

Water
Company



If you save the Water, the Water will save you

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Drinking
Cluster



Vidare Clean Water clean and safe mineral bottled drinking water. Water Shops sell drinking water to less privileged people.

A Vidare Cluster Company consists of 10 Drinking Water Companies combined with a service unit and staff support.



Vidare Drinking Water Cluster Company

Our proposition

Mission

We are committed to help less privileged people with:

- clean and safe drinking water for an affordable price
- proper sanitation facilities
- clear awareness programs on hygiene



We create jobs for local people by establishing local Drinking Water Companies and Water Shops.

We improve local circumstances and economies by projects for community development.

We operate in

Urban and peri-urban
- city solutions with home delivery



Rural areas
- network of villages with local water shops

Slum/township area
- water plants with taps
- combined with a city solution

Organization

Drinking Water:

10 Drinking Water Companies (DWCs)
Decentralized, stand alone drinking water production companies selling bottled water to less privileged people.

Service Unit:

- Vidare Academy
- Project Management
 - Maintenance & Service
 - Remote control (in The Netherlands)
 - Business & Community Development
 - Bottle Plant (optional)
 - PET Recycling Plant (optional)

Staff Unit:

- Finance, Tax, Legal, HR, IT, PR

Sanitation (optional):

- Vidare Sustainable Sanitation Facility
- 8 toilets, 6 showers, 20 washing bowls

Water Shops

Drinking Water for some 1000 people a day
Shop with water tank
Daily refill with water tanker of DWC
Franchise taker; micro credit



Impact

Drinking Water:

50 - 100m³ drinking water a day, per Drinking Water Company;
WHO/KIWA® Quality.
Bottled (chilled) water in 20l, 10l and 1,5l, 1l and 500ml bottles
Price level: affordable for base of the pyramid.
Consumers: people in developing countries.

Employment:

Some 20 - 25 employees per Drinking Water Company
Some 250 - 300 employees per Cluster Company
Management coached by experienced entrepreneur

Spin off:

15 m³ a day per DWC flush water for irrigation, fish farms, sanitation.

Business and Community Development projects funded by profit of Cluster Company. Training local people, vocational schools.

Health:

Improved local circumstances by awareness program hygiene, sanitation facility and Clean and safe drinking water for less privileged people. In cooperation with reliable (local) networks.



Return

Funding:

Investment:	€ 3.000.000,-
Initial investment:	€ 1,6 M*
Re-invested Cash Flow:	€ 1,4 M

Return:

To funder:	~ 10 - 20%** per year, for 5 years
Payback time:	~ 4 years

* Final figures are based on local Business Plan and Business Case
** Returns are depended on area of application

Projects

Running business: Uzima Kenya Ltd, branch Mombasa, Kenya
Starting business: Hollind Aqua Pvt Ltd, branch Nizamabad, India

Preparation:

Cluster Company Accra, Ghana
Cluster Company Mombasa, Kenya
Cluster Company Jakarta, Indonesia
Cluster Company Ica, Peru



Orientation:

Philippines, Columbia and Nigeria

Clean and safe drinking water for less privileged people



Technology Partner:
Jotem Waterbehandeling,
the Netherlands

