

PRESS RELEASE X-RUNNER & SEPRETT

Last year, the UN dedicated for the first time a day to bring attention to a long ignored crisis in the world: November 19 was announced the official World Toilet Day.

2.5 billion people today do not have access to improved toilet and will depend on buckets, bags, latrine or they have to defecate in the open.

Inadequate sanitation can lead to the spreading of diseases and severe health issues; the most devastating example is the 4,000 people who die from diarrhoea every day, making this the second deadliest disease in the world. Improving sanitation also has an effect on the economy; for every \$1 invested in water and sanitation, an average of at least \$4 is returned in increased productivity.

1 billion people live in slums and it is estimated that 60 million people more move there every year. Slums pose a particular challenge when it comes to safe sanitation. The rapid population growth, the dense living situations, the lack of infrastructure, money, and water make it difficult to create sanitation system such as we know them in industrialized countries: Where water is scarce sewers cannot work.

x-runner is a social sanitation enterprise that works in the poor urban and peri-urban areas in Lima, Peru. Lima is the second driest capital in the world – it is a city build in the desert – and the city is running out of water. There are at least 1.5 million people in Lima who do not have a safe toilet and due to the water shortage have little outlook to be ever connected to a sewer system.

x-runner offers to its customers an alternative: Customers receive a waterless and urine-separating toilet installed in their house. For a small fee they subscribe to the company's pick-up service, where the waste is removed from the toilet once a week. The collected waste is treated at x-runner's nearby facility and processes into high-quality compost.

Since this year, x-runner offers to its customers toilets from Separett in Sweden. Separett was founded in 1976 and is today one of the world's leading manufacturer of urine separating toilets. Separett is based deep in the evergreen forests of Småland; this region is the entrepreneurial and logistic hub of Southern Sweden. Development and manufacturing is performed by knowledgeable staff in modern premises. The company's director Mikael Billsund has for a long time been supporting various social projects and is with x-runner taking the step to provide his toilets at a larger scale (and for a lower price) in the developing world. It is clear that in an urban environment the Separett toilets need to be handled and maintained professionally and with x-runner's collaboration this has become possible. X-runner and Separett intend to reach 3000 families in the slums of Lima until 2017.

To celebrate the 2nd official World Toilet Day , Separett and x-runner launch a campaign on Nov. 19 during which the first 100 new x-runner customers will receive the toilet free of charge and have one month of free subscription. For any more information visit www.separett.eu and for updates on the campaign you can follow on www.facebook.com/xrunner.venture.