



Janine de Laat
Communications Manager

“Using Vormats to create informative videos really boosted our LinkedIn engagement. The posts announcing the videos received more impressions and a higher engagement rate compared to other posts by Aqua for All.”

Aqua for All is an international foundation operating primarily in Africa and Asia.

For over two decades, we have worked towards transforming the sector into an innovative, sustainable and inclusive water and sanitation economy worldwide.

We believe that innovation, scalable solutions, and public and private capital are needed to bridge the service and financial gaps to achieve SDG 6 – Water and sanitation for all.

We use grants to accelerate providing access to water and sanitation to low-income households. Our transformative approach includes market development and access to finance. We support local service providers to scale their market-based solutions and attract capital. In addition, we use our funds to mobilise private capital to increase investments in water and sanitation.

The challenge: showcase our work with a limited communications budget

Stakeholder management and the collaboration with partners is crucial for Aqua for All, and therefore, it is important for them to promote their work as well.

“ With a lack of relevant videos to showcase our work and a constrained budget to hire professional videographers, we faced a significant challenge.”

The solution: Vormats for unique insights and authentic storytelling

“ To effectively showcase our work within the constraints of our limited Communications budget, we brainstormed on innovative solutions. Since our Programme Managers frequently travel to our projects in Africa and Asia, we recognised an opportunity for them to capture dynamic videos during their field visits. We ended up at Vormats.”

“ We use Vormats to empower our Programme Managers to document their experiences, interview partners, and highlight our collective impact, we not only **leverage their unique insights but also foster authentic storytelling.**



The results: more impressions and higher engagement

“ Leveraging the power of social media platforms such as LinkedIn, Facebook, and our own YouTube channel, we shared the videos with our target audience. The response has been overwhelmingly positive, with **a surge in likes, shares, and engagement.** Our partners featured in the videos appreciate the **visibility and recognition** we provide through this promotional platform.



DIY-videoplatform

Authentic storytelling

Higher engagement

[Want to know more?](#)