



## **Sustainable services in rural areas**



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Water is our most precious resource because it is vital to sustaining life. Access to drinking water is a fundamental right and is one of the pillars of the UN Sustainable Development Goals. One billion people around the world are however still deprived of access to safe drinking water, especially in rural areas.

**UDUMA helps improve access to drinking water in rural areas** by taking charge of water supply equipment and ensuring its proper operation and maintenance for 15 years.

**400 millions**  
rural dwellers  
without access to safe drinking water in Africa  
**500.000 manual water pumps**  
out of service,  
or half of all pumps installed  
**7 billion dollars'**  
worth in investments  
lost because of lack  
of maintenance

## HOW IT WORKS?

**A Public Private Partnership is put in place with national and local authorities, granting UDUMA the right to operate public water services in selected areas.**

**UDUMA secures funding from public and private sources** to finance the upgrading of all water points, installation of the water meters and the cashless payment system.

**An inclusive local consultation process** is started with the beneficiary communities to jointly identify their needs and to ensure full ownership of the new services.

**Local pump caretakers, mechanics and sales agents receive on-the-job training.**

**UDUMA ensures a maximum downtime of 72 hours in case of breakdown** of a pump or standpipe.

**UDUMA charges** a user fee by volume for the water services provided, **at a price affordable for all.**

Over the course of fifteen years, **UDUMA ensures the upkeep, maintenance and replacement** of the water equipment.



### **UDUMA offers a unique solution to one of development assistance's greatest failures:**

rural water supply being financed almost exclusively through public funds, but 50% of the water equipment failing after only a couple of years of service. UDUMA offers a solution to the millions of rural dwellers deprived from a close by access to drinking water.

**UDUMA is the first to providing such services.**



# THE UDUMA MODEL FOR WATER SERVICES



## BUSINESS MODEL

The water services proposed by UDUMA stem from the demand from national local authorities and water users. Blending public funds with private investments and a public service delegation significantly reduces public expenditure while increasing by a factor five sustainability of the services.

Revenues are generated from the sales of the water services. The water tariff is set in accordance with local authorities and water user in order to ensure affordability for all.

Users are serviced by a pump caretaker, whom is remunerated by a percentage of the sales. A local mechanic is responsible for preventive maintenance of the pumps and for reparations and is equally paid a percentage of the water revenues. Spare parts come from UDUMA's local stock. The cashless payment system and periodic water quality analyses are equally part of the service.

The UDUMA model responds to the primary challenges encountered in rural areas (underserved, isolated populations). Besides the water sector, it can be applied to deliver services for other primary needs, such as electricity.

UDUMA uses technological advancements (mobile money and prepaid cards), to collect data and revenues efficiently in even the most isolated areas. Delivering services to address basic needs from rural populations in Africa is hence becoming a viable business. The cashless payment system developed by UDUMA is unique because it enables anyone to access the services, even those without a mobile phone.



## UDUMA PROJECTS

MALI

**1400 manual pumps**  
560.000 villagers  
in the Sikasso region  
(started in 2017)

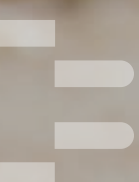
BURKINA FASO

**150 manual pumps  
and two small piped  
water networks**  
In the Centre-Ouest and Cascade regions  
(started in 2016)



**UDUMA brings together water users,  
local authorities, international donors and  
the private sector to create an innovative PPP  
benefiting all parties**





**UDUMA offers sustainable drinking water services through the operation and management of manual pumps and small piped networks. Its business model can be applied to other sectors as well, including for energy services.**

## IMPACT

- ➔ **Universal access to drinking water:**  
rural populations benefit from a reliable source of safe water at an affordable price.
- ➔ **Public health improvements in rural areas:**  
access to clean drinking water reduces the contraction of waterborne diseases.
- ➔ **Employment:**  
UDUMA creates one new job per water pump, in priority for women.
- ➔ **Poverty reduction:**  
improved access to water allows women and young girls to spend more time on productive activities or to attend school classes.
- ➔ **Attractive rural areas:**  
proximity of drinking water sources and job creation reduce the rural exodus, urbanisation and emigration.
- ➔ **Sector transparency:**  
water consumption data are made public. The closed cashless payment system reduces clientelism.
- ➔ **Adaptation to climate change:**  
ground water sources are little influenced by climate change and their sustainable exploitation therefore contributes to community resilience strategies.





## UDUMA

opens up an entirely new market in Africa:  
offering drinking water services in rural areas,  
accessible and affordable to all.

A novel approach combined with innovative  
technologies make it possible to render  
sustainable quality water services in the most  
isolated areas while assuring a steady flow  
of revenues. Delivering basic services to rural  
populations in sub-Saharan Africa becomes a  
viable business.



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