

Scaling up safe water

Market creation for safe drinking water technologies affordable to poor people



Country/Region

India, Cambodia, Pakistan, Guinea Conakry, Nepal

Partners

Antenna Technologies

Background information

Phase 2 of this project has a strong focus on the realization of the Human Right to water and consolidates the promoted business models for scaling up and developing a global tool.

Project objectives

To contribute to the progressive realization of the human right to water in 5 developing countries by the scaling up of the application of Household Water Treatment Solutions for the people at the base of the pyramid.

Beneficiaries

Poor urban and rural communities in target countries

Costs

CHF 1,590,100

Duration

02.2014 – 08.2018

Contact

Global Programme Water
water@eda.admin.ch

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC

This project aims at disseminating safe water technologies to people living at the base of the (economic) pyramid. It facilitates the creation of viable supply chains and at the same times assures that the promoted solutions are accessible to poor and vulnerable households. The experiences in the focus countries are documented for diffusion and replication at global level.

Access to safe water can be improved through household water treatment and safe storage systems. However, it remains challenging to market safe water solutions to the “base of the pyramid” customers. The most promising approach to reach the 900 million people who drink polluted water is to combine social marketing (to create awareness) and marketing (to disseminate the solutions).

In the first phase (2009-2013), Antenna partnered with four local NGOs, which’s key task was to identify and define the delivery channels for household water treatment and safe storage solutions to vulnerable populations in countries in Asia and Africa. Results are really positive and the inclusion of social enterprises has proved to increase impact. The project reaches now more than one million beneficiaries and positive results for the poorest have been observed.

In this phase, the work on successful business models that are producing locally different household water treatment and safe storage products or services such as chlorination, filters or treated water will be continued. Different delivery channels to reach the most vulnerable people from the base of the pyramid have been developed and include:

- retail distribution (shops, service points, health posts, health care centres),
- public water service providers/utilities, and
- private water service providers with a gap in the “last miles distribution” (standpipes, kiosks, water tankers).



In addition, Antenna will cooperate with FANSA (Freshwater Action Network) and IRC (International Water and Sanitation Centre), gathering synergies and know-how in Switzerland and abroad. Antenna will analyse and document the business models in terms of social marketing. IRC will complement project activities with a monitoring and evaluation of the business models through technical review, data collection and analysis, as well as support Antenna to develop a Toolbox with practical materials and guidelines for implementation. On the other side, FANSA will be playing a main role in implementing a lobbying platform in the chosen countries, but also documenting the business models on their compliance with Human Rights.

Additional information:
www.antenna.ch