

# Social Franchising for Water and Sanitation Services Delivery

## Experiences from the Eastern Cape

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# Social Franchising Model

Social franchising is:

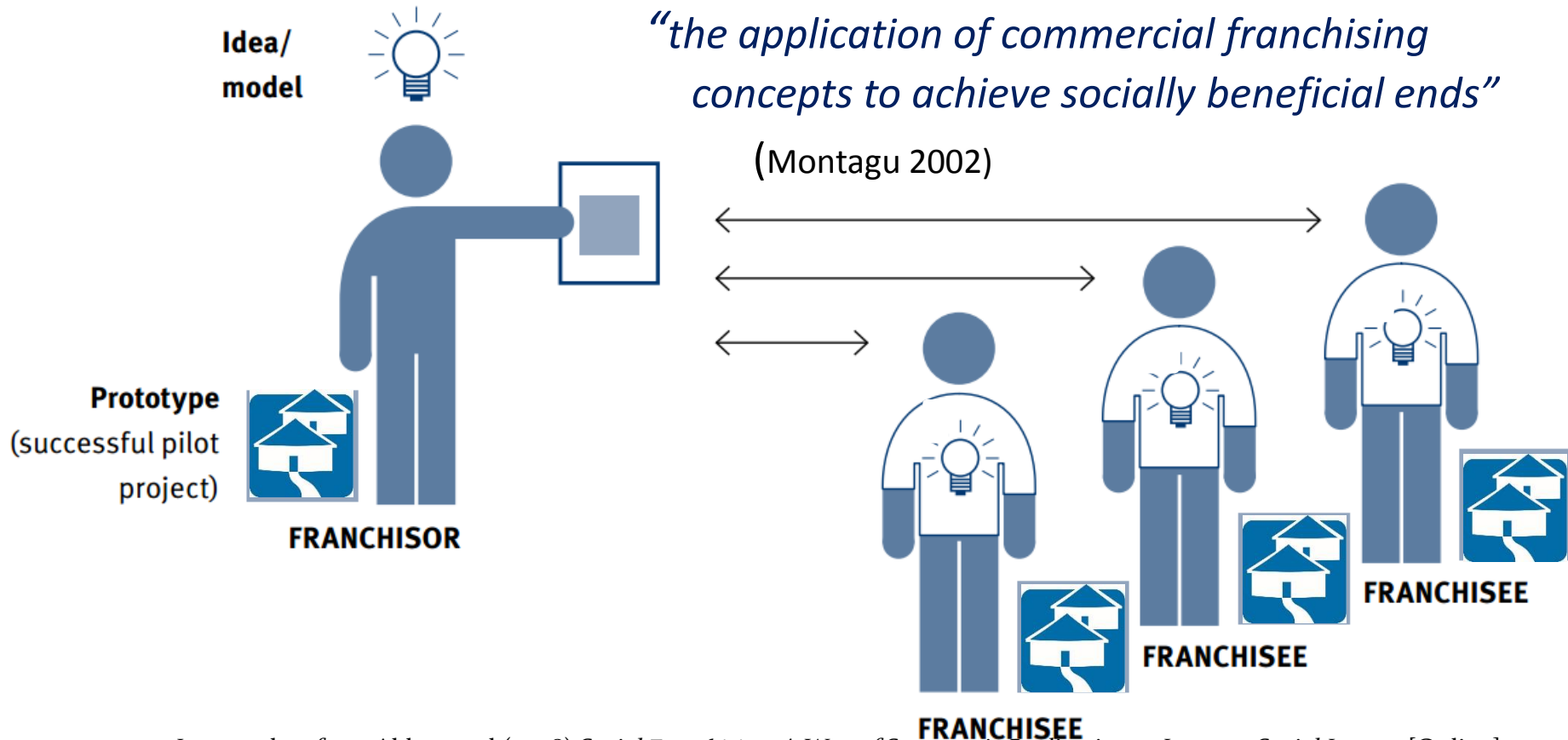


Image taken from Ahlert et al (2008) *Social Franchising: A Way of Systematic Replication to Increase Social Impact* [Online] available from <[http://www.stiftungen.org/fileadmin/bvds/de/Projekte/Projekttransfer/Social\\_Franchise\\_Manual\\_Englisch.pdf](http://www.stiftungen.org/fileadmin/bvds/de/Projekte/Projekttransfer/Social_Franchise_Manual_Englisch.pdf)>

# The Franchise Relationships

## The Brand:- Marketing & Image



# Why is it novel?

- A business to business partnership: *“In business for themselves but not by themselves”*. Enterprise Development
- A focus on the *“Base of the Pyramid”*. Poverty alleviation
- A *“business in a box”* approach with defined operating processes and procedures. Regulation
- *“Learning by doing”*..... Shared learning and continuous improvement. Service Delivery
- Using *innovation and best practice* for achievement of improved service provision. *“Just do it”*. Application of Technology

# Where can it be used?

Applications for the social franchising model could include:

- Household & Institutional Sanitation
- Communal Ablution Blocks
- Solid Waste Management
- Meter reading
- Reticulation and Pump station maintenance
- O&M of small water treatment works
- Household plumbing



# Thank You

