



WATER IN ACTION

Partnerships

Knowledge

Solutions

Bringing sustainable, hands-on solutions to the urban poor

More than one billion people worldwide live without clean, safe drinking water, and over two billion are without basic sanitation.

With fast growing urbanisation, there is an urgent need to provide water and sanitation solutions in poor urban areas.

Water and Sanitation for the Urban Poor (WSUP) pulls together the expertise of its members to provide cutting edge, hands-on and sustainable solutions.

Borealis and Borouge are joining WSUP to make a difference.



For the first time in human history, half of the world now lives in cities. As the world population continuously expands and rural to urban migration increases, the management of water and sanitation has become a key issue for many cities around the world, affecting millions of poor people.

This has inspired Borealis and Borouge to partner with Water and Sanitation for the Urban Poor (WSUP), a non-profit organisation that mobilises local and global expertise to provide hands-on, sustainable water and sanitation solutions to poor communities.

Daily, 180,000 people are added to the urban population. Many of these move into slums and poor peri-urban communities, WSUP assists local service providers to reach these communities. It is pioneering a new way of working designed to tackle these challenges where conventional methods have fallen short. By pooling the skills and experience of its members, meaningful and practical solutions can be achieved. .

Targeting the UN Development Goals

The United Nations Millennium Development Goals call for the number of people living without access to water and sanitation to be halved by 2015. WSUP has been set up to make a real contribution to achieving this goal by targeting urban areas where water and sanitation systems need to be significantly improved.

The organisation supports local service providers around the world to deliver affordable and sustainable water and sanitation services to poor people in urban communities

Its projects are divided into two phases. Firstly, the development phase, where WSUP and local partners analyse and assess the local situation, and design solutions. Secondly, the implementation phase, led by a local service provider. Pilot implementation projects are underway for regions in Kenya, Madagascar, India and Mozambique, and scoping studies are being conducted in

several other regions of the world, including Ghana, Brazil and Bangladesh.

In Kenya, for instance, the objective is to identify affordable and sustainable means of providing water and sanitation services within the provisions of the current national policies. For Madagascar, the WSUP project will facilitate the delivery of water and sanitation services and provide hygiene behavioral change programmes to more than 100,000 of the poorest people in the city of Antananarivo.

The purpose of the Bangalore project in India is to create a replicable model, which would be a sustainable, community-based management model for the provision of services to the urban poor.

Through large-scale local projects, WSUP is aiming to reach 4 million people by 2015. Four projects are already underway, and an additional 10 are under development.

Partnering up in a joint effort

WSUP is a partnership between public, private and civil society organisations. It pulls together the expertise of Care International UK, WaterAid, Water For People and WWF, Thames Water, the Halcrow Group and Unilever. The United Nations Development Programme (UNDP) and the International Water Association (IWA) hold observer status.

Members' expertise is key to achieving efficient and sustainable solutions. NGOs provide valuable experience related to poverty, natural resources and sustainability issues, while companies provide complimentary technical and managerial expertise, including design and project management.

Together with WSUP members, Borealis and Borouge are devoted to providing expertise and sharing knowledge to generate hands-on, sustainable solutions where they matter most.

«Water for the World» is a trademark of Borealis A/S.



WSUP
Water & Sanitation
for the Urban Poor



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To know more about WSUP,
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