

## The Micro Water Company

### WATER WORKS FOR YOU

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Clean drinking water is a basic necessity for every human being in the world. However, there is not enough for everybody. But polluted water *can* be converted into drinking water. Each Micro Water Company (MWC) acts in a standalone (local) solution. A very competitive price makes the locally produced drinking water affordable for even the poorest of the poor. MPI's new business concept combines the availability of clean drinking water with increased employment opportunities and community development.

#### The drinking water problem ('water crisis')

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There are numerous key issues such as:

- Inadequate access to safe drinking water for about 1 billion people.
- Inadequate access to water for sanitation and waste disposal for 2.5 billion people.
- Excessive exploitation of groundwater results in lower agricultural yields.
- Overuse and pollution of water resources harm biodiversity.
- Regional conflicts over scarce water resources all too frequently lead to warfare.



Waterborne diseases and the absence of sanitary domestic water are one of the leading causes of death worldwide. For children under age five, waterborne diseases are the leading cause of death. At any given time, half of the world's hospital beds are occupied by patients suffering from waterborne diseases. According to the World Bank, 88% of all waterborne diseases are caused by unsafe drinking water, inadequate sanitation and poor hygiene.

#### The sustainable Micro Water Company Concept

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- Micro water Companies (MWCs) are joint venture-organizations together with local companies **to purify and sell clean drinking water** to households, small enterprises, hotels, and nonprofit organizations like hospitals and schools.
- The drinking water is sold for a very competitive price. The water is distributed in 20 liters containers with a tap or by water tank lorry; sometimes in bottles of 1 litre.

- **Community development** is an objective of a sound MWC, such as:
  - Additional water and electricity can be used for local activities/companies.
  - A sanitation building will be operational with water closets and showers.
  - Disinfected, brine water can be used for agriculture or fish farms.
  - Vocational schools will be established and linked to local businesses.
  - Communities will improve their level of internal organization.

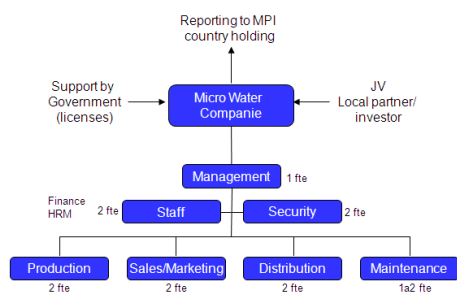


Deputy Premier and Local Government Minister Musalia Mudavadi (middle) during the launch of the Multi Purpose Industries water purification unit at the Nairobi dam.

It starts with water...

## The Organization of a MWC (operating one Multi Purpose Water Unit = MPWU)

- Each MWC is an **independent** joint venture **organization** reporting directly to a country holding of MPI.
- In every country the MPI country holding operates a separate service and maintenance unit. Optimal technical performance is guaranteed and quality management is secured.



- The MWC has four primary functions: drinking water production, marketing/sales, water distribution and maintenance. Supporting functions are management, security, finance and HRM.
- Every MWC offers employability for app. 10 fte's (local people).
- 2 employees will be trained in handling the water technology and the more common service and maintenance issues.
- The technology of the MPWU will be 'leased' to a MWC.

## Water business

- In every new country a local water business ideally starts with app. 10 MWCs.
- 10 MWCs are operational for app. € 1,5 million (shared investment with MPI).
- The return of an investment in MWC(s) is 35% - 50%. An average pay-back period of about 1 year.
- Leverage: after 1 year the cash flow of one MWC generates an investment potential for app. 2 - 3 additional MWCs and so on.

## Technology MPWU

- Water purification equipment is installed in a 20 foot Sea Container.
- Suitable for all kind of polluted water: fresh-, brackish-, salt water and sewage.





## Micro Water Company, Water Works For You

- From several water sources: boreholes, wells, surface water, lakes, oceans, sewage, industrial waste water.
- Capacity: > 60,000 litres per day, supporting over 12,000 people.
- Certified water quality according to Dutch KIWA® standards (exceeding WHO requirements).
- Remote monitoring-equipment (including GPS tracker).
- Inlet water pre-treated by screen filter.
- Throughput time app. 3 minutes.
- Operational temperature range: 0°–60° C.
- Bacteria and virus retention > 99,9% (tested by Dutch KIWA).
- Power source: generator, diesel generator set, 42 KVA. Alternative is grid power (electricity), 52 amps,3 phases, 400 volt fixed price and availability guaranteed.
- Several partners are involved such as Jotem Watertreatment, Hengelo, The Netherlands.

## Advantages of a MWC

- Very competitive price for local clean drinking water.
- Joint venture with local company and employability for over 10 fte's.
- Community development as an objective of MWCs.
- Technology is leased: guarantee of 100% up and running.
- Attractive for investors: payback period within 1 year after 100% operational.

## WATER WORKS FOR YOU

- Drinking clean water contributes directly to better health, improving the opportunity to work.
- More work creates more income and the opportunity to take care of the family.
- More income is a basis for additional business and community development.
- So, drinking clean water is the start for happiness.
- Even for investors!

## An example of an MWC combined with a vocational school



## MPI's MWC in business

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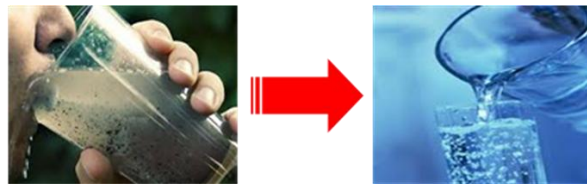
- Launching country: Kenya
- First order: 20 MWC's for Kenya, Bangladesh, Philippines, Ghana, 5 MPWU's for Haiti
- Current leads include: Turkey, Senegal, Indonesia, South Africa

## Finally

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Producing and selling clean drinking water for everybody on this planet is like a boy's dream. Combined with the creation of additional employability and increasing the development of communities, makes it an unique sustainable solution.

### WATER WORKS FOR YOU



You Tube: [k24-mpi-nairobi-dam.VOB](#)

## Information

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[www.1we.com](http://www.1we.com)

To find out more about how you can support this project or organize your own MWC network, please get in touch with:

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