

A young girl with braided hair, wearing a blue school uniform, is drinking water from a clear glass. The background is blurred, showing other people in a school setting.

project wise 2019 - 2023







Splash is at the forefront of a growing movement to ensure that children in urban poverty have the resources they need to thrive and realize their full potential.

We design child-focused water, sanitation, hygiene (WASH) and menstrual health solutions for governments in some of the world's biggest, low-resource cities.

With over a decade of experience implementing WASH projects in nearly 2,000 child-serving institutions (orphanages, schools, shelters, and feeding centers), we are embarking on our biggest project yet: **Project WISE (WASH-in-Schools for Everyone)**.





PROJECT WISE

Over the next five years, we are focused on reaching 100% of government schools in two major growth cities: Addis Ababa, Ethiopia and Kolkata, India. This initiative, **Project WISE (WASH-in-Schools for Everyone)**, will bring improved water, sanitation, and hygiene infrastructure; behavior change programs for kids and adults; and strengthened menstrual health services for girls aged 10 and above.

Working in kindergarten, primary, and secondary schools, this project will reach large concentrations of underserved young people, typically living in the poorest urban communities.

Our goal is to demonstrate a scalable, durable, and cost-efficient WASH-in-Schools (WINS) model that can be effectively replicated beyond the initial two target cities and countries. For the first time, all government schools in Addis Ababa and Kolkata will have clean drinking water, handwashing stations, and child-friendly toilets that are cost-effective and sustainable.

The impact will be healthier students and improved school attendance, especially for girls.

2 MAJOR GROWTH CITIES
1,600 SCHOOLS
1,000,000 CHILDREN
\$45,000,000 PROJECT BUDGET
2019-2023 TIMELINE

THE GLOBE IS CHANGING

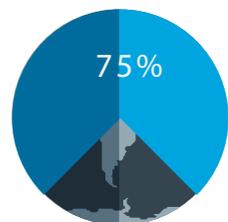
FROM NAIROBI

We already know the challenge of developing cities: Even where there is promise of prosperity or opportunity, it is muted by poverty, hunger, and ill-equipped systems for educating and protecting the children growing up there.

TO MUMBAI

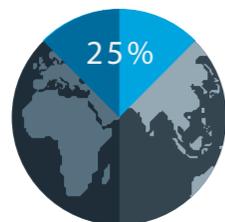
BY 2050

3/4 OF THE WORLD'S
POPULATION WILL LIVE
IN CITIES.



BY 2030

1/4 OF THE WORLD'S
POPULATION WILL LIVE IN
URBAN SLUMS.



**EXCLUSION FROM THE MAINSTREAM
IS THE NORM FOR THE URBAN POOR**

Clean water and decent sanitation are basic human rights, as recognized in the United Nations Sustainable Development Goal 6 – clean water and sanitation for all. Unsafe drinking water and a lack of water or soap for handwashing are responsible for 2.2 million deaths each year, 90% of whom are children.

Given rapid population growth and urbanization, many governments already struggle to provide equitable WASH services to urban communities. As a result, children in slum and resource poor neighborhoods significantly lag behind in health and education.

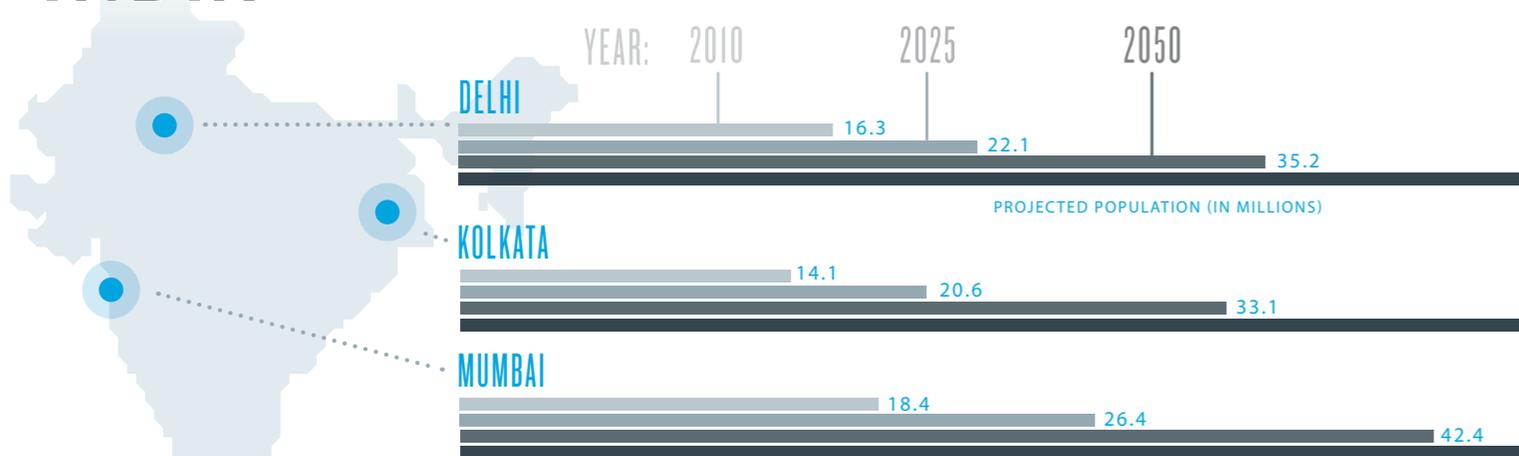
The problem is growing worse by the day as **3 million people move into cities every week around the world.**

We now have an opportunity to change the course of the future and make cities more livable for the urban poor.

THE POPULATIONS OF CITIES ARE EXPLODING

INDIA

India will add 530 million city dwellers to its overall population between 2010 and 2050. This is the equivalent of adding half of Africa to India's cities over 40 years. By the end of the century, India's largest three cities alone will carry more than 175 million people - greater than half the current population of the United States.



SOURCES: United Nations: World Urbanization Prospects, 2014; Indian Population Census, 2011; Hoornweg, Daniel; Pope, Kevin. "Population predictions of the 101 largest cities in the 21st century". Global Cities Institute, 2014.



THE FUTURE OF WATER IS IN CITIES

PROJECT WISE

THE OPPORTUNITY TO DO GOOD BETTER

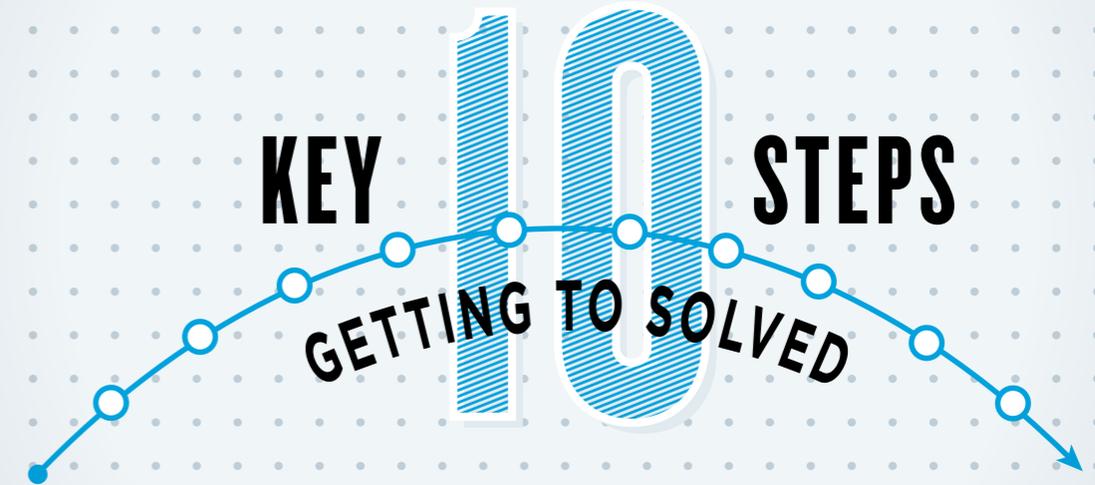
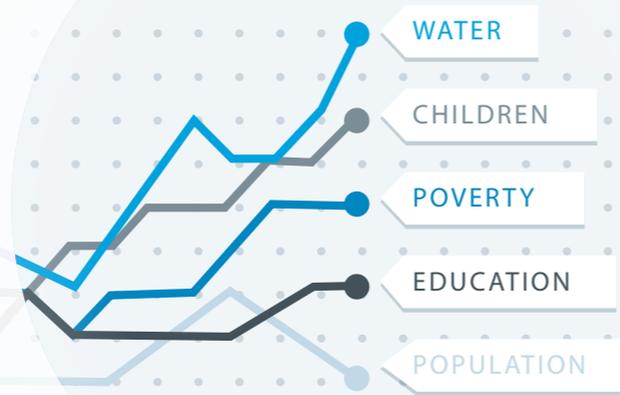
Splash believes that the density of urban poverty creates new opportunities for solutions. And these solutions can scale.

Splash now serves over 430,000 kids in eight countries. In 2017, we achieved a ten-year milestone of reaching every orphanage in China with water filtration systems, serving 1,100 orphanages across the country, while benefiting 190,000 children and adults. In addition, Splash projects have reached 70% of the schoolchildren in Kathmandu, Nepal. Now, we are on track to ensure WASH coverage at 100% of public schools in Kolkata, India and Addis, Ababa, Ethiopia.

THE FUTURE OF WASH HOLDS KEYS TO THE FUTURE OF INTERNATIONAL DEVELOPMENT

No one is claiming that international charity and development—as they've been conducted to date—have been overwhelmingly successful.

But the following ten steps are proving effective with water, and may well hold the keys to the future of international development, as a whole.





SCHOOLS

OBJECTIVE: WASH IN SCHOOLS FOR HEALTHY AND EDUCATED KIDS



SCHOOLS ARE ALREADY NESTLED IN THE GREATEST POCKETS OF POVERTY IN EVERY CITY

Schools are everywhere, even in the poorest urban communities.



THEY OFFER A UNIQUE ACCESS POINT FOR LONG-TERM IMPACT

Our decade of experience has shown us that schools serve as a platform for influencing and communicating norms, modeling rights and responsibilities, and providing space for community development, not just for students, but also for adults – government administrators, parents, teachers, and staff – who are invested in their success.



CHILDREN ARE CHANGE AGENTS FOR FAMILIES AND COMMUNITIES

We believe that school-based WASH programs have the greatest potential to transform the long-term behaviors of children, their families, and the broader community. Moreover, WASH interventions in schools have been associated with reductions in school absenteeism, as well as illness and diarrhea.

By creating locally-owned change in schools, we can create a shift in society where communities will expect and demand safe water and decent toilets, as a human right.



BEFORE



AFTER



2/10 KEY STEPS: GETTING TO SOLVED

WATER

OBJECTIVE: GUARANTEE CONTINUOUS SAFE WATER ACCESS



CLEAN WATER IS THE BEST MEDICINE

Everything we do starts with clean water.

We use the same technology and supply chains as world-class restaurants and hotels to make quality water possible for kids living in urban poverty. We install commercial-grade water filtration systems that remove 99.9999% of bacterial pathogens. The result is water we would serve our own children, without hesitation.

LEVERAGE COMMERCIAL GRADE WATER FILTRATION SYSTEMS FOR NEW USERS

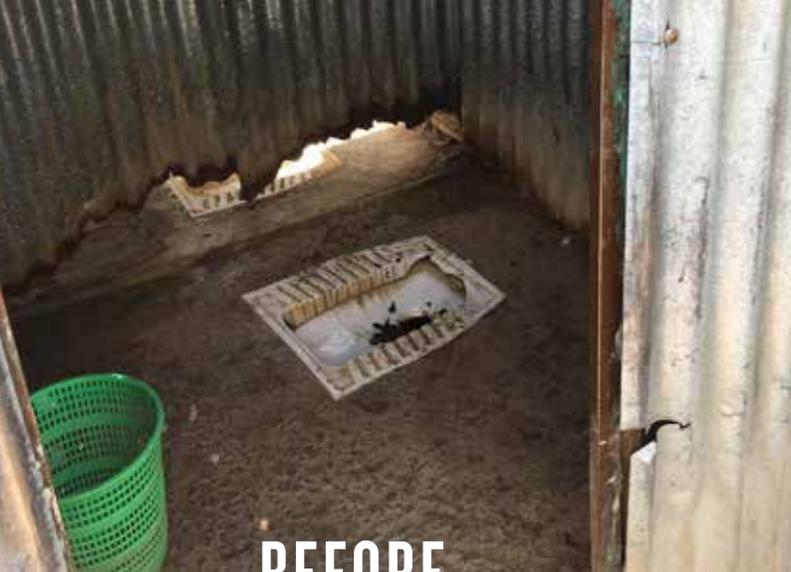
It's not enough to make sure the water is safe; it needs to be available whenever kids are present. We make sure schools have sufficient water storage, so that there is always water for drinking, handwashing, flushing, and other school needs.

ENSURE WATER IS SAFE AND RELIABLY FLOWING AT ALL TIMES

Splash also provides durable, child-friendly drinking and handwashing stations that incorporate behavioral nudges like bright colors and different basin depths to encourage use and separate handwashing and drinking behaviors.

In Addis Ababa, Ethiopia, only 6% of schools had reliable access to water throughout the school week. In Kolkata, India, 56% of schools had water that tested positive for E. coli.

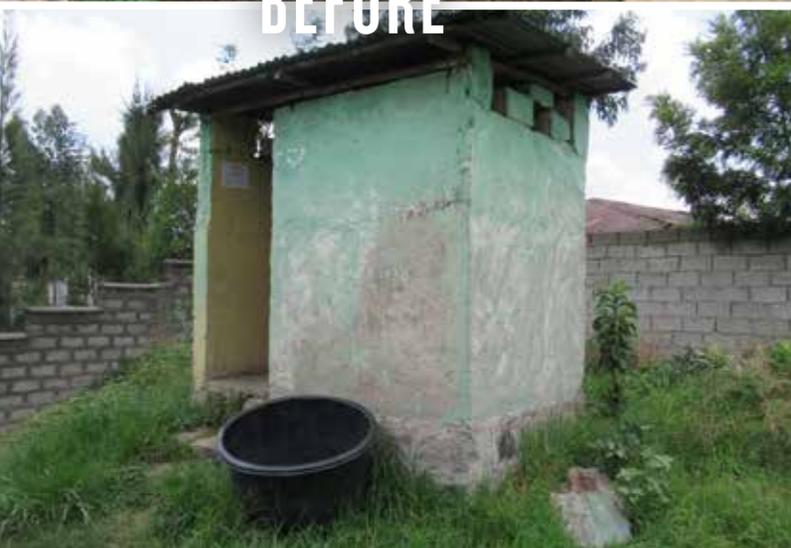
Independent verification through third party water quality laboratories



BEFORE



AFTER



3/10 KEY STEPS: GETTING TO SOLVED

SANITATION

OBJECTIVE: PROVIDE CHILD-FRIENDLY TOILETS THAT FUNCTION AND LAST



CONSTRUCT ADDITIONAL TOILETS SO THAT KIDS CAN GO WHEN THEY NEED TO

Whether you are a boy or a girl, you need to be able to access a decent toilet. It's a matter of basic health and dignity.

Splash believes that every school should have child-friendly toilet facilities. Yet, too many kids lack access to decent toilets, and too many girls don't have access to safe and private stalls when they have their period.

UPGRADE EXISTING FACILITIES TO MAKE THEM USEABLE

We address this through toilet rehabilitation and new toilet construction. We ensure school toilets are outfitted with robust hardware and other measures to meet global standards for safety, privacy, cleanliness, and accessibility.

LEVERAGE LOCAL SUPPLY CHAINS TO MAKE THE INTERVENTION SUSTAINABLE

Facilities include concrete flooring, tile, paint, durable toilet pans, doors that lock, water for flushing and cleaning, proper ventilation and lighting, and accessibility features for children who are mobility impaired.

A survey of 60 developing countries found that less than 1/2 of primary schools have access to safe water and 1/3 have adequate sanitation.

United Nations Children's Fund, Annual Report 2008, UNICEF, New York, 2008.



BEFORE



AFTER



4/10 KEY STEPS: GETTING TO SOLVED

HYGIENE

OBJECTIVE: CREATE THE CONDITIONS FOR ROUTINE HANDWASHING WITH SOAP

4

CREATE AN ENABLING ENVIRONMENT THAT PROMOTES HEALTHY HANDWASHING

Safe water and child-friendly toilets alone can't eliminate water-borne illness. Handwashing with soap is critical.

Splash's program starts with engaging and reliable handwashing stations. These stations integrate powerful motivators and environmental cues like mirrors and bright colors to increase child use and handwashing rates.

STUDENTS ACT AS THE PRIMARY EDUCATORS AND CHAMPIONS

Our curriculum is designed to engage both kids and adults. Experiential learning is key. No textbook, alone, can do the job. Kids and teachers giggle, sing, and learn as they gain hands-on-experience in practicing the six steps of effective handwashing and how to promote healthy behaviors in others.

LAYER ON ENVIRONMENTAL NUDGES TO PROMOTE SOAP USE

Child clubs then encourage healthy WASH behaviors across the school through positive peer pressure. These clubs, and the activities and curriculum we developed in collaboration with government actors, are refreshed regularly to keep children engaged, amused, and motivated.

While 55% of schools had a handwashing basin on the school premises, only 43% had a single functioning tap and only 6% had any soap for handwashing.

Independent verification through citywide surveys conducted in concert with government and conducted by third party enumerators



Splash hygiene club member demonstrating products on Menstrual Hygiene Day 2018

5/10 KEY STEPS: GETTING TO SOLVED

MENSTRUAL HEALTH

OBJECTIVE: STRENGTHEN SCHOOL BASED MENSTRUAL HEALTH SERVICES

5

GIRL-FRIENDLY SANITATION FACILITIES

Splash's menstrual health approach includes both hardware and software solutions. First, we ensure access to girl-friendly sanitation facilities. We also work to change behaviors and social norms through puberty and menstrual health education.

EDUCATION AND AWARENESS EVENTS FOR GIRLS AND BOYS

Splash delivers education to both girls and boys to normalize periods and reduce stigma with additional support and trainings just for girls to provide more specific information on the practicalities of managing menstruation.

TRAINING TEACHERS AND PARENTS TO PROVIDE KNOWLEDGE AND SUPPORT

Through formative research and pilot interventions, we look at key barriers and motivators for girls, access to hygiene products at schools, as well as peers within their social networks that influence how they perceive their menstrual health.

Only 14% of schools in Addis Ababa and 9% of schools in Kolkata have facilities for menstrual hygiene management.
Independent verification through citywide surveys conducted in concert with government and conducted by third party enumerators



Splash hygiene club member engaging her peers around student-led handwashing activities.

6/10 KEY STEPS: GETTING TO SOLVED

BEHAVIOR CHANGE

OBJECTIVE: PROMOTE AND PROVOKE HEALTHY HABITS IN KIDS AND ADULTS



INFRASTRUCTURE ALONE IS NOT ENOUGH

Splash implements a multi-faceted behavior change program at each school, targeted to children and adults, based on the Behavior Centered Design framework of the London School of Hygiene & Tropical Medicine. Our behavior change intervention merges knowledge, norms, emotions, and habits to create lasting change.

NEW ATTITUDES, BEHAVIORS, AND HABITS ARE ESSENTIAL FOR SUCCESS

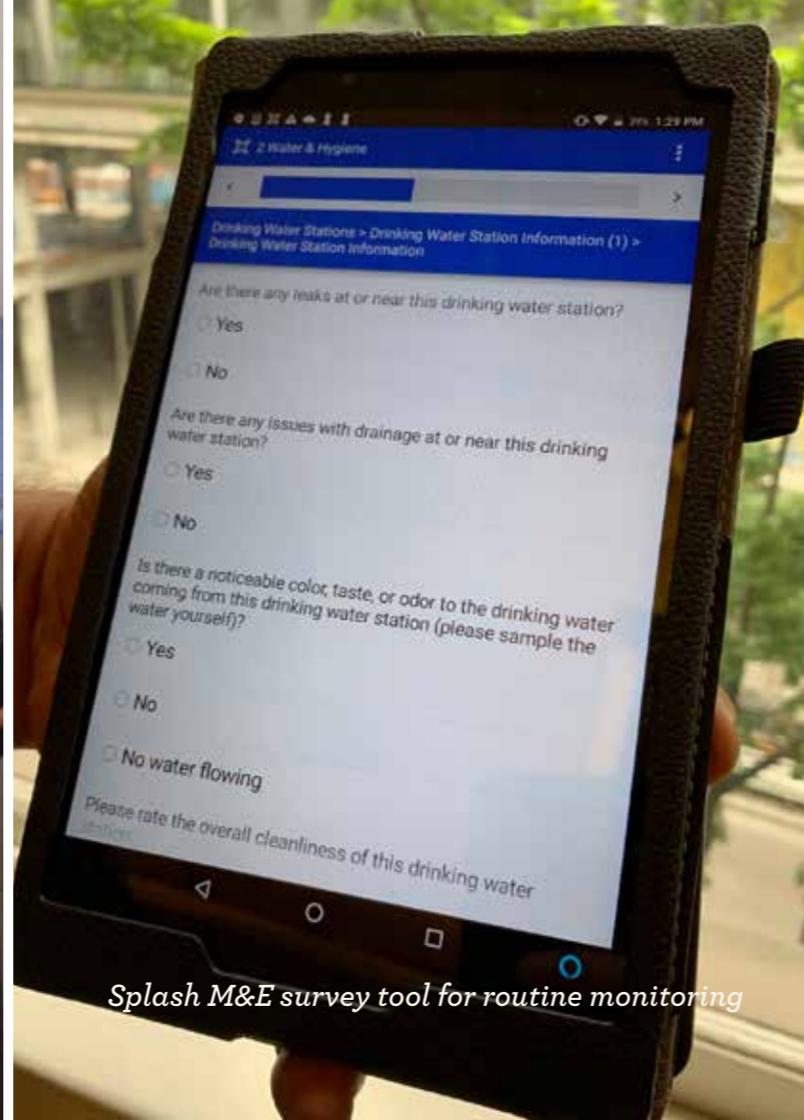
While creating the infrastructure and enabling environment for kids to access water, toilets, and handwashing is critical, equally important is the work done daily in classrooms and on school grounds with students, teachers, and parents to encourage healthy new behaviors, like regular washing of hands by students, consistent cleaning of toilets and proper care of infrastructure by staff, and long-term funding for routine service and maintenance of all WASH infrastructure by education officials.

LEVERAGE THE SAME MARKETING TECHNIQUES THAT SELL PRODUCTS FOR NEW USERS AND USES

During a six-month study that Splash conducted at 24 schools in Nepal, we found that handwashing rates increased from 9.4% to 65%, due to our comprehensive behavior change approach.



Splash M&E staff using tablets to collect monitoring data



Splash M&E survey tool for routine monitoring

7/10 KEY STEPS: GETTING TO SOLVED

MONITORING & EVALUATION

OBJECTIVE: OPENLY ASSESS PROGRAM SUCCESS AND OUTCOMES

7



EXTERNAL EVALUATION BY LEADER IN THE FIELD

What gets measured gets done.

Splash conducts routine monitoring twice per year at every school to assess the impact of our intervention against key performance indicators, thereby identifying areas for programmatic improvement.



OUTCOME 1: STUDENTS ARE HEALTHIER

As part of Project WISE, the London School of Hygiene & Tropical Medicine will also conduct a multi-year evaluation to assess the impact of Splash's interventions at schools. The study will be a simple randomized control trial with one cohort of 80 schools in each city compared two years later. The impacts the study aims to assess are better health and increased school attendance, especially for girls. Results are expected for publication in 2024.



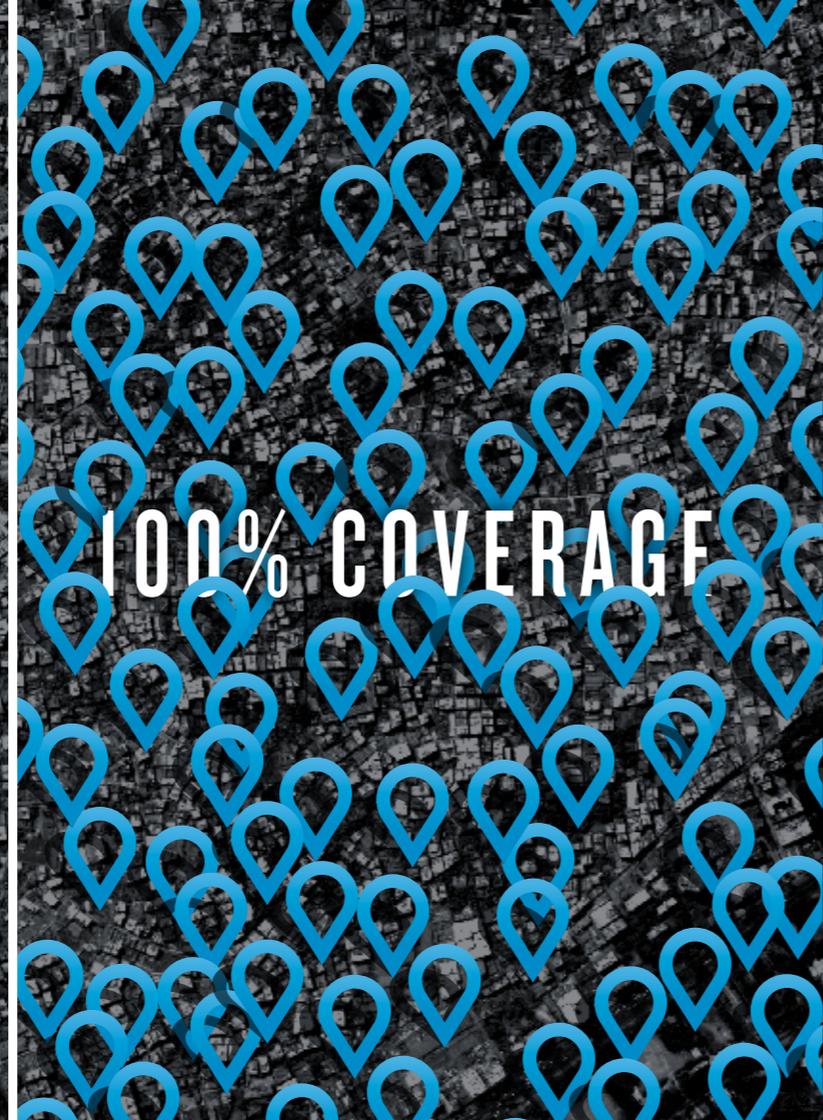
OUTCOME 2: SCHOOL ATTENDANCE IMPROVES, ESPECIALLY FOR GIRLS

Splash and our evaluation partners will utilize a sophisticated suite of technology tools to track and evaluate our progress.

Splash's monitoring approach is broadly aligned with the UNICEF/WHO Joint Monitoring Program's WASH-in-Schools framework.



TRADITIONAL PILOT



100% COVERAGE

8/10 KEY STEPS: GETTING TO SOLVED

100% COVERAGE

OBJECTIVE: PROVE THE MODEL THROUGH A CITYWIDE APPROACH

8



PILOT PROJECTS RARELY LEAD TO
SYSTEMIC CHANGE

Proven success at scale compels attention.

While most international development work is conducted at a limited, pilot project level, Splash takes a unique 100% coverage approach to reach every government school, citywide.



RISK-AVERSE GOVERNMENTS
REQUIRE REAL PROOF

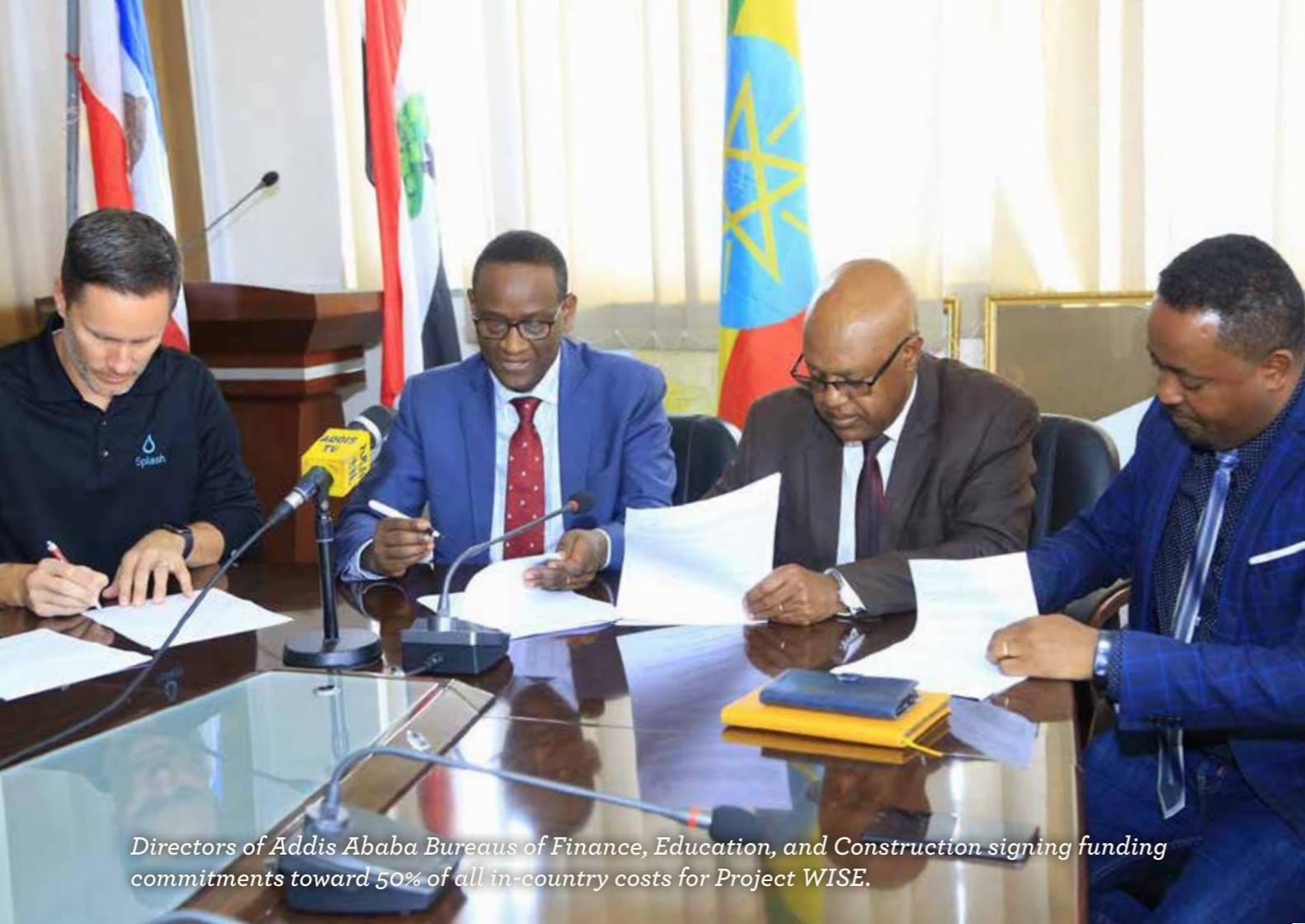
We engage key stakeholders including schools, government, local business, and the NGO community towards true systems change.



BUY-IN IS EVERYTHING

100% coverage of the target population does not equal “goal achieved.” It simply signals the time to hand over our model to local actors who can keep the work going—more appropriately and just as effectively.

Project WISE will demonstrate the feasibility of a citywide approach and the clear roadmap for replication.



Directors of Addis Ababa Bureaus of Finance, Education, and Construction signing funding commitments toward 50% of all in-country costs for Project WISE.

9/10 KEY STEPS: GETTING TO SOLVED

HAND OVER THE REINS

OBJECTIVE: ENSURE THAT GOVERNMENT MAKES THIS PROGRAM THEIR OWN

9

GOVERNMENT IS THE END CUSTOMER

Our ultimate goal is government adoption of the Project WISE intervention. In Kolkata and Addis Ababa, the municipal agencies are taking action to improve WASH-in-Schools, supported by national mandates and strong political will.

SIGNIFICANT CO-INVESTMENT IS THE KEY TO LONG-TERM SUCCESS

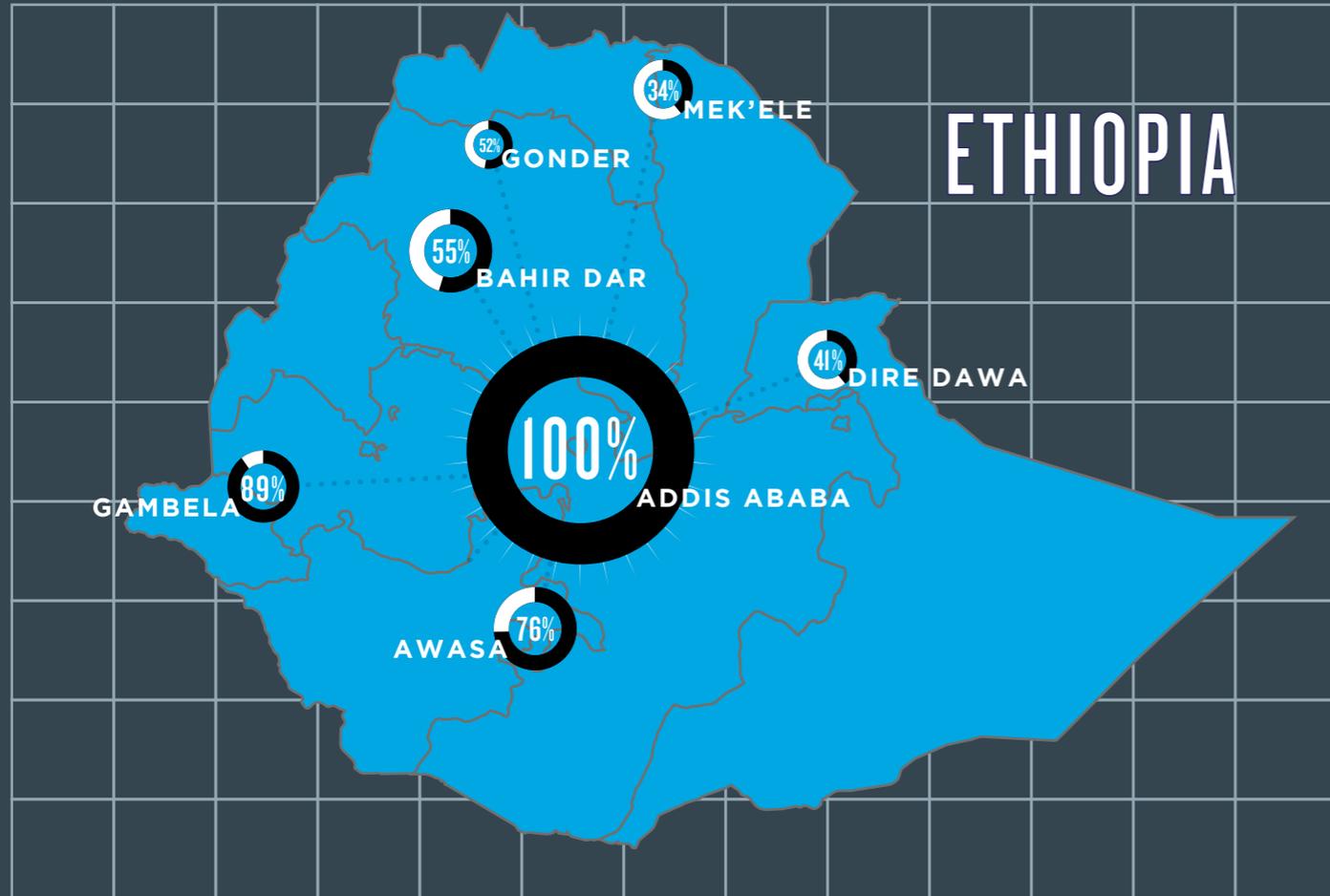
However, they lack sufficient funding for the full up-front capital expenditure required to improve WASH infrastructure.

CLEAR SOLUTIONS, CLEAR IMPACT, AND CLEAR COSTS ARE CRITICAL FOR GOVERNMENT ADOPTION

To ensure buy-in, Splash requires that governments fund a significant proportion of total project costs - up front, during, and after.

With a proven model of impact and scale, clear evidence of efficient costs, and connection to robust local supply chains, we will ensure that government can adopt the program and fund it for the long-term.

The Addis Ababa Education Bureau has committed \$8 million to Project WISE in Ethiopia.



10/10 KEY STEPS: GETTING TO SOLVED

REPLICATION

OBJECTIVE: SUPPORT THE GOVERNMENT TO SCALE THE PROGRAM NATIONALLY

10

CHARITY CAN BE A CATALYST FOR LOCALLY-DRIVEN SOLUTIONS

Splash believes that charity can catalyze local solutions. With Project WISE, we aim to demonstrate a scalable, durable, and cost-efficient model that can be effectively replicated beyond the initial cities and countries.

IF YOU DID IT RIGHT, YOU'RE NO LONGER NEEDED

Our job is to co-create the road map to success, prove it possible at scale, train local actors to do the work, build relationships with government to increase investment, mobilize communities, and then, quite simply, get out of the way.

LOCAL BUSINESS, NGOS, AND GOVERNMENT NOW "CARRY THE WATER"

The ultimate outcome of success, to us, means that our initial proof of concept, at 100% coverage - laid the foundation for (1) local solutions to thrive, and (2) national government to take it towards national coverage. What has been proven at scale in a large city can now be replicated, at scale, in others.

Using the initial launch city as the model, the path to national coverage of all cities is possible with government (not charity), playing the leading role.



Students in Kolkata bring soap from home to create conversations and buy-in from their families.

INDIA

KOLKATA

India, with 1.3 billion people, is the second largest country in the world by population. Kolkata is the third largest city with over 14 million people living in the Kolkata metropolitan area. Diarrheal disease and respiratory infections account for approximately 26% of deaths among children aged 5-14 in India, indicating a need for improved water, sanitation, and hygiene.

Situated in a landscape of poverty and dramatic income inequality, the primary challenges faced by schools in Kolkata include poor water quality, high population density, limited physical space for sanitation facilities, and a tumultuous political environment.

BY THE NUMBERS

1,200 SCHOOLS
450,000 STUDENTS

95% of the city's schools had access to water, **70%** of schools had water that tested positive for Total Coliform, and **56%** tested positive for E. coli.

55% of schools had a handwashing basin on the school premises, only **43%** had a single functioning tap, and only **6%** had any soap for handwashing.

91% of schools had a toilet, **47%** were not gender-segregated, **33%** had no water for flushing, **34%** had no lighting or ventilation, and **35%** had no door or lock for privacy.

91% of toilets had no facilities for menstrual hygiene management.



Splash Hygiene Club members leading recurring handwashing training sessions.

ETHIOPIA



ADDIS ABABA

Ethiopia, with 105 million people, is the second largest country in Africa and the twelfth largest country in the world by population. Some 50% of the national population is under age 18. Addis Ababa is the capital city, with approximately 4 million people. Diarrheal disease and respiratory infections account for approximately 36% of deaths among children aged 5-14 in Ethiopia, indicating a need for improved water, sanitation and hygiene.

Amidst rapid growth and insufficient infrastructure for the urban poor, the primary challenges faced by schools in Addis Ababa include water scarcity, inconsistent electricity supply, and limited availability of manufactured goods, including water filtration systems and spare parts, available on the local market.

BY THE NUMBERS

450 SCHOOLS
450,000 STUDENTS

6% of schools had reliable sources of water and **10%** of schools had soap at handwashing stations.

57% of girls' toilets had lockable doors, and only **7%** had any water for flushing or cleaning.

For boys' toilets, only **51%** had locks, and only **1%** had water for flushing or cleaning.

86% of girl toilets had no facilities for menstrual hygiene management.

42% of students reported being unable to use the toilet during school at all due to unhygienic conditions.



THE FACE OF POVERTY IS SHIFTING

THE POOREST OF THE POOR ARE NO
LONGER ISOLATED IN THE COUNTRYSIDE.
THEY ARE INCREASING IN CITIES.

WE ACTUALLY SEE THIS AS
AN AMAZING **OPPORTUNITY**



Splash