**EXECUTIVE SUMMARY**

Mitra Phast, or Community-Based Clean Water and Safe Sanitation Program, is a partnership program between Danone AQUA and Yayasan Pembangunan Citra Insan Indonesia (YPCII) that was implemented from July 2010 to June 2012, in Nanggerang village, Cicurug sub-district (Sukabumi district), where two AQUA factories (Mekarsari and Babakan Pari) are located. The objectives of the program are to improve community access to sustainable clean water and safe sanitation facilities; and to increase knowledge and awareness on the importance of applying the five behaviors on hygiene and safe sanitation. AQUA provided 600 water meters and YPCII grant to implement the community empowerment activity. Moreover, AQUA facilitated the communication between YPCII and the Ministry of Public Work (MPW), while actively monitored program implementation through the involvement of its Corporate Social Responsibility/CSR team. YPCII was also involved in conducting the community empowerment activity and contributing some overhead cost for program staff. The local community collectively contributed to the program by donating money, equipment and workforce that in total equal to approximate IDR 600 million (or about USD 63,000) to build pipelines, construction of public facilities and water access to houses. The Mitra Phast program received a vehicle for the activity, donated by the subdistrict office and 560 water meters and allocation of funds to cover transportation cost of pipes to water sources from Gugah Nurani Indonesia (GNI), a community based non-profit organization. MPW then added 47 km pipes and water meter units to distribute clean water.

The impact was 92% of the communities (equivalent to 5,520 people) were able to use house latrine, 20 out of 28 neighborhood association (RT) have become free from open-defecation; improved access to clean water from 17% to 74%; and the morbidity rate for diarrhea 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 (air minum dalam kemasan/AMDK) in Indonesia and Southeast Asia. At present, AQUA is initiating a program for access to clean water and environmental health in the area of its 15 factories throughout Indonesia. AQUA implements clean water programs in line with its core business, and AQUA believes all business activities should have a positive impact on the environment and neighboring communities. Therefore, AQUA applies double commitments i.e. to achieve its business target and to deliver innovative social programs.

AQUA has been developing AQUA Lestari, a strategy to perform the corporate’s vision and commitment to manage business operation and 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 community’s needs, within the watershed areas (up-, mid-, and down- stream) around AQUA operational areas. The programs include water and environment preservation, environmental friendly business practice, product distribution management, and community involvement and empowerment. The Sustainable Development Department of AQUA is managing and implementing AQUA Lestari strategy around AQUA operational areas.

In 2007, AQUA started its Water Access, Sanitation and Hygiene/WASH program to increase community’s access to clean water and environmentally safe sanitation facilities, accompanied with hygiene behaviors (HB). Up to 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 present 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 non-profit organization which aims at educating and empowering communities to find their own potentials and resources to improve health condition & education; and eliminate poverty and inequality. Some of YPCII main programs are community empowerment in maternal and infant health, early development among 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 partnership programs are in collaboration with several organizations; in Aceh Province with international non-governmental organizations (Project Concern International and Americares), in West Java province with AQUA, and in Papua province with Amungme and Kamoro Community Development Institute (LPMAK) funded by Freeport Indonesia.

INITIATING THE PARTNERSHIP

In early 2010, AQUA, Ministry of Public Work (MPW), and 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 responsibility was to provide pipes; Sukabumi district office to ensure the availability of public facilities, such as village water reservoir and distribution tanks; and AQUA to provide water meter and a community empowerment program.

To implement its community empowerment program, AQUA needed an implementing partner and invited YPCII to be their partner based on (1) experiences in community empowerment program; (2) working 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 mutual understanding that water and sanitation problems must be addressed through support from multisector, i.e. government, communities and private sectors. 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

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YPCII assigned four people in the village to run the program. The staff started the activity with a community participatory assessment to identify problems and gaps related to clean water and safe sanitation. The assessment also observed the behavior as well as the level of knowledge of the community on clean water and safe sanitation. The result of assessment was then put together as baseline data to develop plan for building facilities for clean water and safe sanitation, and as indicators to measures impacts when the program ends. YPCII developed the assessment tools, conducted data collection and analyzed the result 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 their houses. YPCII also helped the community to establish a Community Workforce Team (CWT) consisting of one representative from each of the 28 RT. CWT was responsible to supervise 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 water consumption by each household. Due to the success of the program and contributions from various sectors, Cicurug sub-district office then contributed to the program by donating a car to Mitra Phast to be used for program-related activities; and a non-profit organization, Gugah Nurani Indonesia, provided 560 water meters and the cost to transport the pipe from the village to water source. After completing the installation of pipes and public facilities, YPCII facilitated the process to establish the Nanggerang Management Board of Clean Water and Safe Sanitation (Pengelola Sarana Air Bersih dan Sanitasi Nanggerang/PSABSN) as a 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 develop a financial and administration system. The how to training helped PSABSN to carry out their main tasks of building, preserving and managing the facilities.

In follow up of the establishment of PSABSN, YPCII facilitated the process of an issuance of 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 starting from IDR 500/liter up 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 in running the business.

In educating and empowering communities to improve access to water and sanitation, YPCII used a community-led total sanitation (CLTS) approach to trigger community hygiene and sanitation behavior changes. The five main behaviors are known as “5 CLTS pillars”: (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 village health post (Posyandu) to disseminate the messages through a variety of activities. The activities include: (i) trained 38 volunteers of the village health post (Posyandu) on 5 CLTS pillars; (ii) assisted the trained volunteers to conduct education sessions for community members in 24 RT; (iii) helped volunteers to build portable hand wash basin in 8 Posyandus; (iv) conducted additional training on waste management for PSABSN, volunteers and community; and (v) helped PSABSN to establish and manage a waste bank.

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

At school level, YPCII, PSABSN and volunteers trained students and teachers as agent 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 wash basins for 6 schools and installed clean water facilities in 8 schools.

During program implementation, AQUA CSR team conducted regular monitoring through (i) group meetings with YPCII and governments, (ii) field visits during activities, (iii) review on activities’ reports, and (iv) provide technical assistance for construction of clean water facilities as technical expertise from AQUA.

RESULTS AND IMPACT
Since the beginning of the program (2010) until June 2012, the results show that 92% of the population have used a latrine; 20 from 28 RTs agreed and complied to stop open defecation; access to clean water improved from 17% to 74%; the number of diarrhea cases decreased from 20% to 11%, especially among children. The program resulted in community contribution equal to IDR 600 million (or about USD 63,000), in the form of the installation of 47 km pipeline, construction of public facilities, and the construction of 157 household latrines. Other results were 1,180 households with access to clean water, 38 trained volunteers to educate 1,250 families or equal to 93% of population on hygiene and sanitation; 14 teachers and 122 students from elementary schools received trainings on 5 CLTS Pillars; 9 teachers and 93 students received waste management training. YPCII provided 4 latrines for 4 schools; 6 hand wash basins at 6 schools and installation of clean water for 8 schools.

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

From program implementation, YPCII and AQUA learned that it is crucial to have good coordination among central and local government, 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 make them the actual owners of the program, and not belonged to a particular organization and/or corporation. Establishment of the PSABSN as a village owned business unit was one of the strategies to ensure sustainability of the program that will give a long term economic benefit to the community.

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

Footnotes
i. 1 USD is equal to 9,500 IDR
ii. RT stands for Rukun Tetangga or neighborhood association. One RT consist about 50-60 households.
iii. Gugah Nurani Indonesia (GNI), a non-profit organization, is an affiliation to Good Neighbors (www.goodneighbors.org) that works in the sectors of child health, humanitarian, and health sanitation.
iv. CLTS is an approach to change behaviors in hygiene and sanitation by triggering action to stop open defecation totally. Through the use of CLTS, community members’ analyses their own sanitation profile including the extent of open defecation and the spread of fecal-oral contamination that harmfully affects their health. Once triggered, it will then create community chain of collective action to improve the sanitation in the village.
v. Waste bank collects waste from communities and sells it to local trader for monetary reward.

References

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.

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