

Projected Impact



Provide access to quality potable water at an affordable price to 78,905 new individuals.



Create and sustain 413 jobs, 50 percent for women and 50 percent for youth.



A customer fills up a large bottle with potable drinking water at a Diam'O franchise kiosk in Dakar. Photo credit: West Africa Water

About West Africa Water

West Africa Water SA is a subsidiary of Swiss Fresh Water SA, which has pioneered a low-cost, decentralized desalination system for brackish water. Its branded, easy-to-use kiosks provide 4,000 liters of drinking water per day. Operating in Senegal, West Africa Water's mission is to produce, commercialize, and increase access to potable and secured quality water at a reasonable price while creating jobs, improving public health, and respecting the environment.

Co-Investment Partnership

As part of its investments in water, hygiene, and sanitation (WASH) in Senegal, the USAID-funded West Africa Trade & Investment Hub (Trade Hub) awarded a \$505,029 co-investment grant (287 million CFA) to West Africa Water SA for the production and commercialization of safe drinking water in Senegal. In support of its Trade Hub partnership, the company will leverage an additional \$749,546 (426 million CFA) to deploy 25 new freshwater kiosks in the Dakar region and improve the performance of 25 existing kiosks that are underperforming and still unprofitable, but with high potential, in the regions of Thies, Dakar, and Kaolack. The water produced by these kiosks will be marketed on site in the form of bulk and reusable containers under the Diam'O brand, according to a model that respects the environment, performs economically, creates jobs and is socially responsible, while producing \$2,680,946 (1.5 billion CFA) in revenues for the kiosk entrepreneurs.

Partnership Opportunities

The Trade Hub's partnership with West Africa Water SA supports the expansion and growth of its network of freshwater kiosks in Senegal. The lack of access to clean water has been plaguing Senegal and the wider region for years. Trade Hub's support will free up scarce resources that West Africa Water will use to ramp up its marketing campaign to drive sales, as well as put in place a delivery system that will strengthen the company's pivot to bulk delivery. Attracting new private sector investments while reassuring existing shareholders of the robustness of the business model will serve as a catalyst for continued growth.



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