



Taking Taps to Premises

– Strengthening Household Connections

Sales for Small Water Enterprise

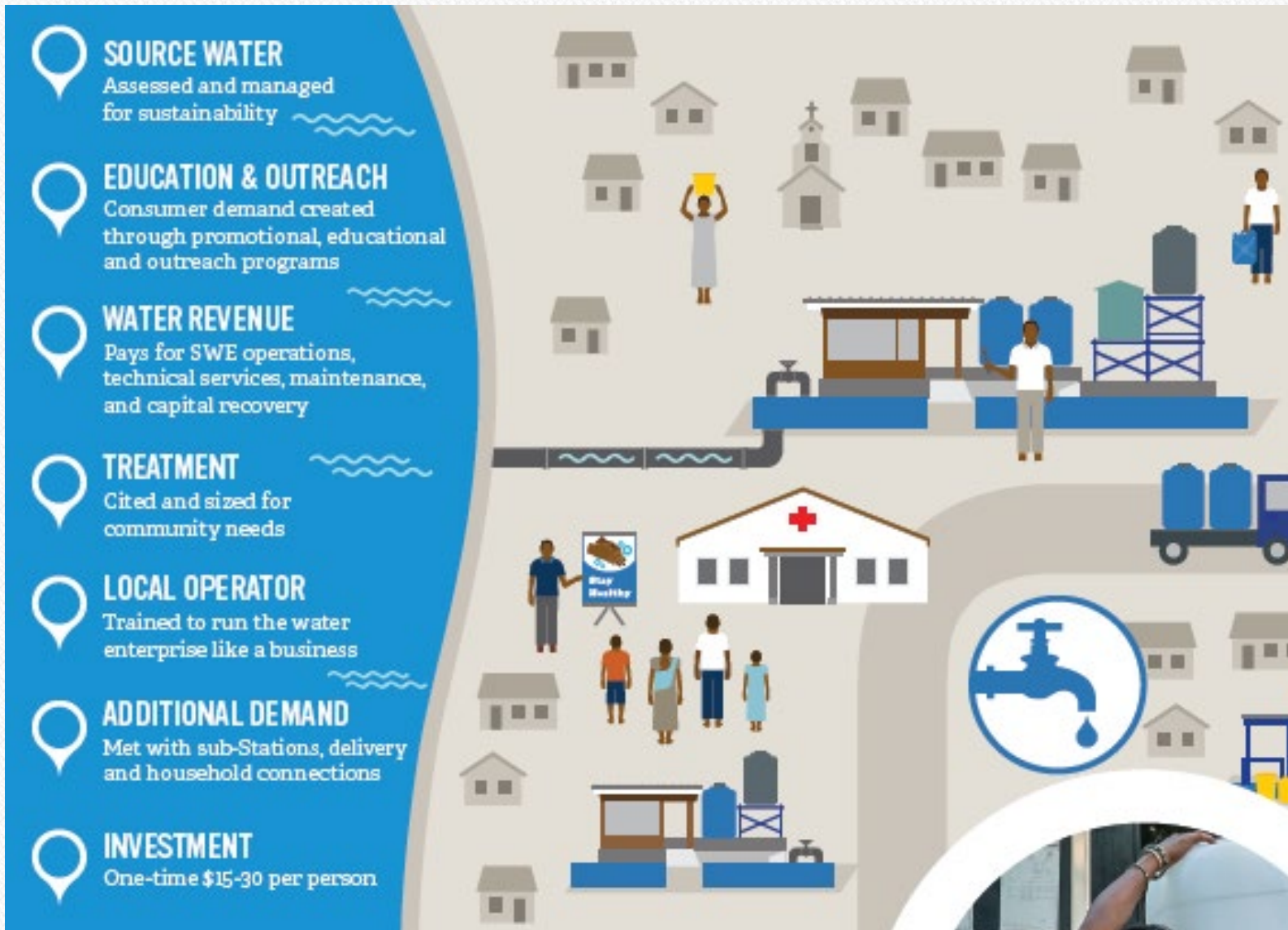
Financial Viability

2022 ASG-Africa



October 20th 2022

Small Water Enterprise [SWN Model]



Small Water Enterprises (SWEs) provide access to safe, affordable, and reliable water. This sustainable water solution serves as a complement to conventional water solutions, such as hand pumps and utilities.

- *Serve small towns and peri-urban communities*
- *Populations of 1,500 to 10,000 people*
- *Community-based*
- *Turnkey (BOOT)*
- *Geographically clustered*
- *Revenue generating*
- *Financially viable*
- *Reliable, adaptable, affordable, replicable and scalable*



102
Stations

147
Communities

7
Schools

712
Locals Employed

46
Sub-Stations

38
Districts

26
Health Facilities

115,000
Households Served

583
Standpipes

10
Regions

2,980
HH Connections

460,000
People Served

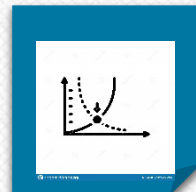
Limited Accessibility to water
45 – 60% (depending on distance)



Lower station revenue
(Affecting station sustainability)



Extended Operational break-even
Affecting portfolio viability]



Water Quality
Risk of Possible recontamination



Reliability
*Production Depends largely on
the National Electricity grid*





- Infrastructural redesigned for Optimal last mile supply
 - Production
 - Storage
 - Distribution

- Existing station retrofits versus Household connection greenfield



Interventions—[Optimized Piped Connection]-WRP Impact

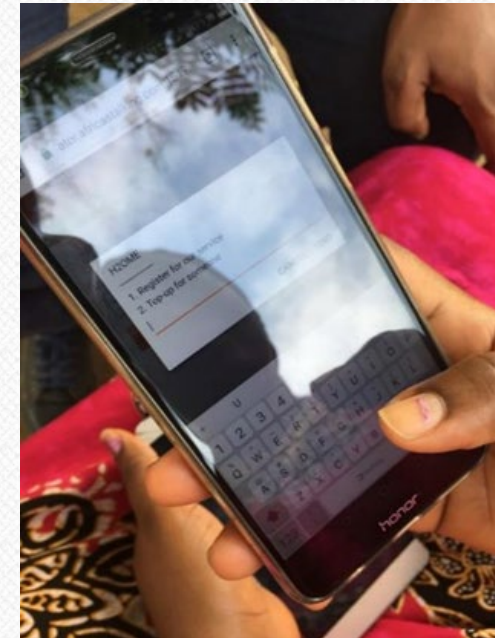
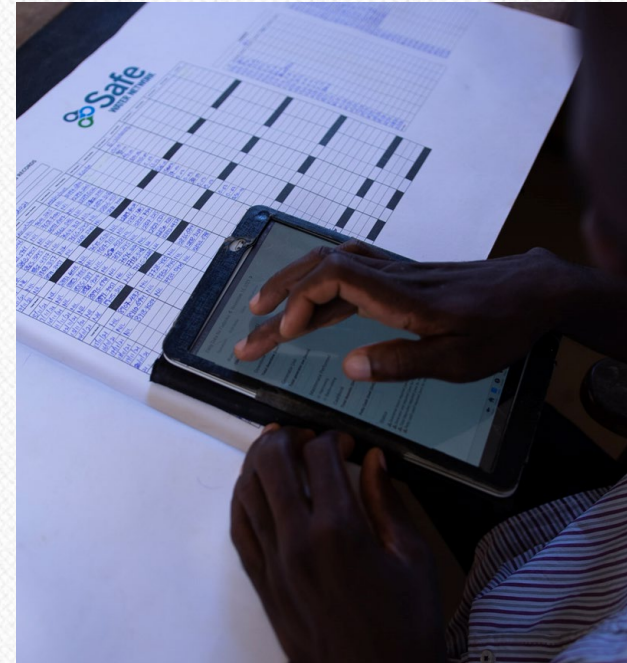
- ❑ Integrated active sales program {Partnered with WRP}
 - ❑ Dedicated sales team
 - ❑ Door-to-door direct sales
 - ❑ Experiential marketing

- ❑ Aftersales service support [Customer services]

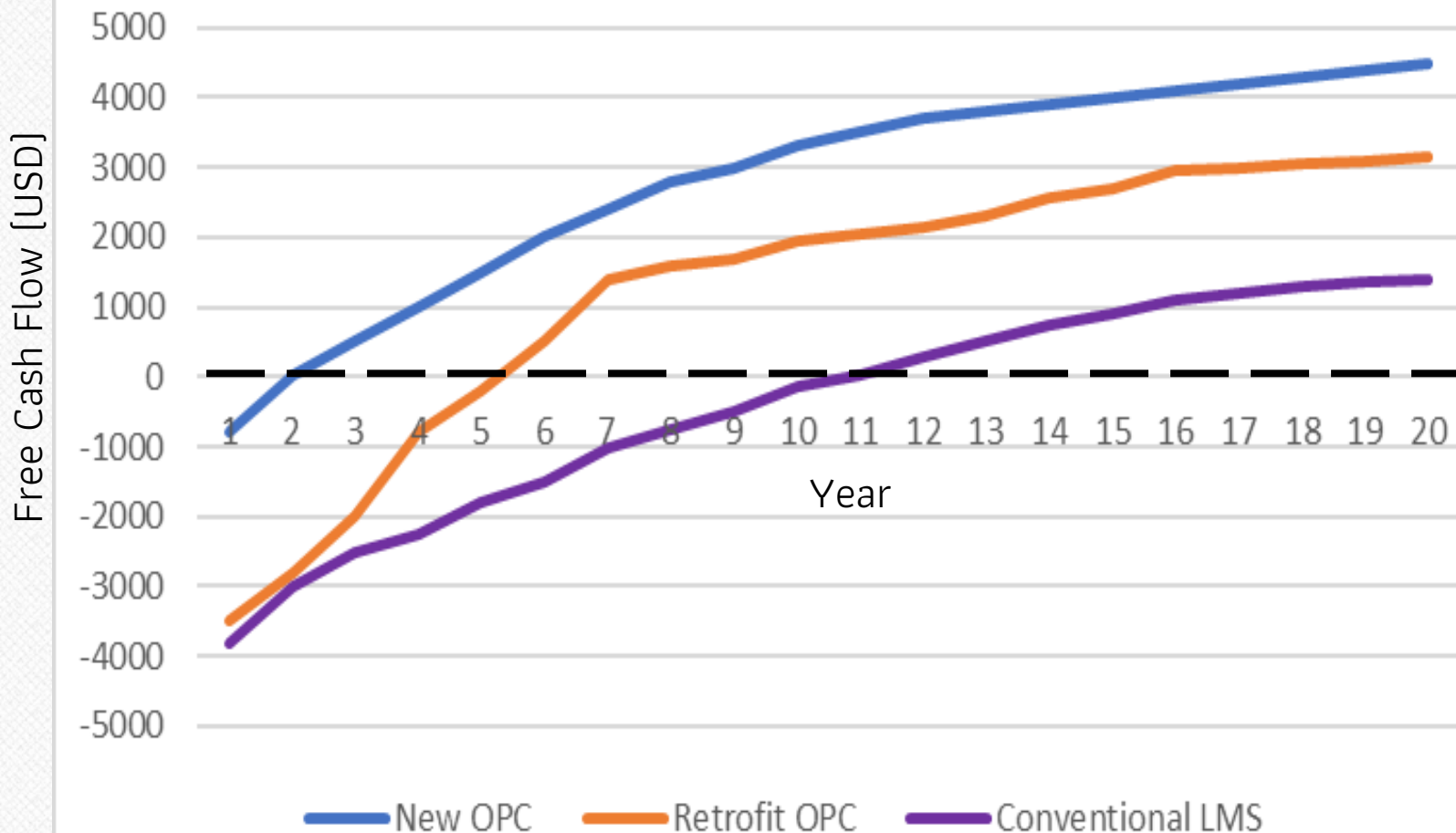


- ❑ Mobile money-enabled prepaid metering
 - ❑ convenience
 - ❑ Control
 - ❑ Transparent

- ❑ Digital platform for service management
 - ❑ AMR[Automated data collection]
 - ❑ GIS app
 - ❑ Daily operations tracking tools



Comparative Station Model vs Operational Breakeven



New OPC

- Attains Operational Breakeven within 2 years
- Reduces non-revenue water,
- Boosts consumption 2 to 3X.
- Increases Convenience

Retrofitted OPC

- Reduces Operational Breakeven from 7.5 years to 4 years

Conventional LMS

- Extends Operational Breakeven until 7.5 years and 8 years



Community Size and Consumption

[The population of over 3000 – Increase in contact per person]



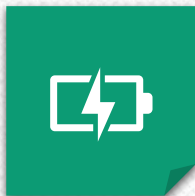
Consumption Increases

[Consumption increases by 35%. Impacting positively on station revenue]



Water Quality Assurance

[Direct Water from Standpipe assures no contamination]



Energy Source

[Solar with grid backup ensures reliability]

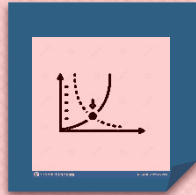


Reduces Non-Revenue Water

[[Stations' non-revenue water reduces drastically]

Improves Operational Breakeven

[Reduces operational breakeven from 8yrs to 2 years. Great impact on portfolio viability]



Increase in station revenue

[Positive impact on stations viability]



Reliability/Availability of water

[Water runs 24/7 due to the inclusion of a solar system. Reduces downtime]



Household Penetration

[65 – 95% (depending on season)]



Revenue Collection rate

[Improves station revenue collection rate to 100% at all times]



Scale Up [On-going Programs & Projects]



01

Construction of optimized stations to support 400+ HHCs



02

Retrofitting of existing stations for roll out of HH Connections



03

Roll out of HH Connection program in Greater Ashanti



04

Technical Services and training programs



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Emelia dreams of expanding her oil palm processing business so she can serve thousands of customers across Ghana's Ashanti Region. That is all now possible because she is one of over 500 customers who have a direct, 24/7 water connection to their homes in Nobewam. When our field team asked Emelia, "What does water mean to you?" She remarked, "It means hope and smiles each rising day."

Emelia Adu - Nobewam



Ama wants to become a nurse but missed school days each week because the 3km journey to fetch water each morning was strenuous. When our field team asked her "What does water mean to you?" she remarked, "it gives me and my friends more time so we can study and play". Humijibre DA Primary School in Ghana's Western North Region has a piped water connection from our H2OME! Water Station.

Ama Asare - Humijibre



Joyce, a person living with disability and beneficiary of the HHC project was asked how she was able to get safe water prior to the establishment of the Nobewam H2OME! Water stations. She replied, "due to my disability, I don't have the strength to go get water myself". "I used to pay people to fetch water for me to use for my daily activities but now I have water flowing in my house and I use it whenever I need it".

Joyce Osei - Nobewam