



2023-2025 Strategic plan

Scaling local, empowering and sustainable safe drinking water solutions for the most vulnerable



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Salween

Crystal Water

EXECUTIVE SUMMARY

One in four people in the world still cannot fulfill one of the most basic human needs: drinking safe water. This crisis impacts all the more the most vulnerable populations, whose health, education, and economic development are directly endangered by the lack of safe drinking water.

Since 2005, 1001fontaines has worked to solve the safe drinking water challenge globally. We designed a market-based model – the water kiosk, able to provide safe drinking water to vulnerable populations up to the last mile. We successfully brought it to scale and sustainability in Cambodia, where 25% of rural households can now access our safe water services.

And this is just the beginning of the story. With already 3 other country programs adapting this approach to different contexts in sub-Saharan Africa and Asia, 1001fontaines is on the verge of demonstrating the full replicability of the water kiosk model to all developing regions in the world.

By 2030, we will generate systems-change level impact in at least 5 countries, permanently lifting vulnerable communities out of the safe water crisis.

The next three years are decisive to ensure 1001fontaines remains on track to achieve this ambition. Join us to place the water kiosk on its way to large-scale expansion.

THE PROBLEM

Drinking safe water is a basic human need, but remains a privilege.

At least 1 in 4 people, mainly living in rural areas with uncertain livelihoods, lack access to safe drinking water.

By drinking unsafe water people are more likely to get sick - diarrheal diseases alone kill 1.6 million people each year.

And drinking unsafe water directly results in loss of income due to unplanned expenses and countless days of missing school or work.

Poor access to safe drinking water is a major root cause of slow community development.



Why is 1/4 of the world still drinking unsafe water?



In rural settings, it is extremely expensive to deliver to remote communities, and even more expensive to set-up infrastructure to drill for water locally. Also, access to the financing of these local projects are limited.



Even after a local water project is installed, they often fall into disrepair because of the lack of local skills, standard operating procedures and technical support essential to maintain the water project in the long term.



While water quality is widely recognized as a keystone of universal access to safe water, it is neglected when it comes to public planning and standards' enforcement.



Combined with limited actions on awareness raising and good hygiene practices to handle drinking water, vulnerable community access to safe water remains low.

OUR MODEL

1001fontaines creates social businesses by training local villagers to become water entrepreneurs. Using a decentralized model, we are delivering safe drinking water to vulnerable populations in a scalable and financially sustainable way that provides an exit-strategy for philanthropy.

1. 1001fontaines sets up water kiosks directly in the targeted communities, providing them with safe and affordable water services.

Water kiosks are small water purification plants, set up directly in underserved areas. Water is purified locally and bottled into 20L jugs, ensuring the quality requirements set by the WHO. Jugs are then home-delivered and sold at an affordable price, enabling everyone to access this essential service. Safe water is also delivered for free to the primary school children, improving their health and education.

2. 1001fontaines trains local entrepreneurs to manage the water kiosks, making the service sustainable while enabling them to increase income.

Training covers everything from water technical skills, marketing, finance, entrepreneurship, and team management. 80% of all the water kiosks that were launched by 1001fontaines since our inception in 2005 are still operating today.

3. 1001fontaines creates a national franchising network for its entrepreneurs, with wrap-around services that enable them to eventually become profitable social businesses.

1001fontaines entrepreneurs become micro-franchisees who pay a fixed percentage of their sales in exchange for services that ensure sustainability: consumable supply, water quality monitoring, technical maintenance and business coaching. When a sufficient number of entrepreneurs operate in a country, the franchise network becomes self-funded.

4. Each social business becomes a major safe water provider in the country, catalyzing the improvement of water services' quality in the market.

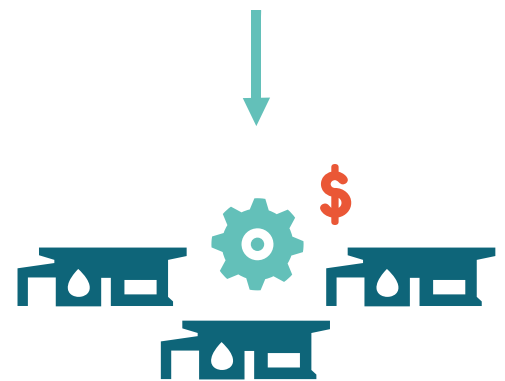
With a significant footprint in the country, 1001fontaines acquires the legitimacy to advocate for access for safe drinking water as a top priority of the political agendas, and for better water quality standards in the market. This systems change is the end goal of 1001fontaines in a country.



Grants fund the water kiosks' set-up, and the launch of the franchise



The water kiosk finances its operational expenses from Day 1, and starts contributing to the franchise from Month 3



FRANCHISE

With multiple kiosks in operation, all the franchise services are sustained



Any further support to 1001fontaines is entirely spent for expansion, driving growth and impact



OUR IMPACT

Every 1001fontaines water kiosk generates:

SAFE WATER ACCESS AND HEALTH BENEFITS

100% of the community gaining access to safe drinking water

Up to **62%** of consumers reporting decrease in diarrhea occurrence



IMPROVED EDUCATION

1,000 community children drinking safe water every school day

An average of **65%** decrease in school absenteeism



IMPROVED LIVELIHOODS AND INCLUSIVE GROWTH

3 sustainable jobs, including **1** led by women

Up to USD **280,000** of local economic gains per year



ENVIRONMENT & COMMUNITY RESILIENCE

1 self-sustained solar-powered water production

70t of CO2 avoided per kiosk per year by preventing water boiling



“Since we get water from the water kiosk we spend less time and money on water because we don't need to boil it, and we are less sick – especially our children who no longer suffer from diarrhea.”

WHERE WE STAND

We have proven our model in Cambodia, achieving nationwide impact and financial sustainability



Scale

1 in 4 rural households has access to our network of 270 water kiosks - a service that was not available to anyone when we started in 2005.



Sustainability

The national franchise organization reached financial breakeven¹ in 2020, ensuring the long-term durability of operations.

Today, we have 3 ongoing programs in Madagascar, Myanmar and Vietnam, where we are demonstrating the full replicability of our model and its capacity to be adapted to different local contexts.

2021 RESULTS	CAMBODIA	MADAGASCAR	VIETNAM	MYANMAR
Consumers	849,818	28,058	14,000	3,267
Jobs created incl. social business staff	938	70	25	14
Number of active kiosks	267	13	1*	2
2025 TARGET	Covering 100% of the rural communes with 10,000+ inhabitants	Achieving financial sustainability on the East Coast	Reaching 5% of the vulnerable populations of HCMC suburbs	Launching the large scale expansion in the country

*Large production factory to serve poor urban areas

¹ We mean by financial breakeven that the operating costs of the social franchise are self-sustained thanks to the entrepreneurs' contribution.

THE OPPORTUNITY

1001fontaines is about to enter a critical 3-year phase, combining the growth of our activities in the field and significant investments in innovation and capacity-building. From 2023 to 2025, we will:

1. EXPAND OUR FOOTPRINT IN THE CURRENT GEOGRAPHIES OF OPERATION

With a focus on bringing all of them to financial sustainability and further building the capabilities of the local teams

2. REPLICATE THE WATER KIOSK MODEL IN NEW COUNTRIES

Through upgraded partnerships with governments and institutions to bring the decision-makers on board from Day 1, with development partners and corporates to benefit from their expertise, and with funders to secure the required amount to scale the project.

3. TEST PROMISING NEW WAYS TO ACCELERATE SCALE AND SUSTAINABILITY

We will run pilots focused on upgrading infrastructure to improve operational efficiencies; empowering women to increase adoption of safe water practices in their communities; exploring diversification opportunities to bring additional products and services to our current consumers.

Together we will:

- **Establish 100 new water kiosks, growing the 1001fontaines network by 35%**
- **Double our number of consumers to 2 million**
- **Bring one more program to financial sustainability**
- **Launch 2 pilot projects in new geographies**

WE ARE RAISING USD 20 MILLION TO EXECUTE THIS 3-YEAR PLAN, AND ARE LOOKING FOR NEW FUNDING PARTNERS TO ENGAGE WITH US IN THIS EXCITING JOURNEY.

FINANCIALS

1001fontaines - consolidated expenses (\$'000)	Forecast 2023	Forecast 2024	Forecast 2025	Total 3-year	% tot. 3-year av.
Programs	5,940	5,800	6,150	17,890	88%
Cambodia	2,800	2,800	2,800	8,400	41%
Myanmar	400	580	730	1,710	8%
Madagascar	290	350	450	1,090	5%
Vietnam	1,300	770	770	2,840	14%
Bus. Dev/New program(s)	750	900	1,000	2,650	13%
Operational support	400	400	400	1,200	6%
Structure	780	800	830	2,410	12%
Fundraising	590	600	620	1,810	9%
Overheads	190	200	210	600	3%
TOTAL	6,720	6,600	6,980	20,300	100%

PARTNERS

Private funders



Public partners



Technical partners





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