Selling water
is unethical.

The article explains why truu does not sell water: access to clean water is a human right and selling it contradicts the ethical principles of truu. Instead, the truu concept enables refinancing, supplementary income, and career reorientation through recommendations.

Right to access to clean water

The right to access to clean water was recognized as a human right by the United Nations General Assembly on July 28, 2010. Bolivia and 33 other countries brought Resolution 64/292 to the General Assembly. Since the resolutions of the General Assembly are not legally binding for the 192 United Nations member states, they are also not enforceable.

However, the anchoring of the human right to water has high political significance. By some commentators, the human right to water is derived beyond the General Assembly resolution from Art. 11.1 of the International Covenant on Economic, Social and Cultural Rights, which would make it binding under international law. The human right to water is the prerequisite for other rights, such as the human right to life, adequate food, and medical care.

However, to what extent a human right can be sold is a mystery to us. At least that much, by way of introduction to the topic "why truu does not sell water and why is it unethical to sell water?"

I consist of 70% water, do I then belong 70% to Nestlé?

All power lies with you as a consumer, because you decide with every single euro what happens to your money. If you spend money on products from unethical companies, you directly support their company philosophy and their business practices. If you act responsibly as a consumer, you make the world a little bit better every day and give the bad guys no chance.

why is it unethical to sell water?

"Water needs a price."

- Peter Brabeck, CEO Nestlé 1997-2008, President of the Board of Directors

The company philosophy of Nestlé cannot be better summed up in words. The film "Bottled Life" reveals just how dirty the business with water actually is. Public lakes pumped empty, wells drilled and the last water taken from poor people, that is the daily business of the water mafia.

So if you want to sell water for money and be like Nestlé, that is of course your choice. However, that does not fit with our ethical principles and the vision of truu. In that case, we also reject any recommendations from you, as we want to continue developing in the right direction.

do I rip people off when I sell water?
2,000 to 10,000 times more to pay than the purchase price is, that is the common profit margin of the water industry. So if you buy water, you will always be ripped off.

Even if you could hypothetically buy water at a truu station for, let's say 1€ / liter (which would be cheap for high-quality, cell-available water), then with just 2 liters per day you would already pay 60€ / month, 720€ per year, and over a 30-year service life of a truu station 21,600 €. So already with just a single person, a huge rip-off. One more reason not to sell water.

do I take away others' opportunity to drink cell-available water at no cost?
The truu concept envisages, in the first step, refining your own truu system through social commitment. For this, you act as a provider (tank attendant) of a successful recommendation assigned to you just once per month. Alternatively, you can also actively contribute yourself 4 times a year as a successful recommendation giver, meaning just once every 3 months.

However, more and more owners of a truu system feel that is not enough, because through the lots of positive feedback, the fun and joy of helping other people and promoting their health, they simply want to achieve a bit more. For this case, just 1-2 successful recommendations per month, which you also fuel, are enough to generate 400€ - 600€. In many cases, this replaces a side job.

One more reason not to sell water and instead give others the opportunity to replace a tedious side job with one that is much easier, lighter, and much more fun and enjoyable.

do I take away others' opportunity to reorient themselves professionally?
The truu concept envisages, in the first and second steps, refinancing and possibly replacing a

side job with fun and enjoyment. If you have developed a taste for doing good, helping others, and making money with it professionally as well, then you are in exactly the right place at truu.

For our full-time experts, completely new opportunities are opening up to become financially independent and lead a self-determined life. Perhaps you will also find your calling at truu? The great thing is, when your profession becomes your calling, then you never have to work again ;)

One more reason not to sell water and instead give others the opportunity to live financially free and self-determined.

It's good.
to be truu.