



The Power of Partnerships: Bringing Safe Water to Indonesia

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Presentation Outline

- Background on Safe Water in Indonesia
- Aman Tirta
- Cinta Air

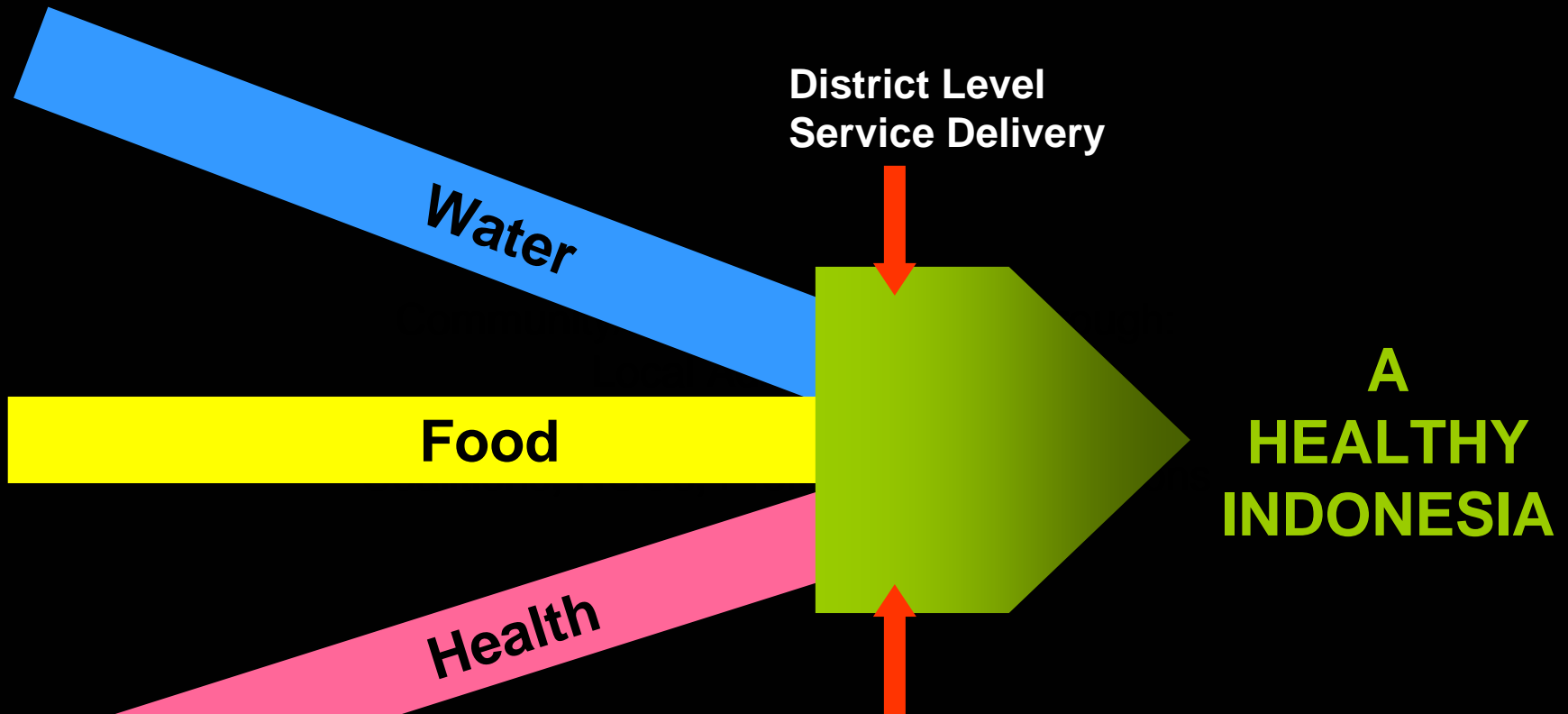


Background

- Indonesians lack access to safe water and adequate sanitation:
 - More than 48 million do not have access to “improved” drinking water
 - Only 39% of urban population and 8% of rural population have access to piped water
 - More than 100 million do not have adequate sanitation
- Piped water and other “improved” sources do not necessarily mean safe water → unsafe water causes diarrheal disease
- Diarrheal disease is the number 2 killer of children under 5 in Indonesia
- People have a poor understanding of the importance of:
 - Safe drinking water
 - Proper health and hygiene behavior
 - Water resources conservation



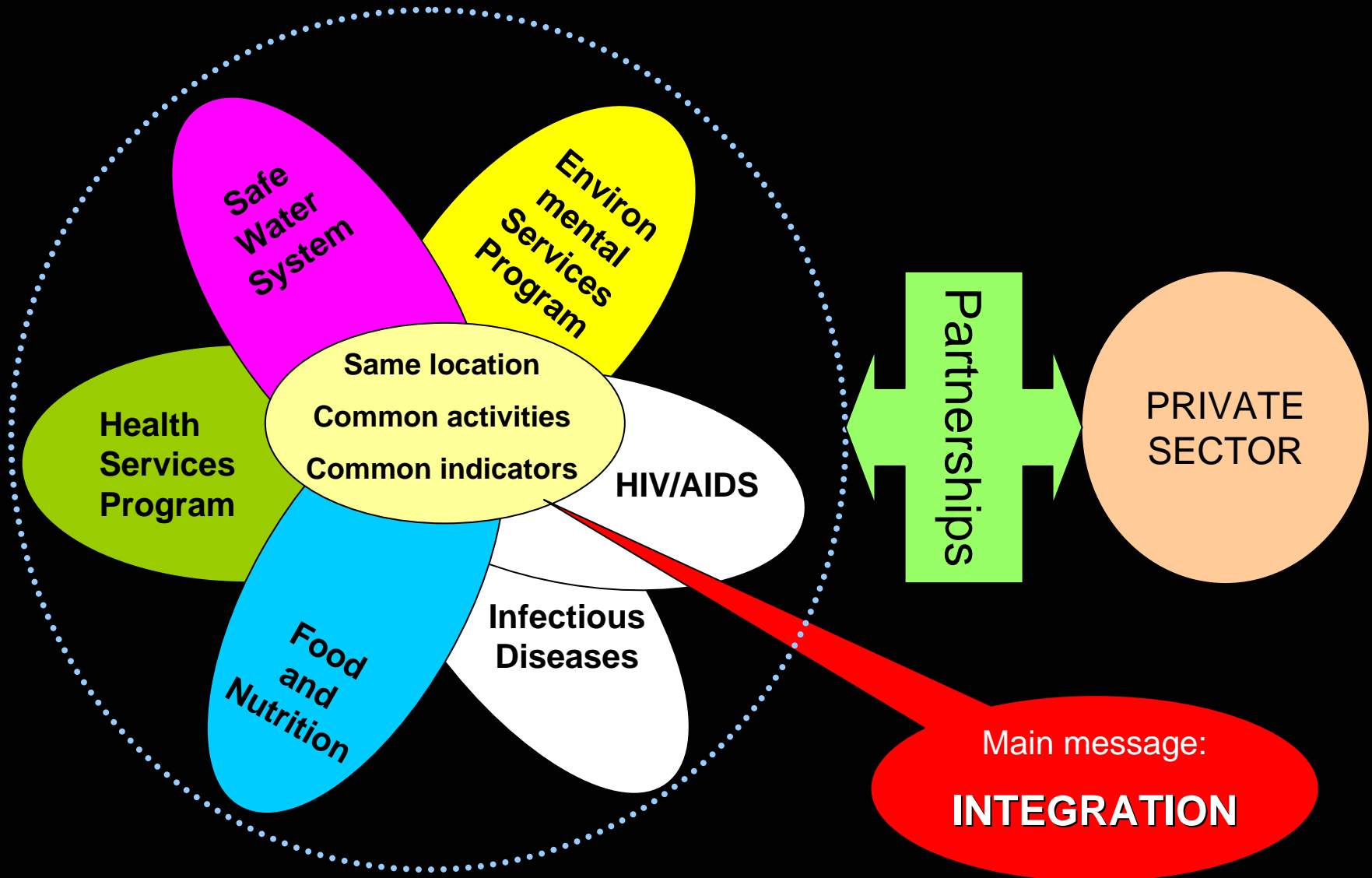
USAID's Roadmap for a Healthy Indonesia



Community/District Level Action through:

- Local Administration
- PUBLIC PRIVATE PARTNERSHIPS**
- Coalitions, NGOs, Professional Associations

USAID/ Indonesia's Basic Human Services Programs



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Aman Tirta – Safe Water Systems

- Vision

- To make safe water available and accessible to all Indonesians through the use of an affordable, high quality, safe and practical Point of Use water treatment product.

- Objectives

- To improve the water quality at household level using sustainable technology
- To reduce the incidence of diarrhea caused by contaminated drinking water
- To improve behaviors around water treatment and storage
- To implement a sustainable program through a private sector partnership



AMAN TIRTA



The Partners

- PT. Tanshia Consumer Products for manufacturing
- PT. Dos Ni Roha for distributing
- Lowe Worldwide for promotion and positioning
- Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs for behavior change communication
- CARE International Indonesia for community mobilization



AMAN TIRTA



The Product

- Liquid 1.25% sodium hypochlorite solution
- When used properly can reduce by 40-80% the risk of diarrhea
- The 100 mL bottle is enough to treat the average amount of water a household uses in 1 month
- Cost is Rp 4000 – 5000 (around US\$0.50)
- Available through
 - Traditional stores such as *warung*, kiosks, *kelontong*, *apotik* (pharmacies)
 - Non-traditional outlets such as community-based organizations, non-government organizations, and community centers
- Significance of the name
 - Rah – muRah (economical)
 - M – Mudah (practical)
 - at – sehAT (healthy)
- Many benefits to using AirRahMat



Making a Commercial Model Work

- Non-subsidized product
- Commercial manufacture
- Commercial distribution
- Traditional and non traditional retail outlets used
- Partners with NGOs and local organizations
- Potential total market for NaClO amounts to 20 million Liters p.a ~ Rp 600 billion p.a
- Sustainability – product will be available in commercial market even without funding support from donors
- Corporate Social Responsibility
- Generate income for non-traditional retailers



Aman Tirta Successes

Sales:

- More than 1 million bottles sold in one year period
- 1,120 traditional retailers
- 19 Non-traditional retailers with ± 300 members
- More than 100 individual Non-traditional retailers

Community outreach & partnerships:

- Outreach to more than 40,000 people through community activities
- Collaboration with more than 80 partners
- $\pm 40-50\%$ population within the focus areas already heard about Air RahMat
- Aman Tirta has been actively involved in emergency situation (earthquakes, floods, diarrhea outbreaks) through collaboration with donors, NGOs, and government institutions



Next steps

- Extended support from USAID till 2009 – phasing out
- Scaling up and expansion to other areas
- Advocacy to GOI – policy endorsement for safe water system and alternative household water treatment methods
- Fully transfer the brand to the private sector partner (PT. Tanshia)
- Technical assistance to PT. Tanshia in brand management, outreach to NGOs, community mobilization & building business network



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Cinta Air (Love Water)

- Vision

- Partnership between USAID/Indonesia and Coca-Cola System Indonesia (CCSI)
- Working with community groups and schools to improve access to safe drinking water
- Also brings in USAID's Aman Tirta and Environmental Services Program projects

- Objectives

- To improve community understanding on the importance of water conservation
- To improve health through promotion of health and hygiene behavior in relation with water and sanitation
- To empower community groups in improving water quality
- To educate water users to understand and actively involve in the provision of sustainable water supply



Project Location



Partners' Roles

- USAID contributes
 - Long-term country presence with commitment to improve basic human services, economic growth, democratic and social development, basic education, and crisis response
 - Working relationships with developing country governments, U.S. and local private sector, and civil society entities
 - Technical expertise in provision of safe water and sanitation
 - Project and financial management expertise, including monitoring and evaluation
- USAID gets
 - Leverage of its resources
 - Additional support for the Water for the Poor Initiative
 - Increased synergy with existing Coca-Cola Go Green Schools program



Partners' Roles (cont.)

- Coca-Cola contributes
 - Financial support
 - High profile and popularity to community events
 - State-of-the-art marketing and public outreach expertise
- Coca-Cola gets
 - Risk mitigation-- population with increased knowledge of importance of water resources
 - Improved community relations and company image



Activities

- Small infrastructure improvement
- Promotion of health & hygiene and safe water system
- Go Green Schools



Small Infrastructure Improvement

- Shallow well protection
- Installation of handwashing stations
- Improvement of sanitation system
 - Drainage
 - Communal sanitation facilities



Health & Hygiene and Safe Water System Promotion

- All activities aimed at healthy behavior change
 - Village meetings and mappings
 - Trainings
 - *Jalan Sehat*



Go Green Schools

- Coca-Cola sponsored clubs in high schools in Bekasi
- Activities
 - Water resources protection: re-planting activities along the river banks and canals
 - Health and hygiene behavior training
 - Film contest



Results to date

- 22 wells improved (1520 beneficiaries)
- Trainings in 4 schools
- 22 teenagers involved in making 3 short films about Air RahMat, handwashing with soap, or water storage
- 2 radio talk shows aired and 18 news stories published on importance of health and hygiene
- MOU with 4 schools for trainings, participation in water testing, and jamboree
- Preparation for the construction of communal sanitation facilities is on-going – collaboration with the local gov't health institutions



Conclusions

- Through a partnership mechanism, the private sector and USAID can reach common goals
- USAID/ Indonesia and its partners (ranging from private companies to universities) have worked to improve Indonesians' access to and understanding of the importance of safe water
- Both Aman Tirta and *Cinta Air* should be viewed as successful partnerships that can be repeated elsewhere to affect greater change



Terima Kasih!



muRAH ■ Mudah ■ sehAT

