



Demonstration of a Tulip Siphon filter in Dera Woreda and restaurant owner Ms Salam serves safe water by using the Tulip Table Top

Country:

Ethiopia

Theme:

Safe Water
at point of use

Duration:

2016-2017

Total value:

€140,000

Investors:

Aqua for All,
Antenna,SDC

Program partners:

Antenna, SDC,
Finote Selam Utility,
Tulip Addis, Sawyer

An opportunity for:

Entrepreneurs,
investors, local
water utilities

Questions?

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Household Water Treatment & Safe Storage: Utilities take action to improve water quality at point of use.

Local water utilities in Ethiopia are taking on a new role: the promotion and sales of household water filters to improve the quality of drinking water at the **point of use!** This new approach has huge potential for the much needed market penetration of Household Water Treatment and Safe Storage products to help more people get access to safe drinking water.

About the project

The utility staff in the town of Finote Selam in Ethiopia is conducting a pilot to increase the sustained use of **HWTS by at least 25% of the inhabitants.** People without access to a source of safe drinking water are given the opportunity to buy a **HWTS product of their choice at the office of the water utility** so they can filter raw water and produce safe drinking water at point of use for their families. This initiative also helps people that do have access to potable water but with quality issues, which is a common problem in Ethiopia.

Why it matters:

- Those last meters are crucial. Point of use solutions are more often than not needed in order to make water safe for drinking. That's where HWTS products can make a difference. Local water utilities and government bodies are well positioned to realize the improvement in water quality by making HWTS products more readily available and affordable at the household level by offering payment systems over time.
- HWTS also creates business opportunities for entrepreneurs, a key factor in making solutions

sustainable. Business partners are invited to supply Household Water Treatment products through drinking water companies.

Aqua for All's role

Aqua for All is a strategic partner in this program. We provide '**gate-funding**' to activate and support stakeholders to start programs like the HWTS business model. Aqua for All collects and shares innovative approaches that deliver results. We build effective Public Private Partnerships by creating opportunities for investors to scale proven business cases.



Reduce waterborne diseases like diarrhea causing **2.2 million deaths** each year in Ethiopia



3,850 HWTS products sold by utilities



19,250 people get safe water at point of use