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**EAST MEETS WEST AND BLUE PLANET NETWORK TO MERGE**  
**Combined organization positioned to drive innovation and results across the**  
**Water and Sanitation Sector**

**August 29, 2013** – East Meets West (EMW) and Blue Planet Network have signed a definitive agreement to merge, bringing together EMW’s market-leading “pay for performance” water and sanitation programs (WASH) and Blue Planet Network’s unique online collaboration and impact analysis platform. The merger will accelerate innovation across the sector, drive learning and visibility, and deliver improved clean water and sanitation solutions to more people around the globe.

After the merger, Blue Planet Network will operate as an independent division in EMW’s WASH Solutions business unit. Blue Planet Network will continue to operate and grow its online collaboration platform and network of 100+ expert WASH organizations, which currently operate in 27 countries on four continents. Blue Planet Network will retain its name and remain an open community and platform driven by its members’ needs.

John Anner, President of East Meets West, commented, *“Our combination with Blue Planet Network is a game changer, creating an organization with global program reach, a tradition as a leading innovator in water and sanitation program delivery, and a unique web- and mobile-based platform that drives learning and efficiency.”* He added, *“Having worked with Blue Planet Network since 2006, we were delighted that they saw the same opportunities for synergy that we imagined when we approached them about a merger.”*

EMW’s “pay for performance” program gives donors greater confidence and insight by tying payment to verification of implementation and use. This program has attracted funding totaling tens of millions of dollars from an array of private institutions and multilateral organizations. As a result of the merger, this groundbreaking approach will be shared across Blue Planet Network’s global community of over 100 expert organizations.

Jin Zidell, Founder and Chairman of Blue Planet Network, will join EMW’s Board of Directors, along with several other Blue Planet Network board members. Zidell sees the merger as a natural evolution of his original vision. *“I started Blue Planet Network in 2002 with a vision to*



*raise awareness and funds to help solve the global safe drinking water crisis in bold new ways. Being part of East Meets West is an exciting new chapter for Blue Planet Network. It is the smartest way I know to reach the goal I originally set of enabling 200 million people to access safe drinking water.”*

Lisa Nash, CEO, Blue Planet Network, will continue as head of Blue Planet Network and will additionally serve as Chief Marketing Officer for EMW, with responsibilities that span all of East Meets West’s program areas. In announcing the merger, Nash noted, *“We’re excited to take EMW’s market-leading innovations, developed over many years, and amplify them across our global community of WASH organizations. Our merger also will give us new ways to better serve our global community and promote innovative WASH solutions across more than 27 countries. Since it is the ‘United Nations Year of Collaboration,’ what better way to demonstrate the power of working together?”*

Today, EMW is working with Blue Planet Network to use its online platform to improve the efficiency and sustainability of its field operations. A mobile-monitoring tool to verify the successful implementation of in-home piped water systems and latrines also is under development. This merger will give EMW the opportunity to further these efforts across additional markets. Mr. Anner noted, *“Too often in the WASH sector, innovations fail to transfer from the field to the broader community. Blue Planet Network allows us to collaborate with other members to conduct broad-scale trials of promising WASH approaches and then share them with other creative organizations around the world. There’s nothing else like it.”*

Summing up, Anner commented that the merged organization would offer a unique combination of “experts on the ground and learning in the Cloud” (referring to Blue Planet Network’s cloud-based Web services), allowing it to drive innovation and results in a way not previously seen in the WASH sector.

Dr. Peter Singer, Chairman of EMW, stressed the relative rarity of mergers in the nonprofit world. *“This is a precedent-setting event. Our merger with Blue Planet Network demonstrates how we can work together to benefit the entire water and sanitation sector and the people we serve, beyond bolstering our two organizations.”*

### **About East Meets West**

East Meets West, <http://eastmeetswest.org>, delivers innovative solutions to difficult development problems faced by poor families and communities around the globe. Since 1988, more than 5.9 million impoverished individuals have benefited from East Meets West’s high-impact, results-oriented programs in health, clean water and sanitation, and education. The organization has invested over \$106 million in development solutions in Asia—where it operates programs in Vietnam, Cambodia, India, Laos, Myanmar, Philippines and Timor-Leste—and has launched programs in West Africa. East Meets West has been a pioneer in the use of innovative financing approaches in clean water and sanitation, as well as education. East Meets West has earned four consecutive 4-star ratings —the highest possible—from



Charity Navigator, which has recognized it as an organization to watch for its rapid growth. East Meets West has been a member of Blue Planet Network since 2006.

**About Blue Planet Network**

Founded in 2002, Blue Planet Network, <http://blueplanetnetwork.org>, has a mission to exponentially increase the impact of safe drinking water programs for people worldwide. Blue Planet Network’s community comprises 100+ expert water and sanitation organizations operating in 27 countries on four continents. Using Blue Planet Network’s award-winning online platform and mobile services, members can plan, manage, monitor and analyze their program impact, identifying and resolving problems early to ensure lasting safe drinking water and access to sanitation. Since 2006, Blue Planet Network has helped its members to improve the effectiveness of over 1,650 water and sanitation programs, totaling \$42 million, and empowering 1.2 million people with sustainable safe drinking water and sanitation.

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