motivated. Volker explains: "We are trying to help the very poorest to survive, which is very good motivation."

## Torch project: Immunity Booster Bus

Charity organization Nitya Seva runs an orphanage in the Indian city of Bhopal. "Because some children have to be taken to schools in the area, we came up with the idea of organizing a bus, which, due to its design, can also be used to highlight the importance of healthy eating. We developed the design together with Design Bridge brand consultants in London", says Philipp Siebrecht, member of the management board of Nitya Seva and Channel Marketing Manager partner for DSM Nutritional Products. "Fruit and vegetables help us to strengthen our immune system and that is very important for the tough street lives that these children lead."



## Round-table discussion on hidden hunger

DSM's humanitarian initiative SIGHT AND LIFE hosted a groundbreaking round-table discussion on 'hidden hunger' on March 12. Held in Santa Barbara, California, the event was attended by almost 50 nutrition and economic thought leaders from 11 countries, including two Nobel Laureates and Medal of Science winners.