



WWF
Trunz
ADES
Madagascar

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Location



Beheloka

A partnership for improved
livelihoods and environment



Background

Lack of freshwater

- Food insecurity: Few agricultural products
- Health: Water-borne diseases from brackish water

Overfished coastal seas

- Few fish
- No alternatives



Lack of wood

- Lack of wood
- No alternatives



Potential solutions: Water is key

Alternatives to fishing and forest use?

Tourism

- Precondition:
Availability of freshwater

Agriculture

- Precondition :
Availability of freshwater

Small-scale industry

- Precondition :
Availability of freshwater



Goal and objectives

Clean water along the coastlines

5 to 10 Watershops:
Solar water treatment

- Develop Business Models
- Install solar water treatment units
- Develop sustainable long-term operations by local stakeholders
- Operations with direct income generation and re-finance models
- Local participation, capacity building



Milestones

Milestone 1

- 2 solar water treatment units: Mid 2012
- Develop and anchor Watershop-concept
- Knowledge transfer from neighbour villages (from St Augustin to Beheloka)

Milestone 2

- 1 solar water treatment unit financed by income & savings from the previous 2 units: 2015
- Further 2-7 units re-financed
- Locally managed, operated & maintained units
- Exchange of experiences between communities

Milestone 3

- Scaling-up, replication of model in other regions post 2015
- Crossregional exchange of experience