

A Community-based Clean Water and Safe Sanitation Program in West Java, Indonesia

A Partnership of Danone Aqua and Yayasan Pembangunan Citra Insan Indonesia

Clean Water and Safe Sanitation in the Millennium Development Goals

A 2010 government report¹ showed a nationwide increase in households' access to clean water from 38% in 1993 to 48% in 2009. The same period saw an increase in the number of households with access to safe sanitation, from 25% in 1993 to 51% in 2009. In spite of this progress, the numbers were still relatively far from being on track to reach the MDGs' targets of 69% households with access to clean water and 62% with safe sanitation by the year 2015. The government has been making continuous efforts to achieve the goal by investing in clean water supplies and safe sanitation, in particular to serve the rapidly growing urban populations. In rural areas, the government encourages community-empowerment initiatives to increase the communities' sense of responsibility for building and managing a clean water supply and safe sanitation facilities. These efforts are aimed at reducing the cases of diarrhea, dengue fever, skin disease/skin rashes, and intestinal worms among children.

EXECUTIVE SUMMARY

Mitra Phast, or Community-Based Clean Water and Safe Sanitation Program, was formed through a partnership between Danone AQUA and Yayasan Pembangunan Citra Insan Indonesia (YPCII) that was implemented from July 2010 to June 2012 in Nanggerang village, Cicurug subdistrict (Sukabumi district), where two AQUA factories (Mekarsari and Babakan Pari) are located. The program's objectives are to improve community access to sustainable clean water and safe sanitation facilities and to increase the people's knowledge and awareness of the importance of applying five targeted behaviors on hygiene and safe sanitation.

AQUA provided 600 water meters and a grant to YPCII to implement the community-empowerment initiative. AQUA also facilitated the communication between YPCII and the Ministry of Public Works (MPW) while actively monitoring program implementation through its Corporate Social Responsibility/CSR team. YPCII was also involved in facilitating the community-empowerment activity and contributed some funds toward the overhead cost for program staff. The local community collectively contributed to the program by donating money, equipment, and workforce that in total equaled approximately IDR 600 million (about USD 63,000) to build pipelines, construct public facilities, and provide water access to houses.ⁱ Mitra Phast received a vehicle



A woman is using clean water from an installed pipe in Nanggerang, West Java. © AQUA 2012.

for the activity, donated by the subdistrict office, plus 560 water meters and funds to cover the cost of transporting pipes to water sources from Gugah Nurani Indonesia (GNI), a community-based nonprofit organization. MPW then added a 47-km pipeline and water meter units to distribute clean water.

The results were that 92% of the communities (equivalent to 5,520 people) were able to use a house latrine; 20 out of 28 neighborhood associations (RT)ⁱⁱ are now free of open defecation; access to clean water increased from 17% to 74%; and the morbidity rate from diarrheal disease decreased from 20% to 11%, particularly among children.

THE PARTNERS



Danone AQUA (www.AQUA.com)

Established in 1973, AQUA is the first bottled drinking water corporation in Indonesia and Southeast Asia. At present, AQUA is initiating a program for

access to clean water and environmental health in the areas of its 15 factories throughout Indonesia. AQUA implements clean water programs in line with its core business and believes that all business activities should have a positive impact on the environment and neighboring communities. Therefore, AQUA has a double commitment—to achieve its business target and to deliver innovative social programs.

AQUA has developed AQUA Lestari, a strategy to enact the corporation's vision and commitment to managing its business operation and the environment in a responsible and sustainable way, as well as to ensure the welfare of its stakeholders. AQUA Lestari is an integrated social and environmental program to address communities' needs within the watershed areas (up-, mid-, and downstream) around AQUA operational areas. The programs include water and environment preservation, environmentally friendly business practices, product distribution management, and community involvement and empowerment. The Sustainable Development Department of AQUA manages and implements the AQUA Lestari strategy around AQUA operational areas.

In 2007, AQUA started its Water Access, Sanitation, and Hygiene (WASH) program to increase communities' access to clean water and environmentally safe sanitation facilities, accompanied by hygienic behaviors (HB) on the part of the community members. As of this date, WASH has partnered with more than 12 organizations in Indonesia, from community-based organizations to universities, and has benefited more than 70,000 community members. WASH programs are in place in North Sumatra, Lampung, Banten, West Java, Central Java, East Java, and East Nusa Tenggara.



Yayasan Pembangunan Citra Insan Indonesia (YPCII)

(<http://YPCII.wordpress.com/>)

Founded in 2008, YPCII is an independent nonprofit organization that aims to educate and empower communities to find their own potential and resources to improve health conditions and education and to eliminate poverty and inequality. Some of YPCII's main programs are community empowerment in improving maternal and infant health, early development programs for children under five, community-based nutrition and education programs, school-based hygiene and safe sanitation education, and community-based clean water and environmental health programs. Its past and current partnerships include

programs with several organizations: in Aceh Province with international nongovernmental organizations (Project Concern International and Americares); in West Java province with AQUA; and in Papua province with the Amungme and Kamoro Community Development Institute (LPMK) funded by Freeport Indonesia.

INITIATING THE PARTNERSHIP

In early 2010, AQUA, the Ministry of Public Works (MPW), and the Sukabumi district office initiated multisector partnerships in Sukabumi. The parties agreed to collaborate and make explicit both joint and individual roles and responsibilities in this initiative. The MPW's responsibility was to provide pipes; the Sukabumi district office was to ensure the availability of public facilities, such as a village water reservoir and distribution tanks; and AQUA to provide water meters and a community empowerment program.

To implement its community empowerment program, AQUA needed an implementing partner. It invited YPCII to be its partner based on (1) experience in community empowerment; (2) work with other companies and donor institutions; and (3) expertise in clean water and environmental health issues. AQUA and YPCII then agreed to partner, based on the mutual understanding that water and sanitation problems must be addressed through multisector support, that is, from government, communities, and the private sector. In June 2010, both parties signed a partnership agreement for the implementation of the Community-Based Clean Water and Environmental Health Program (Mitra Phast).

IMPLEMENTING THE PARTNERSHIP

The Mitra Phast program is located in Nanggerang village, Cicurug subdistrict, Sukabumi, with a population of approximately 6,000. Its objective was to provide the community with better access to clean water and safe sanitation facilities. The source of its water is a river that lies about 12 km from the village.

YPCII assigned four people in the village to run the program. The staff began with a community participatory assessment to identify problems and gaps related to clean water and safe sanitation, as well as to observe the community's behavior and level of knowledge about clean water and safe sanitation. The assessment results were then put together as baseline data to develop a plan for building facilities for clean water and safe sanitation, and as indicators to measure the program's impact when it ends. YPCII developed the assessment tools, conducted data collection, and analyzed the results of the assessment.

During the construction of the facilities for clean water, YPCII facilitated and coordinated the training activities for communities on how to install pipe from the water source to



A Community Workforce Team (CWT) hand-in-hand transports pipes to a clean water source. ©YPCII 2010

their houses. YPCII also helped the community to establish a Community Workforce Team (CWT), consisting of one representative from each of the 28 RTs. CWT was responsible for supervising the work of community members during the installation of the 47-km pipeline provided by MPW to distribute water. The Sukabumi district office built public facilities (i.e., intake, distribution, and reservoir tanks), including pipe installation.

To ensure that clean water was received and used by households, AQUA provided 600 water meters to measure each household's water consumption. In light of the program's success and contributions from various sectors, Cicurug subdistrict office donated a car to Mitra Phast to be used for program-related activities; and a nonprofit organization, Gugah Nurani Indonesia,ⁱⁱⁱ provided 560 water meters and the funds to transport the pipe from the village to the water source.

After completing the installation of pipes and public facilities, YPCII facilitated the establishment of the Nanggerang Management Board of Clean Water and Safe Sanitation (Pengelola Sarana Air Bersih dan Sanitasi Nanggerang [PSABSN]) as part of the village-owned business unit. PSABSN is managed by a group of people who were selected based on consensus reached in a village meeting. YPCII trained the members of PSABSN on how to construct clean water and safe sanitation facilities, as well as how to develop a financial and administration system. This training helped PSABSN to carry out its main tasks of building, preserving, and managing the facilities.

In a follow-up to PSABSN's establishment, YPCII facilitated the issuance of a village regulation on fees for water users to cover the overhead and management expenses for water facilities. The water rate structure used a tiered system, from IDR 500/liter to 750/liter (or 5 to 8 cents), based on water consumption, and for every new installation there is a fee of IDR 400,000 (or 42 USD). This regulation became the legal ground for PSABSN to run the business.

In educating and empowering communities to improve access to water and sanitation, YPCII used a community-led total sanitation (CLTS)^{iv} approach to trigger changes in behavior regarding community hygiene and sanitation. The five main behaviors, known as the "5 CLTS pillars," are: (1) no open defecation, (2) hand washing with soap, (3) safe drink and food processing, (4) solid waste management, and (5) liquid waste management. YPCII worked closely with volunteers at the village health post (Posyandu) to disseminate the messages through a variety of activities. The activities included: (1) training 38 village health post (Posyandu) volunteers on the 5 CLTS pillars; (2) assisting the trained volunteers to conduct education sessions for community members in 24 RTs; (3) helping volunteers to build portable hand-washing basins in 8 Posyandus; (4) conducting additional training on waste management for PSABSN volunteers and the community; and (5) helping PSABSN to establish and manage a waste bank.^v

YPCII involved health providers from the community health center (Puskesmas) and PSABSN management board as resource persons in the training as one effort to strengthen coordination and organization capacity.

At the school level, YPCII, PSABSN, and volunteers trained students and teachers, as agents of change to disseminate messages about personal hygiene and safe sanitation. They have trained 14 teachers and 122 students from 11 schools on personal hygiene; trained 9 teachers and 93 students on waste management; provided latrines for 4 schools; provided hand-washing basins for 6 schools; and installed clean water facilities in 8 schools.

During program implementation, the AQUA CSR team conducted regular monitoring through (1) group meetings with YPCII and governments, (2) field visits during activities, (3) reviews on activity reports, and (4) technical assistance for construction of clean water facilities in the form of technical expertise from AQUA.

RESULTS AND IMPACTS

From July 2010 until June 2012, 92% of the population used a latrine; 20 of 28 RTs agreed, and complied, to stop open defecation; access to clean water increased from 17% to 74%; and the number of diarrheal cases decreased from 20% to 11%, especially among children.

The program resulted in community contributions equal to IDR 600 million (or about USD 63,000) in the form of the installation of a 47-km pipeline, the construction of public facilities, and the construction of 157 household latrines. Other results included 1,180 households with access to clean water; 38 trained volunteers to educate 1,250 families, (93% of the population), on hygiene and sanitation; 14 teachers and 122 students from elementary schools trained on the 5 CLTS pillars; and 9 teachers and 93 students trained in waste management. YPCII provided latrines for

4 schools, hand-washing basins at 6 schools, and installed clean water in 8 schools.

LESSONS LEARNED

AQUA and YPCII learned that support from central and local governments, as well as the community, prior to initiation of the program is important. Both organizations realized that multisector partnerships should (1) reflect the interests of all relevant parties, (2) address priority issues for sectors/partners, and (3) address the needs of the community.

From the program implementation, YPCII and AQUA learned that it is crucial to have good coordination among central and local governments, NGOs, and the community. This coordination can minimize the risk of funding duplication, accelerate achievement of program objectives, and leverage the benefit of the program.

On program sustainability, AQUA and YPCII observed the importance of building a sense of ownership among communities that makes them the actual owners of the program, not a particular organization and/ or corporation.

Establishment of the PSABSN as a village-owned business unit was one of the strategies to ensure the sustainability of the program that will give long-term economic benefit to the community.

The partnership between YPCII and AQUA was considered successful due to several factors, including (1) respecting the strengths of each other, (2) clear roles and responsibilities, and (3) good communication and coordination to find solutions to challenges and obstacles during program implementation.

FUTURE PLANS

AQUA and YPCII will summarize best practices and valuable lessons from the Mitra Phast program as a reference for the implementation of the program in other locations. AQUA and YPCII hope that other organizations, including local governments, will adopt this program model to address issues on accessing clean water and safe sanitation in their respective areas.

Footnotes

- i. USD is equal to 9,500 IDR.
- ii. RT stands for Rukun Tetangga or neighborhood association. One RT consists of about 50–60 households.
- iii. Gugah Nurani Indonesia (GNI), a nonprofit organization, is an affiliate of Good Neighbors (www.goodneighbors.org), which works in the child health, humanitarian, and sanitation sectors.
- iv. CLTS is an approach to changing behaviors in hygiene and sanitation by triggering actions to totally stop open defecation. Through the use of CLTS, community members analyze their own sanitation profile, including the extent of open defecation and the spread of fecal-oral contamination that harmfully affects their health. Once triggered, CLTS will then create a community chain of collective action to improve the sanitation in the village.
- v. The waste bank collects waste from communities and sells it to local traders.

References

1. Ministry of National Development Planning/National Development Planning Agency/ BAPPENAS, Republic of Indonesia, *Report on the Achievement of the Millennium Development Goals Indonesia* (2010).

About this Case Study

This is one in a series of case studies based on presentations by partners at sessions of the Health and Business Roundtable Indonesia (HBRI). HBRI is an activity of Company-Community Partnerships for Health in Indonesia (CCPHI), funded by the Ford Foundation.

This case study is based on presentations made by Ratih Anggraeni (WASH Program Manager, Sustainable Development Department–AQUA) and Otriramayani Dwiputri (Project Coordinator MitraPhast–YPCII) at the 18th session of the Health and Business Roundtable Indonesia (HBRI). Dian Rosdiana (Communication Officer CCPHI) prepared the study in consultation with AQUA and YPCII. This is the English version edited by ACCESS Health Worldwide.

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