

# Webwatch

*In this issue Webwatch covers market-based approaches.*

## **Building Partnerships for Development in Water and Sanitation (BPD)**

BPD is a worldwide network of partners involving government, business, civil society and donors. Its mission is to promote the delivery of basic services to the poor through enhancing institutional relationships between the public, private and civil society sectors. Interesting examples of local-level water and sanitation partnership projects around the world are available which demonstrate the factors that make them successful.

[http://www.bpdws.org/web/www\\_1\\_en.aspx](http://www.bpdws.org/web/www_1_en.aspx)

## **World Toilet Organization**

WTO is driving a market-based approach to address the dysfunctional sanitation market for the poor by branding toilets as status symbols and objects of desire. It is building an efficient market infrastructure where products and services are available to service the demands of the poor. The website includes many different resources including publications, guidelines, advocacy materials and tool kits.

<http://www.worldtoilet.org/index.asp>

## **Serving all urban consumers: A marketing approach to water services in low- and middle-income countries (2004)**

Published by WEDC and free to download, these are a series of six books that consider how water utilities working with other key stakeholders, can meet the needs and demands of urban water consumers through an understanding of the needs and demands of all consumer groups, and by the adaptation of marketing/commercial approaches.

[http://www.wedc-knowledge.org/wedcopac/opacreq.dll/fullnf?Search\\_link=AAAA:5035:92514314](http://www.wedc-knowledge.org/wedcopac/opacreq.dll/fullnf?Search_link=AAAA:5035:92514314)

## **WSP Global Scaling Up Sanitation Project**

This project is focused on learning how to combine the approaches of community-led total sanitation and sanitation marketing to generate sanitation demand and strengthen the supply of sanitation products and services at scale. The project is being implemented by local and national governments with technical support from WSP and is currently being tested in Tanzania, India and Indonesia. Several recent publications and case studies are available to download.

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[http://www.wsp.org/wsp/sites/wsp.org/files/publications/WSP\\_SustainabilityCaseStudy\\_TSSM.pdf](http://www.wsp.org/wsp/sites/wsp.org/files/publications/WSP_SustainabilityCaseStudy_TSSM.pdf)

### **India, Tamil Nadu: Micro-credit helps women's self-help groups build toilets**

An account of how an Indian NGO that provides housing and toilets for women's groups was a finalist in the 2010 World Habitat Awards. Established in 1979, the Integrated Village Development Project (IVDP) mobilizes poor women to form self-help saving groups (SHG). <http://washfinance.wordpress.com/2010/09/30/india-tamil-nadu-micro-credit-helps-womens-self-help-groups-build-toilets/#more-1041>

### **Sanitation Updates**

This news feed on sanitation is maintained by IRC and by USAID's Environmental Health knowledge management activity and the Hygiene Improvement Project. It provides news, information and resources in support of achieving the goal of sanitation for all. A search on 'market-based approaches' brings up many relevant documents and videos related to sanitation marketing. <http://sanitationupdates.wordpress.com/>

### **Building Alliances Series: Water (2010)**

The purpose of this publication by USAID is to show you how to build public-private partnerships in the water sector and provides guidance on entry points, alliance models, finding good partners and getting started. More information is available at the USAID Water website at

[http://www.usaid.gov/our\\_work/cross-cutting\\_programs/water/partnerships.html](http://www.usaid.gov/our_work/cross-cutting_programs/water/partnerships.html)

[http://pdf.usaid.gov/pdf\\_docs/PNADT173.pdf](http://pdf.usaid.gov/pdf_docs/PNADT173.pdf)

### **IDE Ethiopia: Manual Well Drilling**

IDE Ethiopia partnered with USAID to explore the feasibility of manual well drilling, an inexpensive method of reaching the water table that has been successfully utilized in many parts of Asia, Central America and South America. After the wells have been drilled, low-cost pumps can be installed to access the groundwater, providing irrigation and increased income opportunities. A local cadre of trained professionals was established who could provide well-drilling services at an affordable price. The training programme provides a skill set and livelihood to the drillers who participate.

<http://ethiopia.ideo.org/OurStrategies/WellDrilling.aspx>