Ministry of Foreign Affairs

Activity: Building Water Business (10-0001777)

Id	10-0001777
Date	20-05-2026
SAP application number	4000005317

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Key data

Activity basics

Type	Standard
Short name	Building Water Business
Contract party	Stichting Max Foundation (30021539)
ODA	Yes
Amount EUR	5959897
Start date	01-01-2022
End date	30-06-2027
Full name	Building Water Business : Zie verder aanvraagnummer 4000006600
Summary	This is to empower male and female entrepreneurs and strengthen business solutions that provide safe water and adequate sanitation to underserved populations, and to reinforce and create new Healthy Villages in Patuakhali and Khulna regions.

Activity details

Date of receipt of proposal	01-01-2023
Proposal’s reference number	
Budget holder	Ambassade Dhaka (8241DHA)
Limit access	No
Related activity	

Accounting data

SAP application number	4000005317
Funds center	DHA BD Integ water managem grants (1702U02030027)

Policy data

Cooperation modality	Project support
Technical assistance	Between 25% (inclusive) and 50% (exclusive) of the activity budget
CRS code	14030 Basic drinking water supply and basic sanitation
Policy Keywords	
Policy Markers	
Drinking water and sanitation	Significant
Physical infrastructure	Significant
Equality between men & women	Principal
Building institutions & capacity	Principal
Climate change: adaptation	Significant
Good Governance / participation	Principal
Private sector development	Significant
Explain your choices	

Beneficiary location

Beneficiary location	Country
Country	Bangladesh
Location type	
Specific location	

Policy Appraisal

This is a migrated activity.

Results

Water

1.1. Drinking Water

Indicators
1.1.A. Number of people who gained access to an upgraded drinking water source, as a result of Dutch support.
Measurements: Baseline: 20 Target: 155

- Individual result: 20
  Comment:
- Individual result: 2829
  Comment:

1.1.E. Number of people who gained access to safely managed drinking water, as a result of Dutch support
Measurements: Baseline: 24585 Target: 277000

- Individual result: 63750
  Comment:
- Individual result: 2829
  Comment:

1.2. Sanitation & Hygiene

Indicators
1.2.A. Number of people who gained access to an upgraded sanitation service, as a result of Dutch support.
Measurements: Baseline: 4364 Target: 35504

- Individual result: 3416
  Comment:
- Individual result: 22527
  Comment:

1.2.E. Number of people who gained access to safely managed sanitation, as a result of Dutch support
Measurements: Baseline: 77738 Target: 291000

- Individual result: 56124
  Comment:
- Individual result: 97604
  Comment:

3.6. Market development and mobilizing additional financial means

Learning questions
What have we learned from this activity for market development and/or mobilizing financial means?
Measurements: Max Tap Water business model created an empowered and aware customers base willing to invest in affordable and safe water and sanitation products and services; strengthened entrepreneurs to increase supply of safely managed water and sanitation products

- Individual result: The planned Max TapWater strategy to identify local investors who would invest in piped water grids has not worked well, it turned out to be very difficult to find interested people, as local investors lack trust in still relatively new water business.
  Comment:
- Individual result: While access to finance for WASH entrepreneurs remains a challenge, partnerships with government, private sector and research stakeholders are strengthened and lay a strong foundation for improved delivery of WASH solutions in rural communities.
  Comment:

Indicators

3.6. What has been achieved by this activity on market development and/or mobilizing financial means?
Measurements: Households invested and incredible amount of EUR1,640,441 in installing and improving WASH infrastructure at home, which has significant impact on their health and well-being, besides also further increases demand for Max TapWater piped water connections.

- Individual result: Households invested and incredible amount of EUR1,640,441 in installing and improving WASH infrastructure at home, which has significant impact on their health and well-being, besides also further increases demand for Max TapWater piped water connections.
  Comment:
- Individual result: 104,000 people educated on WASH and benefits of piped water. Households invested EUR 2.2M upgrading existing and installing new WASH infra (piped water, latrines, Maxi-Basins, kitchen sinks). Entrepreneur turnover increased by 10.9% (target was 10%).
  Comment:

1. Improved access to Water, Sanitation and Hygiene (WASH)

Sustainable access to clean drinking water and sanitation and hygiene services is not only a human right, but also essential for the health of adults and children, and thereby for social-economic development. Our 2030 target is to provide 30 million people with sustainable access to safe drinking water and 50 million people with sustainable access to an improved sanitation service.

Learning questions

What have we learned from this activity for the result area Improved access to Water, Sanitation and Hygiene (WASH)?
Measurements: Empowered entrepreneurs and strengthened business solutions that provide safe water and adequate sanitation to underserved populations, and reinforce

- Individual result: Developing and introducing water business innovation was a core programme activity in 2023, combined with various initiatives undertaken to share learnings and evidence gathered & best practices of the Building Water Business program with key stakeholders
  Comment:
- Individual result: Programme success depend on combining community mobilisation, capacity-building, and sustainable infrastructure development to drive behavioral and social change, ensuring long-term improvements in WASH access and hygiene practices.
  Comment:

What has been achieved by this activity on the result area Improved access to Water, Sanitation and Hygiene (WASH)?
Measurements: The programme is being implemented in 20 unions (12 in Patuakhali region and 8 in Khulna region) reaching 5,22,000 people

- Individual result: During the reporting period, 12,108 awareness sessions were held with various groups including CY groups, male groups, adolescent groups, growth centers, and schools, and 433260 people are able to reproduce messages on WASH products and services
  Comment:
- Individual result: End of 2024: 91 villages declared Healthy Villages (198% target); 57 piped water grids installed, 2,816 families have direct hh water connections. Access to safely managed sanitation facilities: 97,604 people (102% target).
  Comment:

Monitoring and evaluation

This is a migrated activity.

Finance

This is a migrated activity.
Top-up budget integrated in the 5-year BWB budget

	Particulars	5 year budget	Top-up budget	5 year budget incl top-up
	Program Activities			
1.0	**Project Inception and Set-up**	**€ 127.474**		**€ 127.474**
1.1	Project implementation plan	€ 36.633		€ 36.633
1.2	Staff capacity building	€ 19.058		€ 19.058
1.3	Project Launching at different level	€ 2.226		€ 2.226
1.4	Community level project introduction	€ 2.161		€ 2.161
1.5	Development Project management and technical guidelines, software's, framework etc.	€ 2.777		€ 2.777
1.6	Baseline formation / demand creation and follow up	€ 25.382		€ 25.382
1.7	PNGOs & Program staff	€ 39.236		€ 39.236
2.0	**Intermediate Outcome 1.1: 412,000 people (201,000 women and girls) have improved hygiene behavior, including handwashing**	**€ 25.878**	**€ 0**	**€ 25.878**
2.1	Risk and Reason identification	€ 746		€ 746
2.2	Attitude shift to change	€ 5.028		€ 5.028
2.3	Identify good practice and innovation	€ 5.557		€ 5.557
2.4	Develop norms and standard vision for sanitation and hygiene practice	€ 1.400		€ 1.400
2.5	Healthy Village tracking	€ 7.332		€ 7.332
2.6	PNGOs & Program staff	€ 5.815		€ 5.815
3.0	**Intermediate Outcome 1.2: Women have more voice in decision-making on water and sanitation choices**	**€ 19.505**	**€ 0**	**€ 19.505**
3.1	Two day training of PNGOs staff on GAP and CBGAP Facilitation	€ 3.516		€ 3.516
3.2	Participatory Gender Role Assessment and identify the potential women leader and potential IGA	€ 287		€ 287
3.3	Develop community gender action plan for water management	€ 3.285		€ 3.285
3.4	Workshop to design the PGRA methodology and guideline and pre-test the methodology (03 days)	€ 1.621		€ 1.621
3.5	Demand Creation Session with Women (young and adult for piped water and other WASH & Hygiene Product)	€ 2.137		€ 2.137
3.6	Conduct session awareness and demand creation session with School students	€ 2.314		€ 2.314
3.7	PNGOs & Program staff	€ 6.345		€ 6.345
4.0	**Intermediate Outcome 2.1: 291,000 people use safely managed water and sanitation products and services, incl. 35,500 people using piped water**	**€ 2.863.425**	**€ 0**	**€ 2.863.425**
4.1	Risk and Reason identification	€ 5.638		€ 5.638
4.2	Attitude change towards Change	€ 100.925		€ 100.925
4.3	Identify good practice and Innovation	€ 11.301		€ 11.301
4.4	Develop norms and standard vision for WASH and health	€ 1.331		€ 1.331
4.5	Innovation and demonstration of sanitation technology that fits with piped water supply (originally - Facilitate development business model development per scheme & entrepeneurs)	€ 10.545		€ 10.545
4.6	Development of demand creation approach for piped water supply	€ 14.477		€ 14.477
4.7	Scheme Installation Cost	€ 1.915.993		€ 1.915.993
4.8	Water treatement	€ 155.118		€ 155.118
4.9	Customer care services	€ 11.107		€ 11.107
4.10	Technical assistant Flow Water & tax	€ 85.926		€ 85.926
4.11	PNGOs & Program staff	€ 551.063		€ 551.063
5.0	**Intermediate Outcome 2.2: Entrepreneur-led water and sanitation business solutions are available in the local market**	**€ 141.987**	**€ 0**	**€ 141.987**
5.1	Assessment of entrepreneurs and strengthen Sanitation and hygiene business model	€ 9.453		€ 9.453
5.2	Capacity building	€ 61.505		€ 61.505
5.3	Develop business eco-system	€ 15.407		€ 15.407
5.4	Sustainability and scale	€ 14.652		€ 14.652
5.5	PNGOs & Program staff	€ 40.970		€ 40.970

	Particulars	5 year budget	Top-up budget	5 year budget incl top-up
6.0	**Intermediate Outcome 3.1: Private sector engagement in WASH business is raised on the agenda of government and finance institutions**	**€ 70.739**	**€ 0**	**€ 70.739**
6.1	Stakeholders engagement	€ 9.258		€ 9.258
6.2	Avocacy	€ 44.439		€ 44.439
6.3	PNGOs & Program staff	€ 17.042		€ 17.042
7.0	**Intermediate Outcome 4.1: Learning on water and sanitation products and services for future market development**	**€ 190.127**	**€ 0**	**€ 190.127**
7.1	Learning visit of Max TapWater sites by private companies like ACI, RFL, GAZI, etc to showcase the rural Piped Water business model.	€ 12.693		€ 12.693
7.2	Feasibility study and development of new suitable water business model for expansion into areas with high level of drinking water scarcity in Khulna	€ 37.074		€ 37.074
7.3	In depth assessment of Max Tap Water business model including Willingness to Pay study to define new customer oriented tariffs followed by adaptation business model to enhance commercial viabillity and financial sustainablity	€ 14.284		€ 14.284
7.4	Organization of two learning & exchange events during which Max TapWater and relevant stakeholders (government, WASH sector, private sector) exchange learnings, best practices and challenges related to water business and topics like how to balance ROI and SROI in social enterprise business models.	€ 88.925		€ 88.925
7.5	PNGOs & Program staff	€ 37.151		€ 37.151
TU1	**Top-up Outcome 1: Households and communities gain realiable, affordable and efficient access to water through smart grids**	**€ 0**	**€ 540.747**	**€ 540.747**
TU 1.1.1.	Proof of concept contrasting conventional with automated grid		40.015	40.015
TU 1.1.2.	Development of system architecture		45.017	45.017
TU 1.1.3.	Hardware such as, smart meters, IoT, sensors, chlorination and solar system		310.659	310.659
TU 1.1.4.	System control and data acquisition, Data Transfer, Machine Learning, Preventive maintenance & ERP		60.023	60.023
TU 1.2.1	Prepaid card and cashless MFS (Mobile Financial Services) payment platform		85.033	85.033
TU2	**Top-up outcome 2: Policy and market conditions enable the growth and replication of scalable water enterprises.**	**€ 0**	**€ 142.403**	**€ 142.403**
TU 2.1.1.	Development of PPP framework & partnership model		22.728	22.728
TU 2.1.2.	Policy, regulatory framework analysis and multi-sectoral discussion for advocacy for a more conducive policy & regulatory environment		22.728	22.728
TU 2.1.3.	Development of governance mechanisms, licensing frameworks and franchising models		38.193	38.193
TU 2.2.1.	Community engagement to influence the consumer behaviour towards uptake of smart water services		10.815	10.815
TU 2.2.2.	Marketing campaigns and POSM (Point of Sale Materials) production to generate demands		47.938	47.938
TU 3.	**Top up 3 Improved investment-readiness and access to innovative finance streams for Max TapWater (climate, carbon, RBF, impact investment).**	**€ 0**	**€ 180.783**	**€ 180.783**
TU 3.1.1.	Upgrade Business and financial modelling with ROI/SROI validation		21.630	21.630
TU 3.1.2.	Mapping of financing instruments landscape		18.940	18.940
TU 3.1.3	Development of Investment readiness		37.852	37.852
TU 3.1.4.	Exploring partnerships with investors		34.175	34.175
TU 3.2.1.	Applying climate finance and carbon credit methodology assessment		68.185	68.185
8.0	**Knowledge management and MEAL**	**€ 320.128**	**€ 10.815**	**€ 330.942**
8.1	Monitoring	€ 103.778		€ 103.778
8.2	External monitoring & Audit	€ 152.380	€ 10.815	€ 163.195
8.3	PNGOs & Program staff	€ 63.970		€ 63.970
9.0	**Salary and Human Resource mobilization cost**	**€ 591.155**	**€ 45.509**	**€ 636.664**
	Max Foundation - Country Management Team	€ 488.247	€ 38.625	€ 526.872
	Travel	€ 102.908	€ 6.885	€ 109.793
10.0	**Logistics**	**€ 61.324**	**€ 0**	**€ 61.324**
11.0	**Operational Cost**	**€ 159.591**	**€ 1.401**	**€ 160.992**
	Total	**€ 4.571.334**	**€ 921.659**	**€ 5.492.993**
	ICR (8.5%)	€ 388.563	€ 78.341	€ 466.904
	Grand Total Budget	**€ 4.959.897**	**€ 1.000.000**	**€ 5.959.897**

The Breakdown of top-up budget

TU 1	**Top-up 1 Households and communities gain reliable, affordable, and efficient access to water through smart grids.**	**540.747**
TU 1.1.	***Output TU 1.1. Smart, automated water grids operational with IoT, and renewable integration***	***455.715***
TU 1.1.1.	Proof of concept contrasting conventional with automated grid	40.015
TU 1.1.2.	Development of system architecture	45.017
TU 1.1.3.	Hardware such as, smart meters, IoT, sensors, chlorination and solar system	310.659
TU 1.1.4.	System control and data acquisition, Data Transfer, Machine Learning, Preventive maintenance & ERP	60.023
1.2.	***Output TU 1.2. Digital payments integration with the smart grids***	***85.033***
TU 1.2.1	Prepaid card and cashless MFS (Mobile Financial Services) payment platform	85.033
TU 2.	**Top-up 2 : Policy and market conditions enable the growth and replication of scalable water enterprises.**	**142.403**
TU 2.1.	***Output 2.1: Public-Private Partnership (PPP) model is developed for scalable and franchising water enterprises.***	*83.650*
TU 2.1.1.	Development of PPP framework & partnership model	22.728
TU 2.1.2.	Policy, regulatory framework analysis and multi-sectoral discussion for advocacy for a more conducive policy & regulatory environment	22.728
TU 2.1.3.	Development of governance mechanisms, licensing frameworks and franchising models	38.193
TU 2.2.	***Output 2.2: Increased community demand for smart water grids through social marketing and behaviour change campaigns.***	*58.753*
TU 2.2.1.	Community engagement to influence the consumer behaviour towards uptake of smart water services	10.815
TU 2.2.2.	Marketing campaigns and POSM (Point of Sale Materials) production to generate demands	47.938
TU 3.	**Top up 3 Improved investment-readiness and access to innovative finance streams for Max TapWater (climate, carbon, RBF, impact investment).**	**180.783**
TU 3.1.	***Output 3.1: Investment readiness and financing vehicles enhanced***	*112.598*
TU 3.1.1.	Upgrade Business and financial modelling with ROI/SROI validation	21.630
TU 3.1.2.	Mapping of financing instruments landscape	18.940
TU 3.1.3	Development of Investment readiness	37.852
TU 3.1.4.	Exploring partnerships with investors	34.175
TU 3.2.	***Output 3.2: Viability of carbon and climate finance mechanisms assessed.***	*68.185*
TU 3.2.1.	Applying climate finance and carbon credit methodology assessment	68.185
8.0.	**Knowledge management and MEAL**	**10.815**
8.2	external monitoring & audit	10.815
9.0	**Salary and Human Resource mobilization cost**	**45.509**
	Max Foundation - Country Management Team	38.625
	Travel	6.885
11.00	**Operational Cost**	**1.401**
	Total Budget	**921.659**
	ICR (8.5%)	78.341
	Grand Total Budget	**1.000.000**