

August 2024

WATERMARK



# Collective action on WASH

Collective action is needed to 'move the dial' on WASH, but the current tools available to corporate and other philanthropic funders do not optimise against specifically chosen economic, financial and welfare outcome objectives

- We aim to demonstrate a systematic approach, enhanced by technology, for philanthropic funders to make choice-based optimised WASH interventions
- We aim to establish three outcome pathways:
  1. Direct interventions through results-based contracts
  2. Indirect interventions through performance-based collective funding schemes
  3. Indirect interventions through results-based WASH intermediaries

# Work completed to date

1. Country prioritisation analysis using JMP, GLAAS, Data for Good, WorldPop data
2. Location, community and intervention type prioritisation using MSF, WPdx data
3. Site identification by facility (education, healthcare) using government and MWater data
4. Analysis of direct and indirect outcome pathways (contracts, funds, intermediaries)
5. Estimation of intervention funding requirement using 3 approaches (infrastructure cost, per capita cost, and safely managed service cost)

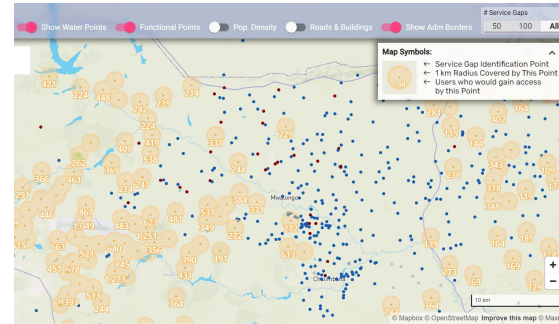
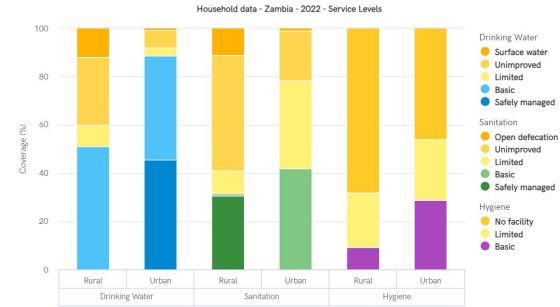


Table 1a Capital and recurrent expenditure benchmarks for water services

Cost component	Primary formal water source in area of intervention	Cost ranges* [min-max] in US\$ 2011
Total capital expenditure (per person)	Borehole and handpump	20-61
	Small schemes (serving less than 500 people) or medium schemes (serving 500-5,000 people) including mechanised boreholes, single-town schemes, multi-town schemes and mixed piped supply	30-131
	Intermediate (5,001-15,000) or larger (more than 15,000 people)	20-152
Total recurrent expenditure** (per person, per year)	Borehole and handpump	3-6
	All piped schemes	3-15

# Core Findings

- There are significant **information asymmetries** that constrain the ability of philanthropic funders to identify WASH interventions that **optimise** against specified economic, financial and welfare outcomes
- These asymmetries can be closed through the **systematic synthesis** of multiple data layers. Outputs can be run through a **choice optimiser** to identify and prioritise interventions that achieve specified outcomes
- Once interventions have been identified and selected, there are **multiple pathways to outcome**. We highlight direct and indirect pathways that emphasise **results-based funding**, consistent with choice optimisation and collective action.

# Our Value Add

Watermarq intends to be the go to resource for choice-optimised interventions in WASH as part of a funder's collective action strategy.

1

**Identify interventions** – through synthesising multiple data sources, augmented through the application of technology

2

**Selection support** – through optimisation based on pre-specified economic, financial and welfare objectives

3

**Outcome pathways** – through facilitating access to direct and indirect results-based implementation channels

# Our ask

We want to work with organisations who:

- 1.** See value in using technology to enhance the process of identifying, prioritising and selecting WASH interventions
- 2.** Have specific economic, financial and welfare outcome objectives associated with funding WASH interventions
- 3.** Are interested in the application of results-based approaches when funding WASH interventions, either directly or indirectly

*We have established a separate nonprofit (Watermarq Public CIC) to facilitate philanthropic support of this work.*