



Annual Report 2014





Management message

Dear Friends,

Welcome to the MSABI 2014 annual report.

2014 was another very successful year. We increased our impact in the field, further developed our models and consolidated our organisation's systems and human resource department.

Our team expanded to 73 staff members (core staff and part-time, project based staff).

A strong focus was put into our water point program and innovative maintenance model "Pump for Life", supported by the Stone Family Foundation. The concept attracted national and international attention and was rewarded with the runners-up Nestle Creating Shared Value Global prize and more recently a DFID funded Human Development Innovation Fund grant.

We are upgrading our data management platforms and fully transitioning to digital data collection methods across all programs. This to improve efficiency of our monitoring and evaluation systems and fine-tune all our program components in response to data driven decision making.

In 2014 we secured funding form a broad base of donors. This included new and existing partners such as GHD, Swiss Tropical and Public Health Institute, the Stone Family Foundation, iWASH (USAID), Grand Challenges Canada, Novartis Foundation, Water and Sanitation Program (through a partnership with Aquaya), Young family, GDG and Janji.

It was rewarding for the MSABI management team to be successful in 3 highly competitive international grants or prize competitions – indicating MSABI is becoming internationally recognised as a leader in WASH innovation and service provision.

We would like to thank our amazing team, the local communities and customers, donors, family and friends for their great support and commitment during 2014.

Thank you.

The image shows two handwritten signatures in blue ink. The first signature is 'Niklaus Holbro' and the second is 'Dale Young'. The signatures are written in a cursive, flowing style.

Niklaus Holbro and Dale Young



Impact and Results

MSABI acts as a business incubator, developing and validating innovative business models that can lead to independently viable enterprises.



Water Services

64 new water points
10,683 new users
357 and 75,683 cumulative



Filter Production

1,481 filters sold
7,000+ Users
3-fold yearly sales increase



Sanitation Services

Large-scale market research
45 installations monitored
1 new school installation

Our impact and results are achieved by currently incubated enterprises. Our main achievements are presented below:



Maintenance Services

11 trained mechanics
1,192 tracked maintenance visits
151 subscribed water points



WASH Marketing

887 Meetings
55,903 people reached
400,000+ reached cumulatively



Jobs Created

73 MSABI staff members
5 incubated business models
3 independent enterprises

Programs Recap

MSABI maintained and improved its core intervention programs throughout 2014. Services organically expanded to cover 5 Districts and over 50,000 km².



Water Services

In 2014 we created a total of 64 new water points through the MSABI demand and market based approach. Tailored subsidy schemes are used to reach low income households.

Technologies are locally produced or available through established supply chains. Manual drilling technology and

rope pumps provide an affordable method for implementation of water points of the same efficiency as mechanically drilled wells, at approximately 20% of the cost. To guarantee longevity of installations, we fine-tuned quality assurance systems and implementation standards.

Over 2014 progress was made in developing a market ready model for a water kiosk business in Ifakara. The facility uses a skyhydrant filter and will produce bottled quality water sold at wholesale rates. Works involved local market research, material procurement, permitting, and site preparation. The facility and project is sponsored by the Skyjuice foundation, Siemens and GHD.

Maintenance Services

2014 was an important year for the testing and validation of a private enterprise model for water point maintenance. The enterprise offers reactive maintenance services through a “fee per visit model” or a proactive and reactive maintenance service through a “subscription based model” (branded “Pump for Life”). The subscription based model not only adds comfort for the water point user but also increases the chances for the water point to be rapidly repaired after

breakage. The regular payment of a relatively small fee (currently the equivalent of 5 USD per water point and month) insures that financial resources for repair are available at any point in time.

The maintenance enterprise consists of a decentralized network of pump mechanics, strategically distributed in the target area and coordinated by a central office. All maintenance and repair visits are tracked by a comprehensive ICT platform, giving us real time access to data to improve service delivery and business model.

[WASH Marketing](#)

The water program is running in parallel to our WASH marketing and hygiene promotion program. Combining participatory meetings, mobilisation campaigns and drama team performances, we reached 55,903 people in 2014.

[Sanitation Services](#)

We have been developing complementary approaches to increase the uptake of sanitation. This has been as a result from previous work, showing a relatively low willingness to pay full capital costs of improved sanitation products.

We monitored current installations to learn more about

factors influencing their sustainability. We also started a market research project reaching 1400 households in 40 villages (collaboration with Aquaya, WSP funded program). We also developed hardware designs and a new concept for the delivery of improved sanitation through subscription based systems.

[Ceramic Water Filter Production](#)

MSABI is one of the largest producers of household water treatment solutions in Tanzania. In 2014, we increased sales by a factor of 3 compared to the previous year. The market for filters is slowly developing. Filters are available for an equivalent of 18 USD. We are gradually increasing the retail cost to fully capture management and marketing costs and create a sustainable, non-subsidized market.

[Research programs](#)

Our research programs included a ceramic filter effectiveness study showing that filters are still effective in the field, 24 months after purchase (partnership with the London School of Hygiene and Tropical Medicine). A study conducted through the SHARE Consortium assessed the hygiene status of shared sanitation in rural and urban areas. Results from both studies will be published soon.

#260 Fact Sheet

**Status: functional**

Location	-7.970930, 36.881820
Enrollment	11. Aug 2012 (3 years ago)
Insurance	no insurance
Client type	Community
Type	Borehole with pump
Client	Kinoga Ally
Client phone	0712 828861
Finance manager	Mama Ibrahim
Caretaker	Zuhura Ally

Data systems and impact tracking

Within the past year, we strengthened our monitoring and evaluation systems and have promoted adoption of digital tools for data management.

We are currently digitally tracking approximately 500 indicators and a selected set of key performance indicators across all programs and projects. Collected data is visualized in real time and provides information for better planning interventions and optimizing our business models.

Our monitoring and evaluation systems identified the positive impact of the MSABI program, with some key metrics and results shown below:

- Program duration: 6 years
- Geographic spread: Approximately 54,000 km²
- Total number of villages: 243
- Total number of MSABI water points: 357
- Total number of MSABI water point users: 75,683
- Total depth drilled by hand (!): 8,453 meters

- Functionality of MSABI installed water points: 89.6%

A public version of the MSABI interactive water point mapping and surveillance system can be viewed at: msabiwaterpoints.org.

Data also show that the Pump for Life maintenance program (see page 6) increases sustainability and reliability of water services, with a dramatic effect on school water points:

- 96.1% of water points subscribed to Pump for Life are functional (84.9% of non-subscribed water points).
- 93.5% of school water points subscribed to Pump for Life are functional (25% of non-subscribed water points).
- Time required to repair a Pump for Life subscribed water point: 1.5 days (17.5 in average and up to 90 days for non-subscribed water points).
- 89.1% of interviewed users are satisfied with the rope pump. 94.6% of users stated that the rope pump provided enough water for domestic use.

Strategy

MSABI acts as a business incubator and aims at creating sustainable local WASH enterprises, capable of delivering high quality products and solutions, through market based approaches. A strong focus is placed on developing innovative approaches, technologies and business components, with potential for regional, national and global replication or scaling. It is the vision of MSABI to be recognized as an innovative and successful global leader in sustainable WASH provision and innovation research.

MSABI has developed the required management, financial

and administrative structures to scale the program and achieve further impact.

We see the following strategic measures important for achieving replication, scale and growth of WASH business models:

- Strengthening our organisational capacity by supporting the current core management team and adding specialist resources such as business strategists, marketing professionals and data scientists.
- Increased advocacy at a National policy level – leading to adoption and support of our models through Government and the broader WASH sector
- Establishment of a central office in Morogoro to improve sector presence and coordinate national programs.
- Further development of current partnerships and acquisition of new, committed and strong partners with a long-term vision to achieve common goals.

With this strategy in mind, we are looking forward to a successful 2015.



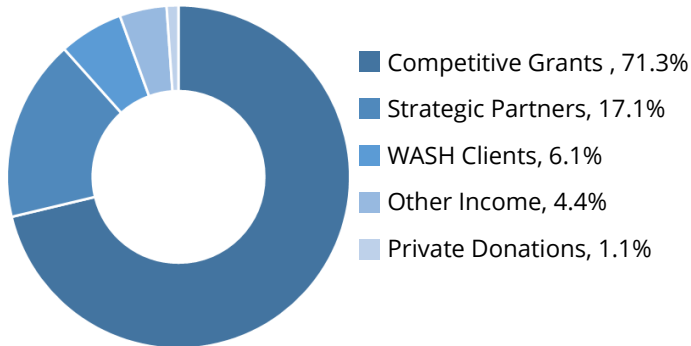


Financials 2014

Income: 764,296 USD

Total income increased by 47.1% compared to 2013. Total expense increased by 32.4% compared to the previous year. Values include in-kind support from strategic partners. A breakdown of revenue sources and expense by program is presented below.

Income by source

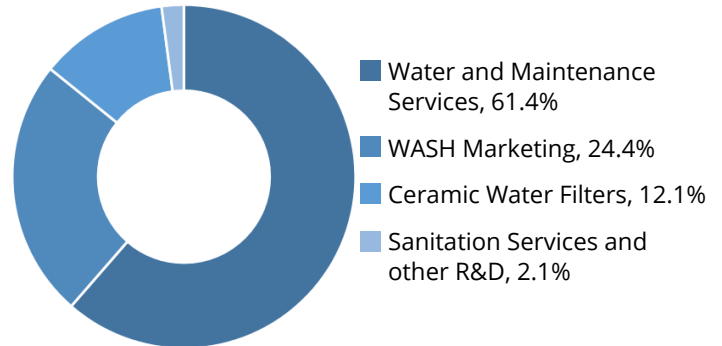


Expense: 622,252 USD

Our full financial audit is available on our website.

MSABI forecasts strong financial growth over 2015 due to recent grant wins.

Expense by program



International donations are processed by Global Development Group (GDG) . GDG acts as a governing body to ensure projects are acting in accordance with strong quality, transparency and accountability principles.



Our Core Partners



GHD - ghd.com

GHD is a leading global provider of innovative engineering, architecture, environmental and construction services. GHD is a strategic partner and lead contributor since MSABI's inception.

Swiss TPH



Swiss Tropical and Public Health Institute - swisstph.ch

The Swiss Tropical and Public Health Institute (SwissTPH) is an internationally recognized research and training institute. The Swiss TPH is a strategic partner of MSABI, and assists the organisation by providing management, research and public health support.



The Stone Family Foundation - thesff.com

The foundation supports MSABI's efforts in developing and validating the Pump for Life water service delivery and maintenance programs.



Novartis Foundation - novartisfoundation.org

The Foundations supports MSABI's efforts in developing, testing and validating high risk and high potential approaches for sustainable water and sanitation service delivery.



USAID / iWASH Program - globalwaters.net

The Program supports MSABI in the development of sustainable, market-driven water supply, sanitation, and hygiene services.



Grand Challenges Canada - grandchallenges.ca

The program supports the piloting of a subscription based service for improved sanitation.



Nestlé - nestle.com/csv/what-is-csv/nestleprize

MSABI was a Runner-Up for the 2014 Creating Shared Value Prize, awarded to business-oriented initiatives that address challenges in nutrition, water, or rural development.



Visible Impact - visibleimpact.org

The online platform lets MSABI monitor projects, digitally collect and visualize data and communicate impact in real time.



WellDone - welldone.org

The organisation developed a sensor that has the ability to remotely monitor water point functionality. MSABI is assessing if the sensor can help improve reliability of water services.



London School of Hygiene and Tropical Medicine - lshtm.ac.uk

In partnership with LSHTM, we analysed efficiency and safety of different WASH products.



Ifakara Health Institute - ihi.or.tz

We are working with IHI for performing independent water tests for our quality assurance systems. In 2014 we handed over established water testing capabilities to IHI.



Rural Water Supply Network - rural-water-supply.net

MSABI is part of the global network with more than 7,600 individuals members in 146 countries focused on achieving universal access to improved water services.



Janji - runjanji.com

The running apparel company donates a percentage of their sales to MSABI's water program.



www.msabi.org - info@msabi.org