



Accelerating Impact of Household Financing for Water and Sanitation

Water.org 5-Year Strategy in Latin America

Although access to safe water and sanitation increased tremendously in Latin America during the Millennium Development Goals, deep inequalities in access to services still exist. In the region, 224 million people lack access to safely managed water services and 40 million people lack access to improved sanitation.

Water.org has invested in water and sanitation for more than 25 years, and our approach is proven and powerful. To date, we have reached more than 840,000 of people in Latin America and mobilized \$249 million in investments towards water and sanitation. Over the next five years we aspire to accelerate our impact in the region:



4 million people reached



\$1 billion in capital mobilized



3 Countries: Peru, Brazil and Mexico

The need | Closing the water and sanitation finance gap



Water.org has implemented financial innovations in Latin America since 2014. Private capital mobilization in Peru has demonstrated significant success, spurring entry into Brazil and Mexico.

In our strategic plan for 2018-2022, Water.org assessed opportunity for Latin America and charted an exciting course for growth and scale.

Water.org will leverage partnerships throughout the region that can provide opportunities for scaling household financing for water and sanitation. We will do this through networks, development banks and practitioners. There are three countries of focus for Water.org in the region: Peru, Brazil and Mexico.

224M

people lack access to safely managed water

40M

people lack access to sanitation

Where we work | Priority markets in Latin America

Peru:

Peru is Water.org's flagship market in Latin America, with seven current microfinance partners, an impact of more than 770,000 people gaining access to water and sanitation, and \$240 million invested through household financing of water and sanitation improvements. Water.org will continue to scale with current and new microfinance partners in Peru while exploring ways to support the government to achieve the President's goal of universal drinking water access. Water.org will reach more than 3 million people in Peru with access to safe water and sanitation through 2022.

Brazil:

Water.org started partnerships for household financing of water and sanitation in Brazil in 2017. Due to Brazil's fragmented microfinance market, Water.org will pilot a variety of approaches and partnerships including microfinance institutions, manufacturers of water and sanitation products, networks of female entrepreneurs, Fintechs, local and regional government programs and water service providers. Water.org will reach more than 500,000 people in Brazil with access to safe water and sanitation through 2022.

Mexico:

Water.org completed a market assessment to gauge potential opportunity for financing household water and sanitation access in Mexico in 2017. Armed with positive results from the assessment, Water.org started initial outreach in the country. We will focus on financial service providers and manufacturers to invest household access. Water.org will reach more than 200,000 people in Mexico with access to safe water and sanitation through 2022.



Our projected impact | 2018-2022

Country	Current Stage	Projected 5-year Impact: People Reached	Projected 5-Year Impact: Capital Mobilized
Peru	Scaling	3 million+	\$934 million
Brazil	Piloting	500,000+	\$142 million
Mexico	Strategy design	200,000	\$60 million

Would you like to learn more?

If you have any questions, please contact:

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