



# 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.

### Phase 1: Business Models

- **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.



#### GOAL

To increase the availability of water treatment technologies for use in homes in the developing world that do not have clean running water.

#### 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.

### 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.

