

Title of case study	Rainwater harvesting and storage technology (bob)
Name of organization(s)	EnterpriseWorks/VITA (EWV) a Division of Relief International
Business sector	Consulting and Environmental Services
Region(s) relevant to case study	<input type="checkbox"/> All regions <input checked="" type="checkbox"/> Africa and the Arab States <input checked="" type="checkbox"/> Asia and the Pacific <input checked="" type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input checked="" type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input checked="" type="checkbox"/> Small Island Developing States <input checked="" type="checkbox"/> South America
Country(s) relevant to case study	Uganda
Adaptation sector(s) relevant to case study	<input checked="" type="checkbox"/> Business <input type="checkbox"/> Education and training <input type="checkbox"/> Food security, agriculture, forestry and fisheries <input checked="" type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input checked="" type="checkbox"/> Transport, infrastructure and human settlements <input checked="" type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	In just one day, more than 200 million hours of women's time is consumed collecting water for domestic use, often from dirty and polluted sources. In many drought-prone regions, limited fresh water supply is likely to be further exacerbated by climate change. An adaptation technology designed to address this – bob – is a low-cost, innovative domestic rainwater harvesting device that provides clean

	<p>water right at the house.</p> <p>Research conducted by EWV has shown that the main impediment to larger scale uptake of rainwater harvesting is the high cost of storage. This is especially true in Africa, where the prevailing costs range from US\$75 to US\$225 per 1,000 liters of storage volume. This is simply too expensive for the vast majority of households to adopt rainwater harvesting on a large scale.</p> <p>EWV has developed and field-tested over the past three years a unique product for water storage that combines durability with low cost—bob. It is essentially a bag in a bag, with a storage capacity of 1,400 liters.</p> <p>EWV is currently conducting a commercial pilot of bob in Uganda where this low cost flexible storage tank is marketed through existing retailers and promotion is done at markets and using radio, bill boards, wall paintings and posters.</p>
<p>Cost-benefit</p>	<p>Facilitated by EWV, the marketing, sales and distribution of bob provide a commercial opportunity for private sector entrepreneurs. Furthermore, bob provides excellent value proposition for the consumer compared to the 200 liter plastic barrel, providing seven times the volume for about twice the price. In addition, bob is much easier to transport and can be stored away when not in use.</p>
<p>Click for further information on EWV Click for further information on EWV's Domestic Rainwater Harvesting Community</p>	



Source: EnterpriseWorks/VITA