TAking small water enterprises global

Reaching Millions in Need of Safe Water
We welcome your interest in Taking Small Water Enterprises Global, Safe Water Network’s commitment to reaching hundreds of millions of people in need of safe water.

Since our inception, our work has been guided by a simple premise: communities can successfully operate small water enterprises and people will be willing to pay for water that is affordable, reliable, and safe.

Having started with this idea ten years ago, we are now operating at scale in both Ghana and India, demonstrating the potential for communities to take control of their safe water needs. Our efforts are grounded in an integrated program designed to build the capabilities and partnerships that will accelerate the global replication of small water enterprises.

We are continuously optimizing the model—driving down costs and standardizing tools and training programs for cost-effective replication. By documenting successes and failures, we are building an evidence base that makes a compelling case for increased funding in small water enterprises. Working with implementers, governments, funders, the private sector, and development institutions, we are committed to unlocking the barriers to scaling up the approach.

Please join us in realizing the potential for small water enterprises. With your support, we are confident many communities around the world in need of safe water will benefit, improving the health and livelihoods of hundreds of millions of people.

Kurt Soderland
CEO, Safe Water Network
UNSAFE WATER: A GLOBAL PROBLEM

2.1 Billion People
Suffer from inaccessible, unavailable, unsafe water

>3 Billion Dollars
Are wasted on systems that fail due to lack of tech support, training, financial management, and accountability

If we fail to respond, billions more will be in need of safe water by 2030

>100 Million School days are missed

>502,000 Water-related diarrheal deaths each year

50% Of hospital beds in developing world are filled by people with waterborne illnesses

Clean Water Under Stress
Population growth, large-scale migration to urban centers, pollution, and climate change are making water less safe, less reliable, and harder to access. Addressing the water crisis requires new approaches that reach those most in need.

A Focus on Sustainability
Sustainability and cost-effectiveness need to be at the center of any solution to the global water crisis. This sentiment is reflected in the UN’s Sustainable Development Goal 6.1, which aims to achieve “universal and equitable access to safe and affordable drinking water for all” by 2030.

Reaching the ‘Missing Middle’
Traditional infrastructure investment falls short in reaching growing towns and areas where traditional borehole solutions are not adequate. Decentralized water solutions are particularly suited for these environments.

This is Solvable
Working together, we can reach those most in need with:
- Technical and operational rigor to deliver safe and affordable water
- Robust value chains
- Local accountability through governance and oversight mechanisms
- Funding to close a $38 billion annual global gap

Above: a doctor tends to patients at the District Hospital in Medak, India, which is serviced by Safe Water Network. Patients here suffer from fluorosis, jaundice, typhoid, and other waterborne conditions.
A LASTING SOLUTION:

The Small Water Enterprise

Small water enterprises are locally owned and operated businesses providing communities with a safe, affordable, and dependable supply of water that meets relevant quality guidelines.

They are particularly suited for growing towns, not reached by large infrastructure investment, and areas where traditional borehole solutions are not adequate.

Adaptability in a Changing World

Several trends support the rise of small water enterprises in developing economies

A shift in focus from “beneficiary” models to those in which consumers are willing to pay for services.

A trend of growth in peri-urban communities and an inability of utilities to keep up with the demand.

Lower-cost, modular water systems, scalable and adaptable to local market needs.

Proliferation of information and communications technologies that support decentralized operations.

Increased government focus on sustainability, as seen in the UN’s Sustainable Development Goals.

“I thought this would be a good opportunity to end our long battle against unsafe water.”

Pramila Bhoyar
iJal Entrepreneur and Operator, India

One-Time Investment
$12 – $35 per person

Outreach
Programs to build consumer demand

Local Operator
Training to run the water enterprise like a business

Source Water
Assessed and managed for sustainability

Treatment
Sited and sized for community needs

Collection & Delivery
Clean water reaches community members

Monitoring
Real-time data collection and analysis

Water Revenue
Pays for operations, technical services, maintenance, and capital recovery

Results
>95% uptime

Water
meets relevant quality guidelines

2–8¢ for 20L affordable to people living on $2.50 per day
We have demonstrated the potential for small water enterprises to cost-effectively and sustainably reach more than one million people in two diverse markets, testing new technologies and approaches in the process.

By documenting the many benefits of the approach, the compelling case to adopt small water enterprises is being made to governments, funding agencies, and other implementers.

In partnership with like-minded organizations, we are unlocking barriers, increasing our impact through knowledge-sharing, and advancing an agenda to scale up small water enterprises in Ghana, India, and globally.

An integrated, IT-based operating platform, with standardized tools, resources, and training programs will enable others to cost-efficiently replicate small water enterprises in different geographies.
LEVERAGING PARTNERSHIPS

In collaboration with implementers, governments, funders, companies, and development institutions, we’re establishing best practices for small water enterprises. Our growing operating footprint provides a real-world, open-source learning lab that allows us to optimize key components across the proposition.

Designing for Increased Demand
In Ghana, we are partnering with Engineers Without Borders to optimize safe water systems that will help meet the increasing demand for household connections; and to build the internal field capacity to manage larger systems.

Developing Standards and Protocols
In India, working with Pentair and global safety science firm UL, we are advancing protocols to ensure production of high-quality water, and are in the process of transferring this capability to Ghana.

Building Out the Platform
Global consultancy EY is helping us to define our emerging Technical Assistance capability, and to chart the next phase of development for the Water Enterprise Operating Platform.

Integrating Digital Finance
The Consultative Group to Assist the Poor (CGAP), a unit of the World Bank, has partnered with us to build out digital finance initiatives for small water enterprises, which will improve operational efficiency and boost enterprise sustainability.

Adapting for Urban Settings
Honeywell is supporting our implementation of urban small water enterprises, which have the potential to provide safe water to 35 million people in India—roughly half of the country’s urban slum population.

Financial Inclusion on Business Runways (FIBR) is helping us to digitize the household connection payment process and improve user experience.

“They’re coming up with concepts—ideas that would help us to set up better models to improve delivery in the country.”

Hon. Joseph Kofi Adda
Minister of Sanitation and Water Resources, Ghana
Building on our successes in the field, Safe Water Network is working alongside stakeholders to expand small water enterprises in Ghana, India, and globally. By documenting the benefits of small water enterprises, unlocking systemic challenges to scale, and joining with other implementers, we seek to reach thousands of communities with safe water, improving the health and livelihoods of millions of people.

**Join Us**

Join us in providing the diverse expertise, talent, and funding needed to pursue excellence, build consensus, and mobilize greater resources for small water enterprises.

**Our Timeline**

2006
Co-founded by Paul Newman and other civic and business leaders

2007
Launched a rainwater harvest program in India

2008
Opened Accra and New Delhi offices; refined our model and introduced Safe Water Stations in Ghana and India

2013
Piloted Technical Assistance in Kenya; continued model refinement and expansion in Ghana and India

2014
Launched 35 Safe Water Stations in Ghana and India; rolled out an innovative consumer activation program in India; launched new initiatives with BGL, BHEL, Cisco, and the Volta River Authority

2015
Awarded a €3 million subsidy from the Netherlands Enterprise Agency to expand the Volta Lake Cluster of Water Stations—our first subsidy from a funding agency

2016
Launched mobile monitoring app programs; worked with UL to develop standards for small water enterprises; participated in a water quality assessment of our operations by the Water Institute at UNC; received funding support from USAID to develop and publish our comprehensive India Urban Sector Review

2017
Providing water to one million people in 300 communities; optimizing our model with solar installations and digital finance tools such as mobile money integration, water ATMs, and smart meters for household connections

2022
On track to directly reach two million people living in more than 500 communities, and replicate with others to reach millions more

**Continuous Improvement**

A relentless commitment to optimizations will reduce costs, improve operations, ensure water quality and strengthen the consumer proposition.

**Replicate**

Standardized systems, an IT platform and training programs will support the capability development of operators, technicians, and managers adaptable by other implementers in varied operating environments.

**Mobilize Funding**

Aggregate and attract capital with one or more Water Enterprise Trust structures to fund the scale-up of small water enterprises by other implementers.

**Collaborate**

Engage with a growing group of practitioners to establish an enabling environment conducive to small water enterprises, supporting their implementation in additional geographies.

**Reach More**

Continued investment in our field expansions in Ghana and India will provide access to a minimum of 2 million people in 500 communities with small water enterprises by 2022.

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Join us in providing the diverse expertise, talent, and funding needed to pursue excellence, build consensus, and mobilize greater resources for small water enterprises.
About Us

Safe Water Network was co-founded in 2006 by the late actor and philanthropist Paul Newman and a group of prominent civic and business leaders. This founding team recognized the significant global need for safe, affordable water, and understood the adverse consequences that untreated water poses to the health and livelihoods of communities.

Through Safe Water Network, they saw an opportunity to address significant challenges to sustainability with a cost-effective approach that leverages the benefits of local ownership and participation. Forming partnerships, Safe Water Network is bringing together diverse expertise, and working with others to reach millions in need.

Our annual consolidated budget of ~$9 million (which includes affiliated programs in Ghana and India) has increased by an average of 15% annually over the past five years. Our team of 80+ professionals working in New York City, Ghana, and India bring a diverse range of capabilities from both the private and public sectors.

safewaternetwork.org

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