



Safe water
for **300 million** in **6 years**
with Household Water Treatment

300in6

Safe water for 300 million in 6 years

Massive scaling-up of safe water solutions

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Water challenges

- Increase volume > 20 l /day/pp
- Reduce distance < 500 meter
- Improve quality
(turbidity, pathogens, viruses,
arsenic, pesticides ...)

Improve quality, because

- Diarrhoea kills more children than AIDS + malaria + measles (UNICEF, 2009)
- Improved hygiene awareness and safe water can reduce health expenditure by 50% and more
- Improved health = productivity and income potential
- *“No other single intervention is more likely to have a significant impact on global poverty than ... safe water”* (UN University, 2008)

... with HWTS Household Water Treatment and Safe Storage

HWTS, because:

- **First step**
- **Cheapest option**
- **Innovation = new products, services**
- **High benefits**
 - **Up to 60 times investment (WHO, 2008)**
- **Business potential**
 - **Aguatabs – Medentech, Pureit – UNILEVER, Swach - Tata**

New HWTS options:

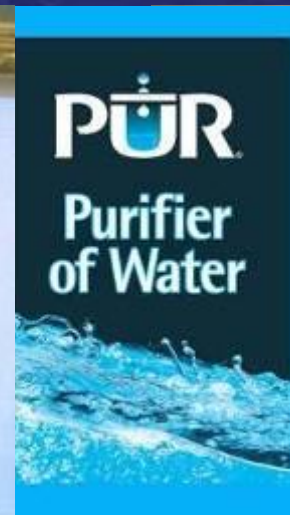
- Disinfection
- Safe storage
- Filters

- **effective**
- **attractive**
- **affordable**

New disinfection options

Cost \$0.02 – \$8 /m³

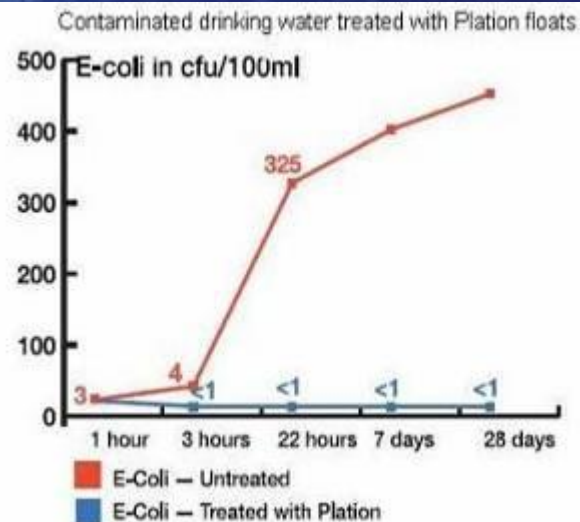
Silverdyne, Twinoxide,
Aguatabs, PUR, Watasol ...



New safe storage options

Cost \$0.2 - \$1\$/m³

Plation, Silver disc, Silver tube ...



New filter options

Cost \$0.2 – \$5/m³

Candle, pot filter, Swach, Pureit, Siphon ...

See: 'Smart Disinfection Solutions', NWP



300 in 6

Safe water for 300 million people in 6 years
with HWTs and safe water delivery systems

Why 300?

In today's BAU planning:

- 2009 = 40 million users of new HWTs
- Under 'Business As Usual' scenarios:
by 2015 = 150 million

**300in6 aims to double this, through
integrated models of 'engineering'**

Integrating the 'engineers'

- **Water engineers**
- **Health and hygiene 'engineers'**
- **Business development 'engineers'**
- **Enterprise 'engineers'**
- **Financial services 'engineers'**
- **Marketing 'engineers'**
- **Procurement 'engineers'**
- **...**

How to scale-up, massively?

- **Scalability:** Options that can be scaled up, hugely
- **Affordability:** Range of 'must-have' design products, including options affordable for BoP
- **Invest:** No gifts, except in crisis. Use funds to stimulate markets, not to distort them..
- **Grow market:** Guide public sector and civil society towards regulation and social marketing which is consumer-based

Based on analysis of successes, failures, and promises in:

- *Marketing safe water, 2008, U Heierli*
- *Safe water for the BoP, 2010, 300in6*

Strategy to improve scale-up

- Advocacy:** Strengthen the HWTS Network
Raise HWTS on development agenda
- Research:** Market study 'Safe water for the BoP';
Hystra study 2011; Yearbook 2012;
Issues: accountability, reliable metrics
- Trade shows, fora:** Link demand, suppliers and funders
- Social marketing:** Upgrade awareness-building on benefits
- Knowledge exchange:** Share models, lessons. Publish,
network, communicate research
- Match making:** Broker funding for promising initiatives

Be part of 300in6

- Be part of a massive, market-based scaling-up activity
- Share lessons learnt
- Raise visibility of research and field work
- Gain efficiency in advocacy and impact
- Connectors in fundraising, match-making

Just 300in6 *it!*



300in6.org