

# Why are we here?

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## **Magnitude of the global water crisis**

- 900 million people without access to safe water
- 2.5 billion people without access to basic sanitation
- 3.5 million people die each year from water-related illnesses
- 200 million hours per day spent collecting and transporting water
- 443 million school days lost every year

**Water.org's goal: provide water access to 100 million people within 5 years**

## **Solutions to date**

- Raise awareness, funding
- Low-cost, sustainable solutions
- Install taps, dig wells, provide WaterCredit loans to water customers
- Average philanthropic cost of \$40 to provide lifetime access to water for one person
  - Cost of the “last mile” is a significant portion of the cost

# OUR SOLUTION - WaterMarket

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*"WaterMarket creates an efficient  
localized water distribution network  
bridging the last mile"*

# WaterMarket creates an efficient localized water distribution network bridging the last mile (I)

## WaterMarket creates a market for water distribution

Small group or individual will buy access to water (tap, truck, well ...)

- Private ownership
- Supported by WaterCredit and other financing initiatives

The owner commercializes the distribution of water in her local community

Using a tiered network of buyers and sellers clean water reaches the end consumer



**Beer company**  
sells it to a wholesaler  
who sells it on to the end consumer

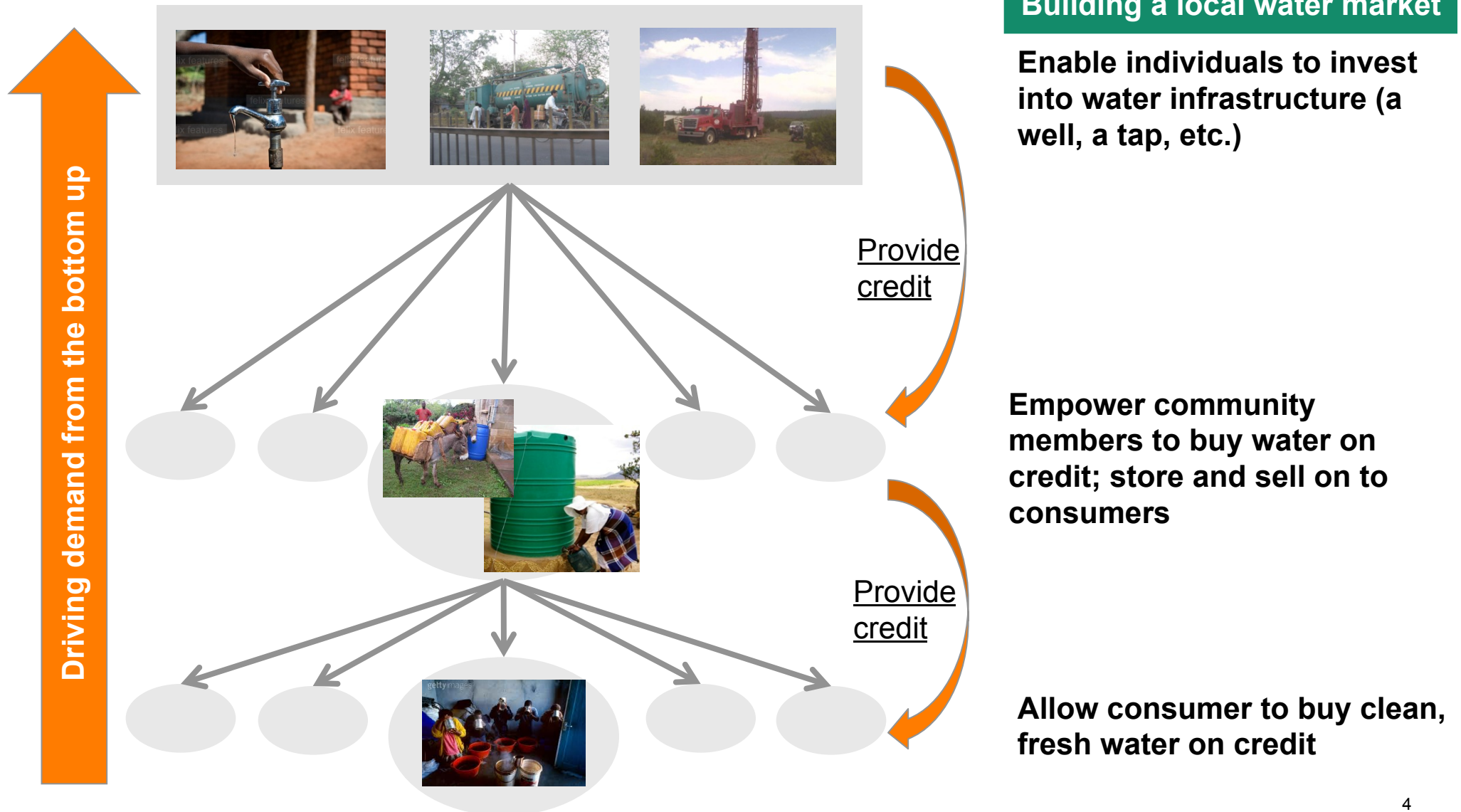


**Cell phones (Grameen)**  
Owner of cell phone  
offers for use by members of the  
community against payment



**Internet Cafes**  
Internet cafes in the 1990s  
to deal with excessive last mile costs

# WaterMarket creates an efficient localized water distribution network bridging the last mile (II)



# Implementation: Objectives and Action Steps

	Objectives	Action steps
<b>1</b> <b>Make a market</b>	<ul style="list-style-type: none"><li>• Establish concept credibility</li><li>• Scale</li></ul>	<ul style="list-style-type: none"><li>• Identify markets with strong expected demand</li><li>• Subsidize initial access, transition to commercial funding (eg WaterCredit)</li><li>• Create turnkey business plan for franchisees</li></ul>
<b>2</b> <b>Encourage adoption</b>	<ul style="list-style-type: none"><li>• Create sufficient demand to maintain low price of water</li></ul>	<ul style="list-style-type: none"><li>• Advertise</li><li>• Market</li><li>• Educate</li></ul>
<b>3</b> <b>Facilitate private ownership</b>	<ul style="list-style-type: none"><li>• Provide legitimacy and accountability to markets</li></ul>	<ul style="list-style-type: none"><li>• Price discovery (e.g. using cell phone technology)</li><li>• Monitoring and reporting to all stakeholders</li></ul>

# Implementation: Timeline

TODAY

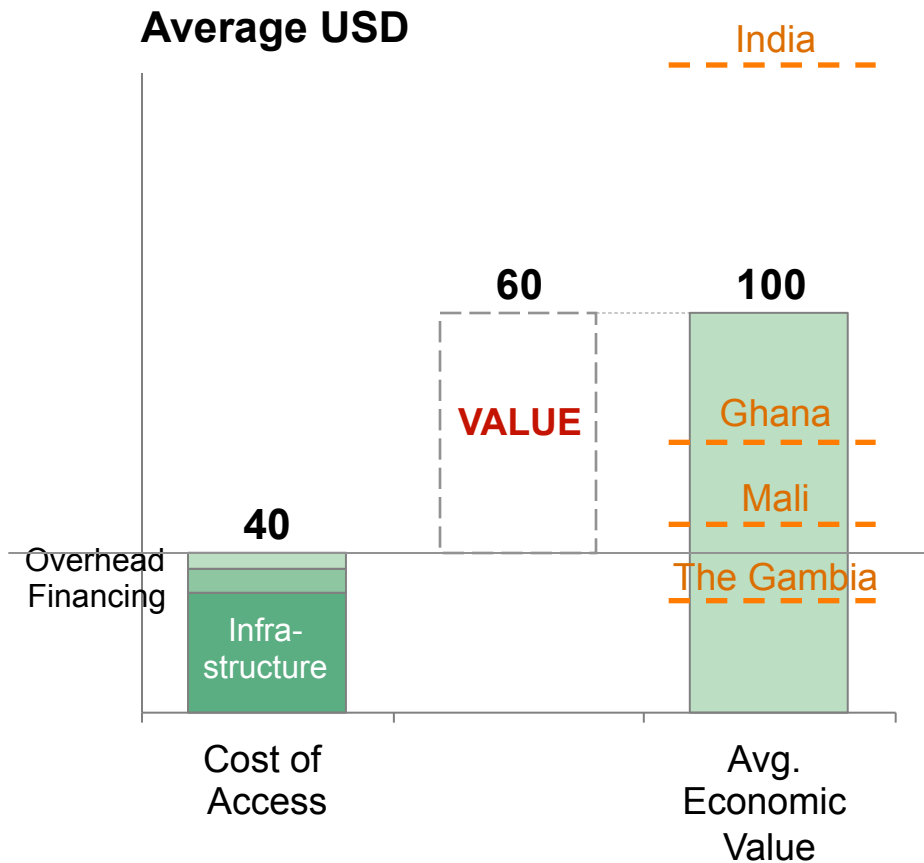
2016

	Next 3 months	3 – 9 months	9-18 months	After
Make a market	<ul style="list-style-type: none"> <li>• Detail idea</li> <li>• Identify initial region and partners</li> <li>• Lock-in initial funding/grants</li> </ul>	<ul style="list-style-type: none"> <li>• Pilot project implementation</li> <li>• Turnkey project plan</li> <li>• Detailed project database</li> </ul>	<ul style="list-style-type: none"> <li>• Establish scale</li> <li>• Involve MFIs (WaterCredit) and other creditors</li> </ul>	<ul style="list-style-type: none"> <li>• Replicate in other regions</li> </ul>
Encourage adoption	<ul style="list-style-type: none"> <li>• Create marketing campaign and branding</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing and education in the field</li> <li>• Subsidize adoption (buying water)</li> <li>• Establish distribution channels</li> </ul>		<ul style="list-style-type: none"> <li>• Extend to sanitation</li> <li>• Add in water recycling &amp; treatment</li> </ul>
Facilitate private ownership	<ul style="list-style-type: none"> <li>• Create monitoring and reporting strategy</li> </ul>		<ul style="list-style-type: none"> <li>• Price discovery using technology</li> <li>• data on usage</li> </ul>	

# Summary: WaterMarket creates economic value, empowers women, instills dignity and saves lives for millions

60 USD of value created for every individual with access ...

... but there is SO MUCH MORE



Empowers woman

Instills dignity

Saves lives

Creates a future

**FOR  
MILLIONS  
OF PEOPLE**

Accountability reducing failure rate

Community is involved