



REACHING THE LAST MILE: PROVIDING WATER AND SANITATION SERVICES TO DISPERSED RURAL COMMUNITIES





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FOREWORD

The world is facing a growing water crisis – one in nine people do not have access to safe and clean water, and it is projected that 25 percent of the global population will suffer recurring water shortages by 2025. In Latin America and the Caribbean, water scarcity affects nearly 230 million people, threatening the health and safety of communities, profoundly impacting hygiene and contributing to waterborne diseases, famine, migration and violence.

This is an urgent global issue that will only be solved with the coordinated action of many. PepsiCo believes that access to safe water is a fundamental human right regardless of where you live or whether you have means. Our aim is to increase water availability and the dignity, health, economic prosperity, and gender equality it provides. It is this aspiration that guided the creation of our partnership with the Inter-American Development Bank (IDB) nine years ago and has since enabled us together to improve access to safe, clean water for 765,000 people in rural and remote communities in Latin America that typically receive less support than more densely populated areas.

We were proud to provide \$7 million as the first and only private sector investor in IDB's Aquafund to pilot programs in Colombia, Honduras, Mexico and Peru. With IDB's expertise and a strong partnership, the pilots ef-

fectively reached residents with water and helped catalyze \$547 million in additional funding for continued support in these communities.

This is the type of public-private partnership PepsiCo will continue to invest in and what is required to address and overcome the shared global challenges summarized in the United Nations' Sustainable Development Goals. The water crisis has never been more urgent and as IDB's work and our partnership demonstrate, public-private partnerships can make measurable, impactful and lasting change.

On behalf of 250,000 PepsiCo team members, I thank IDB for their leadership and the incredible difference they make for families across Latin America, which is described in the following pages of this report.

JON BANNER

Executive Vice President, Global Communications and President, PepsiCo Foundation



In many areas of Latin America and the Caribbean, substantial progress has been made in providing water and sanitation services to most of their inhabitants. In urban areas, with significant population growth, coverage is high; however, in remote areas, the story is quite different. **The further people live from the cities, the harder it is for them to access safe water supplies and suitable toilets.** In isolated communities in the mountains, rainforests and along the coasts of Latin America and the Caribbean, thousands of inhabitants are parched – and often forgotten. The only way to ensure that no one is left behind is to provide these people with clean water and sanitation services. Their homes represent the **missing link** of this chain, where the final leap from partial to **universal access** to such services needs to occur.

To help the governments of Latin America and the Caribbean reach universal access and, in line with the 2030 agenda, the Inter-American Development Bank has been testing technologies and intervention models in **pilot projects focused on providing water and sanitation services to hard-to-reach communities.** Financing for these projects has come from the multi-donor fund **AquaFund**, managed by the IDB and financed with IDB's own resources and donor partners including the Spanish Cooperation Agency (AECID), the Government of Switzerland through the Swiss Agency for Development and Cooperation (SDC) and the State Secretariat for Economic Affairs (SECO), the Government of Austria and the PepsiCo Foundation. At present, projects are in progress in Colombia, Honduras, Mexico and Peru,

with Give to Colombia, Water for People, and the IRC, World Vision Mexico and Care Peru as implementing partners. The four current projects boast a US\$5.3 million investment that has provided access to water services to 3,546 people and sanitation services to 2,818 people. Additional pilot programs will be added in the coming years.

The projects' goal is to relate isolated communities to new water supplies and sanitation services with the support of pioneering technologies tailored to each environment, including rainwater harvesting and other self-supply solutions, test interventions models and ensure services are rendered with consideration to the enormous diversity of these areas.

The benefits for the inhabitants are immense in terms of healthcare and economic productivity.

Remote areas can be deceptive. Water appears to be everywhere: rivers are born in the mountains; rainforests hang heavy with moisture and the sea laps at the feet of coastal communities. Still, getting the right kind of water is a wholly different matter. Filling in the missing link is not easy but people will foster once they can collect clean water and use it efficiently. No journey is finished without getting through the hardest part.



**NEW WATER SERVICES FOR
3,546 PEOPLE AND NEW
SANITATION SERVICES FOR
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COLOMBIA, HONDURAS,
MEXICO AND PERU.**



1. Woman washing hands in a stream in the State of Mexico, in Mexico (*World Vision*)

2. Women in Mexico beneficiaries of the pilot project (*World Vision*)





FAMILIES OPTED FOR THE ROPE PUMP, AN ANCIENT METHOD FROM CHINA.

In the Department of Cauca, we find the municipality of Guaneche, with approximately 19,000 inhabitants, most of them of African descent. In the area, open defecation is frequent, and access to water is low.

The project helped to develop a market for water and sanitation services and provided support to micro-entrepreneurs so that they could execute the required construction services. Social marketing techniques, such as fairs and visits, were used to encourage inhabitants to learn about and to develop possible solutions, and a grant and financing system was implemented so that families could afford the chosen solution.

Because water is scarce, we trained people and **entrepreneurs** in their communities so that they could build these systems for the families.



3. House in Guaneche

(Give to Colombia)

4. Technical Options given to

families *(Give to Colombia)*

5. Rope Pump

(Give to Colombia)

6. Entrepreneur in Guaneche

(Give to Colombia)

● CASA CON LETRINA SECA
● CASA CON LETRINA DE AGUA
● CASA CON TINACO
● CASA CON PILETA Y TINACO

COMUNITAT TON EL CRISTIANO

COMUNITAT Agua (1)

7.

streams or wells, the location of their homes and how they were managing their sanitation and solid waste systems. Participants scored each venue based on health and environmental risks and were able to identify by themselves where the problems were

A group of people, including a man in a hat and a woman in a blue shawl, standing outdoors in a grassy area with trees in the background. A dog is lying on the ground in the foreground.

9.

9. Latrine in San Luis Potosi (World Vision)



10.

10. Communities benefitted by the project (CARE Peru)

11. Nuevo Cucungara (CARE Peru)

In Peru, the project worked for very different environments, including dispersed rural communities on the coast, such as Nuevo Cucungara in Piura, in the mountain area of Romatambo in Ancash and in Atahualpa de Tabacoa in Ucayali, deep inside the Amazon rainforest.

Nuevo Cucungara is in the north of Peru and is very difficult to access. **Water comes from three bottomless wells in this arid area. Two of the wells are 7 and 8 kilometers away from the community, respectively. The government built the third well a little bit closer, at a three hour-walk.** Santos Yaxahuanca Barrera used to wake up at 1 am and walked over 5 hours to haul water as local water was untreated and open defecation was a common practice.



11.



12. y 13. People and houses in Romatambo (CARE Peru)



THIS WATER IS ICE COLD AND GREAT ENERGY IS REQUIRED TO HEAT IT. UNDER THESE CIRCUMSTANCES, BATHING IS A CHALLENGE.

Romatambo is 4,000 meters above sea level, with extremely cold weather. Water runs down from mountain streams so families have built canals from the streams to their homes. This water is ice cold and great energy is required to heat it. Under these circumstances, bathing is a challenge. Water is so cold that Norma Antaurco needs to heat it before drinking, cooking, or bathing. Her latrine is 20 meters away from her house and reeks. Carla Figueroa is grateful to have a shower and a sink while Emiteria Oyola claims her grandkids from Lima are happy to visit her now as the family has a toilet and a stove.

14. y 15. Norma Antaurco
and the latrine close to her
house (CARE Peru)
16. Emiteria Oyola



Norma Antaurco Jaimes
Comunidad de Romatambo



17. Latrine in Atahualpa
(CARE Peru)

18. Transport of materials
in Atahualpa (CARE Peru)

19. Amalia Pinedo, in
Atahualpa (CARE Peru)



Atahualpa is one of the most difficult communities to access as it can only be reached by river. In a region full of water, Amalia Pino had no water at home, and only poor-quality water was available for use.

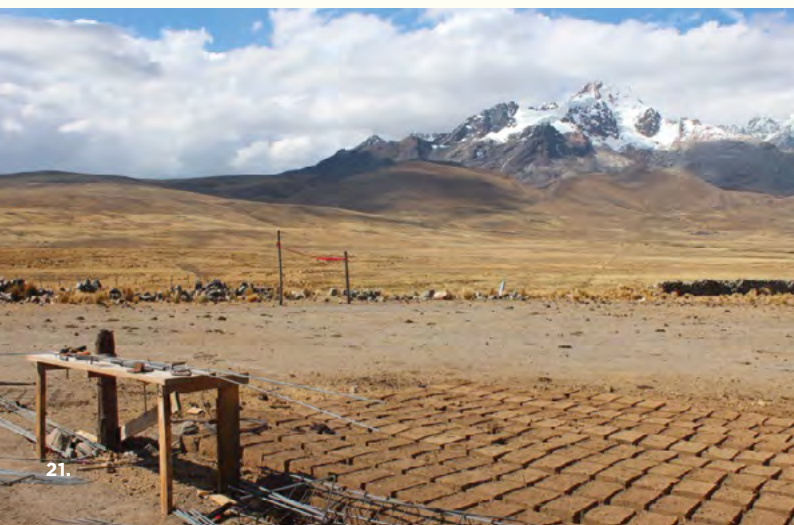
Eco-toilets have been installed near the homes for the sake of comfort and privacy for users. Showers and sinks have also been built inside the homes and, in some cases, better stoves have been installed to reduce fire risk and the presence of smoke.



Amalia Pino Pinedo
Comunidad Atahualpa de Tabacoa



20.



21.



22.

- 20. Latrine in Cucungara
- 21. Blocks in Romatambo
- 22. Woman in Romatambo
- 23. Borehole in Cucungara



23.



24.

- 24. Bad quality water in Atahualapa
- 25. Romatambo House
- 26. Santos Cucungara
- 27. Lucinda Márquez



25.



26.



27.



DON NERY. HE WHO PERSEVERES CONQUERS.

The project with Water for People in **Honduras** started in 2015 and worked with the communities of Chinda, El Negrito and San Antonio.

Don J Nery Diaz, from Concepción Intibucá, tells us his story from the top of his community's water storage tank, in San Antonio de

Cortes. The colony of Jose Jarry Quiroz is a young settlement in the limits of the municipality of San Antonio de Cortes, and is the residence of "Don Nery", as he is known in the village.

The colony occupies 10 blocks of land and is approximately 12 km away from the municipality's seat

of government. J Nery explains that he resided in Colonia San Juan in the same municipality before settling down in his current residence.

Regarding water shortages, J Nery has plenty of experience. Since 1998, a dark year in Honduran history due to Hurricane Mitch, Don Nery has worked so that he would have water in his home. Since then, he is aware of the importance of having water and the hardship that comes with the lack of it, as Colonia San Juan did not have access to water either. For years, Don Nery had been carrying water by bicycle from Santa Rosita village to San Juan. It was not until 2005 that, after an intervention of Water for People Honduras, the colony had the opportunity to opt for a water system that met the community needs.

It was not easy: Don Nery took part in the building of the system in order to be able to have a home connection for his in-laws' house, where he lived at the time.

Two years later, J Nery decided that it was time to find a home for his family and took the risk of buying a piece of land in a new settlement, far from the town, with

a complicated topography and little water.

Since his arrival in Jarry Quiroz colony in 2007, he stood out among the few residents for his gift of gab and iron will, which shortly resulted in his appointment as president of the water board -although not officially, as he has never been sworn in.

The previous mayor, Abner Mendoza, registered the water board of La Jarrys in 2014. Well aware of the value of water, Nery Diaz began his official tenure as president of the board. His first act was filing a request with the municipality to build a water system.

Due to the topography of the land, the distance to the water sources, and the low density of population, it was not feasible to build a system with municipal funds.

The head of the municipal water and sanitation technical unit, Ivis Rivera, who had already worked on previous occasions with Water for People, referred Nery to the organization. He told his story to the NGO and had a bit of hope for his community.

Don Nery heard that there was a possibility for La Jarrys to be included in a project directed to several communities in the municipality, so he focused his efforts on including his community in the project.

After having conducted technical studies in the area, La Jarrys was

discarded during a meeting with the community water boards for not having a suitable water source to meet the needs of the settlement.

"I felt like crying only to think of all the sacrifice that had been made. What am I going to do now? Even the water board split out of disappointment."

Always diligent with his obligations and finding himself on his own, Don Nery attended one meeting of a municipal body where his hopes rekindled as a project addressing dispersed rural communities was under discussion. This time, Don Nery's prayers had been heard. The technician Wilfredo Moreno broke the news to J Nery: La Jarrys would finally be part of a water and sanitation project. After such great news, he found the courage to reorganize the

water board once again, even though the board members were still a bit skeptical after so many unsuccessful attempts. Don Nery still remembers the bicycle trips loaded with four to five gallon-buckets with water supply for one day. He also mentions the 70 lempiras he had to pay for a one-way trip by motorcycle for his wife to wash clothes. Now, with round-the-clock water supply in his home patio every day, Don Nery celebrates: *"It's more water than I have ever imagined"*.

J Nery Diaz continues to serve as president of the local water board of Jose Jarry Quiroz, punctually attends the meetings of the Water Supply Community Boards, attends municipal meetings, carefully takes care of Water for People staff during each visit and appreciates each and every effort made by technicians, the municipality, and the organization team.



J NERY DIAZ CONTINUES TO SERVE AS PRESIDENT OF THE LOCAL WATER BOARD OF JOSE JARRY QUIROZ, PUNCTUALLY ATTENDS THE MEETINGS OF THE WATER SUPPLY COMMUNITY BOARDS

