

Water Services Franchising: Moving from theory to practice

Presented by: Oliver Ive

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**WATER
RESEARCH
COMMISSION**



Water Research Commission
Symposium 2013

LOCAL SOLUTIONS - GLOBAL IMPACT

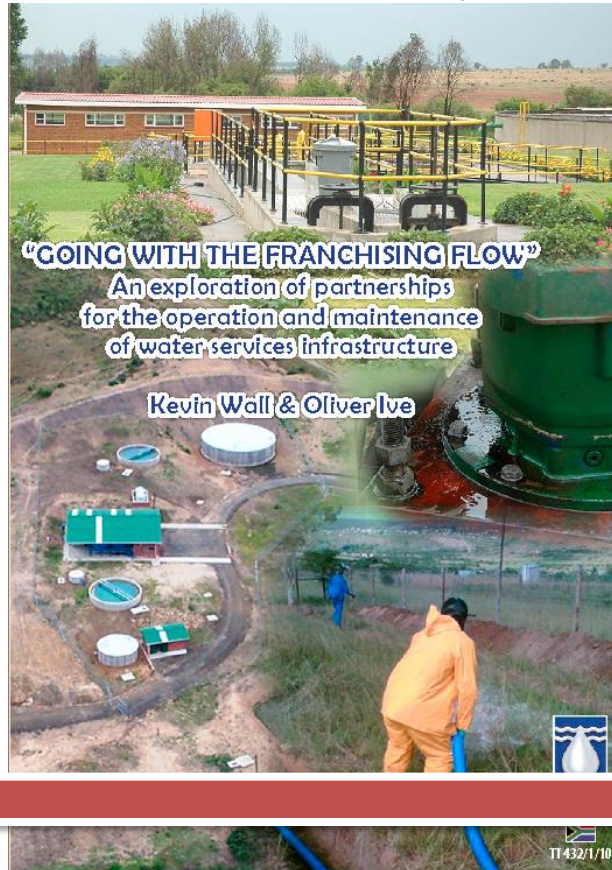
Moving From Theory to Practice

Development of a Framework for Franchising in the Water Services Sector in South Africa
Dr Kevin Wall, 2005

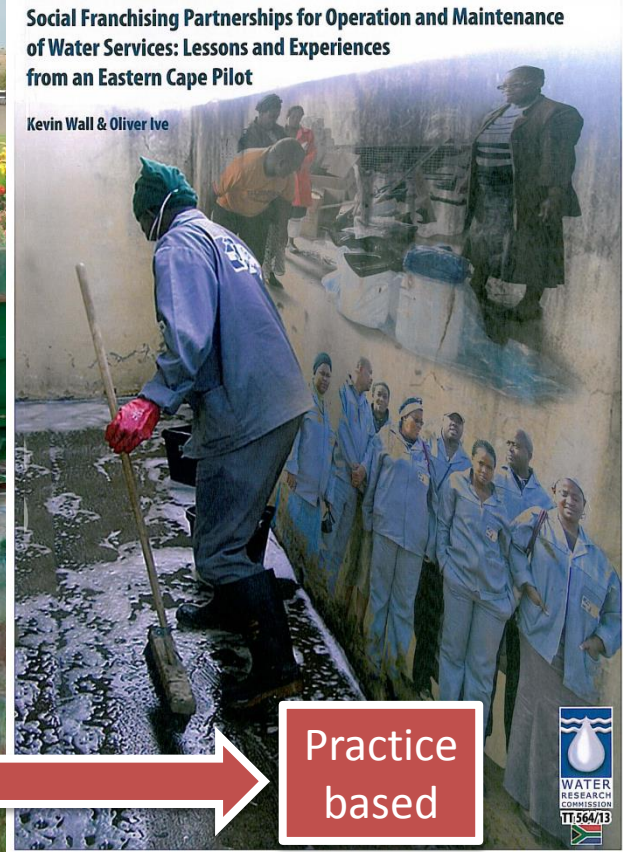


Theory based

“Going with the Franchising Flow” An Exploration of partnerships for the operation and maintenance of water services infrastructure
Dr Kevin Wall & Oliver Ive, 2010



Social Franchising Partnerships for Operation and Maintenance of Water Services: Lessons and Experiences from an Eastern Cape Pilot
Dr Kevin Wall & Oliver Ive, 2013



Practice based

Local solutions with global impact



Knowledge sharing through a number of organisations, their conferences and publications including:

- Water Research Commission (WRC)
- International Water Association (IWA)
- Sustainable Sanitation Alliance (SuSanA)
- IRC
- Water Institute of South Africa (WISA)
- Institute of Municipal Engineers South Africa (IMESA)
- 6th World Water Forum (Marseille 2012)
- Water Week – Stockholm (SIWI)
- Water Engineering and Development Centre (WEDC)
- UNDP
- Aquafed / World Business Council for Sustainable Development
- SAQA / CIDB / CSIR / Department of Environmental Affairs
- Financial Mail

Impact areas of the WRC Knowledge Tree through this action

orientated research:

- Black Economic Empowerment at the “bottom of the pyramid”

- Improved O & M
- Sustainable operating procedures

- Job creation
- Skills development
- Community based service enterprise

- Mobilising private sector involvement
- Regulation and policy

Empowerment of Communities

Transformation and Redress

Sustainable development solutions

Inform policy and decision making

HCD in Water and Science sectors

New products and services for economic development

- Local business development
- Improved methodologies and services

Knowledge generated by the WRC

Social Franchising Model

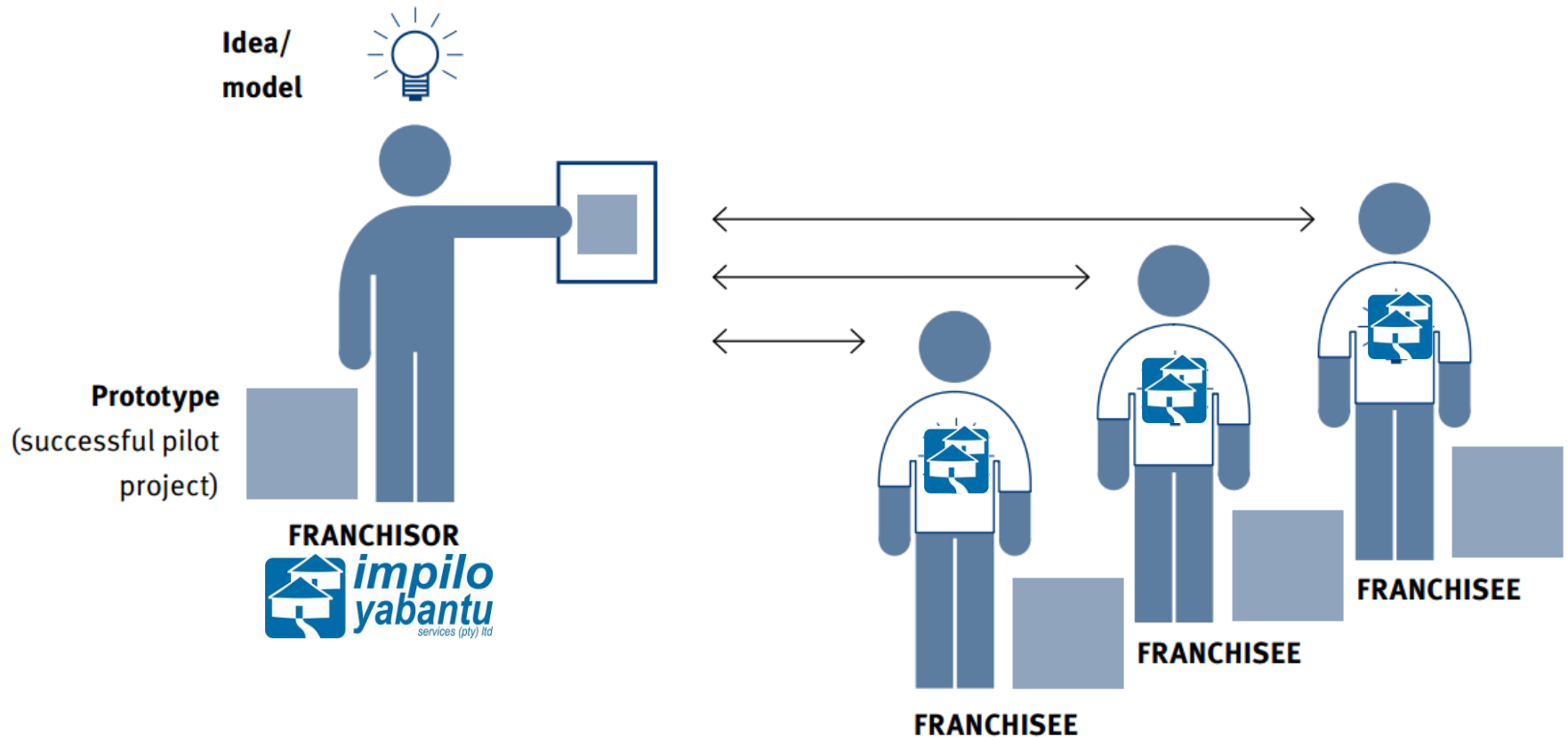


Image taken from Ahlert et al (2008) *Social Franchising: A Way of Systematic Replication to Increase Social Impact* [Online] available from http://www.stiftungen.org/fileadmin/bvds/de/Projekte/Projekttransfer/Social_Franchise_Manual_Englisch.pdf

Social Franchising



Social franchising definition:

“the application of commercial franchising concepts to achieve socially beneficial ends”

(Montagu 2002)

Commercial Franchising is: –

“a grant by the franchisor to the franchisee, entitling the latter to the use of a complete business package containing all the elements necessary to establish a previously untrained person in the franchised business and enable them to operate it on an on-going basis, according to guidelines supplied, efficiently and profitable”.

(Parker and Illetschko, 2007, FASA)

Relationship between franchisor, franchisee and customer

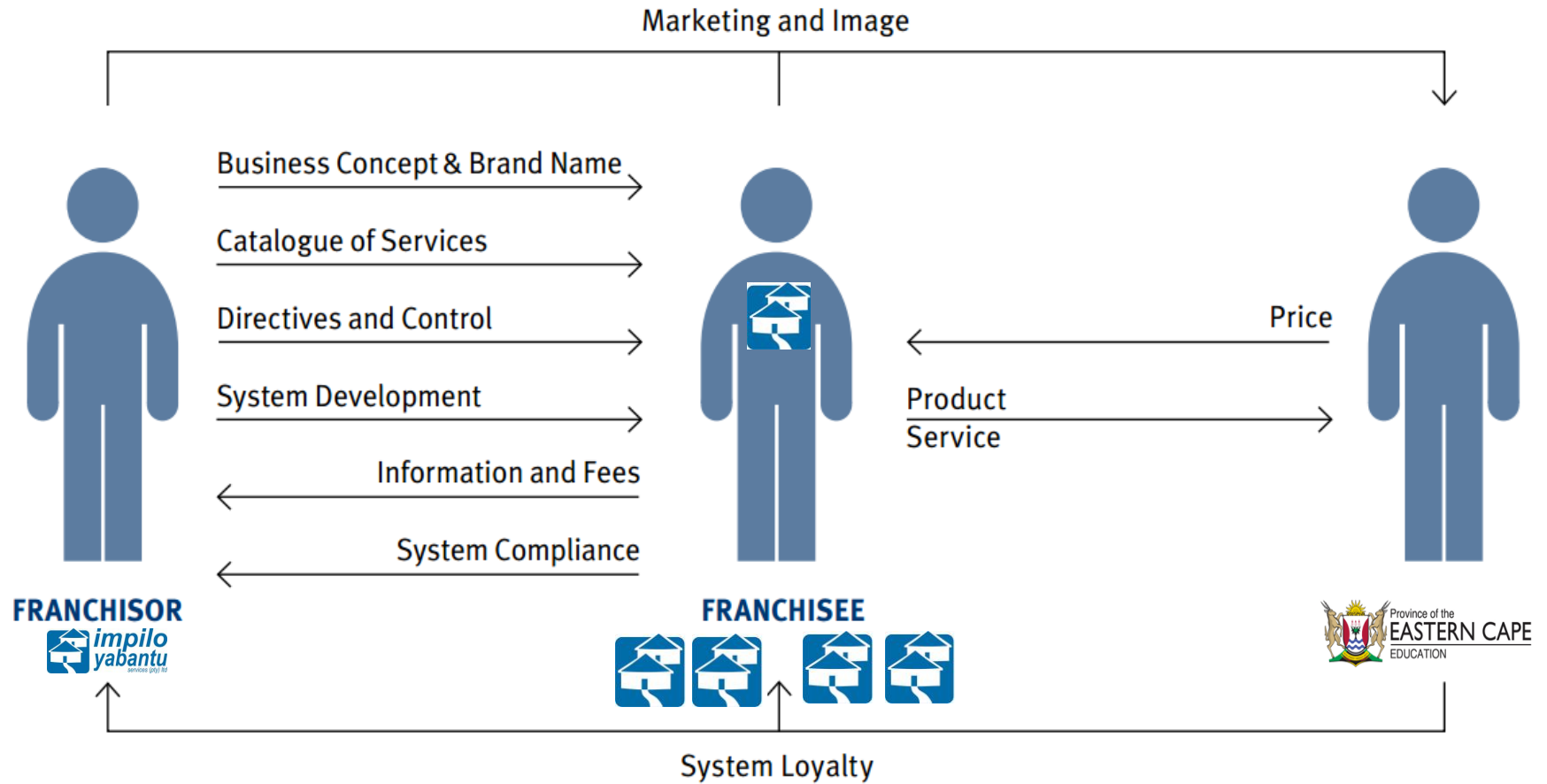
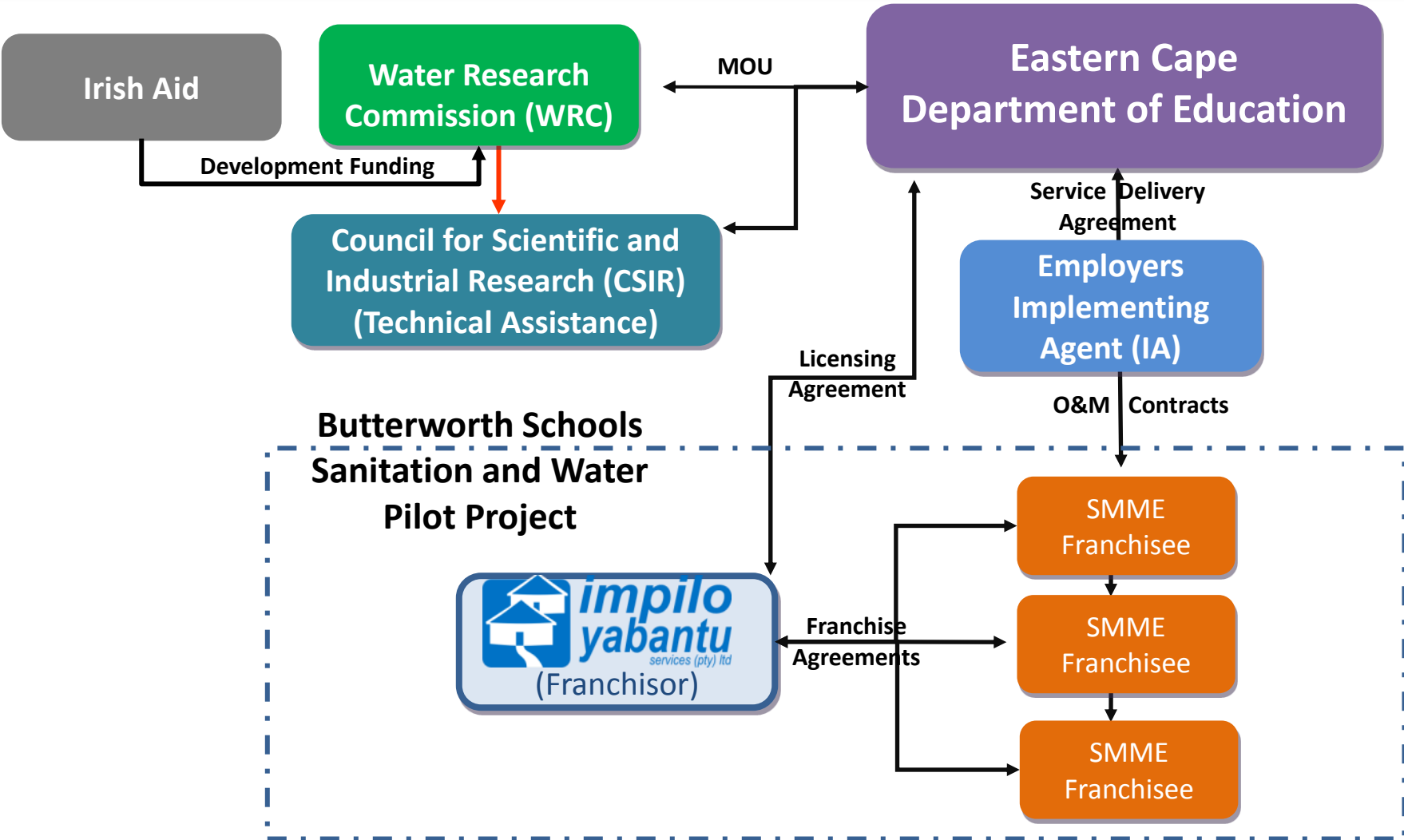


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The Butterworth pilot programme



Some of our Business Operators



Noncawe Lupuwana

- An ex-teacher from the Idutywa area
- Has worked with Impilo Yabantu since 2009, on over 120 schools and 800 households improving hygiene facilities
- Currently employs 12 people
- She enjoys the work, even though it is hard, she sees the difference it make to learners and is proud of what she has achieved. The job has earned her respect within her community and thanks for the changes she has made to peoples lives.

P J Mathebula

- An ex-plumber
- Has worked with Impilo Yabantu since 2010 on over 150 schools and 600 housholds, specialising on emptying the pits in schools
- Currently employs 9 people
- Enjoys the job because he likes to help people and finds the support offered by Impilo Yabantu a great help in making his business successful



Learning from Piloting

- Role of the Franchisor
- Selection of Franchisee's
- Continuity of work
- Funding and Payment
- Client requirements & perceptions
- Procurement/supply chain
- Technical methodologies
- Practical work processes and procedures
- Quality, Health and Safety
- Branding and marketing



What we achieved

- Supporting and mentoring individuals to build and manage their own business
- Local employment
- Improved service delivery
- Regulation and quality
- Improving the school environment and learners health and hygiene awareness



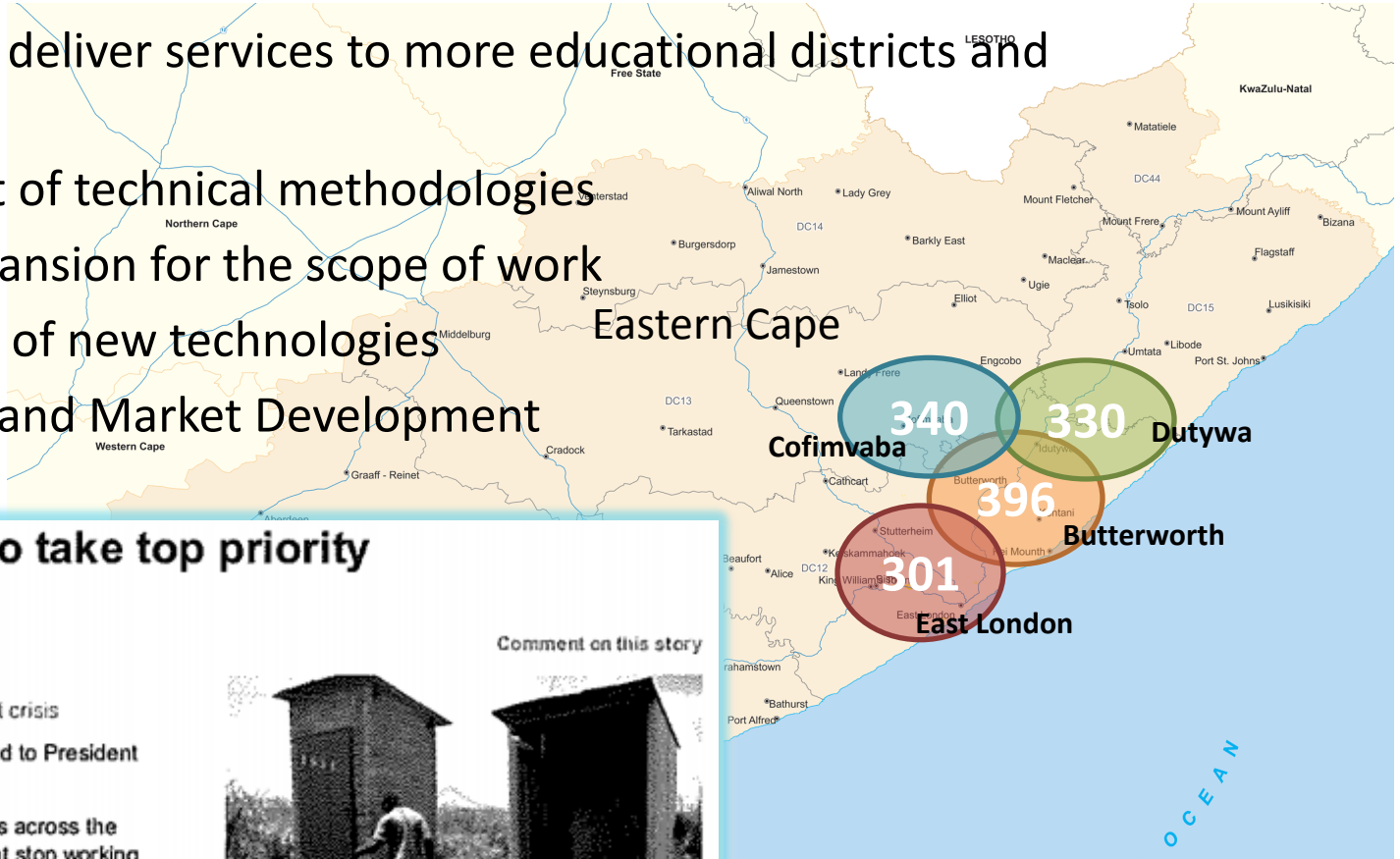
Summary of where we are now

- 5 sustainable franchisees, each now over 4 years
- Another 9 or 10 about to be launched
- The common identity:- the Impilo Yabantu brand
- 5-10 employees per franchisee
- Toilets of 400 schools successfully serviced under the pilot
- Schools' water facilities repaired
- Rollout to four districts (1367 schools) following a tender process...soon to start
- Emergency Toilets built for 40 schools
- Toilets of 3400 households serviced for municipalities



And now to scale.....

- Expanding to deliver services to more educational districts and households
- Development of technical methodologies
- Potential expansion for the scope of work
- The inclusion of new technologies
- Competition and Market Development



SA toilet crisis to take top priority

September 9 2012 at 03:39pm
By Michael Mpofu

Water Research Commission

⇒ Report reveals extent of toilet crisis

The sanitation crisis has escalated to President Jacob Zuma's doorstep.

More than a quarter of households across the country have to live with toilets that stop working soon after they are installed and 11 percent of households – almost 1.4 million – do not have basic sanitation facilities at all.

This is according to a national study carried out by the Department of Water Affairs and Forestry.



Comment on this story

Testimony of thanks from the schools

IBIKA J.S.S
BOX 147
BUTTERWORTH
4960
29 FEBRUARY 2012



THE DISTRICT DIRECTOR
DoE
BUTTERWORTH

Sir

RE: THANKING A DONATION OF TOILET STRUCTURES

This is to portray our words of gratitude for a donation from AMANZ' ABANTU services (pty) ltd or IMPILO YABANTU.

They constructed five (5) permanent structures of toilets and handed them over to the school, gratis.

They came here for a school water and sanitation project but to their surprise the existing structure was dilapidating. Through their "ubuntu" they consulted us and explained the danger our learners and educators were facing. Acting as good Samaritans they decided to save us by donating these safe, clean, hygienic, well built five toilets.

To crown it all, the toilet seats are suitable to be used by our Grade R learners unlike the previous structure.

We, again thank this project for the sacrifice they have made in order to expose us to a quality life like this.

Yours faithfully

X.P VOKWANA (PRINCIPAL) CONTACT NO. 0735420235

V.T MATIWANA(SGB) Chairperson



IBIKA JSS
BUTTERWORTH 4960
SIGNATURE: *V.T. Matiwana*
DATE: 29-02-2012

Questions and Comments

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