WORLD WATER WEEK 2017 :

VEOLIA and ODIAL SOLUTIONS
Comprehensive drinking water/ electricity and urban/rural supply offer

ODIAL SOLUTIONS and VEOLIA officially launched, at WORLD WATER WEEK 2017 (27 August to 1st September in Stockholm), a drinking water and electricity offer for urban and rural African populations. The joint participation in this event is a very clear call to the major international donors [the World Bank, the African Development Bank, etc.] and the water and energy policy makers to support this novel approach.

As things stand 60 million people in urban areas and 400 million in rural areas in sub-Saharan Africa do not have access to safe drinking water. And although one person in three in cities has electricity, only one person in six in rural areas does. This imbalance between urban and rural areas in particular results in an unchecked rural exodus, which causes economic, social and health problems. ODIAL SOLUTIONS and VEOLIA want to make donors and governments aware of the principle of equal access to essential services for everyone.

Prices per litre of water and per kilowatt-hour are naturally higher in rural areas than in urban areas. Unlike an urban project concentrated on one site, a water or electricity supply project covering a rural area is a combination of a number of individual small-scale projects located at a distance from each other. The isolation of rural water and electricity points also makes management and maintenance more costly. They therefore tend to deteriorate more rapidly.

The new comprehensive VEOLIA / ODIAL SOLUTIONS project is designed to compensate for this territorial divide by promoting water and electricity projects covering both urban and rural areas. The combination makes it possible to equalize prices between areas. Although the model requires a small financial effort to be made by the urban areas, it makes the cost of a litre of water and a kilowatt-hour far more accessible for people in rural areas.

VEOLIA and ODIAL SOLUTIONS' joint program marks the total commitment of the two groups to the Sustainable Development Goals (SDGs) adopted by the leaders of all the United Nations member states in September 2015. More specifically, it meets the clean water and sanitation goal (SDG 6), the affordable and clean energy goal (SDG 7) and the partnerships for the goals (SDG 17).

In 2016 VEOLIA and ODIAL SOLUTIONS completed a joint project in Niger for 128 small-scale drinking water networks equipped with solar pumps.

New arrivals:

Baptiste GADENNE, an engineering graduate from ISA Lille, began his career working on mining projects in Peru. On his return to France, he managed wind farm projects then worked in the hydroelectric sector for six years, mainly in Africa. He joined VERGNET HYDRO in October 2017 as **Project Manager.**

Yannick GIANELLA worked in Africa for eight years, holding various operational and business development positions. His preference for international work led him to join VERGNET HYDRO as a Project Manager in July 2017. He is now in charge of **business development in Mali and Côte d'Ivoire.**

Miguel MARTEAU, a Masters graduate in Marketing, spent 11 years structuring and implementing communication plans in various organisations in the water and environmental sectors, as a consultant and then within a cluster. Since June 2017, he has been the ODIAL SOLUTIONS **Marketing and Communications Manager**.

Peter MONTENEGRO holds a Vocational Degree in Production Management. VERGNET HYDRO recruited him in October 2015 as a temporary Supply Chain Manager in the Purchasing Department, then redeployed him as an IT Project Officer. He finally joined UDUMA as a **Data Manager** in July 2017.

Miali RAMBOA holds a Vocational Degree in International Trade. She worked as a Customs Officer in an American company in the agricultural sector, then as an Export Technician for a French group. She joined VERGNET HYDRO in September 2017 as a **Logistics and Sales Assistant**.

Nicolaas VAN DER WILK holds a Masters degree in Political Science from the University of Amsterdam. For five years, he worked as a Project Manager in the area of good governance in Tunisia, Southern Sudan, Benin and Uganda. In April 2017, he became the first UDUMA employee. He is **in charge of operations**.

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The letter
Odial Solutions

Odial Solutions

I PAY THEREFORE I AM, AND I DECIDE
Market services that will save african rural populations

For several decades, Official Development Assistance has mainly followed the same approach: lend to the cities and give to the countryside. The laudable objective was to provide "free" funding for essential services, such as water, energy, sanitation, health and education, in the poorest communities.

The assessment of these actions in rural areas is unfortunately very poor because, as is well-known, this infrastructure has never really been efficiently maintained. Countless pieces of equipment have simply been abandoned after a few years. Even worse, this financial waste has been overtaken by a social tragedy behind the statistics, which only take into account the systems and not their effective, sustainable operation, and so do not in any way represent the often tragic reality on the ground.

This already very negative finding is even further aggravated by the behaviour encouraged by aid policies. Considered by many as incapable of funding basic services and therefore treated as a simple cost factor, rural populations are mired in a pernicious fatalistic, wait-and-see attitude. They are suffering even more for this attitude now, as the scarcity of public aid is depriving them of the funding they have become accustomed to.

However, the popularity of mobile telephones has demonstrated the extent to which people, even in rural areas, are willing and able to fund the services they need, provided that they work well. What is true for telephones will also be true for other essential services such as water and energy.

It is therefore high time to consider rural areas as genuine players in the African economy. Over half of the continent's population still live in rural areas and, rather than deploring their alleged inability to adapt to the rules of the market economy, it is our duty to offer them models suited to their specific geographical and financial context.

The aim is to give these dispersed, cash-strapped rural populations access to basic services, especially water and energy, at a cost that is affordable to them. In this way, their freedom of choice and dignity that has been taken away by poorly conceived aid for far too long will gradually be restored to them.

This is the vision of the Odial Solutions Group. To mark this necessary, important change in direction, this newsletter will now be called *"The Odial Solutions Newsletter"* and will cover the activities of Vergnet Hydro and Uduma, our subsidiary dedicated to providing services in remote areas.

Thierry BARBOTTE
Chairman, Odial Solutions

UDUMA

**SERVICES EN ZONE ISOLÉE
REMOTE AREA SERVICES**

A unique, innovative and sustainable offer

WHY UDUMA?

Currently, 50% of water distribution collection points in the rural areas of Sub-Saharan Africa do not work and 400 million villagers do not have access to drinkable water. This has led to public health crises (cholera, poliomyelitis, dysentery, etc.) and social tension (rural exodus, violence in the cities, and so on).

UDUMA'S SERVICES

UDUMA offers a unique, innovative and sustainable drinking water distribution service to rural areas of Sub-Saharan Africa. In consultation with the local communities, UDUMA manages and renews the water pumps, then equips the pumps with meters and data loggers.
By charging for the water at a very low rate, affordable to everyone, UDUMA is able to manage the fleet of pumps continuously, for the long term.

In practice, in a village that has agreed to outsource its drinking water management service to UDUMA, each resident has an electronic card which they use to buy the quantities of water they need from the approved water hydrants. These cards can be recharged at kiosks or online.

UDUMA MALI

The first large UDUMA project is about the take off in Mali's southern region Sikasso. In the course of the next two years, 1400 water points will be upgraded and equipped with new manual pumps. More than 500.000 people will benefit from a reliable access to drinking water services, operated and managed by UDUMA Mali.

UDUMA'S COMMITMENTS:

→ **Continuous access to a drinking water service (repairs within 72 hours)**

→ **Access to a drinking water service for 15 years minimum**

→ **Water charges at a fair price**

UDUMA's deliverables:

- Quality water for everyone
- Health protection for everyone
- Value and job creation
- Improvement in women's living conditions
- Sector transparency
- Appeal of rural areas
- Better adaptation to climate change

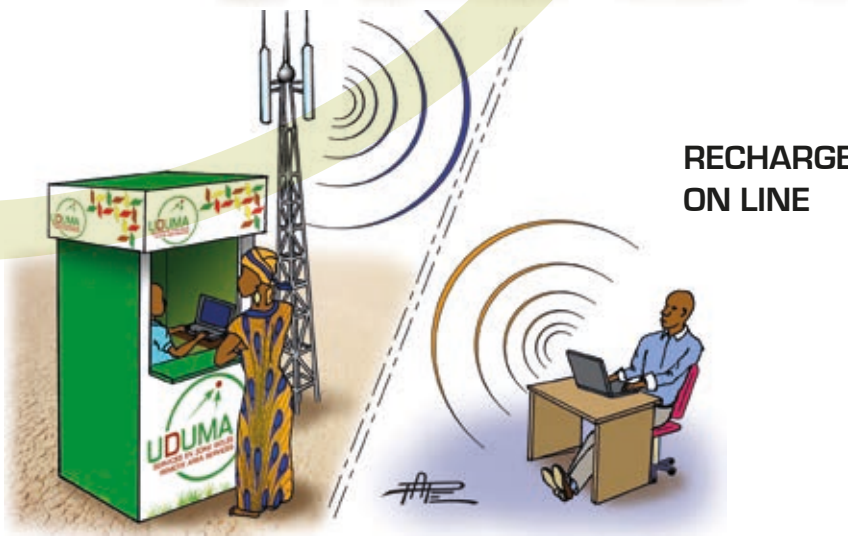**CONTINUITY OF SERVICE**

CASHLESS PAYMENT

PROXIMITY OF SALES POINTS

RECHARGE ON LINE

Vergnet Hydro
**Groupe Odial Solutions
Odial Solutions Group**

Strength of the network

11 directors and managers of African companies, representing VERGNET HYDRO products, took part in the 2017 NETWORK DAYS. The aim of bringing them together was to involve them in the ODIAL SOLUTIONS Group and company strategy, give them information about the most recent products, encourage interaction and potential future collaborative actions, and reinforce the spirit of the VERGNET HYDRO family. It was held from 28 to 30 September at the VERGNET HYDRO headquarters (Ingré).

THE PROGRAMME INCLUDED:

Visiting the premises and presenting the outlook for the ODIAL SOLUTIONS Group and the VERGNET HYDRO and UDUMA subsidiaries;

Discussions on the role of the VERGNET HYDRO representative and the challenges of UDUMA's range of services;

Discussions about the new markets (energy and others) and the involvement of VERGNET HYDRO representatives in the ODIAL SOLUTIONS Group strategy;

Training in the latest pump models and the VERGNET HYDRO drinking water supply systems;

Business to Business sessions between representatives and VERGNET HYDRO;

Operational implementation of collaborative actions;

Cultural activities aimed at reinforcing the VERGNET HYDRO family spirit.