



Rainwater Harvesting  
Implementation Network



# Enterprise-Based Approach to Promote Domestic Rainwater Harvesting

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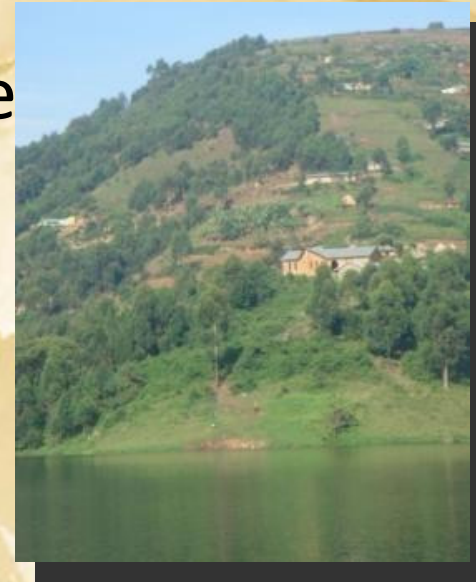
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# Enterprise-Based Domestic Rainwater Harvesting

Does domestic rainwater harvesting have the potential to be an affordable and sustainable option for the poor when supported through a market-based approach?





# The Enterprise-Based Approach

When businesses provide a variety of products and services to client households at different prices. Thus providing the customer with a range of options.



Thailand



Kenya



Uganda

# The Donor Led Approach

When beneficiaries are provided with products that they 'need,' but that they may not be able to afford, operate or maintain.





# The Market and the Poor

The poor are already in the market and they are often paying more for less service



Can we find cost effective alternative solutions?

# Cost of Storage

- A major impediment to wide-scale uptake of DRWH
- A substantial worldwide market exists for the right product at the right price



Subsidized 4000-liter  
ferrocement tank



400-liter cement jars in  
Cambodia



100-240 liter plastic  
barrels in retail shop



20-liter plastic  
jerry cans



# Are subsidies a solution?

- Work only as long as funding supports the subsidy
- Does not promote the development of a sustainable supply chain
- Does not encourage the development of a customer oriented product



# When subsidies are provided .... Who benefits?



The poor?



Or the rich?



# We need to try to learn what works

## Key Lessons

### From 20 Desk Studies and 5 Field Studies

Provide a good value proposition

Affordable... in terms of client's cash flow

Upgradable ... better service for additional investment

Level of Service ... quantity or quality

Convenience ... water at the household level





# We need to understand our clients

## Market Research



**Talk with venders**



**Talk with potential clients**





# We need to decide where to begin



Designing to cover all household needs from RWH makes the initial investment too high

However, once people start harvesting rainwater they will seek to upgrade their level of service





*“It is better to catch water  
at home, than to chase it  
down the hill”*

*Thank You*

