SWAROVSKI FOUNDATION

Global Impact Report 2024



Image: Creatives For Our Future - Alumna Namra Khalid

Contents

Welcome to the Swarovski Foundation's 2024 Global Impact Report 3

The Sustainable Development Goals 4

Equity 5

- Action Fund 6
- Room to Read 7
- Teach For Austria 8
- Teach for Thailand 9

Creativity 10

- Creatives For Our Future 11
- AkiraChix 13
- Central Saint Martins 14
- Council of Fashion Designers of America 15
- The Design Museum 16
- Fashion Council Germany 17
- Turquoise Mountain 18



Image: Waterschool Brazil

Water 19

- Waterschool 20
- Global Waterschool highlights 21

Continuing our commitment 23

Sustainability at Swarovski 24

Welcome to the Swarovski Foundation's 2024 Global Impact Report

When the Swarovski Foundation was established, it was inspired by Daniel Swarovski, who founded the Swarovski Crystal Business in the Tyrolean Alps in 1895. The Foundation is guided by his longstanding philanthropic values and his belief that "to achieve lasting change, you must think not only of yourself but also of others."

Today, the Swarovski Foundation continues to build on his legacy, through our mission: **To promote sustainable livelihoods through education to reduce inequality.** We do this by supporting charity partnerships and initiatives around the world that improve:

Equity, by empowering marginalised groups

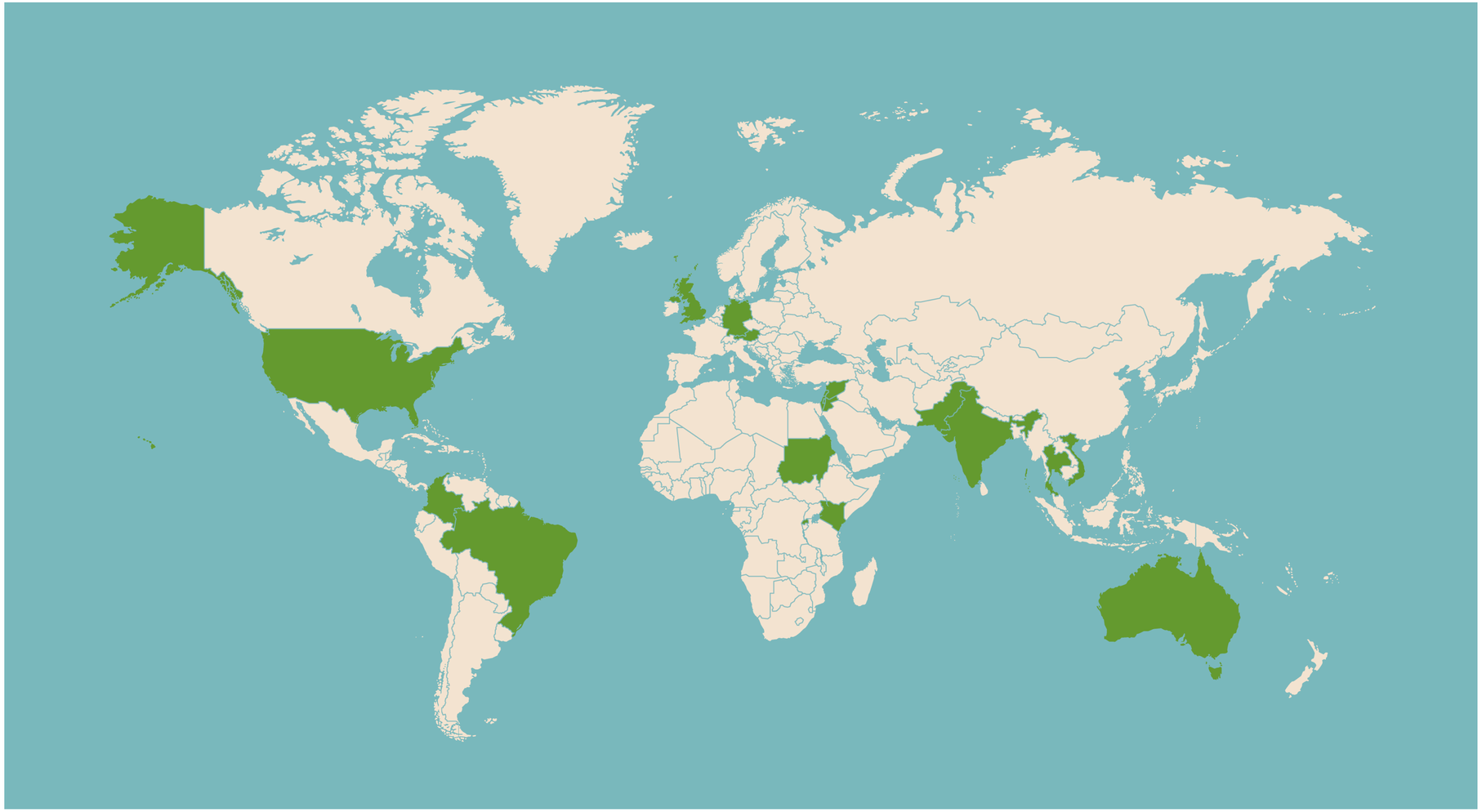
Creativity, by advancing creative talent

Water, by improving water security

The Swarovski Foundation's work is rooted in responsibility, empathy and respect towards individuals, communities and partners with the hope to deliver our mission with the greatest impact. These principles guide every partnership we build and every initiative we support, as we collectively strive to achieve the Sustainable Development Goals set out by the United Nations.

Each year, we are inspired by the energy, positivity and impact that unfold through our partnerships and initiatives. It serves as a powerful reminder that continuing the work inspired by Daniel Swarovski's values remains as vital today as ever.

● Projects supported by the Swarovski Foundation in 2024



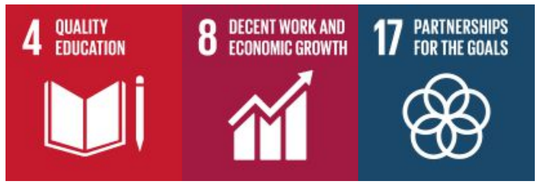
The Sustainable Development Goals

Guiding our work, driving positive change

The Sustainable Development Goals (SDGs), also known as the Global Goals, are a set of 17 interlinked targets set by the United Nations' General Assembly in 2015. They address global challenges and serve as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. These goals provide a blueprint for achieving a better and more sustainable future for all of us.

Since 2018, the Swarovski Foundation has committed to aligning our partnerships and initiatives with the SDGs. They guide our strategy, shape our objectives, and drive our efforts to create meaningful and positive impact around the world.

The Swarovski Foundation has identified three SDGs that most align with our mission to promote sustainable livelihoods through education to reduce inequality. They are:



These goals are embedded across our three strategic focus areas equally and underpin every aspect of our work.

To advance these three goals, we collaborate with charitable organisations (SDG 17), who use formal, non-formal and informal educational approaches (SDG 4) to enhance opportunities for individuals, empowering them to pursue sustainable livelihoods (SDG 8), and address enduring inequalities. And, fundamentally, to create lasting change.





Image: Turquoise Mountain

Equity

Empowering marginalised groups

Rising inequality is one of the defining challenges of our time. Unequal access to education, healthcare, food, and other essential resources limits opportunities for people to break the cycle of poverty, often perpetuating disadvantage across generations. This is further compounded by the impacts of climate change and conflicts, which increasingly restrict access to basic services.

Through our Equity efforts, the Swarovski Foundation focuses on empowering marginalised groups, supporting individuals to gain the knowledge, skills, and confidence to make informed choices, take charge of their futures, and thrive.

Alongside our grant partnerships, our Action Fund responds swiftly to unexpected crises, partnering with humanitarian organisations to deliver immediate relief to restore access to essential services and protect human rights for those most vulnerable, while addressing the root causes of inequality.

We prioritise approaches that promote fair and inclusive access to education, tailored to the needs of specific communities, as this is key to creating sustainable livelihoods. By working with trusted charity partners who have deep expertise in the challenges faced by marginalised groups, we aim to address the most pressing needs and contribute to a brighter, more equitable future for all.



Image: Room to Read

Action Fund

Listening, intervening, collaborating

Alongside our longer-term ambitions, the Swarovski Foundation is committed to listening to what is happening around the world and acting quickly following unexpected social and environmental challenges.

To do this successfully, the Swarovski Foundation has an Action Fund, which supports organisations providing immediate relief to the most marginalised communities affected by urgent crises. It addresses disruptions to education and livelihoods to reduce vulnerability and restore human rights in the long term.

Since 2014, the Action Fund has supported a number of trusted humanitarian organisations worldwide that are responding to crises, including natural disasters, conflicts and displacement.

In 2024, the Action Fund supported two organisations in particular. An ongoing partnership with the British Red Cross was continued through two grants towards its appeal for the Middle East.

We also continued our partnership with UK for UNHCR, responding to the conflict in Sudan; as of June 2024, 1.9 million refugees had fled, 78% of whom are women and children. Through this partnership, UNHCR's gender-based violence (GBV) prevention and response programmes have reached 131,711 women and children, helping to reduce risks and provide protection.



Find out more about the British Red Cross's work at redcross.org.uk. And UK for UNHCR at unrefugees.org.uk.

Supporting British Red Cross

UNHCR The UN Refugee Agency United Kingdom for UNHCR

131,711 women and children reached for gender-based violence (GBV) prevention and response programmes

UNHCR





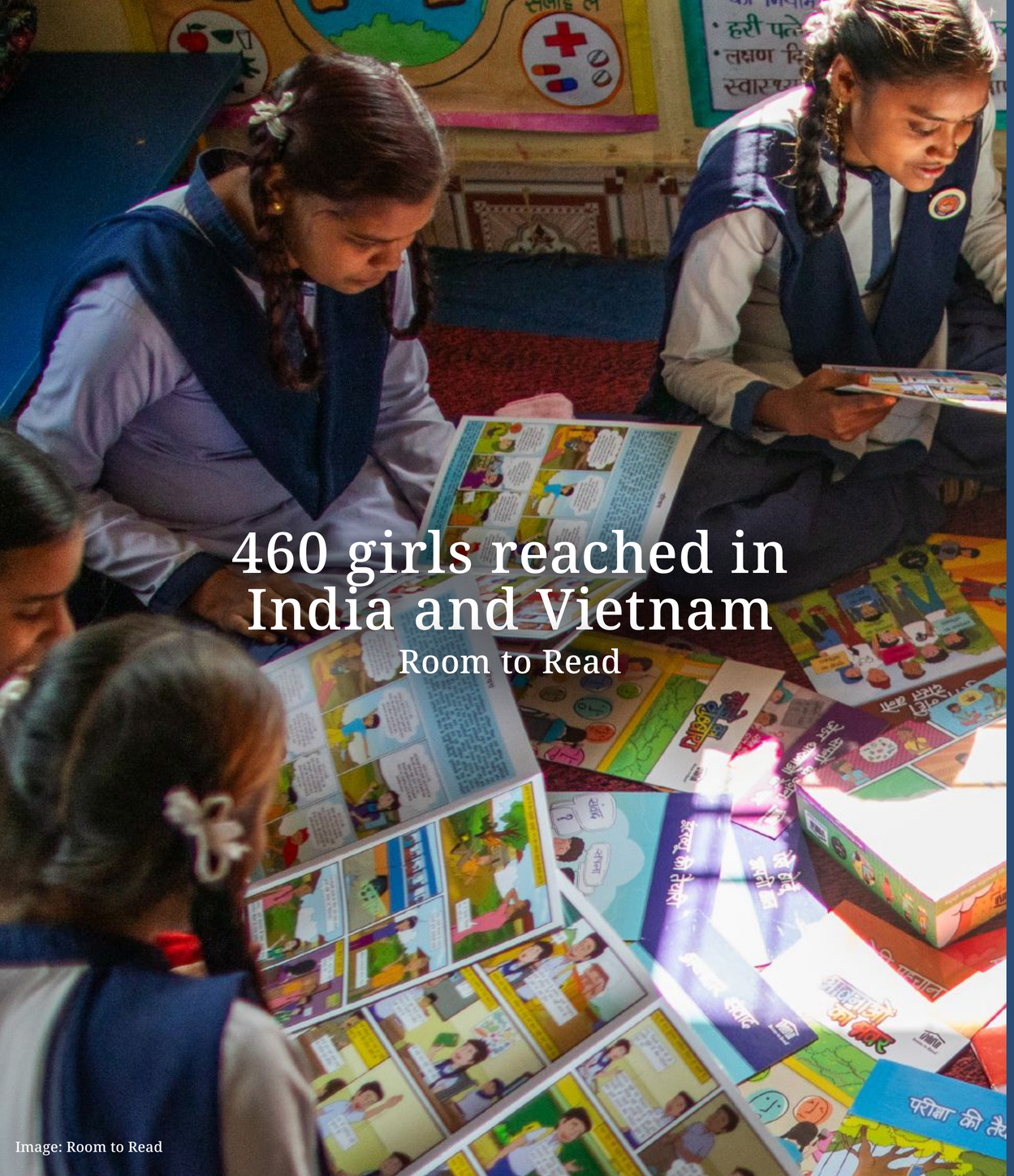


Image: Room to Read

Room to Read

Addressing gender inequality through education

Education is one of the most powerful tools to address inequality. This principle has guided Room to Read since its founding in 2000. Its belief that World Change Starts with Educated Children® drives its mission to create a world free from illiteracy and gender inequality through education.

It matters. 122 million girls remain out of school globally, and adolescent girls aged 15-19 in South Asia are three times more likely than boys to not be in school, employment, or training (UN Women).

Since 2015, the Swarovski Foundation has supported Room to Read's Girls' Education Programme across Asia, reaching over 2,200 beneficiaries. Through its life skills curriculum, girls gain the guidance and support needed to stay in school, progress to further education or employment, and acquire the skills and agency to realise their potential.

In 2024, our partnership supported 230 adolescent girls in India and the same number in Vietnam to take part in the programme. At the end of the year, Room to Read reported that approximately 81% of programme graduates surveyed globally had enrolled in tertiary education or secured employment within five years of completing the programme.

And it's not just young women who benefit from the programme. Teachers such as Vimla, an instructor in India, reflects, "Now I am able to deal with any situation with full confidence, and it's all because of the Life Skills Education sessions by Room to Read."

Find out more about Room to Read at roomtoread.org.

Teach For Austria

Creating equal opportunities

Teach For Austria is one of the Swarovski Foundation's longest-standing charity partnerships. Since 2014, we have supported its vision to ensure all children in Austria have access to quality education and the chance to live a good life, regardless of the education and/or income of their parents.

This work is important as, in Austria, a child's educational success is closely linked to their socio-economic circumstances. This leads to significant performance gaps between students from higher and lower-income families.

Teach For Austria addresses this through a network of high-achieving graduates who become the charity's 'Fellows' — teaching in kindergartens and schools, inspiring children and students, and acting as agents for social change.

With the Swarovski Foundation's support, Teach For Austria has recruited and trained forty university graduates, reaching over 4,000 children and young people. In 2023-24, our partnership supported four Fellows teaching full-time in under-resourced kindergartens and schools across Vienna, enabling around 400 children and students to learn and thrive in a supportive environment.

The partnership extends beyond the classroom, with Fellows integrating environmental education into their teaching. Some have brought the Swarovski Foundation's Waterschool initiative into schools, equipping students with the knowledge and skills to address their local water challenges. In 2024, approximately 490 children and young people were reached through this initiative, becoming advocates for sustainable practices in their communities.

The Swarovski Foundation is proud to support Teach For Austria in its mission to provide every child in Austria with access to a quality education, regardless of their background.

Learn more at teachforaustria.at.



TFA Teach For Austria

4 Fellows funded, 400 children and young people inspired

Teach For Austria



Images: Teach For Austria

Teach For Thailand

Leading growth in academic proficiency and beyond

The Swarovski Foundation has supported Teach For Thailand since 2015, helping to achieve its vision that all Thai children, regardless of socioeconomic background, can access a quality education that empowers them to shape their own futures.

This matters because, despite progress over the past two decades, inequality in Thailand remains high. A child's opportunities are still strongly influenced by their family's socio-economic status and where they live. While education has the power to break this cycle, Thai students continue to perform below the international average in science, maths, and reading, according to the Programme for International Student Assessment (PISA).

To address these challenges, Teach For Thailand has developed a Fellowship programme, recruiting people from diverse backgrounds to teach in under-resourced schools for two years. This benefits both the students, who receive targeted academic support, and the Fellows, who gain skills and experience that prepare them to become leaders in education and beyond.

Over the years, the Swarovski Foundation has supported the recruitment and training of 24 Fellows, reaching approximately 7,800 students. In 2023-24, our support enabled the recruitment of five Fellows to teach around 1,000 students, helping the programme build a cohort of 45.

These students saw an average growth in academic proficiency of 19% across English, Maths, and Science. The Fellows also integrated the Swarovski Foundation's Waterschool curriculum into their activities, teaching students and their communities about the importance of water conservation.

Education is about more than grades. As Fellow Chayaphat reflects, "I believe that every child must have equal educational opportunities and see their own inner worth so that they can create the opportunities they have been given to develop society in the future."

Discover more about Teach For Thailand at teachforthailand.org.



19% increase in academic proficiency

Teach For Thailand



Images: Teach For Thailand

Creativity

Advancing creative talents

Creativity is a powerful catalyst for inclusion and innovation — essential elements of a sustainable and equitable future. Yet access to creative education, resources, and opportunities remains uneven, limiting the potential of many talented individuals and communities. While the creative industries contribute 3% to global GDP, over 2/3 of global artisans are women(UNESCO 2021), and 98% of artisan businesses are unregulated globally, leaving workers without legal protections against unfair wages or exploitations (Ballard Brief).

To address these issues, the Swarovski Foundation focuses on advancing creative talent to promote an inclusive economy and lead innovative solutions through global partnerships and initiatives such as our signature programme Creatives For Our Future.

We collaborate with educational charities and institutions that preserve heritage and culture, inspire innovation, and nurture creative expression — supporting artisans to develop their craft and entrepreneurial skills, and providing resources and inspiration for the designers of the future.

Our work aims to drive systemic change to address social and environmental inequalities, embed sustainable practices across the creative industry, reduce discrimination of underrepresented groups in the creative economy, as well as open up opportunities for them as well.



Image: Creatives For Our Future - Alumna Namra Khalid

Creatives For Our Future

New pathways for sustainable design



Images (clockwise):
Creatives For Our Future 2024 Cohort
Creatives For Our Future - Alumnus Stanley Anigbogu
Creatives For Our Future - Alumna Julieta Gaitan





At the Swarovski Foundation, we believe creativity and design are key to contributing to a more sustainable world. We aim to identify and empower the next generation of creative talent to unlock innovative approaches to global sustainability challenges.

While the global youth NEET (Not in Education, Employment, or Training) rate rose significantly in 2020/2021 due to the COVID-19 pandemic, the creative industry was still the biggest employer of women and youth. This shows that the cultural industries are more inclusive, promoting both gender and youth-driven growth, particularly in the developing world (World Bank). Due to the high potential of the creative industry contributing to sustainable development, the United Nations designated 2021 as the “International Year of Creative Economy for Sustainable Development” to recognise the creative economy’s potential to drive inclusive growth, foster innovation, and advance towards the Sustainable Development Goals (UNCTAD).

Since the launch in 2021 in response to the above, Creatives For Our Future has been successfully identifying the next generation of creative leaders and design changemakers globally. Developed in collaboration with the United Nations Office for Partnerships, our global initiative builds on our commitment to advance creative talent to drive positive impact.

The programme is open to all creatives worldwide aged 21–30, across disciplines including fashion, design, architecture, science, technology, and engineering. Through financial support, one-on-one mentorship, masterclasses, networking connections, media training and industry event access, Creatives For Our Future equips creatives with the knowledge, skills, and connections to make their groundbreaking ideas a reality.

In 2024, six participants were selected from 900 applications across 75 countries, including Colombia, India, Nigeria, Pakistan, the United Kingdom and the USA. Their year-long journey concluded with an online graduation event in April 2024, where they presented their final projects. These achievements were also exhibited at the United Nations Headquarters in New York, marking a significant milestone in their creative careers.

> “Empathy can travel far if the story is told right”
>
> Namra Khalid

Highlights from the 2024 cohort include Gunraagh Talwar, who secured a trademark for Dumpcrete, a market-ready product that transforms waste into circular, upcycled construction blocks, and Namra Khalid, who brought Karachi Cartography from concept to an operational organisation. As she reflected during the event, “Empathy can travel far if the story is told right.”

The 2023 cohort has also made notable progress, with five of the six alumni moving on to global incubator programmes such as MIT Solv[ED] and the 776 Fellowship. Among them, Noemi Florea developed Cycleau, a greywater treatment device, which was installed publicly on Governors Island in New York City, later deployed in a Brooklyn public housing building, and is now being considered for expansion to Mexico and Tajikistan in partnership with UNICEF.

Joshua Ichor designed a hand pump monitoring system under his brand GeoTek, supplying over 50,000 litres of clean water daily to rural communities in sub-Saharan Africa, benefitting more than 10,000 people. Following Creatives For Our Future, he expanded operations to Kenya and Uganda, implementing 50 additional water monitoring systems. His work was featured in a BBC StoryWorks documentary series, highlighting the impact of CFOF support on his project's development.

Further details on the initiative and how you can apply in future can be found on sfcreatives.org.



Image: Creatives For Our Future Alumnus – Joshua Ichor

AkiraChix

Developing Africa's female tech talent

Based in Kenya, AkiraChix aims to develop African female technological talent. The organisation ensures that young women across Sub-Saharan Africa not only gain the tools, education and support needed for successful careers in technology, but are also empowered to lead fulfilling lives.

This focus on the technology sector is vital, as women represent just 30% of Africa's technology professionals, and only 52 women are promoted to manager for every 100 men.

The Swarovski Foundation supports AkiraChix's signature programme, codeHive, a year-long, fully sponsored residential training programme for young women between the ages of 20-24 from socio-economically disadvantaged backgrounds. codeHive combines hands-on technical training with leadership development, offering both an educational and economic opportunity.

In 2024, 100 students were selected from Kenya and neighbouring countries, including Burundi, Democratic Republic of Congo, Ethiopia, Malawi, Rwanda, Somalia, Sudan, South Sudan, Tanzania, Uganda, and refugee communities across the region.

The codeHive programme is intentionally designed to unlock the full potential of each student — not only as technologists, but as leaders, collaborators, and changemakers. Many young women enter without seeing themselves as creators in the technology space; by graduation, they confidently pitch their innovations to industry leaders and potential employers, demonstrating both technical expertise and the ability to communicate ideas, lead teams, and advocate for their work. They also gain valuable work experience through paid internships before graduation.

A quasi-experimental study measured the employability outcomes of codeHive graduates against a control group of similar peers who did not participate. Six months after graduation, codeHive graduates were earning nearly 3 times more than their peers, a median income of $359 versus $125 for non-participants. For those in long-term software engineering roles, earnings were 4.9 times higher. This shows the impact is not just immediate, but continues to build over time.

Job retention is also significant, with 85% of alumni still employed in the industry after two years, compared to 57% of women working in the industry who leave within the same period.

If technology represents one of the bright futures for Africa, AkiraChix is making it brighter. You can find out more about the impact of their work at akirachix.com.



Images: AkiraChix

85% of alumni still employed after two years

AkiraChix







Central Saint Martins

Increasing inclusivity and innovation in design education

Central Saint Martins (CSM) is a world-renowned arts and design college, bringing together cutting-edge creative teaching under one roof. It's part of the University of the Arts London, Europe's largest specialist arts and design university, with 22,000 students from more than 100 countries.

Since 2014, the Swarovski Foundation has supported select students studying fashion and jewellery design at CSM through the Swarovski Foundation Scholarship programme. They recognise, in particular, students who have demonstrated a strong commitment to sustainability and innovation in their work. To date, 50 scholarships have been awarded.

Financial pressures are a key reason many students leave their studies prematurely. The scholarship programme provides support to talented students to overcome these barriers, enabling them to fully develop their academic and creative potential without the distraction of additional work to cover course fees or materials for their final collections.

In 2023-24, three scholarships were awarded to final-year students on the BA Fashion Design course, and three to those on the BA Jewellery Design course. 2024 also marked the launch of the Swarovski Foundation Sustainable Innovation Awards, supporting four final-year students on the MA Material Futures course.

These scholarships play a vital role in empowering students to drive change and develop innovative ideas with the potential to transform the industry. Many scholars go onto further study in fashion and design courses, start their own brands, or secure jobs with leading global fashion houses such as Givenchy, Louboutin and Yves Saint Laurent.

As Hannah Schofield, a BA Jewellery Design scholarship recipient, reflects, "The scholarship relieved a huge financial weight and feeling of hesitation. It allowed me to be less scared about testing ideas, buying materials and equipment. It allowed me to fully focus on my final collection and put all my time and energy into completing it."



Images: Central Saint Martins

50 scholarships awarded since the start of the programme

Central Saint Martins

Council of Fashion Designers of America

Welcoming the next Re:Generation Innovation scholar

Founded in 1962, the Council of Fashion Designers of America (CFDA) is a not-for-profit trade association committed to strengthening the impact of American fashion globally by amplifying creative excellence, business longevity, and positive impact.

Since 2021, the Swarovski Foundation has partnered with the CFDA on the Re:Generation Innovation scholarship, supporting one student designer each year with $30,000 to cover tuition and final thesis costs. The scholarship also provides tailored mentorships, industry visits, and networking opportunities, supporting the selected designer to accelerate their career and bring innovative ideas to the fashion industry.

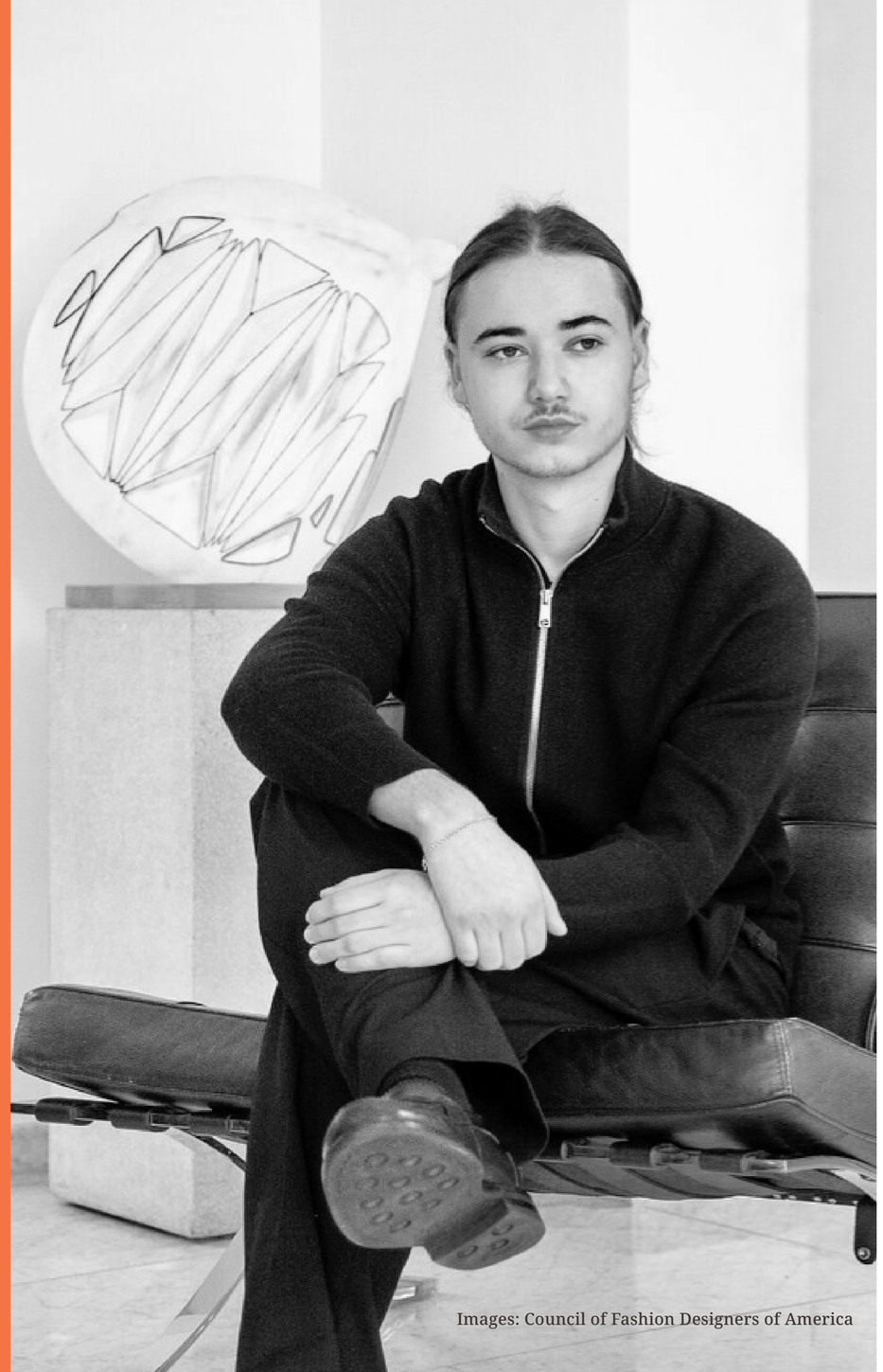
The 2024 recipient was Evren Nelson, studying at Parsons School of Design. Chosen from 340 applicants, Evren impressed with his innovative fashion system, Modul, which integrates sustainability into every stage of design and production, showcasing a holistic approach to a more responsible and environmentally conscious fashion industry.

During his scholarship, Evren participated in a New York City factory tour and met more than 10 industry leaders, including Mike Amiri, Wendy Waugh, and the Thom Browne team.

He has since been interning with Namacheko in Paris, and is preparing to launch his own brand with ethically aligned partners. He adds, “Having the support and resources of the CFDA and the Swarovski Foundation made all the difference. It’s a relationship I truly value and hope to maintain for years to come.”

Evren is an example of the type of design thought leader the CFDA and the Swarovski Foundation aim to support — innovators shaping a more responsible and sustainable fashion industry. Our previous scholars continue to inspire: Bailey Adams, our inaugural recipient, now works for Ralph Lauren, championing sustainable materials in women’s collections, whilst Izzy Kostrzewa, the second scholar, is advancing sero-waste design systems through the Mercedes-Benz Be:visioneers Climate Fellowship.

> “A more responsible and environmentally conscious fashion industry”
>
> Evren Nelson



Images: Council of Fashion Designers of America

The Design Museum

Inspiring design learning, in an inspiring setting

The Design Museum in London is one of the world's leading institutions that celebrates the power of design. Through its exhibitions, partnerships, research and learning programmes, it explores how design can enable people and this planet to thrive.

Founded in 1989 by Sir Terence Conran, the Museum describes itself as "where the design industry, education and the public come together to change the way people think about themselves and the future through the lens of design." In 2018, it was named European Museum of the Year.

The Swarovski Foundation has been a long-standing supporter of the Design Museum, including the Swarovski Foundation Centre for Learning — an inspiring facility featuring workshops and studio spaces equipped to provide and support design education within the Museum's landmark Kensington home.

In 2024, the Swarovski Foundation supported the second year of the Sustainable Design Schools programme. The initiative encourages young people to explore the potential and impact of sustainable design, consider the environmental effects of their choices, and discover alternative materials for responsible consumption — all while deepening their understanding of design.



The programme reached 1,882 students across 72 workshops, with a notable emphasis on inclusivity: 25% of participating schools were from disadvantaged areas. Most encouragingly, 30% of students reported feeling inspired to continue their design learning.

Discover more about the museum at designmuseum.org.

Images: The Design Museum

30% of students inspired to learn more about design

Design Museum



Fashion Council Germany

FASHION COUNCIL GERMANY

Reconnecting young fashion designers with traditional craft skills for innovation

Since 2015, Fashion Council Germany (FCG) has championed German design as both a cultural and economic asset, supporting young designers and producers to become visionaries and technological leaders in a rapidly changing global market.

In 2024, the Swarovski Foundation, in association with The King's Foundation, the global charity founded by King Charles III, began supporting the third year of FCG's initiative, Fashion X Craft. The programme empowers six selected fashion designers through an interdisciplinary curriculum focused on sustainability, craftsmanship, and innovation. Year three included workshops in Berlin, a three-week residency at Highgrove, online webinars, tailored mentorship and a final showcase during Berlin Fashion Week.

During the residency at The King's Foundation's educational facility at Highgrove, participants explored craft techniques such as basketry, decorative plasterwork and woodcarving. By bridging fashion and traditional crafts, the designers gained a deeper understanding of slow fashion and the value of timeless techniques.

The programme led to the creation of new capsule collections, a €5,000-funded exhibition, and integration into international showcases. As participant, Paula Dischinger, reflected: "I walked away not just with new skills, but with a stronger sense of direction for my own brand."



> "I walked away not just with new skills, but with a stronger sense of direction for my own brand."
>
> Paula Dischinger

Fashion X Craft demonstrates that innovation does not always mean new technology — it can mean rediscovering traditional methods and applying them with a fresh vision. Some participants were so inspired that they formed the H6 Collective, inviting the public to engage with the creative process, including the making of a magazine cover during Berlin Fashion Week. One designer shared, "This project gave me the courage to experiment more and to trust in slower, more thoughtful design processes."

Over the duration of this partnership since 2021, 20 emerging fashion designers based in Germany have seen that sustainable solutions are not just available, but can become a dynamic part of their practice and inspire their future work. Thinking in this way can also foster cultural heritage by preserving traditional working methods. The combination should help them to all create fashion and textile designs that are more environmentally conscious and socially responsible, in turn contributing to social and environmental justice.

As proof of this, all are already making and getting media coverage for collections that are blending craft, innovation and sustainability.

Learn more about what Fashion Council Germany does at fashion-council-germany.org.

Images: Fashion Council Germany



Turquoise Mountain

Supporting the next generation of artisan entrepreneurs

Founded in 2006 by His Majesty King Charles III, Turquoise Mountain works to revive historic areas and traditional crafts, as well as provide jobs, skills and a renewed sense of pride. Its work with artisans in Afghanistan, Myanmar, and the Middle East safeguards cultural heritage while driving sustainable economic opportunity.

In Jordan, where only 14% of young women participate in the workforce (World Bank) — and just 6% of Syrian refugee women (UN Women) — this mission is especially vital. Through our partnership, the Swarovski Foundation supports Turquoise Mountain in creating long-term sustainable income opportunities for women from both communities by unlocking potential within the craft and design sector.

Over five months, five female apprentices receive intensive mentorship from designers and master artisans, gaining a comprehensive understanding of jewellery production and design so that they can create their own jewellery collections.

Alongside craft training, participants also complete business courses, equipping them with the skills to start and scale their own businesses in local and global markets.

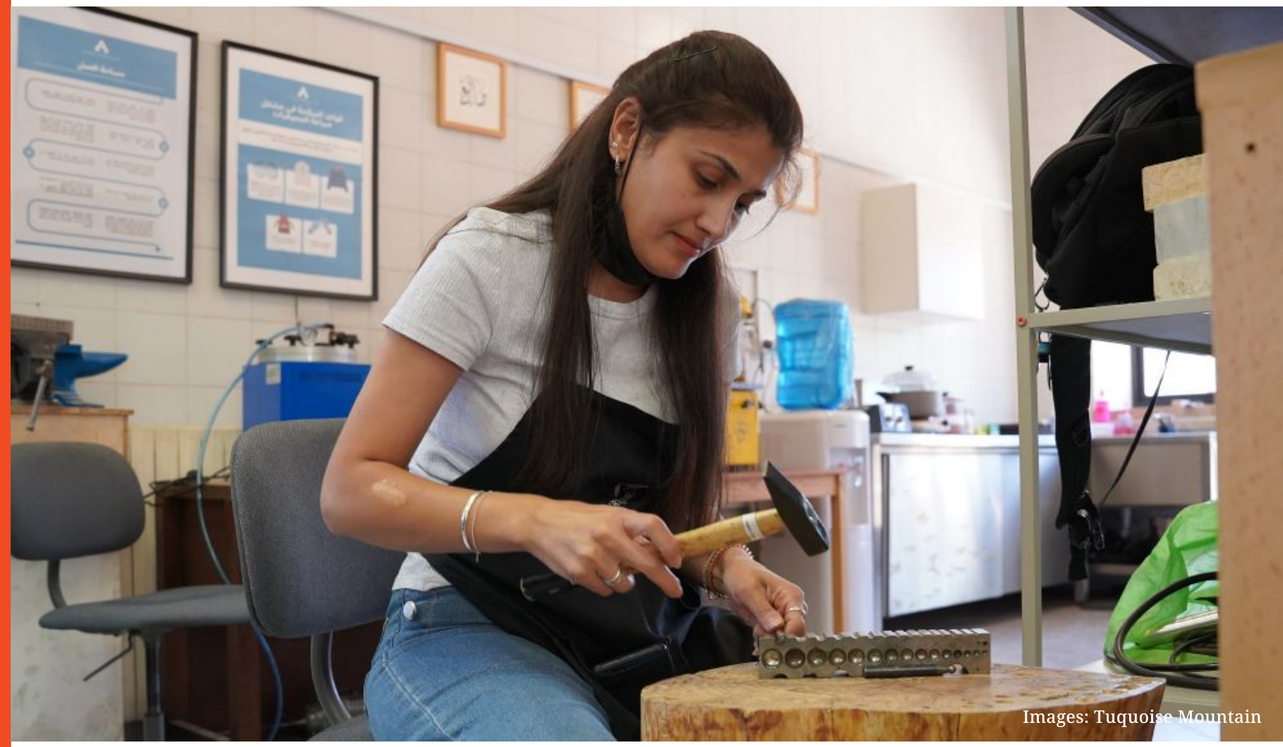
In 2024, 58 Syrian and Jordanian women were supported through business skills development, 1:1 coaching, masterclasses, and an intensive four-month training programme. Ten of these women received seed funding to launch their own jewellery brands and are already earning an income from their creations.

In August, the Swarovski Foundation, joined by Swarovski Middle East and Marie Claire Saudi Arabia, visited the Turquoise Mountain Institute in Jordan to meet five apprentices and see their exquisite jewellery collections. Each design reflected not only technical mastery but also personal resilience and creativity. The visit was later featured across Marie Claire Saudi Arabia's print, online and social media, reaching an estimated 336,000 people and shining a spotlight on the artisans' stories and the impact of the partnership.

This collaboration continues to demonstrate the transformative power of creativity — empowering women to shape brighter, more sustainable futures for themselves and their communities.

Discover more about Turquoise Mountain at turquoisemountain.org.





Images: Tuquoise Mountain

58 women supported to build sustainable livelihoods through craftsmanship

Turquoise Mountain

Water

Improving water security

Access to safe drinking water is essential to life — yet billions of people around the world still live without it. The consequences extend beyond health, limiting education, economic opportunity, and equality. Water is also a vital resource for global productivity, with about 78% of jobs dependent on it and 42% significantly so (World Bank, 2024).

Through our Water efforts, the Swarovski Foundation is committed to improving water security as a cornerstone for sustainable livelihoods and resilient, inclusive communities — a priority since our first grants were made.

We collaborate with trusted partners and lead flagship initiatives such as the Swarovski Foundation Waterschool to address inequalities by providing Water, Sanitation, and Hygiene (WASH) infrastructure and education in underserved schools and communities. These efforts break down barriers to education — particularly for girls — by fostering better health, ensuring regular school attendance, and enhancing learning outcomes.

Beyond delivering essential resources for sustainable living, we invest in partnerships that combine education with practical opportunities, empowering individuals — especially young people and women — with the knowledge and skills to thrive in the blue and green economies. This approach not only strengthens local resilience but also contributes to global sustainability efforts, opening pathways to meaningful careers and long-term economic security.



Image: Waterschool Brazil, Foundation for Amazon Sustainability (FAS)



Waterschool

Creating water advocates

The Swarovski Foundation's Waterschool initiative was established in 2000 and is designed to educate young people on sustainable practices, as well as address their local water challenges and improve water security. Working alongside local partners, Waterschool delivers Water, Sanitation and hygiene (WASH) infrastructure, education about sustainable water use, and environmental protection.

Through tools, resources, and training, Waterschool inspires a lifelong passion for water. Students become advocates in their communities, promoting responsible water management, good hygiene and sanitation, and environmental stewardship.

SWAROVSKI FOUNDATION

WATERSCHOOL



800,000 water advocates worldwide



For almost 25 years, the Waterschool has empowered 800,000 children worldwide to become advocates for water and sustainability — demonstrating how education drives lasting positive change.

This impact is reflected in stories like Rani from Australia, who invented the Aqua Loop, a device that saves shower water. Her innovation gained national recognition and was featured on ABC News, showcasing the power of youth-led solutions for conservation. Waterschool advances water security by expanding access to WASH infrastructure and education for young people, strenghtening education systems, reducing inequalities, and cultivating environmental stewardship.

Images (clockwise):

Waterschool Brazil, Foundation for Amazon Sustainability (FAS)
Waterschool Australia, EarthWatch Austrialia

Global Waterschool highlights

A shared vision locally adapted

In Austria, in partnership with Fans&Friends National Park Hohe Tauern, the Waterschool has engaged 3,979 students in mobile sessions, with tailored curricula and ranger-led excursions fostering deep connections to alpine ecosystems while also addressing global water issues.

Swarovski Foundation partnered with Teach For Austria and Nationalpark Hohe Tauern to expand the Waterschool into eastern Austria, delivering water literacy to 488 students in underserved urban schools and bridging geographic and socio-economic divides through dual-teaching sessions.

In Australia, in partnership with Earthwatch Australia, the Waterschool engaged 946 students and 85 teachers across 49 schools in New South Wales, advancing water and sustainability literacy through the Kids-Teaching-Kids approach. Peer teaching amplified reach to 6,910 students and 467 teachers. The programme drove measurable behavioral change in water conservation and significantly strengthened confidence in knowledge-sharing. Student confidence rose from 86% in 2022 to 92.5% (talking to peers) and 100% (talking to adults) in 2024, underscoring the programme's impact and commitment to inclusivity by the close of its implementation cycle in 2024.

In Brazil, in partnership with Fundação Amazônia Sustentável and with local support from IMEA, the Waterschool initiative reached 77 schools across two municipalities in the Amazon, most of them in riverine and Indigenous communities. Infrastructure investments enabled the construction of 12 new schools—five completed in 2024—and 44 clean water access structures, providing safe drinking water to five communities. In 2024, 524 teachers were trained in WASH education, and 10,273 students became active agents of change, organising clean-up activities and leading water conservation efforts in their communities.





Images: Waterschool Brazil, Foundation for Amazon Sustainability (FAS)

In Thailand, in partnership with Raks Thai Foundation, the Waterschool Active Learning model empowered over 2,299 students and 221 teachers across 19 schools. Student-led water clubs developed 31 projects addressing sanitation, forest conservation, and water access. These initiatives not only improved infrastructure but also cultivated leadership and civic engagement among youth in highland and urban communities.

In the United States, in partnership with the National Great Rivers Research & Education Center, Waterschool advanced water literacy and inclusion. In the last implementing cycle (2021-2024), a total of 3,600+ students and 155+ teachers engaged in hands-on water programming through school-based learning and field trips. Prioritising low-income communities and schools, the initiative builds scientific understanding and stewardship. Educator training and resource kits extended impact to participating schools, deepening connections to the Mississippi River and local ecosystems.

Through the Global Grants Initiative, in partnership with Earth Child Institute, Waterschool supported 35 local partners across 25 countries, including Mali, Nepal, Tanzania, and Costa Rica. Projects ranged from tree planting and watershed mapping to sanitation infrastructure and environmental clubs. Over 6,300 students benefited directly, with many more reached through community engagement. The initiative prioritised low and middle income countries, ensuring that resources reached those most affected by water insecurity and inequality.

Images: Waterschool Thailand, Raks Thai Foundation

Continuing our commitment

In 2025, the Swarovski Foundation will continue to partner with charity organisations around the world that are on the ground, driving progress across our three focus areas — Equity, Creativity, and Water. Together, we aim to empower marginalised groups, advance creative talent, and improve water security, creating opportunities that strengthen communities and contribute to a more sustainable and equitable future for all.

This last ambition holds particular significance, as 2025 marks the 25th anniversary of our Waterschool initiative. Waterschool educates young people and their communities on sustainable practices to address their local water challenges, advancing education and WASH infrastructure to improve water security.

This initiative has been important in raising awareness of the vital role water plays in creating a sustainable future — for people, and the planet.

We look forward to beginning collaborations with new partners, including Village Enterprise, Learning Equality, ThinkForward, Los Angeles Regional Foodbank through our Action Fund, Conservation International, and IHE Delft. Each brings innovative approaches and fresh perspectives to addressing some of the world's most challenging problems.

You can keep up to date with how our partnerships and initiatives are developing online, at swarovskifoundation.org and on Instagram at @swarovskifoundation.







Images (clockwise): Waterschool Brazil, Foundation for Amazon Sustainability (FAS), Fashion Council Germany, Room to Read

Sustainability at Swarovski

Since Swarovski's founding in 1895, it has been fueled by a spirit of responsibility. From the beginning, Daniel Swarovski harnessed local hydroelectric power for his revolutionary crystal-cutting method in Wattens, Austria, and introduced far-reaching social support for the time.

Today, that spirit remains central to who we are; it's a moral imperative, in fact, for the brand. A long-term focus on sustainability is a key part of the business's overarching strategy, LUXignite, and its sustainability strategy, updated in 2024 following a double materiality assessment to focus on where action matters most.

As a result, specific focus is now on:

Mitigating climate change: by focusing on increased energy efficiencies and a greater share of renewables in facilities, and through the entire supply chain

Preserving resources and minimising waste: by creating future-fit materials through innovation, without sacrificing quality or aesthetics, and accelerating circularity to preserve resources and extend product life

Promoting fairness and celebrating individuality: by respecting and protecting the rights of everyone in the value chain, ensuring fair employment conditions as per the International Labour Organisation's (ILO) Core Conventions and UN Guiding Principles.



Image: Swarovski Crystal Business

Much progress has been made over the last few years, particularly in 2024, when notable sustainability successes were achieved. For instance, Swarovski ReCreated™ crystals, our most sustainable crystals to date, are now available in more colours and star in over 50 jewellery products. At the same time, the entire process of growing, cutting, and polishing the Swarovski Created Diamonds featured in our Eternity and Galaxy collections uses only 100% renewable energy. On top of this, recycled base metals now account for 97% of the base metals used at our own jewellery manufacturing sites. Total greenhouse gas emissions have been reduced by 46% compared to the 2019 baseline. And the New York flagship store achieved LEED Platinum certification, recognising its sustainable building practices.

Throughout Swarovski's rich history, its efforts have been guided by the underlying principles of fairness and responsibility that Daniel Swarovski set out in 1895. Today, these principles shine brighter than ever.

Learn more about Swarovski's Sustainability efforts here: www.swarovski.com/en-AT/s-sustainability/.

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Image: Waterschool Australia, EarthWatch Australia