



## I-DEV INTERNATIONAL PARTNERS WITH WATER FOR PEOPLE TO PILOT MARKET-BASED SANITATION BUSINESSES IN MALAWI

**Blantyre, Malawi** – December 1, 2010 – Water For People ([www.waterforpeople.org](http://www.waterforpeople.org)) a global water and sanitation NGO, based in Denver, Colorado, has selected I-DEV International ([www.idevinternational.com](http://www.idevinternational.com)) to help launch its global Sanitation As A Business (SAAB) program in Blantyre, Malawi. The SAAB program, financed by a Gates Foundation grant, aims to establish a global ecosystem of market-based sanitation SMEs. In Malawi, it is the first market based sanitation program that seeks business solutions that will create long-term, sustainable economic value and health improvements for the urban poor, which represents 70% of Blantyre’s population. I-DEV was hired by Water For People (WFP) to help the NGO and its group of local sanitation entrepreneurs develop and incubate these sanitation businesses.

I-DEV International is providing in-field training that rolls out in three phases. Phase 1, assesses the ‘big picture’ challenges with promoting and establishing for-profit sanitation businesses in Blantyre, Malawi. Seventy percent of Blantyre’s population (Total population of ~800,000 people) live in Low Income Areas (LIAs), and use unlined pit latrines that are self-built or lined pits donated by local charities. The I-DEV team will work with the WFP team to interview Water For People’s Malawi staff, conduct extensive field visits and interviews with LIA residents, and develop feasibility analysis, financial models and organizational structure outlines with local entrepreneurs. Phase 2 & 3 will be based upon the Phase 1 findings, but are likely to include a full field-based market analysis of Blantyre’s 21 LIAs, focus groups to assess willingness-to-pay, pricing strategy, product/ service mix, and demand; SME financing strategy; and assistance with business implementation, creation of economies of scale, etc.

Jason Spindler, I-DEV’s Managing Director, commented: *“The Sanitation As A Business” program is unique and an innovative approach to creating long-term value for Blantyre residents, as well as future communities that Water for People will target. I-DEV is excited to play an active role in structuring the future of this global program, and effectively empower local entrepreneurs with the business savvy and insight needed to scale their businesses and profit.”*

### About I-DEV International

I-DEV International is a management strategy and innovation firm designed specifically to address the unique challenges that building and operating viable businesses at the base of the pyramid present. From its offices in New York, Lima and Singapore, I-DEV helps local communities, NGOs and corporations work together to build economically-sustainable, locally-owned and operated enterprises and industries through best-in-class, hands-on management advice, project design and implementation, local capacity building and management training programs, organizational restructuring, and financial management assistance. For more information about I-DEV and its projects, please visit [www.idevinternational.com](http://www.idevinternational.com), or e-mail [info@idevinternational.com](mailto:info@idevinternational.com).