

## Welcome to the Sanitation and Water for All partnership's private sector constituency

This briefing explains who we are, our priorities for the partnership, and how we can support other members to achieve our collective goals.

The SWA's private sector constituency's key strength is its diversity. We range from small start-ups to global corporations. We operate in a wide range of different markets and sectors across the world. Between us we have extensive expertise in many aspects of policy, operations, finance, innovation, marketing, communications, research and development, and behavior change related to sanitation, water and hygiene. We have much to offer our SWA partners.

Despite our diversity, we are united by common goals, which are to contribute to delivering the human rights to water and sanitation and the water, sanitation and hygiene targets of the UN Sustainable Development Goals.

We share the common vision of sanitation, hygiene and water for all, always and everywhere. We help deliver this in many ways, every day, through working in partnership with national and regional governments, intergovernmental bodies, financiers, civil society organizations, other non-SWA member private sector companies, and many others.

## Why the SWA is important for us

**SWA is crucial to overcoming the obstacles to the WASH sector globally.** We see the partnership as a platform for the private sector to work with partners and offer private sector expertise and resource solutions.

The WASH sector has many challenges – the key ones are listed below. No one organization or institution can resolve these challenges on its own; they can only be overcome through working in partnership and taking coordinated action both within and across different countries.

- **Raising WASH up the political agenda** – the private sector can help partners increase their knowledge of the solutions available to meet the WASH agenda, the scale and type of resources available and how those resources and funds can be used efficiently
- **Effective planning** – we can play an important role in strengthening national governance and planning processes to deliver WASH services, and in conjunction with other key services
- **Finance** – we know how to attract affordable finance for the WASH sector, and designing projects that have investors' trust and confidence
- **Data and evidence** – the basic problem of lack of data continues to hold back delivery of SDG6. But we work to benchmarks and are held accountable through indicators every day and have considerable expertise. We can help ensure that countries and partners understand the scale and complexity of problems through robust data and evidence, so the right decisions are made

- **Mutual accountability** – we need stronger and transparent agreements and commitments between partners and funders, with clear shared goals and lines of responsibility and accountability.

## How we support the SWA

**We are here to work in partnership with all SWA partners to improve sanitation, hygiene and access to water for all, always and everywhere.**

Through the partnership, we can help countries and partners increase their capability and understanding of how to work with the private sector to drive transformational and sustainable change related to WASH. We want to ensure that countries and partners are fully aware of all the ways in which the private sector supports delivery of international and national water and sanitation goals. We can help with how you can engage with the private sector, the different options and the potential benefits and risks.

Specifically, we can help you focus is in several key areas:

- Improving the efficiency and impact and reach of sector operations relevant to WASH
- Unlocking other sources of capital and other new and innovative forms and sources of investments
- Bringing further knowledge, experience and innovation to the sector
- Strengthening capacity through sharing of intellectual capital and resources

The SWA also gives us a voice at international level and the opportunity to contribute on shaping policy and operational development. Through the SWA, we can jointly advocate for the human right to water and sanitation and water, sanitation and hygiene targets of the UN Sustainable Development Goals.

## Our role in the SWA Framework

**The private sector constituency is focused on working with partners under the SWA Framework.**

*The Six Guiding Principles.* All the SWA partners have these in common and we support these wholeheartedly. For example, one of the principles is that all stakeholders have relevant contributions to make and we certainly believe there are many roles for the private sector. Other principles such as sharing knowledge and evidence transparently and acting with transparency and integrity are also particularly important for us.

*The Five Building Blocks.* We know that governments are accountable for ensuring that the Building Blocks are functioning and prioritized appropriately. Through the SWA platform, we can support governments with strategic advice or direct expertise around the Building Blocks.

*The Four Collaborative Behaviours.* These reinforce collaboration, alignment and efficiency and are very important to us. Through our individual profiles in this document, you will see which particular behaviours each of us focus on.

*The Mutual Accountability Mechanism.* Mutual accountability and multi-stakeholder decision-making is essential. We support the Mechanism because it increases transparency and access to information among partners and strengthens meaningful participation in political processes.

## Working with us

There are different ways to engage the private sector group, depending on what you need. For example:

- We can advocate for solutions at multi-stakeholder WASH meetings when planning and determining national commitments to the SWA Accountability Mechanism
- Advocate key initiatives and share knowledge through briefings or meetings with a cross-section of partners that would benefit from a multi-sectoral approach
- Through the SWA working groups where the SWA can tap into a host of resources and expertise such as marketing, communications, research and development, innovation, supply chain management
- Short-term, bespoke and specific projects, or longer-term ongoing advice and support.

These are just a few examples. Please contact the group chairperson or the Secretariat to find out more.

## Members of the private sector constituency

This section gives a brief introduction to the active members of the private sector constituency. Each of our members has given:

- Their name
- Their type of business and their expertise
- What they offer SWA partners
- What they would like from SWA partners
- Countries they operate in or intend to operate in
- Which SWA Collaborative Behaviours they already demonstrate and which ones they can commit to.

Please do not hesitate to contact us. You can reach us through the secretariat, or through the private sector working group chairperson ([Neil Dhot at AquaFed](#)), or just reach out to us individually.

## **Name**

SoaPen Inc.

## **What we do/our expertise**

SoaPen Inc. is dedicated to promoting better hand hygiene among kids all over the world. Our flagship product, SoaPen, is a soap kids can draw with on their dry hands and when they take that drawing underwater it lathers and washes off.

We're promoting better handwashing habits by bringing out the fun in handwashing for kids aged between 3-5.

We work with schools where SoaPen acts as a teaching tool.

## **What we offer SWA partners**

- Expertise from our design team
- Contacts to manufacturers within the US and India
- Connection to excellent mentors in UNICEF and frog design

## **What we would like from SWA partners**

- Connections to larger distributors in the soap industry
- Partnerships and connections with start-ups and companies with similar goals
- Platform to promote our products and goals
- Funding opportunities

## **Countries we currently operate in and are intending to operate**

- We currently work between New York and India but are looking into expand to other countries
- With SWA, our focus is to expand within the USA

## **The SWA Collaborative Behaviours we can demonstrate now or commit to in the future**

We're a part of a residency of creatives in New York and routinely collaborate on projects for the lab during the week. We also collaborate with other professionals outside of the labs lending our design and manufacturing expertise as well as well as seeking their help on videography and app development.

## **Name**

UNGC CEO Water Mandate

## **What we do/our expertise**

The water focused initiative of the UN Global Compact whose companies endorse the six commitment areas of the Mandate. The Mandate mobilizes companies to adopt good water stewardship practices towards advancement of water and sanitation outcomes in partnership with the United Nations, governments, peers, and civil society.

We focus on developing relevant research, guidance, tools, and resources that help companies implement water stewardship. We also convene multiple stakeholders to explore challenges and solutions to water issues around the world.

## **What we offer SWA partners**

- Expertise from major multinational companies in how stewardship can support WASH outcomes.
- Drive to deliver SDG6 and human right to water and sanitation via implementation by large water users in particular.

## **What we would like from SWA partners**

- Partnerships and connections
- A platform to promote private sector expertise
- Build understanding and partnership with CSO groups and government towards jointly achieving WASH outcomes.

## **Countries we currently operate in and are intending to operate**

- Potential to tap into the broader UN Global Compact Local network structure that has a presence in 70+ countries. We have particular focus is Brazil, South Africa, India, Colombia
- We can help make connections to how governments can work with private sector actors in implementing stewardship that helps achieve WASH outcomes.

## **The SWA Collaborative Behaviours we can demonstrate now or commit to in the future**

- Strengthen and use country systems
- Enhance government leadership of sector planning processes

**Name**

Sanergy

**What we do/our expertise**

A private sector approach with more than seven years of experience that provides safe sanitation to residents of urban slums, starting with Nairobi, Kenya.

We have developed a deep understanding of the needs and interests of community members, investors, and government. We have also built expertise and knowledge of technologies and service delivery models that complement the work of sewers for areas where sewers do not fit.

We are also building a cadre of WASH professionals, trained and ready to take on the sanitation challenge.

**What we offer SWA partners**

- Expertise in serving low-income populations in urban slums
- Expertise in full value chain approaches, including resource recovery
- Expertise in assessing, designing and implementing solutions for urban informal settlements
- Connection to private finance

**What we would like from SWA partners**

- Partnerships and connections
- Platform to promote private sector expertise
- Strengthened enabling environment for non-sewered approaches
- Build understanding and partnership with governments and CSOs

**Countries we currently operate in and are intending to operate**

- Kenya
- We are open to expanding elsewhere and offer expertise in assessing, designing and implementing solutions for urban informal settlements

**The SWA Collaborative Behaviours we can demonstrate now or commit to in the future**

- Strengthen and use country systems
- Work with government locally to strengthen enabling environment
- Develop sustainable sanitation financing strategies

**Name**

Medentech

**What we do/our expertise**

We manufacture water purification tablets and automatic cost- effective systems;

[www.aquatabs.com](http://www.aquatabs.com)

We provide research and development, technical and regulatory support, and training – in particular in-country with partners.

Medentech works in partnership with emergency and development programmes, with alternative distribution channels encompassing commercial and quasi-commercial social entrepreneur routes.

We also have expertise in social impact and sustainable marketing.

**What we offer SWA partners**

We have been working for more than 15 years in a diverse range of countries. The team has considerable international and local experience in dealing with cross sector organizations from political, technical and implementors.

We also have experience in PPPs and cross functional health interventions.

Our overarching strategy is social impact of sustainable models and promotion of the SDG6 goals.

**What we would like from SWA partners**

Facilitation and development from international to local.

**Countries we currently operate in and are intending to operate**

We export to more than 120 countries with active work on the ground in more than 45 countries.

**The SWA Collaborative Behaviours we can demonstrate now or commit to in the future**

Sustainable development.

## **Name**

Global Handwashing Partnership

## **What we do/our expertise**

We are a public private partnership focused on hygiene promotion. Our strategy centers on advocacy and knowledge management. We advocate for investments, policies, and strategies for hygiene, and aim to equip others to do the same. We also share learning about successful hygiene promotion approaches. Learn more about us at [www.GlobalHandwashing.org](http://www.GlobalHandwashing.org).

## **What we offer SWA partners**

- Expertise in advocacy and hygiene behaviour change
- Connections with our members' and partners' programs where appropriate
- Knowledge exchange and capacity building relevant to hygiene promotion
- Expertise in public-private collaboration

## **What we would like from SWA partners**

- Collaboration to expand reach of advocacy efforts
- Platform to collaborate with member countries
- Opportunities to contribute our knowledge and expertise

## **Countries we currently operate in and are intending to operate**

Our Secretariat is based in the US, and our members (25+) are working in nearly all SWA partner countries. Our members help through product development, hygiene programs, investments, and research. At the Secretariat level, we also work with partner countries to connect to research and expertise, collaboration with other sectors, and best practices in hygiene promotion.

## **The SWA Collaborative Behaviours we can demonstrate now or commit to in the future**

We're supportive of all but enhancing government leadership of sector planning processes and strengthening and using country systems are most salient in our work.

**Name**

Zenith Water Projects Ltd

**What we do/our expertise**

We design, install and operate innovative urban and rural water treatment systems.

We also provide technical expertise in sustainable water and sanitation schemes.

**What we offer SWA partners**

Active engagement with the SWA Partners, especially the donor agencies to monitor and evaluate progresses with funded projects for the realization of the SWA vision and objectives.

**What we would like from SWA partners**

- Support with the contacts of the relevant partners.
- Partnership with the private sector working group in achieving our objectives.

**Countries we currently operate in and are intending to operate**

Nigeria and other African countries

**The SWA Collaborative Behaviours we can demonstrate now or commit to in the future**

- Strengthen and use country systems
- Build sustainable water and sanitation financing strategies.

## Name

Waterpreneurs

## What we do/our expertise

[Waterpreneurs](#) is a global “for-impact organization” supporting the scaling-up of impact investments financing the growth of WASH responsible and ethical enterprises operating in developing countries. Our activities are to:

**Assess** – select responsible water and sanitation entrepreneurs and investors by performing a human rights check, a business model evaluation and an ecosystem due diligence

**Connect** – co-organize interactive [Innovate 4 Water](#) Market-Place forum for WASH entrepreneurs, investors and enablers

**Scale-up** - support and evaluate innovative finance vehicles in the WASH sector

## What we offer SWA partners?

- Expertise on water and human rights for business
- Access to a unique global deal flow of local viable water and sanitation social entrepreneurs and to a global network of local impact investors
- Drive to deliver SDG6 and human right to water and sanitation, especially through financing

## What we would like from SWA partners

- Partnerships and connections
- Platform to promote private sector expertise
- Mobilisation of finance sources at country level

## Countries we currently operate in and are intending to operate

Our scope is global. Currently there is a lot of activity in India, Cambodia, Philippines, Nepal, Bangladesh, Kenya, Tanzania, Senegal, Ghana, Cote d'Ivoire, and South Africa.

We can increase capacity to work with the private sector and how governments can set up effective PPPs / accelerate private finance for private providers.

## The SWA Collaborative Behaviours we can demonstrate now or commit to in the future

Launch Innovate 4 Water matchmaking events, bringing together entrepreneurs, investors and enablers.

## **Name**

AquaFed

## **What we do/ our expertise**

We are the international federation of private water operators. Our members are based all over the world, operating PPPs in water and sanitation and providing technical solutions in each link in the water and sanitation value chain.

We are a UN-accredited body that provides advocacy, policy and technical expertise. On behalf of water operators, we communicate and work with inter-governmental organizations, country governments, financiers and a very wide range of stakeholders.

We are the organization to come to for advice, support and building connections if you do already, or are considering bringing in private operators and private finance.

## **What we offer SWA partners**

- Expertise from global private water operators – small and large scale
- Drive to deliver SDG6 and human right to water and sanitation
- Connection to private finance

## **What do you need from the SWA?**

- Partnerships and connections
- Platform to promote private sector expertise
- Build understanding and partnership with CSO groups

## **Countries we currently operate in and are intending to operate**

We have members in every continent with very deep local knowledge as well as an international perspective.

We can help by increasing country capacity to work with the private sector and how governments can set up effective PPPs

## **The SWA Collaborative Behaviours we can demonstrate now or commit to in the future**

All of them, but in particular:

- Strengthen and use country systems
- Build sustainable water and sanitation financing strategies

## **Name of your organization**

Unilever

## **What do you do? What expertise do you provide?**

Unilever is one of the world's leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products such as Dove, Lifebuoy, Domestos, Persil, Ben & Jerry's, Hellmann's, Knorr, and Lipton.

We have a simple but clear purpose – to make sustainable living commonplace. We believe this is the best long-term way for our business to grow. Our distinct purpose and our operational expertise across our business model will help realize our vision to grow our business, whilst decoupling our environmental footprint from our growth and increasing our positive social impact. This is captured in the [Unilever Sustainable Living Plan](#).

## **Specifically, what can you offer the SWA?**

- Marketing & Communications
- Behaviour Change Expertise
- Strategic Partnership Capabilities
- Consumer & Market Insights
- Advocacy Platforms aligned with Brand Priorities
- Access to Innovative Products & Services

## **What do you need from the SWA?**

- Facilitating engagement in multi-sector partnerships that can drive transformational change at scale.
- Access to platforms that amplify the role of the private sector and catalyze greater business engagement in delivering SDG6.
- Leveraging 3rd party finances to help deliver initiatives against SDG6.
- Forums for sharing knowledge, insights, and new emerging developments.

## **Which country or countries are you working in and where do you want to work? How can you help them?**

Unilever operates across the world, reaching 2.5 billion people a day. Our SDG6 priority countries are: India, Bangladesh, Indonesia, Vietnam, Philippines, South Africa, Kenya, and Ethiopia. Nigeria and Kenya are potential markets for exploration.

## **Which Collaborative Behaviours can you demonstrate now or commit to in the future?**

We recognize the importance of the SWA's 4 Collaborative Behaviours and are most closely aligned to "Strengthen and use of Country systems' and 'Enhance government leadership of sector planning processes'.