

Safe Water Network Partnering in the Small Water Enterprise Space during SIWI World Water Week

Stockholm, Sweden – August 20, 2018. Safe Water Network—a not-for-profit demonstrating at scale the viability of *small water enterprises* (decentralized, locally owned and run water treatment facilities) as a complementary solution to hand pumps and utilities to supply the poor with safe, affordable, reliable water—will be joining a number of partnering organizations in promoting collaboration within the water sector. Through such collaboration, these organizations hope to bring the small water enterprise approach to global scale, capable of reaching the billion people in need of safe water around the world.

On Sunday, August 26, from 9:00 am to 10:30 am, Safe Water Network will co-convene the showcase **Stop Re-inventing the (Water) Wheel! A Technology Collaboration for Scale**, taking place in the Norra Latin Music Hall, Room 353. The showcase, moderated by the Conrad N. Hilton Foundation, focuses on the work of Safe Water Network, EY, Jibu, and UNTAPPED to jointly develop a digital business platform as a critical step in standardizing and scaling small water enterprises.

Then on Tuesday, August 28, from 11:00 am to 11:30 am, Safe Water Network and Danone Communities will be sitting down for a discussion on the *consumer* at the SIWI Sofa Session, **Marketing Strategies for Sustainability: Building Consumer Demand for Safe Water**, recorded live inside the Exhibition Hall (the session will also be livestreamed, available at www.vimeo.com/siwi). Moderated by Penny Magounakis of Creo Media Group, the Sofa Session will focus on insights from extensive work to develop marketing initiatives to activate consumer demand, informed by consumer research. The discussion will include an explanation as to why understanding the consumer is so critical to sustainability and share highlights from Safe Water Network's and Danone Communities' consumer work, including marketing initiatives and research examining the drivers and barriers for water purchase.

Finally, on Tuesday, August 28, from 4:00 pm - 5:30 pm, Safe Water Network will join CGAP and GSMA to host a side event, **Making Waves: Implementing Digital Finance for Sustainable Water Supply**, taking place at Pillar Hall. This event centers on *digital finance*—including solutions such as mobile money or pay-as-you-go systems—and its ability to revolutionize water service provision. This session will share evidence from a recent pilot in Ghana, which demonstrates how conducting water sales through digital payments delivers far-reaching benefits from advancing financial sustainability to increased accessibility for the poor. GSMA will lead an interactive discussion with decentralized WASH service providers Safe Water Network and LooWatt, and an Information and communication technology (ICT) software company with special expertise in digital water utility solutions, Wonderkid Multimedia, to examine how digital finance enables wide-scale roll-out of sustainable water service.

About Safe Water Network

Safe Water Network is committed to enabling water provision to small towns and peri-urban communities globally as a complementary solution to hand pumps and utilities. We're demonstrating at scale the viability of small water enterprises to supply the poor with safe, affordable, reliable water. Building on our operational experience, we're working with implementers, as well as technical and development partners to replicate the approach—with tools, training materials, improved policies, and additional financing. Together, we're bringing the approach to global scale, capable of reaching the billion in need of safe water around the world.

To learn more about Safe Water Network and its events at World Water Week, please contact:

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