

# “Using agents to amplify the demand for WaterCredit, exponentially”

Yumi Honda

Ryan Wong

Serene Chun

Anthony Blotsky

Martin Killmann

# Stakeholders

People: Need clean water and proper sanitation

Self Help Groups (SHG): Provide social collateral

NGOs: Want to help

MFIs: Need money to give money

Consumer Goods Companies: Build entrepreneurship

Water.org: Provides WaterCredit

## Key Issue

Demand isn't being met fast enough

## Goals

Scale People – SHGs & Individuals

Raise awareness of the benefits of WaterCredit

Bring philanthropic cost to ZERO

# Partnership & Amplifiers

- Target: 100 million people  
= 2 million SHGs
- Directors: 20,000
- Amplifiers Needed: 200,000

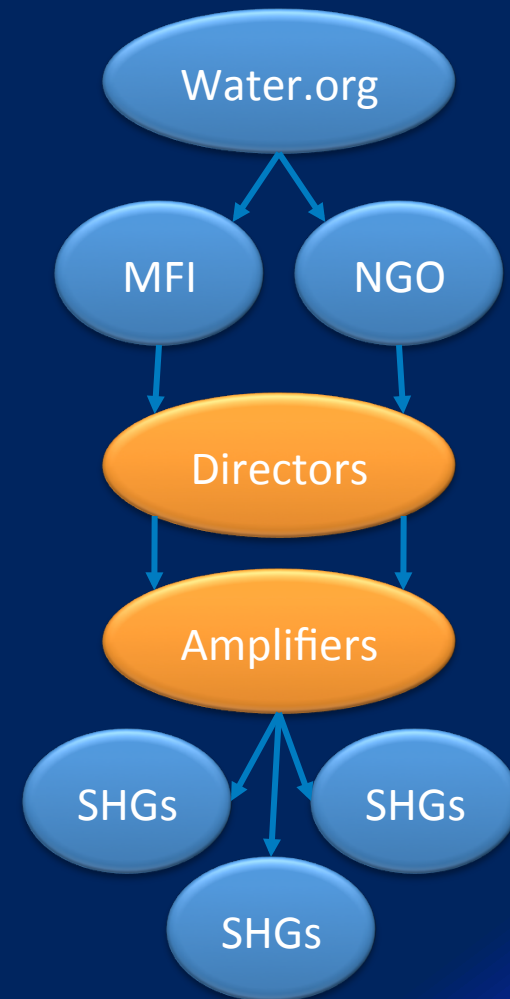
## Role of Amplifiers

Found, support, and oversee SHGs

## Role of Directors

Recruit & train Amplifiers

Bridge MFIs & NGOs to Amplifiers



# Benefits of the Amplifier Model

## Demand-Based

- Driven by locals

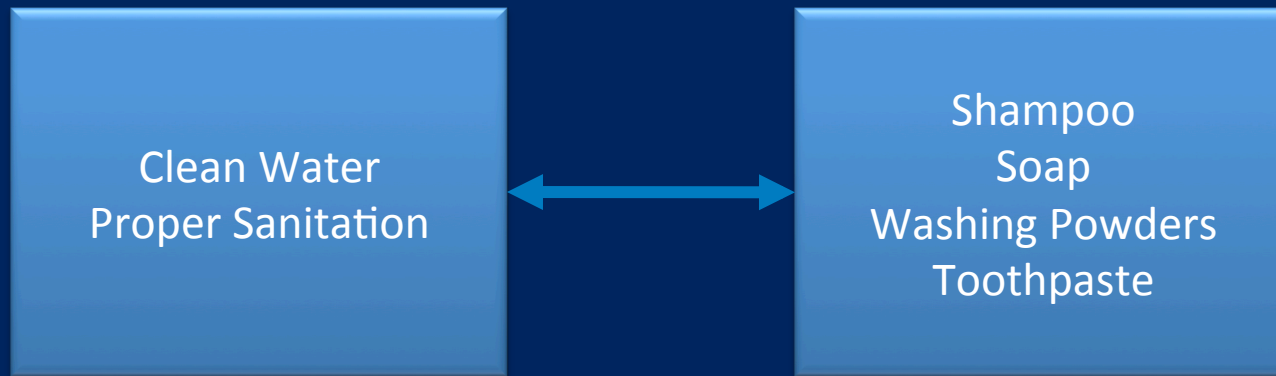
## Efficient & Sustainable

- Directors supervise Amplifiers
- Low philanthropic costs
- Financed by interest

## Scalable through education

# Motivated Partners

## Consumer Goods Companies (P&G & Unilever)



Existing networks/sales force

## Local Service Providers

# The Social Role of the Amplifier

Raise awareness

Build trust in the community

Be role-models

Set criteria for local “amplifiers”

Recruit non traditional partners

Develop initial “amplifiers” training program and train them

Develop outreach campaign on “amplifier program”

2011/4 – 2011/6

2011/7 – 2011/9

2011/10 – 2011/12

2012/1 – 2011/3

Goal

Build efficient and transparent local force to meet local demand

Scale and speed up the program reach

Build awareness by utilizing local force

Spread the program

Actions

1. Define 5 to 10 criteria for potential amplifiers
2. Develop mid year and year end review process

1. Reach out potential commercial partners e.g. P&G / Uniliver to use their existing network in BOP sphere

1. Research on existing peer to peer training program / case studies in BOP sphere

1. Create marketing programs with local NGO/ NPO and/or brokers foundation such as Local Global Compact and UNDP



# Outcomes for the Stakeholders

People: 100 million have access

Self Help Groups: More formed

NGOs: Maximize their goals

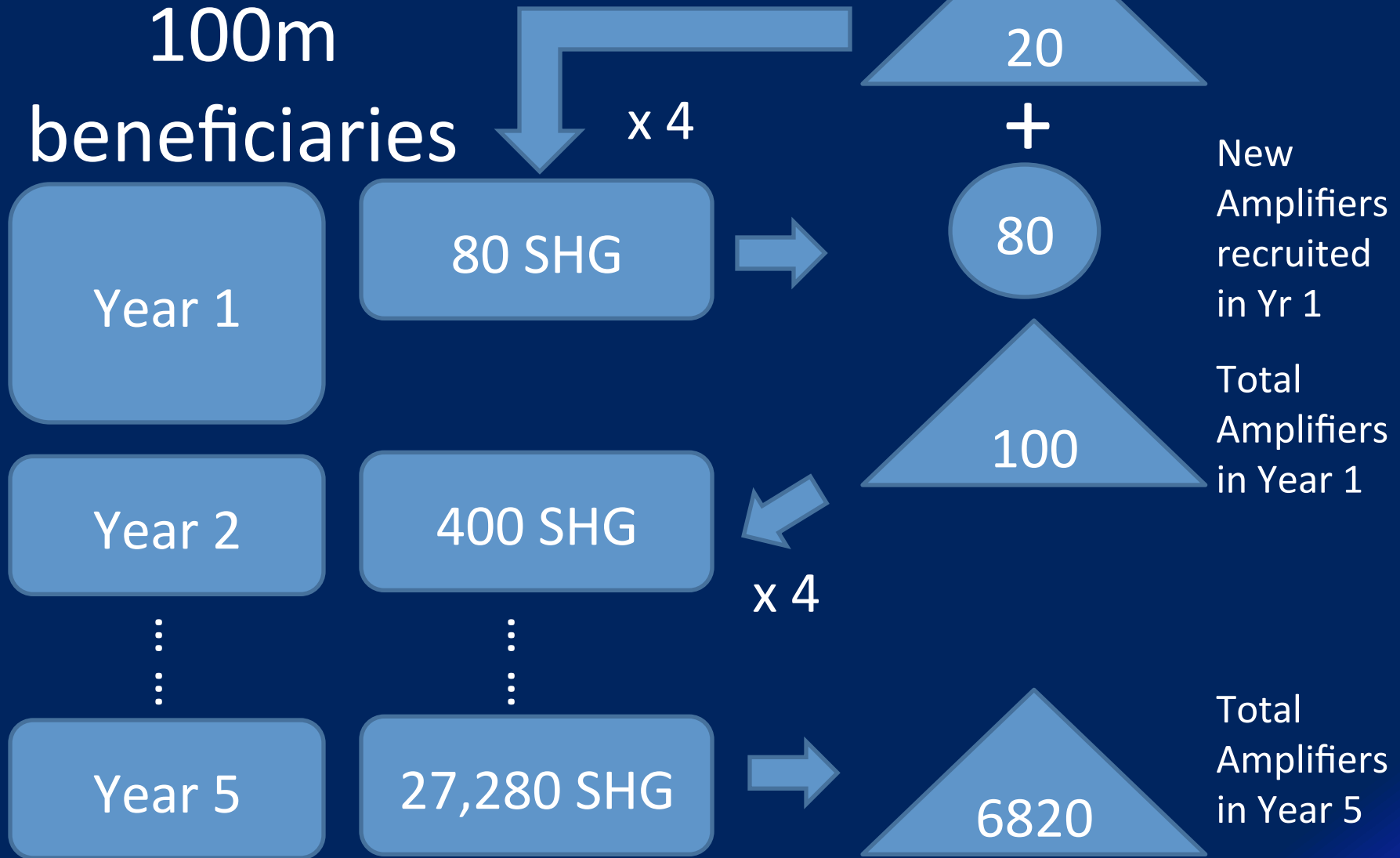
MFIs: More money to give

Consumer Goods Companies: Increased Entrepreneurship

Water.org: Achieves its goal



# Scaling up to 100m beneficiaries



**Implement in 74 locations (e.g. large urban slums) to reach 100m beneficiaries**

# Proposal of Incentive Plan

- For each SHG developed, Amplifiers will get a commission from a percentage (3% for example) of total WaterCredit loan given out to the particular SHG set up.
- Directors will get be included in a profit sharing plan and additional benefits (e.g. training on IT skills, presentation skills, Train-the-Trainer skills, financial skills, etc) to up skill their capabilities.

# Criteria to Recruit Amplifiers

- Current and ex-SHG members with good track record
- ‘Natural Leaders’ who are seen as role models in the slum (e.g. teachers, pastors, etc)
- People who are trusted by the people and possess good reputation
- Possess good record of reliability (e.g. involved in the implementation of water & sanitation projects before)

# What do Amplifiers do?

- Create awareness on importance of water & sanitation
- Create awareness of WaterCredit and how it helps to improve water & sanitation
- Create awareness on Criteria of WaterCredit and what it takes to be a SHG member (roles & responsibilities & benefits)
- Identify who are potential SHG members
- Identify what is the “gap” of the potential SHG to meet the WaterCredit criteria
- Help people (if possible) to build a SHG and meet WaterCredit criteria (e.g help develop a plan to improve water & sanitation)
- Ensure smooth SHG set-up admin process and ‘Close the deal’.