POLICY OWNER:	Insights Department
POLICY APPROVED BY:	Global Director, Insights
POLICY CONTACT:	harney@water.org

Policy Contents

I. Policy Overview
II. Policy
III. Approval and Responsibilities
IV. Annex

I. Policy Overview

This document outlines the water and sanitation products and services that count within Water.org's impact and provides guidance on how to count people reached and capital mobilized when the borrower is a **household** that takes out a loan for a water or sanitation improvement from a financial institution or, when appropriate, when the borrower is an **institution** such as schools, health care facilities, and other public places.

Important: For guidelines about people reached and capital mobilized when the borrower is a WSS business that accesses financing via either Water.org's Financial Institution or Infrastructure business lines refer to Water.org's Enterprise Impact Guidelines.

Important: These guidelines focus on when the capital is mobilized to finance water and sanitation improvements. Please refer to the Capital Investment Guidelines for details on how to count and track Water.org's efforts with capital investments.

Water.org's role

To count impact there must be a verifiable and credible link between Water.org's intervention activities and the water and sanitation product improvement, people reached, and capital mobilized.

Approved Products

Water.org's work is focused on making capital affordable and ubiquitous for people living at the Base of the Economic Pyramid BOP (below $6.85/day purchasing power parity)[1] and to businesses serving the WSS needs of that market. Water.org's list of approved water and sanitation products and services mainly follow the JMP standards for improved sources. Approved products fall into the JMP ladders of basic and safely managed water and sanitation. While interventions should focus on improving access to basic or safely managed water or sanitation, Water.org will also count those that fall into the limited water and sanitation category, provided that the facility is an improvement over the previous water or sanitation source.

[1] $14 for Latin America. More details at the Base of the Pyramid Policy.

People reached

Water.org counts *people reached directly* when persons experience improved, rehabilitated, or maintained[1] water and/or sanitation access as a result of Water.org's efforts and/or WaterEquity's investment. Water.org's full definitions for people reached directly and indirectly can be found here.

WSS capital mobilized

WSS capital mobilized refers to any repayable funds used by an individual or institution to create, maintain or enable water or sanitation products. Water.org will count the principal loan amounts used for making a water or sanitation improvement. Other types of non-repayable funds, including but not limited to cash and subsidies can be reported and tracked separately in the WaterPortal.

Purpose

This document outlines the water and sanitation products that count within Water.org's impact and provides guidance on how to count people reached and capital mobilized when the borrower is a household that takes out a loan for a water or sanitation improvement from a financial institution. Additionally, it provides guidance for when the borrower is an institution such as schools, health care facilities, places of worship, places of employment (non-WSS businesses) and other public places (excluding WSS businesses). For any questions, please reach out to the Manager, Measurement and Impact (Maggie Goble, mgoble@water.org).

Water.org's role

Water.org must play a specific and significant role in facilitating or influencing water and sanitation financing for households or institutions and its contribution and impact must be verifiable. MEL action plans (MAP) document Water.org's contribution, expected outcomes of the intervention, key performance indicators, and a verification process for validating any impact reported. Additionally, MAP diagrams or visualizations identify the various stakeholders and their role which can help communicate the intervention design and Water.org's value add[2].

Intervention Leads develop and enter all sections of MEL Action Plan in the WaterPortal in coordination with the Regional Insight team members taking into consideration the following:

- MAPs must be developed during the design phase and updated throughout the intervention as needed.
- WaterCredit direct interventions do not need a result matrix or intervention diagram.
- WaterCredit collaborative interventions need a result matrix and intervention diagram.
- All WaterCredit interventions require a validation strategy.

Approved Products

A water or sanitation product is defined as an asset that enables access to improved water or sanitation. The product may be an improvement itself, a collection of parts to make a whole improvement, or the rehabilitation or maintenance to an already existing improvement. Water.org's list of approved water and sanitation products mainly follow the JMP standards for improved sources with a few exceptions and additions. Approved products include all improved sources of water and sanitation as detailed in Table 1 below. If you do not find a product in

[2] MAP- Guide on how to enter information into the WaterPortal.pdf

Table 1, please refer to Table 4. If the product is not found on either Tables 1 or 4, please contact the Senior Manager, Measurement and Impact.

Approved products should be *functional* which means that the product can be used for water or sanitation and c*omplete* which means that the product is fully done and requires no more additional work. Also, approved products can be made in a communal area, households, or in institutional settings such as schools, places of worship, clinics, or workplaces (non-WSS businesses).

Partners should be able to distinguish between the different types of clients (households, institutions or WSS businesses). If a partner is unable to distinguish between their client types when reporting to Water.org, please contact the Insights team to identify a strategy for counting impact. See Table 2 for examples. Also, as often as possible, partners should report the detailed product type. The aggregate categories of “water, sanitation, water & sanitation” should be used by those partners who cannot report more detailed information (such as associations of financial institutions, or WaterEquity).

Approved product list

Table 1 details Water.org's approved list of water and sanitation products, including where the product is installed. For guidance on how to count the impact, refer to the section "What we can count and how."

Table 1. Approved water and sanitation products

Water product	Description
Piped water	Refers to a connection/piped water into a dwelling, yard or plot from a water service provider. This includes formalizing a water connection, renovating a connection, repairing a connection, and pipe extensions to the dwelling, yard or plot from a main water line. This also includes financing to cover upfront connection costs such as connection (or re-connection) fees, utility security deposits, and hardware and labor deposits. A household is considered "re-connected" only if they have been without services for more than 90 days.
Protected shallow well (protected dug well)	Refers to a shallow well which draws water from a natural aquifer or man-made aquifer that is dug by hand rather than by machinery. The water is extracted via a handpump, a windlass can or a rope and bucket.[3] Must be protected/covered. Includes rehabilitation and maintenance of the protected shallow well.
Protected spring	Refers to a spring source where groundwater emerges at the surface and is used to supply a gravity scheme or a single outlet and flows into a spring box or catchment container. The source and area around the spring must be protected from pollution and surface run-off.[4] Includes rehabilitation and maintenance of the protected spring.
Protected tube well, borehole	Refers to a household or community borehole or tube well. A borehole well and a tube well are cylindrical water wells drilled by a tool, with an attached pump to bring water to the surface. Water may then be collected or stored in an overhead water tank.[5] Financing can be used for drilling machinery, tools and equipment, and labor costs. Includes rehabilitation, maintenance, and improvements to a borehole, such as a recharge structure.

[3] http://akvopedia.org/wiki/Handpumps, http://akvopedia.org/wiki/Traditional_hand-dug_wells
[4] https://www.wateraid.org/publications/protection-of-spring-sources-technical-brief, https://www.sswm.info/sswm-university-course/module-4-sustainable-water-supply/further-resources-water-sources-hardware/springs
[5] http://www.indiawaterportal.org/topics/borewells-and-tubewells

Rainwater roof harvesting (rainwater collection)	Rainwater roof harvesting systems are technologies that allow collection, conveyance, and storage of rainwater from house roofs. Rainwater is collected via a drainage system and stored in rainwater tanks. Must have a covered cistern/tank. Includes rehabilitation and maintenance. Financing can be used to purchase and install household or community rainwater storage tanks or the construction of rainwater storage structures.
Water quality/filter	Refers to the financing of a product that is for water filtration, including filters and filtration systems. Includes both point-of-access and point-of-entry technologies. Does not include initial water access point construction.
Water plus water filter	This product is an improved water product from this list and a water filter or water filtration system.
Water tank or reservoir	Refers to a water tank or reservoir to safely store water supply. Usually, water tanks are large and able to store water for a long period of time that services a household, community, or multi-family compound. Includes renovations or repairs.
Water kit	Refers to a water improvement kit with **all** the hardware parts and supplies needed to make a water improvement. Must be able to verify that improvement was installed, is functioning and is used to be able to count impact.
Handwashing Facility	Standalone handwashing facilities may be fixed or mobile and include a sink with tap water, buckets with taps, tippy-taps, and jugs or basins designated for handwashing. Soap includes bar soap, liquid soap, powder detergent, and soapy water but does not include ash, soil, sand or other handwashing agents.
Water	General category for improved water access construction or improvement of already installed structure. The improvement must meet criteria for water improvements stated above and used only when there is no information on the improvement type.

Any water improvement MUST be used for domestic use and/or consumption. It can ALSO be used for other purposes including agriculture and commercial services. If used ONLY for agricultural or commercial purposes, it does not count. See Table 4 for additional details.

Sanitation Product	Description
Flush and pour flush toilet to piped sewer system	Refers to a private sanitation fixture used for storing and disposing of human waste connected to a piped sewer system. A flush toilet consists of a water tank that supplies water for flushing excreta and a bowl into which excreta are deposited.[6] A pour flush toilet does not have a water tank; water is poured by the user and a water seal prevents odors from coming back up the pipe.[7] Includes public (shared) flush and pour flush toilets connected to a piped sewer system **only** if the product is an improvement over the previous sanitation facility (i.e. moves the people reached up the JMP ladder). Includes a complete toilet kit from a supplier. Financing may be used for the toilet structure as well as associated connection to piped sewage systems. Includes rehabilitation and maintenance of the facility.
Flush and pour flush toilet to septic tank or pit	Refers to a private sanitation fixture used for storing and disposing of human waste connected to a concrete or plastic septic tank or pit. Septic tank technology collects sewage and allows it to decompose through bacterial activity before being emptied into a leaching field. Includes private flush toilets, pour flush toilets and latrines. Includes public (shared) flush or pour flush toilets or latrines connected to a septic tank or pit **only** if the product is an improvement over the previous sanitation facility (i.e. moves the people reached up the JMP ladder). Includes a complete toilet kit from a supplier. Financing may be used for the toilet or latrine structure, purchase and installation of the septic tank, and costs associated with digging a pit.
VIP Latrine	A private ventilated improved pit (VIP) latrine refers to a dry latrine where liquid and solid waste as well as cleansing materials are deposited and collected in a dug pit or septic tank. The VIP latrine also has a ventilation pipe that circulates air, reduces odor, and traps insects. Includes public (shared) VIP latrines connected to pit **only** if the product is an improvement over the previous sanitation facility (i.e. moves the people reached up the JMP ladder). Financing may be used for the latrine structure, purchase and installation of the septic tank, and costs associated with digging a pit.
Pit Latrine with Slab	A pit latrine refers to a dry latrine in which liquid and solid waste as well as cleansing materials and water are deposited and collected into a dug latrine. This includes the slab or platform floor of the latrine, typically made of concrete, which covers the pit. The slab has a hole through it to allow passage of waste. This product includes a private pit latrine with slab connected to a septic tank or pit. Includes public (shared) pit latrines with slab connected to a septic tank or pit **only** if the product is an improvement over the previous sanitation facility (i.e. moves the people reached up the JMP ladder). Financing may be used for the latrine structure, purchase and installation of the septic tank, and costs associated with digging a pit.

[6] http://akvopedia.org/wiki/Cistern_Flush_Toilet
[7] http://akvopedia.org/wiki/Pour_Flush_Toilet

Composting Toilet	A composting toilet is a closed system that does not require water. This includes an EcoSan toilet. Once the pit of a composting toilet fills up, it is closed and sealed, and the waste is left to decompose into organic manure to be used on farms. When the first pit is closed, users can switch to a second pit. This product includes a private composting toilet connected to a septic tank or pit. Includes public (shared) composting toilets connected to a septic tank or pit **only** if the product is an improvement over the previous sanitation facility (i.e. moves the people reached up the JMP ladder). Financing can be provided for tools, materials and labor costs.
Sanitation renovation	Financing renovations of sanitation facility beyond the initial construction or connection of the facility. This can include the addition of tiling, ventilation, roof, or doors. Can include an approved sanitation product from this list. **Does not include stand-alone showers or hot water heater installation.**
Sanitation	General category for sanitation facility construction or improvement. The improvement must meet criteria for water improvements stated above and be used only when there is no information on the improvement type.
Water and sanitation	General category for combined water and sanitation access or improvement of already installed structure. The improvement must meet criteria for water improvements stated above and be used only when there is no information on the improvement type.

As often as possible, partners should report the detailed product type. The aggregate categories of "water, sanitation, water & sanitation" should be used by only those partners who cannot report more detailed information (such as associations of financial institutions, or WaterEquity).

II. Policy: What we can count and how

People reached

People reached refers to cases in which persons experience improved, rehabilitated, or maintained water and/or sanitation access as a result of Water.org's efforts. People must rely on the water/sanitation service/access for domestic purposes (drinking, cooking, handwashing, bathing, sanitation) and experience the improved, repaired, or maintained change at the household or place of residence or at institutional settings (e.g. schools, health care facilities, workplaces, places of worship, and public spaces)

When counting impact for people reached, the impact should adhere to Water.org's definitions of people reached directly and people reached indirectly. The full document, along with guidance on how to communicate the impact, can be found here.

The table below provides examples of how improvements meeting the criteria above should be counted and reported. The table assumes improvements serve those living in poverty.

Table 2. Examples of how improvements might be counted and reported

Water or sanitation product	How to count people reached
Household water connection, toilets or latrines	Count all users who use it as a primary source, including those who do not live in the household. Can use average household size as a proxy if household data is not available.
School water connection, toilets, or latrines	Count students and staff who rely on the water or sanitation facility. Enrollment records can be used. If enrollment records are unavailable, conservative estimates can be made based on alternative data sources approved by Regional Insights team members.
Healthcare water connection or sanitation improvements	Count based on average number of users per day. Count conservatively.
Place of worship well, toilet or latrine	
Places of employment (non-WSS businesses)	

WSS capital mobilized

WSS capital mobilized refers to any repayable funds used by an individual or institution to create, maintain or enable water or sanitation products. Water.org will count the principal loan amounts used for making a water or sanitation improvement. Other types of non-repayable funds, including but not limited to cash and subsidies can be reported and tracked separately in the WaterPortal.

For stand-alone WSS loan products, the full amount is counted as capital mobilized as long as the funds were used to improve water/sanitation access. In cases where there loas was not used to used to improve water/sanitation access, the capital is NOT counted.

- Example of stand-alone WSS loan product: A client borrowed $500 to make a toilet improvement, but there is no indication that an improvement was made from the loan or the improvement was very minimal such as a quick paint job on the exterior wall.

Water.org would **not** count this impact because the loan was not used to improve water/sanitation access.

In cases where a portion of the loan was used for a WSS improvement, Water.org only counts the portion of the loans used for the WSS improvement.

- Example of housing loan with WSS component: A client borrows $1,000 to make general housing improvements and uses $100 of the loan to make a toilet repair. The MFI reports that $100 of the $1,000 principal was used to repair the toilet. Water.org would count this impact because the $100 was used to make sanitation improvement. Water.org would only count the $100 capital mobilized but will count all people reached.

In cases where multiple loans are required to complete a WSS improvement, Water.org should count impact only **after** the approved improvement is complete and functional.

It can be difficult to monitor loans where a portion was used for water or sanitation and the rest for other purposes, particularly if the loan product is not a separate water/sanitation offering. The rule of thumb is that the loan should be used for water or sanitation in order to count people reached and capital. If financial institutions are unable to report just the portion of the loan used for a WSS improvement, then the average amount for a stand alone WSS improvement should be used. The partner and staff should document the stand alone amount used as an average.

Table 3. Examples of how to count capital mobilized

WSS capital	How to count capital mobilized	Examples
Loans	Count the loan amount (principal) used to buy, install or renovate a water or sanitation product. **If only a portion of the loan was used for water and sanitation, only count the amount used for the water or sanitation product.**	An MFI client takes a WSS loan to renovate a manual pump tube well. All of the loan was used to buy materials and pay for labor to renovate the tube well. Count the total loan principal amount disbursed.
		An MFI client takes out a WSS loan to renovate his bathroom. The loan was used to replace the existing malfunctioning toilet, add tile and install a shower. Count the loan principal used to renovate the bathroom.
		A commercial bank client takes a housing loan to add a door and replace the slab of her latrine and add a bedroom to her house. Count the loan principal used to improve the latrine. Do not count the loan principal used for the bedroom.
		An MFI client takes a loan to desludge her septic tank. Count the loan principal amount disbursed.
		A community-based organization receives a loan to install a water pump and extend pipelines within a village. Count the loan principal amount disbursed.

Examples of what does not count

Table 4. Examples of non-approved water and sanitation products that do not count

Water or sanitation product	Rationale for not approving product
Hardware parts and supplies for water or sanitation improvements that are not part of a complete kit	Difficult to validate that the parts resulted in a functional, approved water or sanitation improvement reaching the BOP
Menstrual hygiene products	Personal hygiene improvements are outside of Water.org's strategic plan
Garbage collection or recycling	These types of sanitation products or services do not align with Water.org's strategic plan
Stand-alone water heaters	Does not result in improved, rehabilitated, or maintained water access
Stand-alone shower or bathing facility	Does not result in improved, rehabilitated or maintained water access
Water improvements used only for agricultural or commercial purposes	Water is not used at all for domestic drinking, cooking, handwashing, bathing, sanitation

Double counting

Water.org will make best efforts to avoid double counting people reached when reporting impact numbers, particularly within the same intervention or between direct interventions (L1). However, we recognize that double counting of people is likely to occur when clients take out multiple WSS loans from different financial institutions and/or interventions:

- to advance up the JMP ladder or
- to make repairs or replace their existing WSS product, thus maintaining their current access on the same JMP ladder.

Within the same program, when a client takes out a second loan for a WSS improvement, the number of loan and capital mobilized will be counted on the second loan, but the number of people reached will not be double counted.

In cases where there may be double counting between a financial institution partner disbursing loans to the BOP and a business reaching the same people in the BOP, the following methodology will be used as feasible:

- Each partner (i.e. financial institution, service provider, supplier, etc.) will report their actual impact results (i.e. people reached, WSS financing mobilized).
- This total number will be manually entered into the WaterPortal according to the program impact reporting schedule.
- The Program Manager is responsible for identifying the total (aggregate) duplicate number of people reached. The PM will manually enter this number into the program monitoring page of the WaterPortal using a new option that will be built into the WaterPortal. This option will allow for reporting the full impact for each program, but will remove the duplicates from country, donor and organizational numbers.
- If it is not possible for the Program Manager to identify the duplicate number of people reached, please contact Insights.

- If there are questions or concerns about double counting between interventions, please reach out to the Regional Insights team member.

III. Approval and Responsibilities

In situations where impacts on households or institutions deviate from the outlined guidelines or involve special considerations, the team must engage with their Regional Insights team member or the Manager, Measurement and Impact (Maggie Goble) to discuss these deviations before finalizing any impact measurements or Approvals.

IV. Annex

Water.org's work is focused on making capital affordable and ubiquitous for those living in poverty (below $6.85/day purchasing power parity)[8] and to businesses serving the WSS needs of that market. The number of people reached and amount of WSS capital mobilized are organizational metrics.

Water.org's work has impact at three levels:

- direct impact: L1 - partnering with organizations who interface directly with the BOP to facilitate affordable financing for WSS access
- collaborative impact: L2 - collaborating with those organizations who play a role in bringing WSS access to the BOP via uptake of Water.org financing models
- systems impact: L3 - contributing to changes in policy and practice systems via partnerships and advocacy to enable a conducive environment for BOP WSS

Only people reached directly and capital mobilized through direct impact (L1) and collaborative impact (L2) interventions will count towards Water.org's impact. Systems level impact (L3) and capital invested will be tracked and captured separately.

Water.org will align its improved water and sanitation products and services with the JMP standards developed for the SDGs as deemed strategically feasible. Most of Water.org's work will fall within the Basic and Safely Managed rungs of the JMP ladder. PMVs (household visits) and endline evaluations verify that Water.org interventions result in access to Basic and Safely Managed rungs of the JMP ladder.

Note that Water.org will count those that fall into the **limited** water and sanitation category, provided that the facility is an improvement over the previous water or sanitation source (i.e. an improved shared latrine will count if the household's previous sanitation facility was open defecation; drinking water from a well where collection time exceeds 30 minutes round trip will count if the household's previous water source was a river, etc.). Improvements resulting in anything below basic access should not comprise more than 5% of an intervention's number of people reached.

Water and Sanitation services ladder.

SERVICE LEVEL	DEFINITION
SAFELY MANAGED	Drinking water from an improved water source that is located on premises, available when needed and free from faecal and priority chemical contamination
BASIC	Drinking water from an improved source, provided collection time is not more than 30 minutes for a round trip, including queuing
LIMITED	Drinking water from an improved source for which collection time exceeds 30 minutes for a round trip, including queuing
UNIMPROVED	Drinking water from an unprotected dug well or unprotected spring
SURFACE WATER	Drinking water directly from a river, dam, lake, pond, stream, canal or irrigation canal

Note: Improved sources include: piped water, boreholes or tubewells, protected dug wells, protected springs, and packaged or delivered water.

SERVICE LEVEL	DEFINITION
SAFELY MANAGED	Use of improved facilities that are not shared with other households and where excreta are safely disposed of in situ or transported and treated offsite
BASIC	Use of improved facilities that are not shared with other households
LIMITED	Use of improved facilities shared between two or more households
UNIMPROVED	Use of pit latrines without a slab or platform, hanging latrines or bucket latrines
OPEN DEFECATION	Disposal of human faeces in fields, forests, bushes, open bodies of water, beaches or other open spaces, or with solid waste

Note: improved facilities include flush/pour flush to piped sewer systems, septic tanks or pit latrines; ventilated improved pit latrines, composting toilets or pit latrines with slabs.

Source: WHO/UNICEF Joint Monitoring Programme for Water Supply, Sanitation and Hygiene (JMP). https://washdata.org/

[8] $14 for Latin America. More details at Base of the Pyramid Policy.