



300in6

Safe Water for 300 Million in Six Years



INVITATION

to join 300in6
in scaling-up access
to secure, safe water

The 300in6 Initiative is jointly supported by Antenna Technologies, Aqua for All, Connect International, Safe Water International and the Swiss Agency for Development and Cooperation



Background

Almost 4 billion people are waiting for secure, safe water. Some 884 million have no access at all and for another 3 billion, their access to piped water comes with the safety risks of poor maintenance and recontamination. In response, rapid progress is being made in developing affordable and needs-oriented water delivery systems and Household Water Treatment (HWT) options, including safe storage. With this flow of new solutions, the challenge now for governments, the private sector and NGOs is to make them available on a colossal scale.

The vision: A public-private alliance for massive scaling-up

In this thrust of promising safe water solutions, the 300in6 initiative works to enhance focused alliances of like-minded partners. The vision leaves aside the classical 'giving-away' approach and instead implements a more effective, efficient delivery system, involving private initiatives.

We wish to build upon the solid base of important scientific work and shared experiences undertaken on innovative technologies by professional agencies within the WHO Network for Household Water Treatment and Safe Storage (HWTS). With a renewed focus on numbers and speed of dissemination, we invite all interested agencies to join us.

The mission: Safe water for 300 million people in 6 years

In 2009, when the 300in6 initiative started, an estimated 40 million people in the MDG7 target group were using new HWT options such as chlorine, SODIS or filters – excluding boiling options. In business-as-usual scenarios, this number is likely to reach some 150 million by 2015. The aim of the 300in6 initiative is to double the present speed of dissemination, to 300 million. The parameters of this virtuous circle are thus:

- Making affordable water delivery systems and HWT products widely available.
- Reaching the 'Base of the Pyramid' (BoP) effectively with large-scale social marketing campaigns and awareness-building about the social and economic benefits of safe water and hygiene. Social marketing is the task of governments, multilateral organizations and NGOs.
- Creating new business opportunities for both industrial and financial sectors involving international large-scale industries and local medium- and micro-entrepreneurs.
- Deepening the impact of safe water solutions with substantial health improvements, increased school attendance, reduction of sick days and empowerment of women
- Contributing to the fulfilment of Millennium Development Goals with a focus on MDG7 and MDG 4 on reducing child mortality.

The guiding principles

The imperative of safe water for all requires an emerging, vibrant new focus. 300in6 proposes the following guiding principles:

- **Consumer Orientation:** To consider people as consumers, not as mere beneficiaries or recipients, and to give them the freedom to choose among different safe water solutions in a multi-product or multi-service approach.
- **Scalability:** To focus on products that have the potential to be scaled-up radically.
- **Treatment at Point-of-Use:** To concentrate on treatment at the point-of-use and thereby address an issue which was not included in MDG 7. This goal refers only to safe water at the source, and not at the point-of-use. Water can become recontaminated in transport between source and point-of-use, or in storage in the home.



- **No Gifts:** To recall that safe water solutions should not be given away, except as a temporary solution in emergency situations. Whilst safe water is now a human right, it should not necessarily be free-of-charge. Smart subsidies may be granted, but only if they stimulate markets and do not distort them.
- **Affordability:** To encourage the private sector to make high-quality products and services including options that are affordable to consumers at the Base of the Pyramid.
- **Public Sector and Civil Society:** To urge governments and NGOs to shift their role from direct delivery to market creation. Their emphasis is needed on regulation, social marketing and preventing any distortions of private initiatives.

The marketing principles

- **Product:** Products and services should be appropriate, affordable and desirable ("must haves") in terms of consumer preferences at the BoP.
- **Place:** Products, spare parts and services should be regularly available and close to the customer, even in the remotest village.
- **Promotion:** We envisage massive up-scaling. This requires social and commercial marketing. The social thrust is a public task, to create awareness of the safe water and provide hygiene education whilst the private sector will stimulate sales of particular products and services.
- **Pricing:** The range of available products must include affordable options for low-income customers, including the use of flexible payment and finance schemes.

The strategy: Reaching the target

- **Advocacy:** 300in6 will make presentations at such events as the World Water Week in Stockholm, the Rural Water Supply Network Forum 2011 in Uganda

and the World Water Forum 2012. Information on (new) products and lessons learnt can raise awareness and support for the initiative.

- **Market research:** A study on safe water as a business is in preparation, in cooperation with leading institutions from both the private and the public sector. Based on field visits, the publication will present and assess the latest business options, market barriers, and recommendations to overcome present obstacles. The publication will stimulate private initiative in the water sector and will be launched early in 2011. A preliminary report will be presented at the Stockholm Water Week in 2010.
- **Business fairs, linking suppliers, financial institutions and demand:** Similar to the 'Lighting Africa' initiative in the energy sector, business fairs will be co-organized. They will bring together the most promising and innovative suppliers with interested partners from the financial sector and possible clients such as NGOs and informal sector groups. Grants could be awarded to winners of business competitions.
- **Boosting demand through large-scale, social marketing campaigns:** One of the most challenging tasks is to reach people who are unaware of the importance of safe water and hygiene. This requires social marketing approaches to change the behaviour of large numbers of the poor. Strategically, this recognises the crucial role of communication, instead of handling it as an administrative add-on. 300in6 can explore how to facilitate social marketing campaigns at the national level that quickly create a critical mass in the market.
- **Stimulating knowledge exchange and match-making:** The 300in6 members will collect more experiences and data whose dissemination can be facilitated through the website and other media. 300in6 can become an information source for good practices. Interactions between members will encourage the development of new partnerships and projects.



Organization: membership and secretariat

Membership: How to join 300in6

The 300in6 initiative does not implement projects itself but enhances existing or new activities of its members. Initiated by a small core group in 2009, we now seek to expand our membership base. Individuals and institutions are invited to join 300in6 in the following membership categories:

- **Individual members:** Interested individuals (or institutions interested in safe water but not actively involved in dissemination) can join 300in6 by applying to the support office (see: Secretariat, below). There is no membership fee. Individual members receive access to published information and an electronic newsletter.
- **Institutional members:** Like-minded institutions, working in the dissemination of safe water solutions, can join 300in6, with the following benefits:
 - a) be part of a new market-based, scaling-up, initiative
 - b) learn, from experience-sharing, what are the most successful business models
 - c) get global visibility and become more effective in advocacy and fundraising.In exchange, members' obligations are to:
 - a) subscribe to the goals and guiding principles of 300in6
 - b) pay a membership fee (€ 300 per year)
 - c) share their experience with other members, bilaterally and through the 300in6 network media, and report to the secretariat on the location and progress of their activities
 - d) report the numbers of people reached – in an informal way, since 300in6 cannot, at present, undertake sophisticated statistical analysis and scientific impact studies.



Secretariat

The activities of 300in6 are supported by a compact secretariat consisting of a front office and a support office.

The *front office* is provided and funded by Aqua for All (A4A) in the Netherlands. Its tasks include:

- Matchmaking, fundraising and financial engineering. This can include funding acquisition, building financial partnerships for co-financing, and full financial management and monitoring (based on 'no cure, no pay', or pre-determined success fees).
- Support services such as organizing events, representation in studies and programmes, and their monitoring and evaluation
- Participation in the study "Access to Safe Water at the Base of the Pyramid".

The *support office* will be implemented by a professional information and communication institute (currently under negotiation). Its tasks include:

- Advocacy for suitable technical solutions and good business models of safe water solutions at meetings and conferences
- Mastering a website, sharing information on new developments by means of a newsletter and press releases in addition to feeding such newsletters and peer publications as the *WHO-HWTS Network bulletin*, *IRC Source* and other (multi-)media outlets. It will describe the location and scope of the work of institutional members.
- Communication support to the public relations activities of members and partners
- Monitoring and reporting progress in reaching the scaling-up goals

The support office is presently funded by A4A, Connect International and SDC. New funding is envisaged from institutional support members and from public and private donors.

More information:
www.300in6.org



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