

## JOIN US AT THE WORLD WATER WEEK

### Scaling up Safe Water Enterprises at the BoP

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

Room NL Music-Hall

#### Goal of this event

This event aims to work toward a road map for scaling safe drinking water enterprises at the BoP.

Several successful social enterprises worldwide offer safe water solutions to people living at the Base of the Pyramid (BoP). These models include provision of safe water via water kiosks, chlorine dispensers, decentralised chlorine production and the production and sale of household water treatment and safe storage (HWTS) products.



Entrepreneurs market the products by building on user experiences and satisfying customers aspirations for convenience, status and aesthetics.

The Safe Water II project, a joint initiative of the Swiss Development Cooperation, Aqua for All, the Millennium Water Alliance, IRC and Antenna Technologies Foundation, is supporting 6 water enterprises to determine what factors influence a business' ability to expand market reach and penetration in low-income areas and replicate a successful business model in new geographies.

#### What business and external factors influence success?

Successfully scaling safe water enterprises requires a customer focused business approach, a supportive business environment, and financial capital.

- **Business factors:** a focus on retail and marketing.
- **External factors:** Removal of sales barriers for safe water solutions; an enabling environment for expanding product sales; improved HWTS options offered by water service providers (including utilities) to secure water quality at point of use and improve distribution.
- **Financial Capital:** Investment in social enterprises so they can scale, as well as the development of financial offerings at the BoP (such as microcredits, and leasing options) to make the products affordable for the end consumer.



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## What drives demand for safe water?

Sales strategies must be innovative, context based and unique to each country that provides affordable safe water to the BoP. Safe water must be sold as a desirable product beyond the health benefits to ensure the long-term supply even to remote places.

## Who should attend this event?

**Please join us if you are interested in the business, regulatory and marketing aspects of promoting businesses at the BoP. We aspire to facilitate a fruitful discussion between people representing NGOs, government, the private sector, regulation, finance and impact investors to ensure 1) safe water demand is enhanced, 2) supply is strengthened, 3) enabling environment is fostered.**

## How can we cooperate?

- 1) Innovation: Share experiences, not only on technologies and products but more importantly on business models, organisational, marketing and sales strategies.
- 2) Connections: Support the Safe Water II programme network by fostering linkages between organisations (iNGOs, government, private sector).
- 3) Capital: Help secure capital investments to scale safe water enterprises serving the BOP.
- 4) Replication: Getting involved in replicating successful business models in other regions / countries.

## We need you!

Several successful programmes have now been implemented by different organisations: social enterprises are now providing sustainable and affordable solutions to local communities. 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 start discussing on the potential for scaling up safe water on a worldwide scale.

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

**Time: 27 August from 09:00 to 10:30**

**Place: Room NL Music-Hall**