



Sunlight Water Centres

An Opportunity for Your Community



APPLICATION BOOKLET

December 2016

TechnoServe: Business Solutions to Poverty

Sunlight Water Centers

A Sustainable Approach to Clean Water



TechnoServe with Unilever's support is implementing an innovative approach to providing clean water in Nigerian communities by empowering women entrepreneurs to own and run Sunlight Water Centers. Our goal is to launch 1,000 centers, each of which reaches 180 households, 800 individuals, which means over long-term this could help 800,000 people.

THE NEED

Clean water access is a major health problem in Nigeria with 36% of the population (62M Nigerians) lacking access to improved water sources. Access to clean water in rural and peri-urban areas often requires traveling substantial distances, waiting in line, and/or paying a heavy price premium.

The burden of limited access to clean water falls disproportionately on women in sub-Saharan Africa (SSA). Women are typically responsible for fetching water; for purifying it to make it usable and/or drinkable; for washing clothes and dishes with it; and for caring for children. Women in SSA spend ~40B working hours per year on water collection, time that could be much better spent on increasing their incomes to help feed their families. Women have been shown to invest up to 90% of their incomes in their families (compared to 30 -40% for men), so freeing up their time would have major economic consequences for the communities in which they live.

THE CHALLENGE

For years, governments and NGOs have implemented a range of projects designed to create boreholes for communities. Unfortunately, these approaches have historically lacked the funding model to ensure continued operation, maintenance and repair of boreholes, and the result is that 50% of water holes in Nigeria are non-functional.

The private sector offers an opportunity to address this challenge but as yet has not been leveraged to its potential.



SUNLIGHT WATER CENTERS: LEVERAGING ENTREPRENEURIAL POWER

Working in partnership, Unilever and TechnoServe have tested a concept called Sunlight Water Centers (SWCs). Unilever and TechnoServe have partnered to build and maintain 8 SWCs in peri-urban areas near Abuja, Nigeria

A SWC is a social business run by female entrepreneurs from the community which produces, stores and sells clean water, along with Unilever and other everyday products and services such as mobile banking and mobile phone charging. Water production and storage involves a source (typically a borehole), an electric pump (powered by solar), an appropriate filtration system, elevated storage, and a special washing area. The center also includes a selling kiosk where non-water products are displayed and sold. Unilever's supply chain and retail expertise are leveraged to help deliver strong retail performance. The goal is to create a sustainable, woman owned, retail business model for the provision of water in water scarce communities.

Independent traders who sell water in jerry cans for household use play a valuable role and now rely on Sunlight Water Centers as a reliable source of water supply and livelihood.

There are two key components to establishing an SWC: Securing the capital needed to set-up the enterprise and technical assistance for the women who will own and run these businesses. Our experience has shown that this assistance, including business management training and help in maintaining and operating the boreholes greatly increased the chance of success for the new entrepreneurs.

The SWC model is designed to be fully self-sustaining: the entrepreneur running each center pays a portion of her received revenues to repay the initial capital outlay and ongoing operational expenses. Currently, TechnoServe is delivering the support and technical assistance directly to the female entrepreneurs; as the project scales, this role would be taken on by a franchisor

Throughout 2016, TechnoServe is working with the 8 centers in Nigeria to collect and analyze evidence from the centers to validate and improve the sustainability of the business model, as well as quantifying the economic and social impact to the local communities.

A VISION FOR NIGERIA AND BEYOND

Sunlight Water Centres offer a fully sustainable water supply model to break the mold of short-term water projects that fall into disrepair. The vision is of a profitable, sustainable social business model run by entrepreneurial women to sell low-cost clean water in areas of great need. The centers will generate substantial economic benefits for low-income women in the community, allowing them to spend less time and money on collecting water, as well as generating substantial health benefits from improved sanitation and hygiene. The centers will also create a new class of entrepreneurial women in these communities.

The ultimate vision for the Sunlight Water Centres are 1,000 social franchise centers providing clean water across vast areas of Nigeria and potentially beyond. In 2017, we have two enterprise priority objectives: scale the model by constructing additional SWCs in new communities, and begin to build the social franchisor component that will take over operation of the model and deliver long-term scale and sustainability.



HOW DOES IT WORK

COMMUNITY

- Contribute land for equity
- Contribute water source/dysfunctional water scheme
- Identify local entrepreneur woman ownership & management
- Local advisory council to support the Woman Owner/Operator

ENTREPRENEUR

- Cash Equity as downpayment for the business
- Previous experience running a shop
- Ongoing operation of the centre and repayment of hire-purchase

WHAT WE BUILD

- Quality safe water system
- Wash area
- Kiosk that sells Unilever and other products, mobile banking, mobile charging
- Reliable solar powered Pump

ASSISTANCE

- Access to financing – Hire Purchase scheme
- Design, construction, installation
- Retail Training on how to run a successful business
- Access to Unilever products and marketing

WHAT YOU GAIN

- Earn profit-based income
- Reliable Safe Water for sale to the community
- Empowered women – the franchisee, and the customers

MINIMUM SWC FRANCHISE CRITERIA



Small Town or Semi-urban Community



Face Serious Water Problems



Community Land Available



Qualified Women Entrepreneurs

EXISTING LOCATIONS OF 8 SUNLIGHT WATER CENTERS



CRITERIA FOR WOMAN ENTREPRENEUR AND OPERATOR

The Sunlight Water Center depends on women entrepreneurs for successful operation. A qualified woman from the community will be selected to own the business and manage every aspect of its operation.

To ensure the success of the Sunlight Water Centre, we must select the right woman entrepreneur who will be nominated by the community.

The woman entrepreneur will be selected using a rigorous application, interview and testing process, based on ten Success Criteria listed below.

The IDEAL entrepreneur-operator will possess ALL of these skills and personal qualities.

There may not be an IDEAL candidate in every community. A GOOD candidate will possess MOST of these skills and personal qualities.

Skills and Experience

- 1) Previous Experience Running a Shop Or Business
- 2) Negotiating & Communications ability
- 3) Keeping Records - math skills
- 4) Keeping Records - writing and neatness skills
- 5) Managing a budget (even personal)

Personal Qualities

- 6) Honesty and Integrity
- 7) Creativity and Initiative and Marketing abilities
- 8) Discipline and assertiveness
- 9) Sense of organization
- 10) Commitment, Perseverance, Resilience

CRITERIA FOR A SUITABLE COMMUNITY LOCATION FOR THE SUNLIGHT WATER CENTER

1. Available land must be at least 200 square meters or one plot
2. It should be within a densely populated part of the community that has no access to water. Nearest water source should be no less than 300 meters away
3. The Community or private individual must be willing to be contribute land in exchange of 10% equity in the business
4. Community or individual should hold a certificate of ownership title documentation or be willing to register and transfer land ownership title to the Sunlight Water Business.
5. The land should have a good road access and be serviceable by pushcarts and cars



INSTRUCTIONS FOR FILLING THE APPLICATION

This Application packet includes all the forms and questionnaires required for the community to express its intent to be considered for Sunlight Water Center, which are as follows:

- **Prequalification Questionnaire** – all communities who want to express intent must submit a completed prequalification questionnaire in order to assess whether they meet the criteria for a Sunlight Water Center.
- **Women Entrepreneur Criteria and Nomination** – Women entrepreneurs should be nominated from the community to own and operate the center on hire purchase.
- **Community Selection Criteria and Land Nomination** – Key Criteria for SWC community that will be used to the community for qualification. Subsequent assessment of shortlisted communities will take place before final implementation

DESCRIPTION

The Sunlight Water Center is a **SOCIAL ENTERPRISE BUSINESS** that is run by female entrepreneurs from the community, which produces, stores and sells clean water, along with Unilever and other everyday products and services like mobile banking and mobile phone charging. It comprises of a solar powered borehole, water filtration and treatment equipment to provide clean, safe water and a retail kiosk to sell products and services to your community. Communities will get significant benefits from each Sunlight Water Center installed e.g.

- Affordable tested and treated water to the qualified community
- Empowered local women entrepreneur who run the facilities and earn profit
- Support and community ownership through an Advisory Council selected from the community

WHO MAY APPLY

Any decision maker at the state, local and community level can apply for a Sunlight Water Center of the community. The following types of persons may apply but not exclusive to:

Emir or Traditional Ruler office

Local Government Area Chairman or Director

State Water Boards local representative

District/Area Heads

Members of Local Area Councils

Leader of local WASHCO, Business Associations or other types of related Associations

LOCATIONS

Applications from the following LGA's are solicited:

Nasarawa: Karu, Nasarawa and Akwanga LGAs

Niger: Suleja, Tafa, Gurara, Agale LGAs

Kaduna: Kagarko, Jema'a, Jaba, Kachia LGAs

FCT: Kuje, Kwali, Bwari, Gwagwalada LGAs

HOW TO APPLY

Read all the instructions and requirements carefully. Fill out the Pre-qualification Questionnaire, Criteria for Women Entrepreneur nomination form and Criteria for Land Nomination form. Submit the complete application forms to the nearest drop point either at the local government office or traditional council office.

APPLICATION DEADLINE

All Applications must be received by January 10th, 2017.



APPLICATION FORM

To express interest for prequalification for a Sunlight Water Center; please fill out the questionnaire below as completely and accurately as possible. Incomplete applications will not be considered. Use additional sheets if needed.

APPLICANT DETAILS

Applicant's Full Name:

Title/Role in the Community:

Office Phone:

Cell Phone:

Email Address:

COMMUNITY DETAILS

Community Name:

Contact Address:

Coordinates:

LGA:

State:

WATER NEEDS

1. What is the population size of your community?

1,000 – 3,500

3,500 – 4,500

4,500 – 8,500

8,500 – 10,000

Above 10,000

2. Are you experiencing water shortages in your community?

Yes

No

If yes, please explain

3. Are there any specific locations in your community without water supply?

If yes, please explain

4. How many functional boreholes, wells or streams do you have in your community?

Borehole

Wells

Streams/Rivers

Hand Pump

5. How far (in meters) are the water sources from people's homes?

Borehole

Wells

Streams/Rivers

Hand Pump

6. How long (in minutes) does it take to fetch water and return home?

Borehole

Wells

Streams/Rivers

Hand Pump

7. Who fetches water the most often?

Women

Men

Girls

Boys

8. Do you have any non-functional borehole(s) schemes in your community?

Yes

No

If Yes, how many?

Who owns the borehole(s)? E.g. Private/Government/Community

Which agency provided the borehole(s)?



9. Do the people in the community currently pay for water?	Yes <input type="radio"/>	No <input type="radio"/>
If Yes, how much per jerry can?		
10. Do people buy water from Mai Ruwa/Push Cart water vendors?	Yes <input type="radio"/>	No <input type="radio"/>
If Yes, how much do they charge for water?		
How many Mai' Ruwa operate there?		

SANITATION AND HYGIENE

11. What is the major source of drinking water in the community?					
<input type="radio"/> Well	<input type="radio"/> Rain Water	<input type="radio"/> Borehole/ hand pump	<input type="radio"/> Sachet or Bottled Water	<input type="radio"/> Filtered water	
12. Are people in your community used to treating their water? E.g. using Water Guard, etc.				Yes <input type="radio"/>	No <input type="radio"/>
13. How many health clinics are in the community?					
List them					
14. Have you ever had medical problems in your area connected to poor quality of drinking water? E.g. Diarrhea, cholera, typhoid, etc.					
<input type="radio"/> Never	<input type="radio"/> Very Seldom	<input type="radio"/> Quite Often	<input type="radio"/> I don't Know		

ECONOMIC PROFILE

15. What is the primary occupation of the people in the community? E.g. Farming, Civil Servants, Business, etc.				
List them				
16. What is the average monthly income of the people in the community?				
<input type="radio"/> Below N20,000	<input type="radio"/> N21,000 – N30,000	<input type="radio"/> N31,000 – N40,000	<input type="radio"/> N41,000 and Above	
17. Are there any businesswomen, women association or WASHCO associations in your community?				
List them				
18. What type of businesses or services do the businesswomen do in your community?				
List them				
19. Do you have an elected council, Emir or Community-based organisation that is responsible for water?				
Please provide their names.				



LAND AND EQUITY

20. Do you have 200 square meter parcel of land, which can be contributed in exchange for equity in the business?

Yes

No

If yes, explain

21. Is the land owned by community, government or private individual?

Please explain

22. Is the land centrally to sell water, products and services?

Please explain

23. Is the land clear and level with smooth and easy access road?

Please explain

Nominate five women in your community that can be assessed on ability to Own and Operate the Sunlight Water Center

1.	
2.	
3.	
4.	
5.	

Suggest Available lands in your community that can have the Sunlight Water centers, please provide GPS Coordinates if possible

1.	
2.	
3.	
4.	
5.	

Submit your applications to the Local Government Area of your community no later than January 10th, 2017
If you have any enquiries, please contact:

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