

Gillings Innovation Labs

Carolina Global Water Partnership Tests Waters

Business + Public Health = more water filters in more houses

Applying Sound Business Principles to Saving Lives

The Carolina Global Water Partnership was established to find ways to get clean drinking water into the homes of more people who need it. Bringing together experts from the public health and business schools has fostered an interdisciplinary approach for financing the distribution and installation of simple but effective filtration technologies.



Microfinancing

Giving water filters or other technologies away is not sustainable and does not really promote the continued use of the technology. Microfinance institutions can help poor consumers purchase point-of-use water filters.

· Microfranchising

Microfranchising can provide seed capital for local entrepreneurs to produce, market and distribute the filters. The economics of wide distribution of technologies like biosand and ceramic filters will be carefully explored.

Streamlining the Economic Factors

Researchers will examine how to reduce costs through improved design, production and distribution models. Accessibility is the component that will ensure success.

Phase 2: Beyond the Models

With funding from the United States Agency for International Development, the team will apply these models to increase the availability of water treatment technologies and bring clean drinking water to homes in Cambodia, Laos and Vietnam. Using proven, market-based principles, the partnership will leverage the power of private enterprise to bring water and health to the people of Southeast Asia.

Leadership

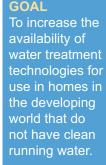


Mark Sobsey, PhD, Kenan University Distinguished Professor of environmental sciences and engineering, UNC Gillings School of Global Public Health, is sanguine about the outcome of this effort—the potential to save lives and improve the health of millions.



IMPACT! Clean Water Access

WHO estimates that nearly 2 million people die each year from diarrhea and related illnesses caused by unsafe drinking water, inadequate hygiene and sanitation.



PARTNERS

Carolina Global
Water Partnership
brings together
experts from the
UNC Gillings
School of Global
Public Health,
Kenan-Flagler
Business School
and Kenan
Institute-Asia.

