

# 2 with 8



## Safe water for 2 billion people with \$8 billion, via HWTS



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Safe water for 2 bln. People with water kiosks, piped systems, hand pumps → **Cost \$50 - \$100 bln.**

An intermediate option for quality Household Water Treatment and Safe storage → **Cost \$8 bln.**

<b>WHO Report on HWTS (2007)</b> → Reduces diseases → High economic benefits	<b>Boiling</b> + Effective - Fuel cost, CO 2	<b>Chlorine</b> + Effective - Taste	<b>Solar Disinfection</b> + Cheap - Poor mans solution

### Of HWTS options like Boiling, chlorine, UV; filters are:

- ◆ Very effective in reducing water borne diseases due to the consistent use (Wolf, 2018)
- ◆ “A must have”. Filters are a multi-million business. Hi and medium income families buy them.

### So why is it so easy to reach the rich with HWTS and so difficult to reach the poor?

<b>Need to focus on the 5 Ps for marketing</b> <ol style="list-style-type: none"> <li>1. <u>Product</u>; Effective, user-friendly, “must have”</li> <li>2. <u>Price</u>; Range of affordable products</li> <li>3. <u>Place</u>; Supply chain. 3 products in local shops</li> <li>4. <u>Promotion</u>; Awareness, benefit HWTS</li> <li>5. <u>People</u>; Correct, Consistent, Continuous use (3Cs).</li> </ol>	<b>Reach 2 bln.? “Copy” the Ethiopia example</b> <ol style="list-style-type: none"> <li>A. HWTS included in national self-supply policy</li> <li>B. Local production of 3 filter models. &gt; 350.000 sold, Cost \$22-\$40</li> <li>C. Utilities admit they cannot supply safe water 24/7 so sell filters as additional service</li> </ol>
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### Needed to reach 2 billion people is \$8 billion which can be used for;

- ◆ Wide scale awareness why HWTS (Why HWTS, clear water can be contaminated, cost saving,..) Ca 30%
  - ◆ Supply chain of product range. So people can choose. Payment options, credits Ca 10%
  - ◆ Targeted subsidies for the poorest 1 billion. Help the poorest with a filter? Ca 60%
- !!Use vouchers to not distort markets. Vouchers will help to build supply chains!!

<b>Membrane filters: Sawyer, Grifaid</b> Capacity; 10 to 50 ltr/hr. Cost: \$25—\$100		<b>Ceramic potfilters</b> Capacity: 1 to 3 ltr/hr Cost: \$25-\$40	<b>Table Top filter. Eg Tulip, Nazava</b> Diatom. earth + carbon + silver treatment Capacity: 2 to 4 ltr/hr. Cost: \$25—\$40	<b>Paper filter, Folia</b> Silver treatment Capacity: 3 to 5 ltr/hr Cost: \$0.2 / 20 litre

### Who could, should pay?

All stakeholders interested in safe water for all. Other options are Carbon credits, climate funds.



**More Information:**  
MetaMeta / SMART Centre Group — <https://www.smartcentregroup.com>  
HWTS Network CAWST — <https://www.hwts.info/products-technologies>  
HWTS Testing Scheme WHO — <https://www.who.int/tools/international-scheme>

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