

## JOIN US AT THE WORLD WATER WEEK

### A Sustainable Approach to Scaling up Safe Water

**Thursday 27/08/2015 - 9H00: 10H30**

**Room NL Music-Hall**

**This event aims at sketching out a change agenda and describes what is needed to go to scale.**

Worldwide there are several successful social enterprises that are providing safe water via water kiosks, chlorine dispensors, decentralised chlorine production or production and sales of household water treatment products like chlorine flasks, chlorine tablets, water filters etc. All of these enterprises are to



some extent successful in selling their products to the poorer segments of society. They market the products by building on user experiences and satisfying user aspirations for convenience, status and aesthetics. The Safe Water II project cooperates with six of these social enterprises and aims to support them in going to scale; expanding their markets more broadly and deeper into the Base of the Pyramid and; replicating their

business models in other geographical areas etc.

**What we do with the subject in daily life?** We work towards delivering desire: safe water is not only a health necessity but should be addressed as a desirable product for people to purchase, ensuring the long-term supply chain even to the most remote places. We support enterprises to create innovative sales strategies, which are context based and unique to each country that provides affordable safe water to the BoP.

## What is needed to make that happen?

For scaling up social enterprises in safe water not only the enterprises themselves need to adapt the way they do business. Other challenges will need to be addressed: removing the barriers for selling household water treatment products; establishing a conducive enabling environment for expanding the sales of the products; take up by water service providers (including utilities) to extend their service with provision of HWTS options to secure water quality at point of use, improving the distribution channels, retail and marketing and; increasing the access to finance product development to increase sales.

## How can we cooperate?

Organisations active in the field of safe water can cooperate with actions such as:

- 1) Innovation: Share experiences, not only on technologies and products but more importantly on business models, organisations, marketing and sales strategies.
- 2) Support the Safe Water 2 programme network, foster linkages between organisations (iNGOs, government, private sector, etc.).
- 3) Support in finding capital investment for scaling up.

## We need you!

Several successful programmes have now been implemented from our different organisations: social enterprises are now providing sustainable and affordable solutions to the local community. However, there are other challenges that await them in their strategy to go to scale and change the game. We are therefore looking forward to having you on board to discuss the potential for scaling up safe water on a larger scale.

**Scaling up safe water requires many more key actors: join us!!**