

## IMPROVING HEALTH AT SCHOOLS THROUGH FRANCHISING OF WATER AND SANITATION SERVICES

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Workshop: Shortcutting historical pollution trends

*? The topic doesn't readily fit any of the eight workshop areas. Partly, I would say, because, after having briefly flirted with sanitation, the Water Week has gone back to being only about water (including water pollution). Anyway -- whatever the reason for it being difficult to do so, we need to find a workshop. Because the "call for papers" states (page 15): "abstracts not clearly addressed to a specific workshop will not be considered".*

Keywords: water, sanitation, operation and maintenance, franchising partnerships, South Africa

General fields of interest:

- water and governance/policy
- water and sanitation systems/infrastructure

### Abstract

#### "Introduction/problem identification"

*Max 1000 characters ("characters" includes spaces)*

*Have 926*

Some areas of the developing world have seen an increasingly poor and often unacceptable quality of water and sanitation service. The reason for this is invariably inadequate arrangements and incentives for operation and maintenance (O&M) -- including not just skills shortfalls, budget shortfalls and sometimes inadequate design and/or construction, but weak institutional arrangements, and unwillingness, or inability, to change.

Improved institutional and financial mechanisms, where corporate, social and ethical responsibilities are given due attention, are needed. An important aspect would be how to increase positive incentives -- part of this must be the measurement of performance, and a system for rewarding on the basis of that performance.

A franchising partnership model for the planned maintenance of water services infrastructure is now being tested and evaluated in South Africa.

"Analysis/results and implications for policy and/or research"

*Max 5000 characters ("characters" includes spaces)*

*Have 4725*

Ongoing work by the Water Research Commission (WRC) of South Africa and the Council for Scientific and Industrial Research (CSIR) finds that franchising partnerships for operation and maintenance could alleviate and address many challenges in the management of water and sanitation services. Generically, franchising:

- transfers appropriate skills transfer to local personnel,
- brings ongoing performance measurement and support, and mentoring and quality control, and
- provides backup at-a-distance skills together with the incentive, on the part of the local microenterprise (franchisee) personnel, to call for those at-a-distance skills and, on the part of the franchisor, to make them available, because there is a binding contract between them and a shared reputation.

The partnerships would involve three parties -- that is, franchisor, franchisee and the owner of the water services infrastructure. The main incentive of the franchisor and franchisee to perform is, frankly, that their livelihood depends on it.

Many opportunities lie in the franchising of parts of the water and sanitation services value chain -- of activities suitable for microenterprises inter alia in that they can be readily systematised. A selection of these has been modeled by WRC and CSIR, and is being made available to emerging entrepreneurs as the basis of viable businesses.

The water services and health environment of many schools in South Africa is very poor. Interventions at schools not only lead to safer environment for pupils, but are investments -- pupils at schools with good water supply and sanitation are sick less often than those without, and are thus able to attend school more regularly. But, also, pupils take back to their homes the good practices they have learned at school.

An innovative programme whereby emergent microenterprises are trained and mentored to clean and maintain water and sanitation facilities at schools is being piloted in the Eastern Cape province of South Africa. The programme is one of partnerships founded on skills and incentives principles akin to those of franchising.

This pilot got under way early in 2009. The CSIR and the East London-based Amanz'abantu Services (Pty) Ltd, funded by Irish Aid through the WRC, are providing policy, technical and other assistance necessary to facilitate the pilot programme. Locally-based microenterprises -- trainee franchisees -- are working in partnership with the franchisor Impilo Yabantu which has been set up by Amanz'abantu. Impilo Yabantu has provided training and has assisted the microenterprises with setting up their businesses. It is now mentoring them, and will offer further training as and when necessary.



