

Every Hub Gives Back.

A blueprint for commercially funded community
water resilience in Indonesia and beyond.



A FOUNDING BLUEPRINT

Commercial success should expand access to safe water.

PURE Water Access™ is the impact platform through which Pure by Air intends to connect profitable local water infrastructure with affordable community drinking-water access.

Infrastructure should create value beyond the customer who pays for it.

This report sets out the initial philosophy, operating model, Indonesia launch blueprint, community packaging architecture, partnership framework, impact model and governance principles for PURE Water Access™.

IMPORTANT STATUS NOTE

The initiative is at the design stage. Final profit-allocation percentages, pricing parameters, beneficiary criteria and legal structures will be approved after pilot validation, local consultation, regulatory review and board approval. Illustrative figures are not forecasts or guarantees.

SCOPE BOUNDARY

PURE Water Access™ focuses on safe drinking-water access. It does not replace public water utilities, sanitation systems, watershed protection or government obligations. It is intended to complement them with local, measurable and commercially supported capacity.

A LETTER FROM THE FOUNDER

Water infrastructure should leave a place stronger than it found it.

Living and working across Southeast Asia makes one contrast impossible to ignore: world-class hotels, offices and developments can sit only a short distance from communities where safe drinking water remains expensive, inconsistent or difficult to trust.

Pure by Air was created to change how water is produced and delivered. PURE Water Access™ extends that idea further. It asks a simple question: if commercial customers can support profitable local water infrastructure, why should the surrounding community not benefit as well?

Our answer is not one-off charity. It is shared value. A portion of the economic value created by every eligible deployment should help make safe drinking water more affordable for local people, schools, clinics and communities - implemented with trusted partners and measured transparently.

Indonesia is where this model should begin. Its geography, hospitality economy, community structures and urgent safe-water gap make it a powerful place to prove that business performance and social impact can scale together.

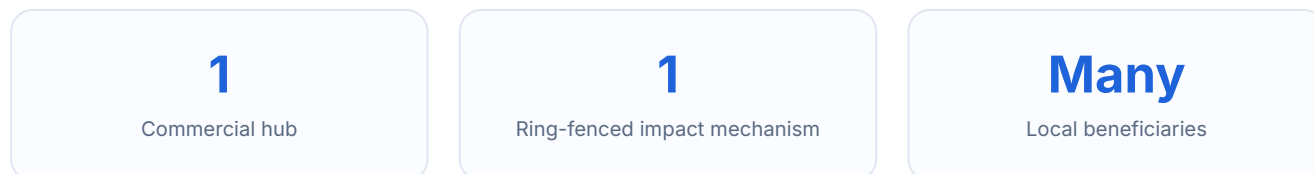
Every hub should be a commercial asset, a resilience asset and a community asset.

Richard Nilsson
Founder & CEO, Pure by Air

EXECUTIVE SUMMARY

One Hub. Two Communities.

A commercial water platform for customers. An affordable access platform for surrounding communities.



PURE Water Access™ embeds community benefit into Pure by Air's operating model. Eligible hubs contribute a defined portion of operating profit to a ring-fenced access mechanism. That contribution subsidises the difference between the sustainable cost of safe drinking water and an affordable community price.

The model begins with commercial anchors - hotels, restaurants, offices, property developments and other businesses - because they provide dependable demand and the economic base required to operate infrastructure professionally. Community access is delivered with local partners such as village organisations, schools, clinics, NGOs, local governments and social enterprises.

- Commercial demand funds local infrastructure rather than disconnected donations.
- Community prices are benchmarked against the local cost of equivalent safe drinking water.
- Large-format returnable bottles and refill points keep the community format practical and circular.
- Impact is measured through litres subsidised, people reached, affordability, reliability and partner performance.
- Governance is designed around ring-fenced accounting, community participation and annual reporting.

THE INDONESIA THESIS

Tourism and commercial growth can become a funding engine for community water resilience - particularly in Bali and other destinations where premium demand and local access challenges exist side by side.

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The report at a glance

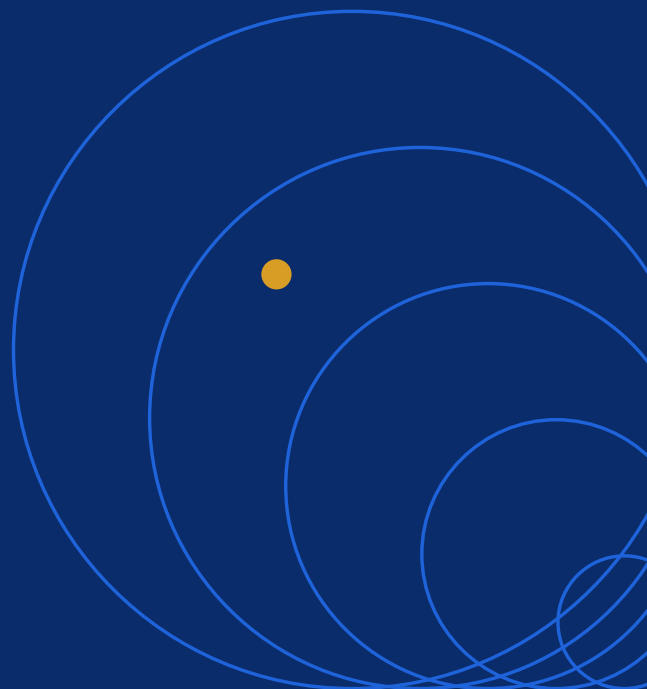
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From global water pressure to a practical Indonesia launch model - with impact built into the economics, not added after the fact.

01

The Access Gap

Why safe, affordable drinking water remains a defining infrastructure challenge.



THE GLOBAL CONTEXT

Safe water is still not universal.

The world has made progress, but the service gap remains vast - and climate pressure is making reliability harder.

2.1B

people still lacked safely managed drinking-water services globally in 2024

2030

the global target for universal and equitable access

SDG 6

links access, affordability, efficiency and local participation

Access is not simply about the presence of a source. Safely managed drinking water must be available when needed and free from priority contamination. Reliability, affordability and quality are inseparable.^[1]

WHAT PURE WATER ACCESS™ CAN CONTRIBUTE

A local commercial platform cannot solve every part of the global WASH challenge. It can create additional safe-water capacity, support affordability, improve emergency readiness and bring private-sector capital and operating discipline into local partnerships.

INDONESIA

The headline is access. The deeper issue is safety.

Indonesia has expanded basic services, yet safe drinking-water access and water quality remain significant challenges.

30.45%

of Indonesian households have access to safe drinking water, according to Ministry of Health 2024 data highlighted by UNICEF in 2026.^[2]

~70%

of 20,000 household drinking-water sources tested in a Ministry of Health study were contaminated by faecal waste.^[3]



Indonesia does not only need more water infrastructure. It needs more infrastructure that delivers water people can trust.

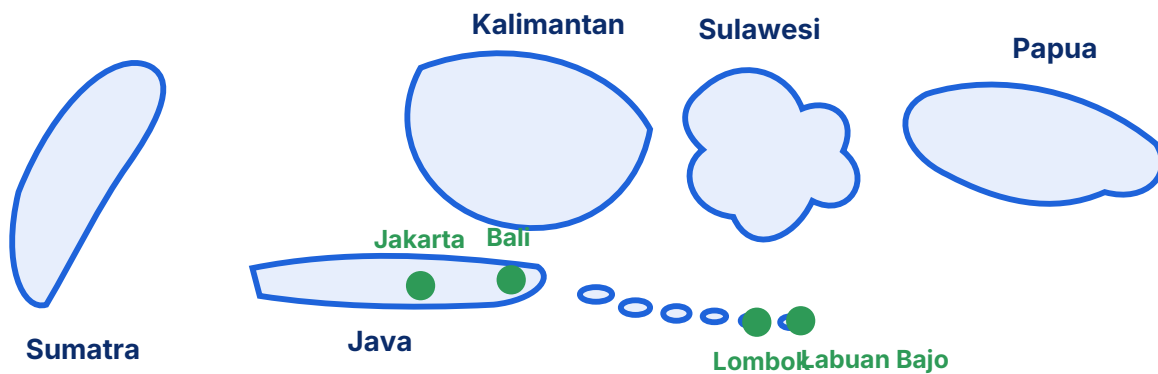
THE INVESTMENT GAP

UNICEF's 2026 WASH update calls for stronger collaboration with the private sector and financing partners to help close persistent service gaps.

WHY DISTRIBUTED INFRASTRUCTURE MATTERS

An archipelago cannot rely on one infrastructure model.

Indonesia's geography, urban growth and climate exposure create a strong case for modular, local and resilient drinking-water capacity.



Illustrative - not to scale

- Island and destination markets often face higher logistics costs and greater dependence on transported water.
- Dense urban areas require professionally managed local systems that can complement existing supply.
- Floods, droughts, earthquakes, volcanic events and infrastructure disruptions can interrupt normal distribution.
- Different regions require different delivery models - from hospitality-linked hubs to school, clinic and community refill partnerships.

DESIGN PRINCIPLE

Build one repeatable operating system, then adapt the community delivery model to local conditions. Technology is standardised; implementation remains local.

THE BALI OPPORTUNITY

Tourism can become a water-resilience engine.

Premium hospitality creates concentrated commercial demand. The opportunity is to direct part of that economic value back into the communities that make the destination possible.

6.3M+

international arrivals to Bali in 2024

40%+

of Indonesia's international arrivals

1 MODEL

hospitality helps fund local access

Bali welcomed more than 6.3 million international visitors in 2024 and accounted for more than 40% of Indonesia's international arrivals.^[4] The island illustrates a wider reality: tourism can generate jobs and investment while also intensifying pressure on roads, waste systems, drainage and water infrastructure.

PURE Water Access™ offers a different relationship between hospitality and place. Hotels and resorts are not framed as the cause of community water challenges. They are invited to become part of the solution by anchoring professionally operated infrastructure and co-funding affordable access.

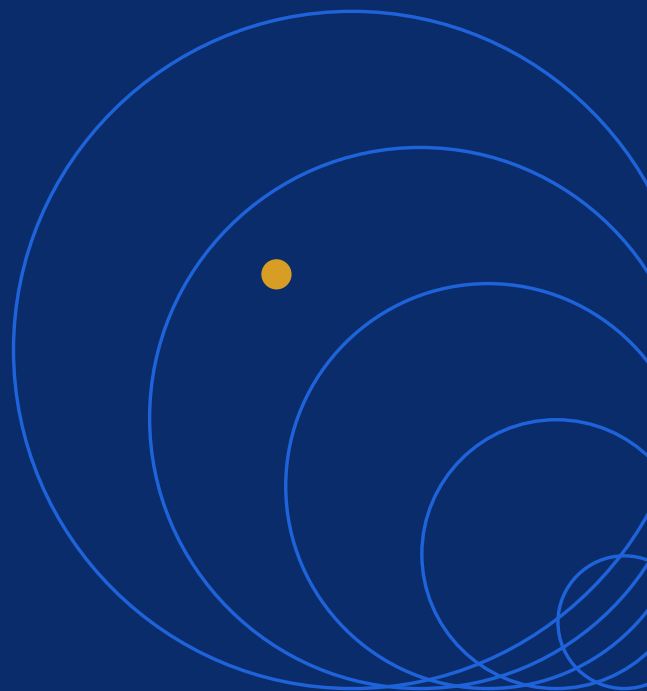
- A resort or hotel becomes an anchor customer, improving commercial bankability.
- A defined contribution from operating profit supports nearby community access.
- Guests and corporate buyers can see measurable local outcomes rather than generic ESG claims.
- Community partnerships strengthen destination resilience and social licence to operate.

The destination that creates the demand should share in the value that demand creates.

02

The Shared-Value Model

How commercial water infrastructure can fund community access by design.



THE OPERATING MODEL

One Hub. Two Communities.

The paying customer creates the economic base. The surrounding community participates in the value created.



The model is deliberately circular. Commercial customers provide recurring demand. Professional operations create economic value. A transparent access contribution helps subsidise community water. Measured outcomes build trust, strengthen partnerships and support further scale.

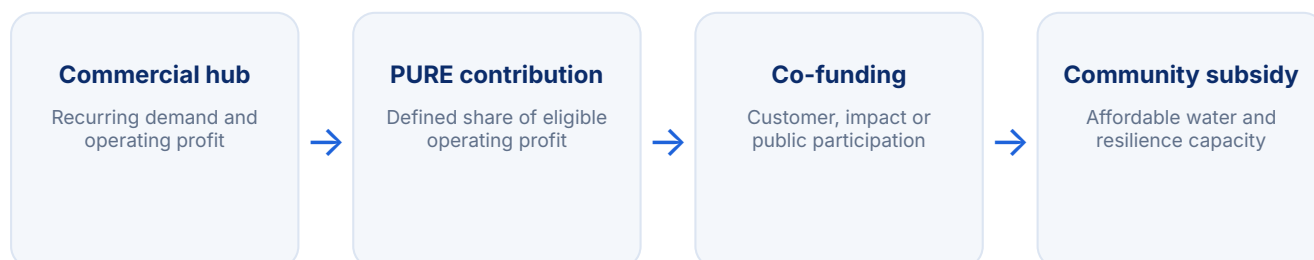
WHAT MAKES THIS DIFFERENT

The initiative is not based on giving away a fixed number of bottles. It is designed to create a durable local access mechanism that grows with utilisation, profitability, customer participation and the number of hubs.

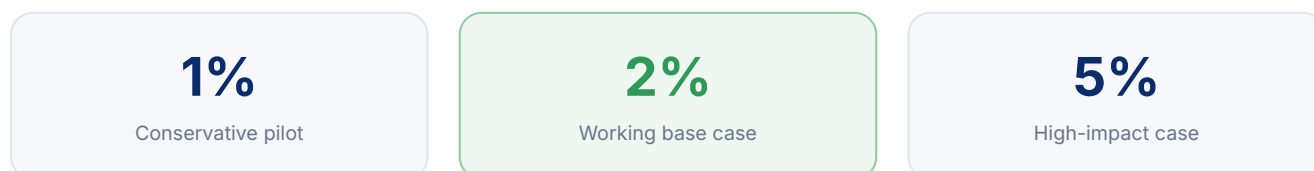
THE PURE WATER ACCESS FUND

Ring-fence the contribution. Make the use transparent.

The economic link between commercial operations and community access must be simple enough to explain and robust enough to audit.



- **Base contribution:** a defined percentage of eligible hub operating profit.
- **Minimum commitment:** a floor that protects community delivery during early utilisation periods.
- **Customer participation:** optional per-litre contributions, annual sponsorships or matched funding.
- **Partner co-financing:** grants, catalytic capital or government support where appropriate.
- **Ring-fenced accounting:** funds tracked separately from normal operating expenditure.



RECOMMENDED PILOT PARAMETER

Model 1%, 2% and 5% operating-profit contribution scenarios during the first year. Use 2% as the working base case for planning, then select the permanent level after operating validation and board approval.

AFFORDABILITY BY DESIGN

Subsidise the gap - not the dignity of the customer.

Community water should be safe, reliable and priced in a way that respects local buying patterns and avoids creating dependency.

$$\text{Community price} = \text{sustainable delivered cost} - \text{access subsidy}$$

The initiative's purpose is not necessarily to make water free. Free distribution can be appropriate during emergencies or for specifically identified beneficiaries, but a stable community service often benefits from an affordable user contribution that supports local ownership and operating discipline.

- Benchmark the community price against locally available equivalent safe drinking water - such as refill water or packaged drinking water.
- Target the same or a lower price than the prevailing safe-water alternative wherever the fund can sustainably cover the difference.
- Use targeted vouchers or partner referrals for households requiring deeper support.
- Publish the pricing methodology and review affordability at least annually.
- Never compromise water quality, testing, maintenance or reliability to reduce price.

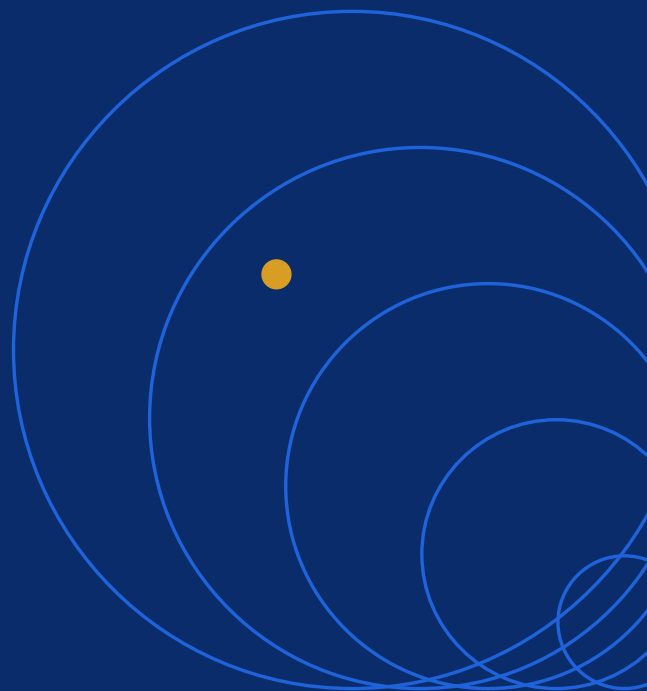
AFFORDABILITY TEST

Track the percentage reduction versus the local safe-water benchmark, the average household expenditure saved, and the reliability of service. Price alone is not impact if quality or availability deteriorates.

03

Community Water by Design

A practical, circular format for affordable local drinking-water access.



THE COMMUNITY PRODUCT

Large format. Lower cost. Built for return.

Community delivery should use a practical format designed for everyday drinking-water access - not premium hospitality presentation.



19-litre returnable dispenser bottles

For communities, schools, clinics and local workplaces, large-format dispenser bottles are the most practical starting point. They lower packaging intensity, reduce cost per litre and fit established drinking-water behaviour across Indonesia.

- Durable, returnable container with deposit or controlled exchange.
- Designed for repeated washing, inspection and refill.
- Compatible with standard gravity or electric dispensers.
- Clear programme branding and tamper-evident closure.
- Optional QR or batch tracking as the network scales.

TWO FORMATS. ONE PLATFORM.

Hospitality receives premium ultra-clean drinking water in formats designed for the guest experience. Communities receive safe drinking water in efficient, circular large-format bottles and refill systems.

THE CIRCULAR BOTTLE LOOP

The bottle is an asset - not waste.

A controlled return system protects affordability, quality and environmental performance.



Deposit or custody

Encourages return and protects the bottle pool.

Route discipline

Full bottles delivered; empties collected on the same route.

Quality controls

Visual inspection, washing, sanitisation and batch release.

Loss-rate tracking

Bottle loss, damage and reuse measured by site.

CIRCULARITY RULE

The community programme should only claim packaging impact that is measured. Report bottles in circulation, return rate, loss rate, average trips and end-of-life recovery.

ILLUSTRATIVE ACCESS CAPACITY

Translate litres into a model people can understand.

The table below shows equivalent community capacity for a 5,000 L/day hub. It is an illustration, not a fixed allocation commitment.

Equivalent community allocation	Litres/day	19 L bottles/day	People/day*	Litres/year
5% of output	250	13	80+	91,250
10% of output	500	26	165+	182,500
20% of output	1,000	53	330+	365,000

*Planning assumption: 3 litres of drinking water per person per day. Actual community volume will depend on hub economics, the operating-profit contribution, customer co-funding, local pricing and partner capacity.

Profit determines the contribution. Local cost determines how many litres that contribution can subsidise.

USE WITH DISCIPLINE

Person-days are a planning and communication metric. They do not imply that Pure by Air is meeting all household water, sanitation or hygiene needs.

COMMUNITY DELIVERY

Different communities need different access points.

The hub is standardised. The final mile should be selected with local partners and designed around real behaviour.

1 Community refill points

Licensed refill points or trusted local operators.

2 Schools & clinics

Reliable water for students, staff, patients and frontline care.

3 Worker partnerships

Targeted support for households linked to partner employers.

4 Emergency reserve

Pre-agreed activation during floods, droughts or outages.

Each site should begin with a short community assessment covering current water sources, prices, collection methods, quality concerns, beneficiary priorities and the capacity of potential local operators.

The programme should favour existing trusted institutions where possible. Schools, clinics, village enterprises, women's groups, social enterprises and community organisations often have stronger local relationships than a new standalone distribution entity.

WHO BENEFITS

A local water platform creates value across the ecosystem.

Communities

Affordable safe drinking water

Schools

Reliable student and staff access

Clinics

Water for patients and frontline teams

Governments

Additional resilience capacity

Customers

Visible local ESG outcomes

Partners

A scalable delivery platform

The programme is built around shared value, but beneficiaries are not interchangeable. Each partnership must define who is served, why they are prioritised, how affordability is determined and how feedback is collected.

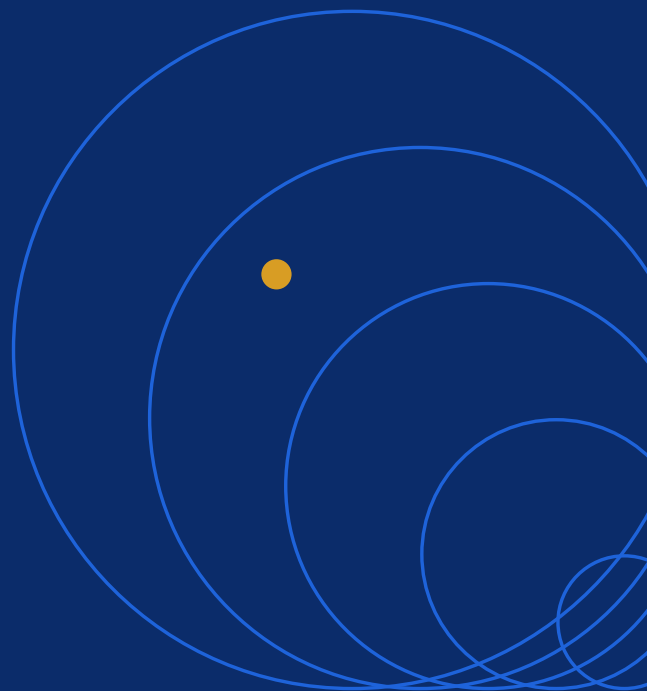
- Primary beneficiaries: households facing affordability, quality or continuity barriers.
- Institutional beneficiaries: schools, clinics, community centres and emergency services.
- Economic beneficiaries: local operators, maintenance teams, distributors and suppliers.
- Commercial beneficiaries: customers seeking lower-impact water and credible community engagement.

The community is not a recipient at the end of the process. It is a partner in how the process is designed.

04

Indonesia First

A practical blueprint for Bali, Jakarta and other high-need, high-opportunity markets.



INDONESIA DEPLOYMENT ARCHETYPES

One platform. Four launch models.

The initiative should begin where commercial anchors and community needs can be connected with the least friction.

Bali hospitality hub

Hotels and restaurants anchor demand; nearby banjar, school or clinic receives subsidised access.

Jakarta property hub

Office, mixed-use or hotel customers support an urban community partner or healthcare facility.

Destination & island hub

Resorts and tourism operators help reduce dependence on transported water and support local refill access.

Industrial & employer hub

Industrial estates or employers anchor infrastructure that can also serve workers and nearby communities.

PRIORITY

Start with Bali and Jakarta, where Pure by Air's commercial pipeline, hospitality relationships and partner ecosystem can reduce execution risk. Expand only after the access model and measurement system are validated.

BALI FLAGSHIP

Build the first proof point where global hospitality meets local community.

A strong Bali pilot can become a visible model for responsible tourism, community partnership and commercially funded water access.

1

Commercial anchor group

1-2

Community delivery partners

12 months

Measured pilot period

The preferred pilot is a 5,000-litre-per-day hub anchored by a group of hospitality and food-and-beverage customers. Community delivery should be concentrated within a practical service radius and implemented with one or two trusted local partners.

- Select a nearby banjar, school, clinic or refill operator through a transparent needs assessment.
- Establish baseline prices, water sources, service reliability and demand before launch.
- Agree the community price, 19 L bottle loop, operating responsibilities, testing protocol and complaints process.
- Launch with a modest but dependable volume; scale only when demand and service quality are proven.
- Publish a twelve-month pilot report with financial contribution, litres subsidised, people reached and lessons learned.

Bali should not be a marketing case study first. It should be a credible operating case study first.

JAKARTA AND BEYOND

Prove the model in more than one operating context.

A second pilot should test whether the access mechanism works beyond a tourism-led market.

Jakarta institutional pilot

A commercial, hotel or mixed-use site anchors a programme serving staff, a nearby school, clinic or neighbourhood partner.

- Higher density and shorter delivery routes.
- Corporate ESG participation.
- Potential use in offices, healthcare and education.

Destination resilience pilot

A tourism growth market such as Lombok or Labuan Bajo uses commercial demand to support dispenser-bottle access and emergency capacity.

- Greater logistics value.
- Clear resilience and disaster-response case.
- Potential for blended-finance participation.

WHY TWO CONTEXTS MATTER

Bali can prove hospitality-led shared value. Jakarta can test dense urban delivery. A destination or island market can test logistics and resilience. Together, they create a stronger replication case.

SITE AND PARTNER SELECTION

Choose for additionality, not visibility.

The best project is not always the one with the most attractive photograph. It is the one where the service gap, delivery capacity and commercial economics align.

Criterion	What to test	Weight
Safe-water need	Quality, affordability or continuity gap	25%
Commercial anchor	Credible demand and contract visibility	20%
Local partner	Trust, operating capacity and accountability	20%
Technical fit	Climate, energy, site and logistics	15%
Community participation	Evidence of consultation and local ownership	10%
Measurement readiness	Baseline data and practical reporting	10%

EXCLUSION PRINCIPLE

Do not approve a project solely because a commercial customer requests it. Community partners and intended beneficiaries must participate in the design, and the intervention must demonstrate clear additionality.

IMPLEMENTATION PLAYBOOK

The first 100 days of a new community partnership

Days 0-30

Listen & baseline

Map current sources, prices, beneficiaries, quality concerns, partner capacity and risk.

Days 31-60

Design & agree

Set delivery channel, pricing, bottle custody, roles, testing, data and grievance process.

Days 61-90

Prepare & train

Install access point, train operators, test water, communicate eligibility and run soft launch.

Day 91+

Operate & improve

Track service, resolve complaints, verify data and adjust volumes or pricing.

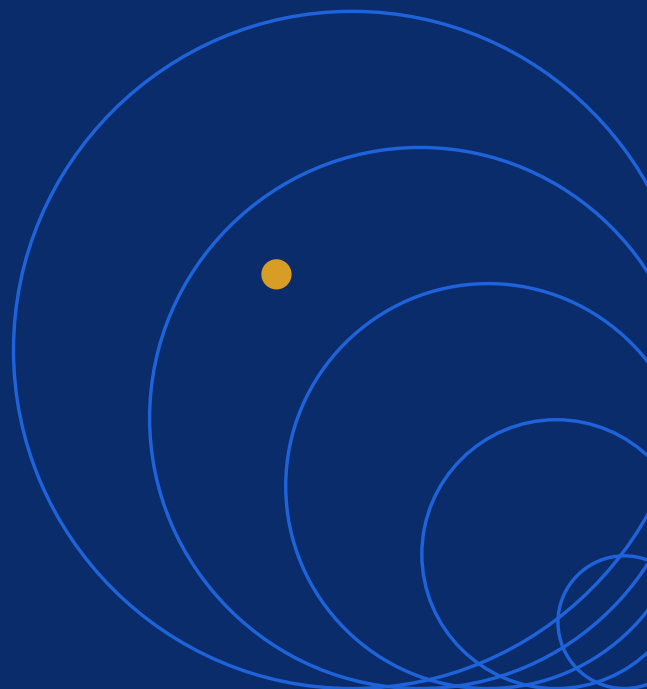
A pilot launch should include a clear escalation path for service interruptions, water-quality issues, suspected fraud, safeguarding concerns, bottle-loss problems and community complaints. Speed matters, but trust matters more.

Launch small enough to learn. Govern well enough to deserve scale.

05

Impact, ESG & Trust

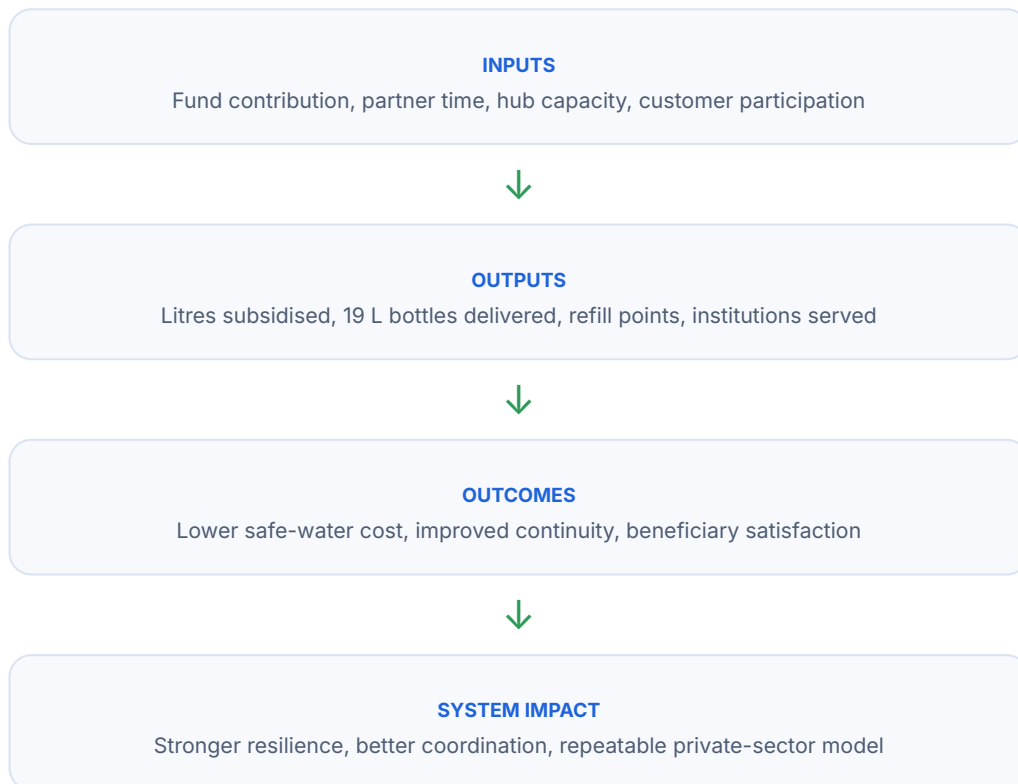
Measure what matters. Govern it transparently. Report outcomes without overclaiming.



IMPACT MEASUREMENT

Count litres. Measure outcomes. Understand the system.

High-quality impact reporting distinguishes what the programme delivered from what changed - and what can credibly be attributed to the intervention.



EVIDENCE DISCIPLINE

Do not claim reduced disease, improved school attendance or public-health outcomes unless a study is designed to measure them. Report what the programme can substantiate and commission independent evaluation as the platform matures.

ESG FRAMEWORK

Environmental. Social. Governed.

Impact is strongest when the three dimensions reinforce one another rather than existing as separate checklists.

E

Environmental

- Local production can reduce transported-water logistics.
- Returnable packaging can reduce single-use waste.
- Renewable integration can lower operating emissions.
- Benefits must be verified against the actual local alternative.

S

Social

- Affordable safe drinking water for communities.
- Reliable access for schools, clinics and emergencies.
- Local jobs, skills and operator development.
- Community participation, accessibility and inclusion.

G

Governance

- Ring-fenced accounting and allocation rules.
- Partner due diligence and conflicts policy.
- Water-quality standards and corrective action.
- Annual reporting and assurance at scale.

NO AUTOMATIC GREEN CLAIM

Atmospheric water production is energy-dependent. Environmental benefit must be demonstrated through measured energy intensity, renewable share, avoided transport, packaging and comparison with the actual local alternative.

UN SUSTAINABLE DEVELOPMENT GOALS

Designed around SDG 6 – connected to a wider development agenda.

The initiative's primary contribution is safe and affordable drinking water, local participation and resilient infrastructure.

6

Clean Water & Sanitation

Safe and affordable drinking water; efficiency; local participation.

3

Good Health

Reliable safe water supports healthier environments.

8

Decent Work

Local operators, service roles and skills.

9

Industry & Infrastructure

Modular, locally operated infrastructure.

11

Sustainable Communities

Additional resilience and emergency capacity.

12

Responsible Consumption

Returnable packaging and reduced waste.

13

Climate Action

Adaptation, resilience and measured emissions.

17

Partnerships

Community, commercial and impact-finance collaboration.

SDG 6 explicitly calls for universal access to safe and affordable drinking water, increased water-use efficiency, international cooperation and stronger participation by local communities.^[1]

THE IMPACT SCORECARD

A small number of metrics, reported consistently.

Every site should use the same core definitions while allowing additional locally relevant indicators.

Dimension	Core indicators
Water access	Litres subsidised; emergency litres; active days; service uptime.
Affordability	Community price; safe-water benchmark; percentage saving; household expenditure avoided.
Reach	People or households; schools; clinics; refill points; repeat usage.
Circular packaging	Bottles in circulation; return rate; loss rate; average trips; end-of-life recovery.
Environment	Single-use items avoided; energy intensity; renewable share; logistics avoided.
Local economy	Jobs; operators trained; local procurement; partner payments.
Trust & inclusion	Complaints; resolution time; satisfaction; participation of vulnerable groups.

PERSON-DAY METHODOLOGY

Where relevant, the programme may report person-days of drinking-water access using an explicitly stated daily drinking-water assumption. This is a planning metric, not a claim that all household water needs are being met.

GOVERNANCE AND SAFEGUARDS

Trust is an operating system.

The initiative should become more transparent and independently assured as its scale and public commitments increase.

Board-approved policy

Eligibility, allocation, definitions and reporting boundaries.

Partner due diligence

Governance, financial controls, safeguarding and delivery capacity.

Quality assurance

Water testing, incident response, batch tracking and recall protocols.

Community voice

Consultation, accessible feedback and complaints channels.

Conflict controls

Declarations and documented site and partner selection.

External assurance

Annual public report and independent review once scale justifies it.

SAFEGUARDING

Special care is required when programmes involve children, schools, healthcare facilities or vulnerable communities. Partnerships must follow local law and appropriate safeguarding standards.

ANNUAL TRANSPARENCY

Report the contribution, the delivery and the lessons.

A credible annual report should show not only successes, but also service failures, complaints, corrections and changes to methodology.

Financial

Profit contribution and co-funding

Operational

Litres, uptime and water quality

Social

Reach, affordability and feedback

Environmental

Energy, packaging and logistics

Governance

Partners, controls and incidents

Learning

What changes for the next year

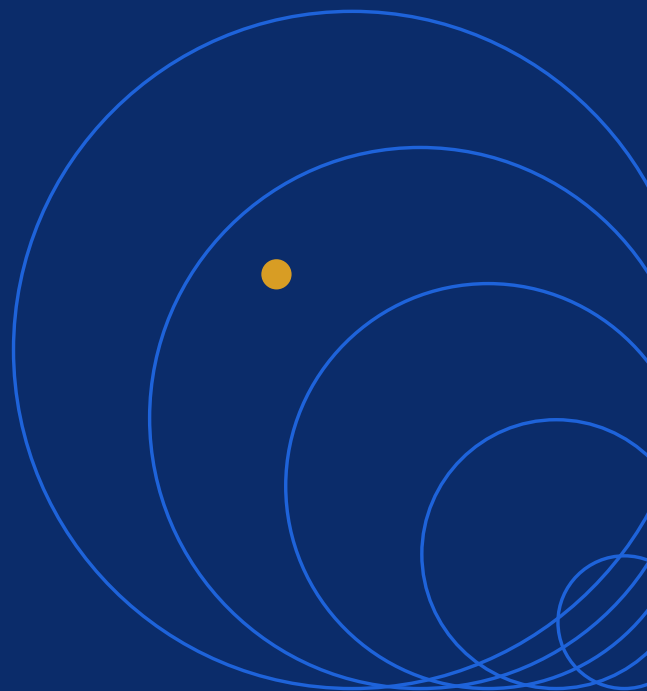
Each country report should include an audited or reviewed financial reconciliation between the amount committed, transferred and used. Impact data should specify the reporting boundary, methodology, assumptions and known limitations.

The purpose of reporting is not to make the programme look perfect. It is to make the programme accountable and better.

06

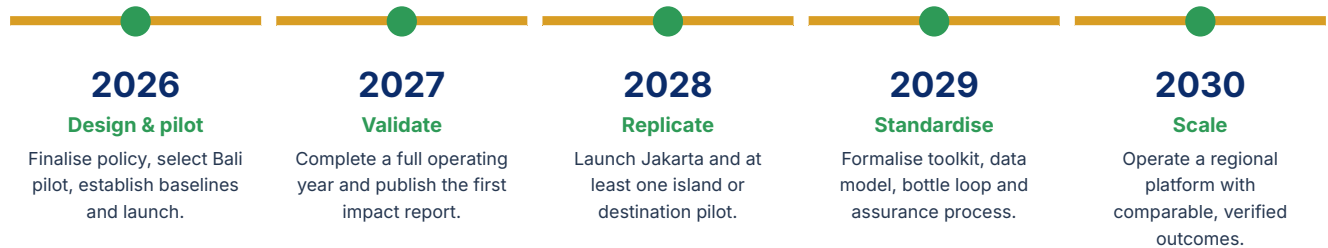
Scale With Integrity

A five-year path from pilot programme to a globally recognised impact platform.



FIVE-YEAR ROADMAP

Pilot. Validate. Replicate. Standardise. Scale.



SCALE CONDITION

No geography should be added solely to increase reach. Expansion requires a viable commercial anchor, a credible local delivery partner, technical suitability and evidence that the programme creates additional access.

PARTNERSHIP INVITATION

This model is built to be shared.

PURE Water Access™ can only succeed through strong commercial, community, government and impact partnerships.

Commercial customers

Anchor demand, co-fund access, engage employees and guests, report outcomes.

Local governments & village bodies

Identify priorities, coordinate services, support legitimacy and emergency protocols.

NGOs & community organisations

Design access, manage delivery, gather feedback and reach underserved groups.

Schools & healthcare providers

Host access points and support reliable service for priority institutions.

Impact investors & DFIs

Provide catalytic capital, technical assistance, measurement expertise and accountability.

Universities & laboratories

Support water-quality verification, research and independent evaluation.

The invitation is simple: help us prove that every commercial water deployment can leave a measurable local legacy.

www.rpncap.com/pure-by-air | richard@rpncap.com

METHODOLOGY AND SOURCES

Built for dialogue. Designed for verification.

This founding report combines public data, Pure by Air's proposed operating model and an initial implementation framework. Public statistics are cited below. Internal impact figures, percentages and programme parameters remain illustrative until validated through operating pilots.

1. **United Nations Department of Economic and Social Affairs.** Goal 6: Ensure availability and sustainable management of water and sanitation for all. Includes 2024 global progress data and SDG 6 targets. sdgs.un.org/goals/goal6
2. **UNICEF Indonesia.** WASH Acts - 2026 Edition, May 2026. Notes 30.45% household access to safe drinking water (MoH, 2024) and the need for private-sector and financing-partner collaboration. [UNICEF Indonesia](#)
3. **UNICEF Indonesia.** Indonesia: Nearly 70 per cent of household drinking water sources contaminated by faecal waste, 7 February 2022. Data source: Indonesia Ministry of Health household drinking-water quality study, 2020. [UNICEF Indonesia](#)
4. **Reuters.** Waters recede in Bali after floods kill 16 people, 12 September 2025. Cites Statistics Indonesia data showing more than 6.3 million international arrivals to Bali in 2024 and more than 40% of Indonesia's total. [Reuters](#)
5. **UNICEF Indonesia.** Water, sanitation and hygiene programme overview; includes water-quality and national WASH priorities. [UNICEF Indonesia](#)
6. **World Bank.** Indonesia country overview; notes Indonesia is made up of over 17,000 islands and highlights infrastructure, people, planet and resilience priorities. [World Bank](#)

DEFINITIONS

"Safe drinking water" is used as an accessible, reliable and quality-assured drinking-water service. Community delivery models and prices will be adapted to local law, local standards and partner agreements. "Operating profit" will be precisely defined in the final programme policy to prevent ambiguity.

Prepared by Pure by Air. Founding report, July 2026. Discussion draft.



Every Hub Gives Back.

Commercial infrastructure.

Affordable community access.

Measurable local resilience.

ONE HUB. TWO COMMUNITIES.