



THE DESSERT'S GOLD FOR THE BOP

AN INNOVATIVE STRATEGY TO IMPROVE THE
GLOBAL WATER CRISIS

Stockholm School of Economics

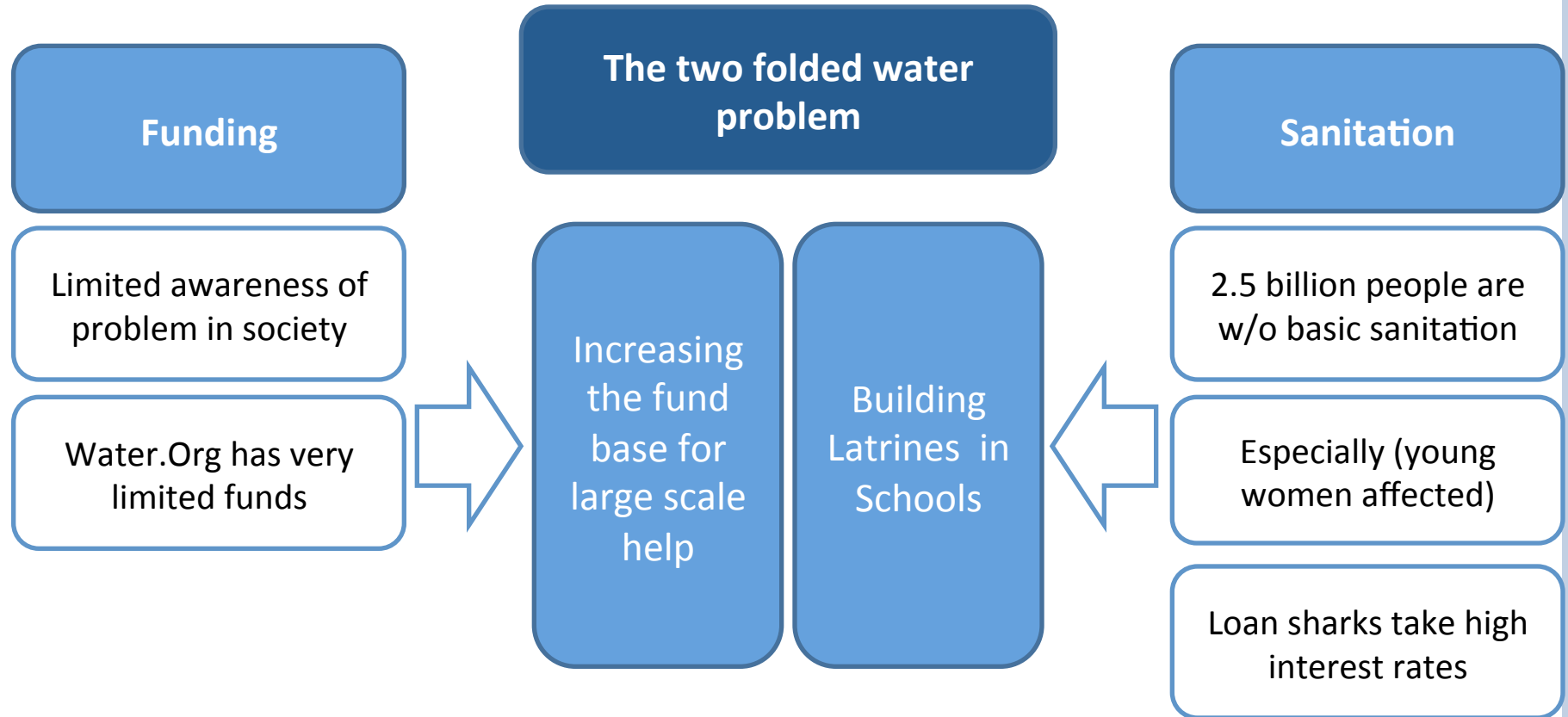
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AGENDA

- Key Issues - Funding & Lack of Latrines
- Recommendations – Round-Up & Building Latrines
- Funding - Round-Up
- Latrines - The Local Value Chain
- Implementation Plan
- Q&A



INCREASING THE FUNDS AND BUILDING MORE SANITATION ARE THE KEY ISSUES TO TARGET



Water.Org is excellent at screening and working with local NGOs and sticks to Pull-Demanded solutions which should be kept



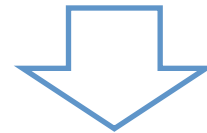
PROMOTED ROUND-UP AND EDUCATIONAL, LOCAL LATRINES CONSTRUCTION IN SCHOOLS

Key Issues

Lack of
Investment

Lack of education

Lack of local
solutions



Recommendations


1

Round Up: Increase funding through Round-Up of card transactions to even dollars

2

School Building: Installation of toilets in schools and education about sanitation, construction and maintenance of toilets

ROUND-UP IN USA COULD HELP 3 MILLION PEOPLE

- Round-Up of card transactions to even dollars
 - Copy of successful project from Swedish NGO
 - 14 Swedish clothing companies (H&M etc.)
 - Total of 1000 stores
 - Generated \$2,5 million in 12 months
 - Scalable solution
 - Same turnout in US would generate **\$76 million/year**
 - Target companies in the US
 - Wal-Mart, Grocery chains, Department stores & Clothing chains
- 

MAKING ROUND-UP A REALITY

- Available funds: \$100 000 (out of \$1 million)
- Targeting consumer companies with heavy water footprint
 - Easy and free way for companies to promote social responsibility
- Getting end-customers aware about importance of water by leveraging target companies resources
 - Get media attention through Water.org's network
 - Create Facebook and Twitter campaigns
- What do we need:
 - Two full-time staff and Water.org connections & buy-in
 - Marketing material



COPYABLE AND SCALEABLE SOLUTIONS

Round-Up Invoices

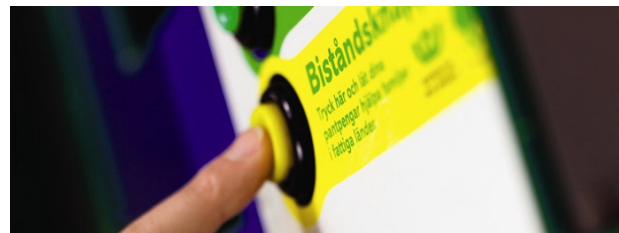
- About 30 Bn B-2-B invoices in USA/year
- €50 round up of 1/1000 of the invoices → \$15M

PayPal

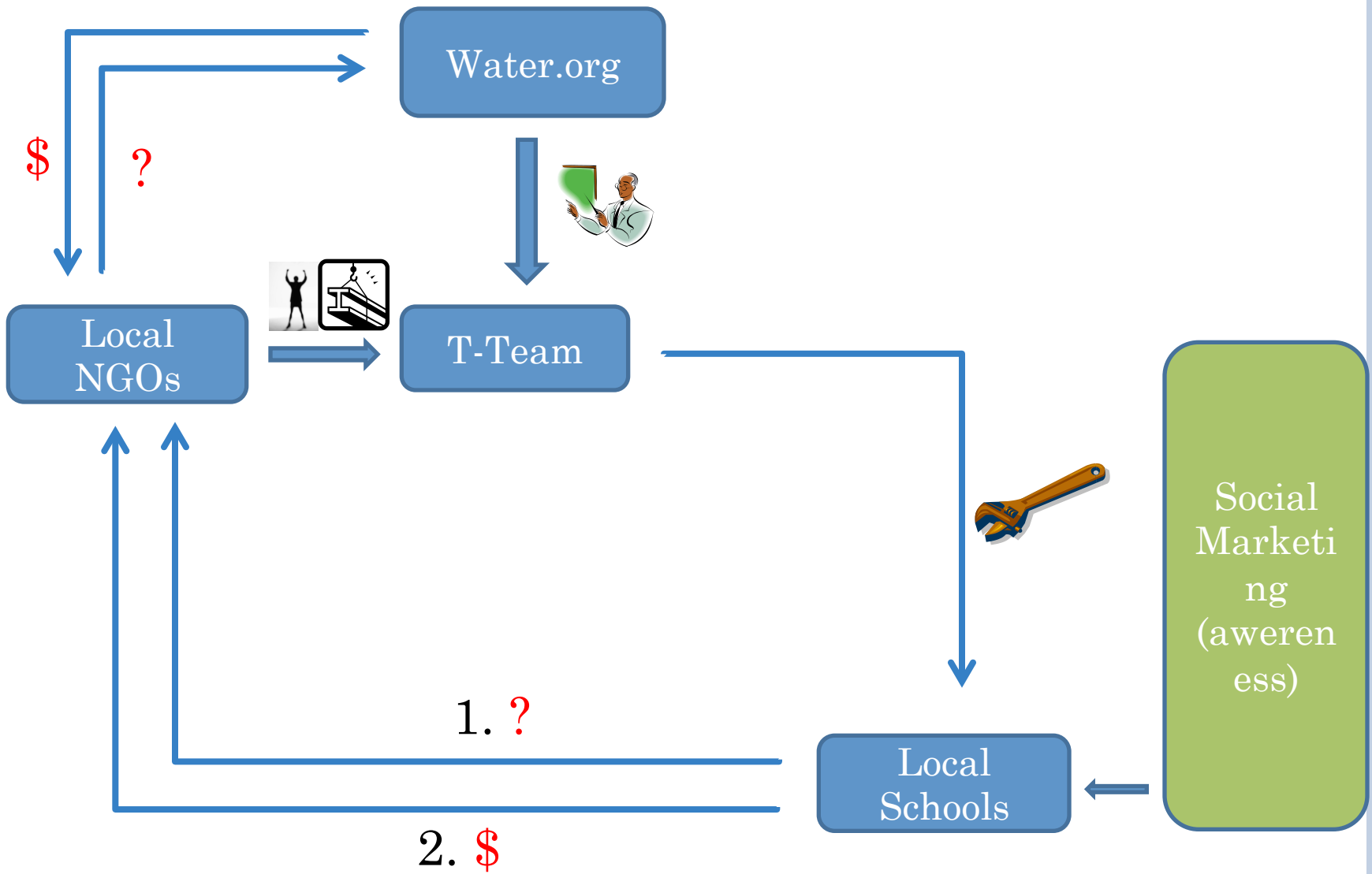
- Transaction volume \$71 Bn → 1,3Bn transactions
- €10 donation of 1/10 of the customers → \$13M

Can/Bottle Recycling

- \$4m/year in Sweden
- Could generate \$12M plus in USA



THE VALUE CHAIN ON LOCAL LEVEL



BUILDING LATRINES WITH LOCAL TEAMS THAT EDUCATE AND TRAIN OTHERS IN THE LONG RUN

- Latrines are built with local hands
 - Simple Latrines (3 days)
 - 2 “experts” and 4-5 local school workers
- “Microcredit” for material for toilets
 - Approx. \$200 - \$400*
 - To be paid back within 2 years (10-20% interest rates)
- Number of teams increases exponential
 - After 3 month a trainee becomes an expert and forms a new team
 - First year 4 teams, second year 16 teams



*Note: Material Costs per latrine approx. \$10-\$20, labor costs \$10-\$20

IN 5 YEARS WATER.ORG CAN REACH 100M PEOPLE IN DIFFERENT COUNTRIES BY SCALING UP THE LOCAL APPROACH

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Teams	4	16	64	256	1024	1024
Total schools	250	≈1500	≈4000	≈24.000	≈70.000	≈100.000
Total People	0.25m	1.5m	4m	24m	70m	100m

1. Knowledge is transferred from locals to locals over schools
2. Costs are around \$0.5 per person for installation



IMPLEMENTATION PLAN

- First 3 months
 - Water.Org approach of excessive water users
 - Plan for marketing campaign (individuals)
 - Set up system with local NGOs
- 3-6 months
 - First funding inflow
 - Execution of Marketing
 - First approach
- 6month-1 year
 - Mechanisms start to be in place

