



**Brita Water**  
*Research Institute*

## **FREQUENTLY ASKED QUESTIONS ABOUT THE BRITA WATER RESEARCH INSTITUTE:**

### **What is the Brita Water Research Institute?**

The Brita Water Research Institute is a new national not for profit, independent science and education organization based in the Chicago area.

### **What is the mission of the Brita Water Research Institute and how is it different from other (drinking) water-related research foundations and groups?**

The mission of the Brita Water Research Institute (BWRI) is to improve public health and well being by expanding knowledge about quality drinking water. What is unique about BWRI is its focus on the effects of drinking water from a health perspective, as in how drinking water can lessen the chances of obesity in children, and also the various broader issues surrounding drinking water, such as increasing access to, and the quality of, potable drinking water.

BWRI will support research to examine commonly accepted claims about drinking water; the health effects of water consumption; and the issues associated with access to clean drinking water.

BWRI also aims to grow the field of “future scientists,” by providing accessible information to children and educators about water research.

### **What is the relationship of the Brita Products Company and/or Brita’s parent, Clorox, to the Brita Water Research Institute?**

The Brita Water Research Institute is an independent not-for profit organization, initially launched through an unrestricted research and educational grant from the Brita Products Company. All grant-making and programming decisions will be determined by the BWRI Health and Scientific Advisory Board, composed of an internationally renowned group of science and public health experts.

### **But aren't there several members of the Brita Products Company on the board of BWRI?**

There are two boards. The executive board, responsible for overseeing the operations of BWRI includes the general manager of the Brita Products Company, and one additional Clorox employee. The health and scientific board is responsible for making the decisions on all research. BWRI's grants will be determined by the institute's Science Advisory Board. No employees of Brita or The Clorox Company serve on that board.

### **I understand Brita Products Company has donated "unrestricted funds" to BWRI. What does that mean?**

The Brita Products Company has provided funds for the launch and initial grant funding of BWRI. BWRI is a separately incorporated public benefit corporation and is, therefore, independent from the donor company. BWRI will support research projects and other activities based on scientific and technical merit and their potential impact on public health as determined and recommended by the scientific advisors to BWRI.

### **Why has Brita Products Company decided to launch this organization?**

Access to potable water is vital to good health, but much research is needed into the impact of water on health. Brita, as a leader in the water filtration category, decided to launch an independent research organization that complements existing federal, industry and other non-profit research support programs and works in tandem with those programs to further advance public health.

### **What types of projects are the BWRI going to fund, and how does one apply for a grant? Who will be making the funding decisions?**

The BWRI is launching three distinct activities to accelerate research and discovery in water and health:

- (1) Capacity building: expanding the pool of scientific and technical talent in these fields;
- (2) Network building: sponsoring consensus meetings; and
- (3) Research support program: a pilot project program to support primary research. More specific information on grant giving is available at [www.BWRI.org](http://www.BWRI.org).

### **How can one find out more about the Brita Water Research Institute?**

Members of the general public and the public health communities can learn more about water and its potential health ramifications at [www.BWRI.org](http://www.BWRI.org).

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