



# Safe, affordable water for all

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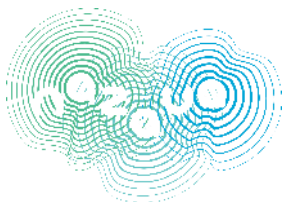
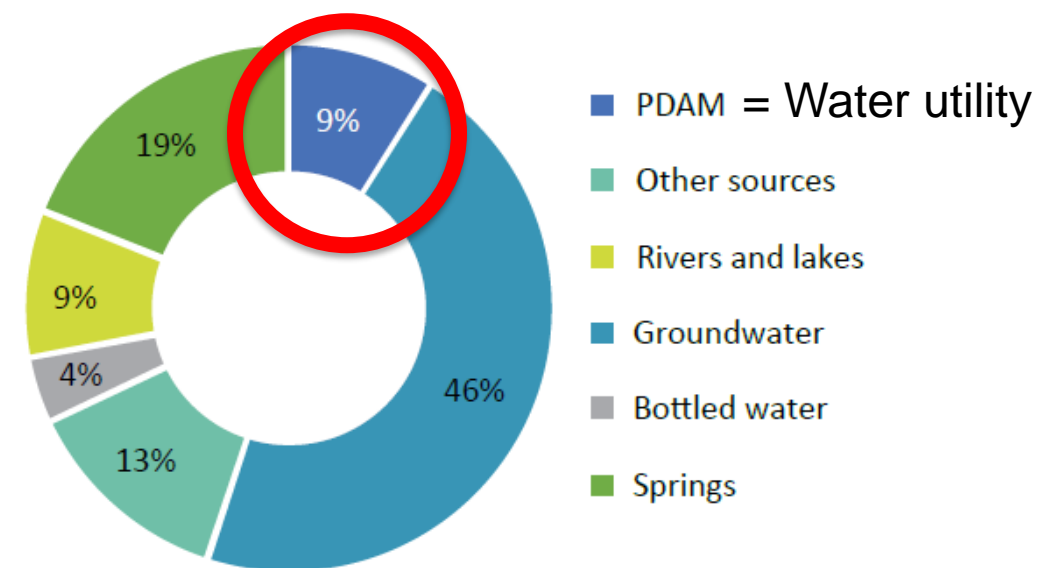


# World bank report 2021

## Action 4: Accelerate inclusive, sustainable, and efficient water supply for all Indonesians

Water supply services fall well short of usual standards at Indonesia's level of development and far below the aspirations of Vision 2045. Only 23 percent of Indonesians have access to piped water (Target RPJMN 2014-19: 60 percent; Figure ES.11).

Figure ES.11: Water sources for domestic demand (2019)





# Urban water sources

Indonesia







Meet Gladys: This is the water she gives to her children. Without boiling.....

Lacking access to safe water in Kenya results in:

- people dying of diarrhea/year: **33,000**

This equals:  
**1.4 Crashed Boeing 747s/week**

- Children stunted:  
**1.8 Million**  
**26% of <5 yrs old**



# Solution

**Retail price: \$30-\$50**

- Cost/month: < \$1.5
- 1000L: \$7
- Savings: > \$ 100/year

## Capacity

- Purifies well, tap & rain water
- Gravity based ceramic filters
- No boiling or electricity
- 16 L of purified water
- 7000 L or 2-3 Years

## Quality

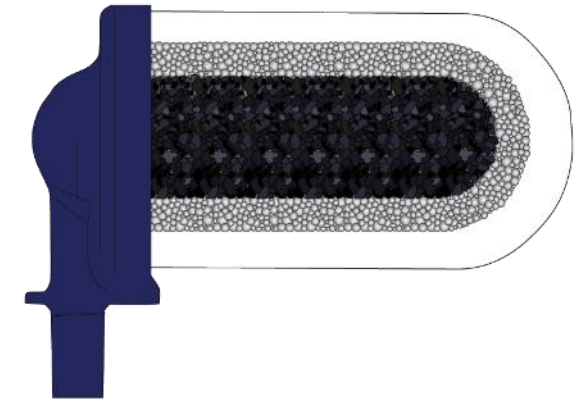
- 99.9% effectiveness
- WHO tested
- 1 yr warranty & aftersales
- Good taste 😊

## Convenience

- Free flow of safe water at lower costs
- Easy installation, maintenance & replacement
- User manuals in 11 different languages



1 star targeted protection



## **Nazava PROT3CT**

### **Ceramic**

Pores of 0.4 micron block bacteria

### **Nano Silver**

To kill bacteria

### **Activated Carbon**

Absorbs chemicals & improves taste

**Costs: \$ 16.50**

**Capacity: 7000 Ltrs or 2-3 yrs**

# Impact Model

SDGs certified by:

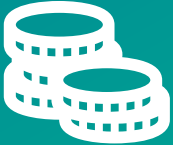


## IMPROVED HEALTH

Our filters provide safe drinking water to every household

## INCREASE IN DISPOSABLE INCOME

US\$78 per household per year



## REDUCED WASTE

Reduce the amount of plastic waste generated from buying bottled water

## CO2 REDUCTION

Replacement for boiling water at 0.27 tCO<sub>2</sub>e per filter per year



## INCREASE IN DISPOSABLE TIME

Time savings of 2 hours per week per household



# Nazava: success to date

- >200k water purifiers sold
- 600k people impacted
- WHO tested
- \$ 450k generated in Carbon Credits
- 10k units to Unicef for Ukraine
- 93% continued use rate, year on year



2009



2018



2021



2022



unicef 

 World Health Organization

 KEBS

# Customer profile

- Rural women
- Member of MFI or SACCO
- Uses ground or river water
- Boils on wood
- Monthly income: < US\$ 100





# Partnerships to tackle upfront costs



## Carbon credits:

- > Potential to reduce price
- > 1 Filter = +/- 1 ton CO<sub>2</sub>/year

VisionFund



## MFIs providing WASH Credit:

- > 1 billion low income clients



# But: we can't do it alone





# Industry Alliance



# Possible Objectives of the alliance

1. Serve lower income rural households
2. Using market-based approach
3. Exchange of best practices
4. Promote the sector to attract more funding to reach 2 billion people that depend on ground water



**Let's join forces to reach the  
people that live beyond the pipe,  
through a market-based approach!**

**Questions and suggestions welcome!**

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