

Partnership for
Commercialization
of Household Water Treatment
and Storage Products

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Presentation Contents

- PATH
- PATH Safe Water Project
- PATH Safe Water Project in Vietnam





About PATH

- Advancing technologies
- Strengthening health systems
- Encouraging healthy behaviors



PATH

Safe Water Project



Why is there a need for household water treatment?

- About 1.8 million people in the world die each year from diarrheal diseases, many of which are attributed to an unsafe water supply. (WHO)
- About 1.1 billion people in the world have no access to clean water (WHO/UNICEF)





Our Goal

To determine if
commercial market forces
can help fulfill the essential, universal,
and ongoing need for
safe water around the world.



What are we doing?

- Focus on enabling existing commercial enterprises
- Develop and demonstrate the effectiveness of commercial strategies
- Provide strategies and tools for scale-up, replication in other countries.



PATH Safe water Project in Vietnam



What are we doing in Vietnam?

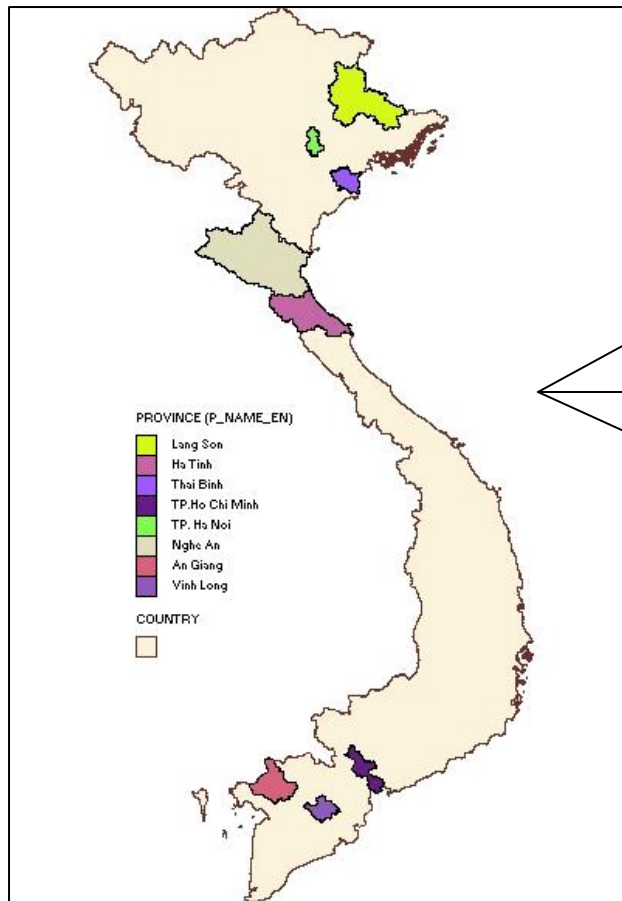
In 2008:

- **Products**
- **Distribution Channels**
- **Consumers Research**
- **Develop concepts for pilot project**



HWT PRODUCT IDENTIFICATION (SCAN)

Province:



Site:

- Urban
- Periurban
- Rural

Type of Outlets:

- Supermarket
- Market stall
- Home Appliance Shop
- Pharmacy
- FMCG Outlet



Results

	Urban	Peri urban	Rural	Total
# Outlets Visited	124	116	21	261
# Outlets selling HWT products	61	39	3	103
% Outlets selling HWT products	49%	34%	14%	39%



Products Found



Alum



Water Treatment Powders



SafeWat



Electric Kettle



Candles Ceramic Filter



Mineral Water Purifier



Electric MWP





Next steps...



In-depth research (Is the product safe/effective?)



Distribution Channels Identify & Analyze



Consumers Research Behavior, Product choice, etc



Develop concepts for pilot project





2009

- Launch HWT products in a number of pilot markets and evaluate scalability, sustainability and impact.
- Develop strategies and tools for scale up and replication in other settings





We believe...

*...by making the **private sector** part of the **solution**, then we can achieve **sustainability** and replication that can be scaled up in other sites, provinces, and countries.*





QUESTIONS AND COMMENTS

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