



## Water & Business

By Leslie Hawthorne Klingler

**Make Sibambo owns one of her South African village's only refrigerators and sells ice from her home.**

**Deepa washes clothes for middle class families in a river in southern India.**

**Umar owns a restaurant near a bus terminal in Pakistan.**

**Mario washes fruit for a banana company in Honduras.**

**What do these individuals have in common?** Their livelihoods depend upon access to water. Without water, Make could not sell her ice, Deepa would have no means of washing clothes, Umar could not sell food, and Mario would not have his job with the banana company.

### **Businesses demand water.**

All types of business require water to produce their products and offer their services.

Water is necessary for the development of informal home businesses. Water is essential for personal enterprises such as vegetable gardens, food confection, and laundry services. In many cases, these tiny businesses have no formal right to the water they use and are at the mercy of larger economic and political players for their water usage. For example, Deepa washes clothing in a local river that is increasingly being polluted with sewage and agricultural runoff. She can do little to protect the precious resource that her job depends upon.

Water is also important for small and medium businesses such as Umar's restaurant in Pakistan. Umar relies on clean water to provide his customers with safe food and sanitary conditions. The price of the water is a major factor affecting his profits. When the city water supply runs dry, he has to pay a tanker to bring in extra water. Having to do this too much could encourage him to use too little water, cutting corners on safe food preparation.

Water is essential to large corporations. Big national and international companies rely on a consistent water supply to process their products. If the Honduran government cannot ensure a constant water supply or if it raises water usage prices for the banana company, the company may decide to move, leaving Mario without a job.

Clean water is becoming increasingly valuable and hard to come by as businesses demand more and more of it. The growing scarcity of water raises difficult questions for developing countries: Water is essential for economic development, so who should have priority in obtaining it? Should the government support Make Sibambo's one-woman ice business by offering a cheap hook-up and subsidized water rates? Should the government demonstrate preference for the multinational banana company, which provides jobs for hundreds? Who will pay the real cost for water services?

### **Businesses affect the water supply.**

Make's refrigerator breaks, but she lacks the means to repair it or remove the equipment from her property, which is adjacent to a stream. She discards the broken refrigerator in her back yard, where it begins to decompose.

Deepa washes clothes with a phosphate-based detergent. The detergent washes downstream, where another village obtains its drinking water.

Umar's restaurant is one of many local businesses that use a lot of water. In the middle of the day the town's water supply often runs dry, leaving residents without drinking water.

Mario uses almost fifteen kilos of water to wash one kilo of bananas. He notices that the runoff is deposited into a nearby river that feeds into the ocean. He wonders how this pesticide-and-fertilizer-laden water affects the fishing industry in his coastal hometown. **(cont. page 2)**

*Below: Even housekeepers, such as Deepa, need water to do their job working for middle and upper class families.*



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## Fall 2005



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**Above:** Volunteer Trainers wash the feet of those they trained in Ethiopia as a way to bless and encourage.

(cont. from page 1)

Many business endeavors potentially harm the water supply. Who should regulate them, and how? At what point should a business be held responsible for polluting? Should Deepa be charged, or should only the multinational banana company be held accountable?

### Business must be on board if countries are to have safe water.

According to the World Business Council for Sustainable Development, global water use can be divided into three major areas: about 70 percent is put to agricultural use; 20 percent is used by industries; and 10 percent is consumed by households. Therefore, 90 percent of water use (not taking into account subsistence farming) could be classified as being used for business purposes.

How businesses use water is the single most important factor in influencing the availability and condition of the world's freshwater resources. If the world's population is to have access to safe water, business at all levels—from home enterprises to multinational corporations—must be on board in making it a priority.

## Partners in Sanitation: Lifewater and the Ethiopia Kale Heywet Church

By Leslie Hawthorne Klingler

The Kale Heywet Church (KHC) of Ethiopia is five million members strong and has over five thousand local congregations. It is a stable, influential organization committed to addressing both the spiritual and physical needs of its members and neighbors.

The KHC requested Lifewater training in water development in 2003. Since then, Lifewater has sent four teams of Volunteer Trainers to instruct KHC promoters in the areas of pump repair, hygiene, and sanitation.

The latest Lifewater training for KHC staff took place in July 2005. Lifewater Volunteer Trainers conducted a five-day sanitation training with the KHC hygiene and sanitation promoters. *Generous, humble, joyful, and faithful* were a few of the words the Volunteer Trainers used to describe the promoters. They said that it was a tremendous privilege to work with such a cohesive, dedicated group of believers.

*"On the last day we did a foot washing. Praying for those young men and women and washing their feet—they were worn and scarred—I could feel the heart of the Lord in them. 'Beautiful are the feet of those who bring good news,' kept resounding in my head. Then they washed our feet, put us in the middle of the room, and prayed for us. It was powerful."* Diane Foss, Volunteer Trainer

*"The experience cemented in my head that this is the type of partnership that we should be after. The Kale Heywet Church is a group that is very committed to Jesus. It is also committed to fighting against poverty and to bringing in holistic development. If anyone in Ethiopia is going to be successful, it's going to be them."* Sam Moore, Sanitation Coordinator

## Fly Infestation or Sanitation?

By Leslie Hawthorne Klingler

Although most of us consider latrines important facilities for communities without plumbing, many people in developing communities associate them with foul odors, swarms of flies, and embarrassing exposure. They would rather attend to their needs out in nature.

The unpopularity of latrines was a major concern raised by a group of 22 young hygiene and sanitation promoters from the Ethiopian Kale Heywet Church participating in a five-day Lifewater sanitation training in Debra Zeit. The promoters explained that poorly constructed latrines have been built in many Ethiopian communities. Therefore, people think latrines bring nothing but filth, stench, and fly-infestation. One Ethiopian promoter told Lifewater trainers that "people want latrines hidden, out of the way. They consider them an embarrassment."

In response to the Ethiopian promoters' concerns, much of Lifewater's training in Debra Zeit focused on promotion strategies that would increase the demand for good latrines. Lifewater trainers demonstrated simple methods of teaching communities about the benefits of well-constructed latrines, which include safety (women no longer need to go into the bush alone) and convenience (latrines are usually just steps from home). Lifewater trainers also introduced simple lessons that the promoters will be able to use to teach about how latrines prevent disease transmission. In addition to these promotional activities, participants learned about groundwater protection, latrine pit sizing and lining, odor reduction, and communal latrine designs.

After mornings in the classroom, participants spent their afternoons designing and building two latrines that were healthful, affordable, and made solely of local materials. The participants worked in two groups, and by the end of the week they had completed two good pit latrines. The hands-on experience taught the participants that perfectly adequate latrines can be built quickly and affordably.

Lifewater Sanitation Coordinator Sam Moore, who served as one of the four Lifewater trainers conducting the session, felt that latrine education and promotion and technical construction skills were equally important components of the sanitation training in Ethiopia. Moore commented, "Our training in Ethiopia confirmed that, in addition to knowing how to build latrines, people on the ground need to be able to show communities that they are a good and necessary thing."

**Below:** Ethiopian sanitation promoters work in teams as they apply their new knowledge in latrine construction.



# Sharing Expertise in Tibet

An Interview with Lifewater Board Member Cadie Olsen

Cadie Olsen, a Lifewater board member and Volunteer Trainer, is the principal hydrologist of Trinity Restoration Consulting in Truckee, California. She has worked with Lifewater since 2003. We asked Cadie to share highlights of her recent Lifewater trip to China.

## **What was the purpose of your trip to China?**

We went to provide deeper technical training and support to a partner with whom we've been working for several years. The organization is cultivating the skills of four native Tibetan men so they will be able to start a well drilling business. The business will begin by providing safe drinking water to schools for children of nomadic herders. As the men's technical skills and business opportunities develop, the hope is that they will grow into a self-sustaining drilling business for rural areas.

## **Where did you do the training?**

The participatory learning and discussion portion of the training took place in an office building in a little industrial town of about one million people. But the best part—learning by doing—took place at the drilling location: a rural school.

## **Describe the school where you did the drilling.**

Crossing a grassy plateau, snow covered mountains graced the distant horizon. Cresting a small rise, we caught sight of the school grounds—impossibly small on the vast plateau. The school was just a few cinder block classrooms that double as dorms surrounded by a cinder block wall. At the center of the enclosure was a flag pole and a small dirt assembly area.

Approximately 200 Tibetan nomad children call this school home for ten of the warmest months of the year. They are the fortunate ones who will learn to read and write. Even in July, frost covers the ground in the mornings. The classrooms are effectively heated by the only burnable fuel in sight: yak dung.

## **What were the needs there?**

The water supply for the school was an open, hand-dug well providing 1,200 liters of water per day for all the kids, administrators, and teachers. That was enough for cooking and drinking, but not enough for washing, bathing, or maintaining sanitary conditions.



## **Describe some of your interactions with the school kids.**

The kids and teachers enjoyed the novelty of having such big, noisy equipment right where they lined up for meals. But I don't think they really knew what was going to happen until our team showed them plans depicting a bucket and a pump. At that moment they all began racing around wildly, pantomiming washing their faces, scrubbing their hands, and sipping imaginary cups of water while smacking their lips in satisfaction.

## **What were your Tibetan colleagues like?**

The Tibetan men we worked with are very creative and resourceful. They know how to incorporate fun into their regular work. For example, they had prepared a special comic book for the children to teach the important lessons in sanitation and hygiene. The books were beautifully written and illustrated in the Tibetan language with funny pictures and a talking yak. The men captured the children's imaginations with games and jokes.

## **What was the most encouraging thing about the trip?**

The recognition of the effectiveness of forging mutually supportive relationships around the world. I experienced personally the power and excitement of working side by side with strong, committed people from the other side of the globe.

## **How did your trip make you feel about Lifewater's work in general?**

It was a perfect example of Lifewater's strategy of working with a strong local action agency to come alongside native people to empower them in developing a service to their own people.

## Donuts for a Cause

by Carol Nowlin

Warren and Harriet Ferguson have discovered an important principle: donuts plus a captive audience equals a great fundraiser. To support more mission projects, the Fergusons and their fellow mission committee members at Moorpark Presbyterian Church in Ventura, California, have begun selling Krispy Kreme donuts on the first Sunday of every month.

Hungry churchgoers can hardly resist the combination of sweet gooyeness and a great cause. In fact, Harriet reports that they routinely donate between \$1 and \$5 per donut. Last year, the mission committee contributed \$2,000 from donut sales to Lifewater and other worthy organizations!

Would you like to be involved in providing safe water for communities around the world? All you need is a little creativity. Whether it's selling sugary carbs or taking the H2O Challenge, you too can make a real difference for people in need.

Use your creativity to help people gain access to safe water, good hygiene, and adequate sanitation. **Here are a few ideas to get you started:**

- Hold a fundraiser coinciding with a special event or holiday and donate the proceeds to Lifewater. For example, sell chocolates or flowers for Valentine's Day.
- Involve a group of kids you know (e.g., your own kids, a youth group, or a school class) in taking the H2O Challenge. See [www.lifewater.org](http://www.lifewater.org) for more information on the H2O Project.
- Check with your employer about a corporate matching gift program. It's an easy, painless way to double or even triple the impact of your gifts to Lifewater.



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“Come!” Whoever is thirsty, let him come; and whoever wishes, let him take the free gift of water of life.

Rev. 22:17



## Announcement

Lifewater’s website [www.lifewater.org](http://www.lifewater.org) is a great way to share Lifewater with your friends and family. Visit and read stories from the field, view our 2004 Annual Report, and learn more about our training programs.

### Hurricane Relief

Pray pray for the hurricane victims. As we continue in our mission to help people overseas who desperately need safe water, we invite you to join us in supporting and praying for hurricane victims who also lack this vital resource. We encourage you to double your overall giving in the next several months in generous response to those who are thirsty both here and abroad. To help address our national needs, Lifewater suggests giving to The Red Cross, Habitat for Humanity, and Catholic Relief Services.

### Leaving in October

Ecuador. October 28 - November 9. Latin America Regional Coordinator Sam Moore will be traveling to visit our partner HCJB World Radio. Sam will be connecting with some key leaders within communities where HCJB and Lifewater are working as well as building relationships with new indigenous partners there.

### Leaving in November

Kenya. Volunteer Trainers Karol and Bryan Johnson and Dick Morris will be working with our partner Groups of Women in Agriculture (GWAKO). They will provide training in Lifewater’s Sanitation and Hand Pump Repair Program.

### Leaving in December

Sierra Leone. Lead Trainer and Board Member, Tim Cleath, will be leading a group of Volunteer Trainers to work with Childhelp. They will be training national volunteers in Lifewater’s Community Health through Hygiene Program.

Please pray  
for Volunteer  
Trainers in  
the field...