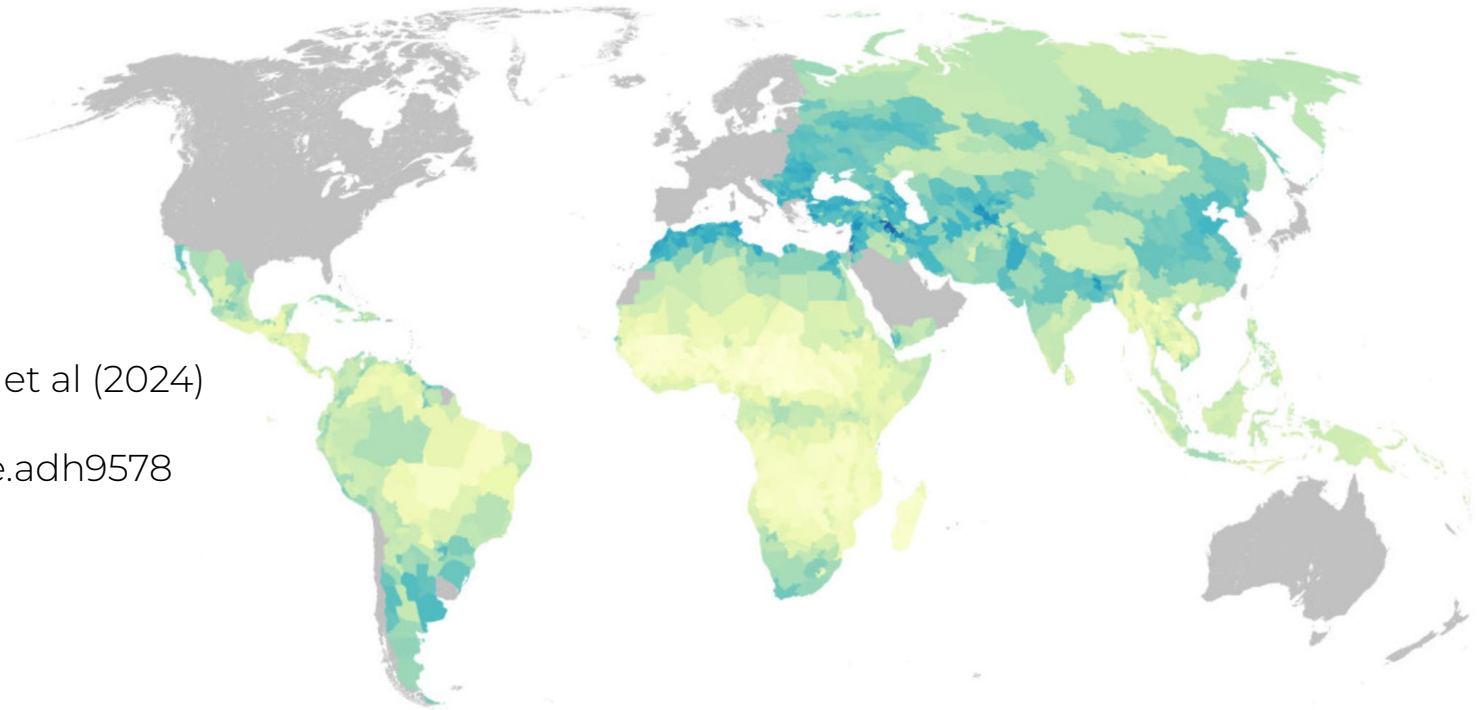


This is the story about **why the act of testing water quality is so powerful**, and how Aquaya is working to **make it happen** much more often.

# 4.4B humans

..lack access to safely managed drinking water, according to estimates recently published in the journal *Science*.

# Estimated proportions of country populations with access to safely managed drinking water



From Greenwood et al (2024)  
in *Science*  
doi: [10.1126/science.adh9578](https://doi.org/10.1126/science.adh9578)



# There is great power in taking a measurement.

Reliable, up-to-date water quality information demonstrably improves water service delivery in vulnerable settings.

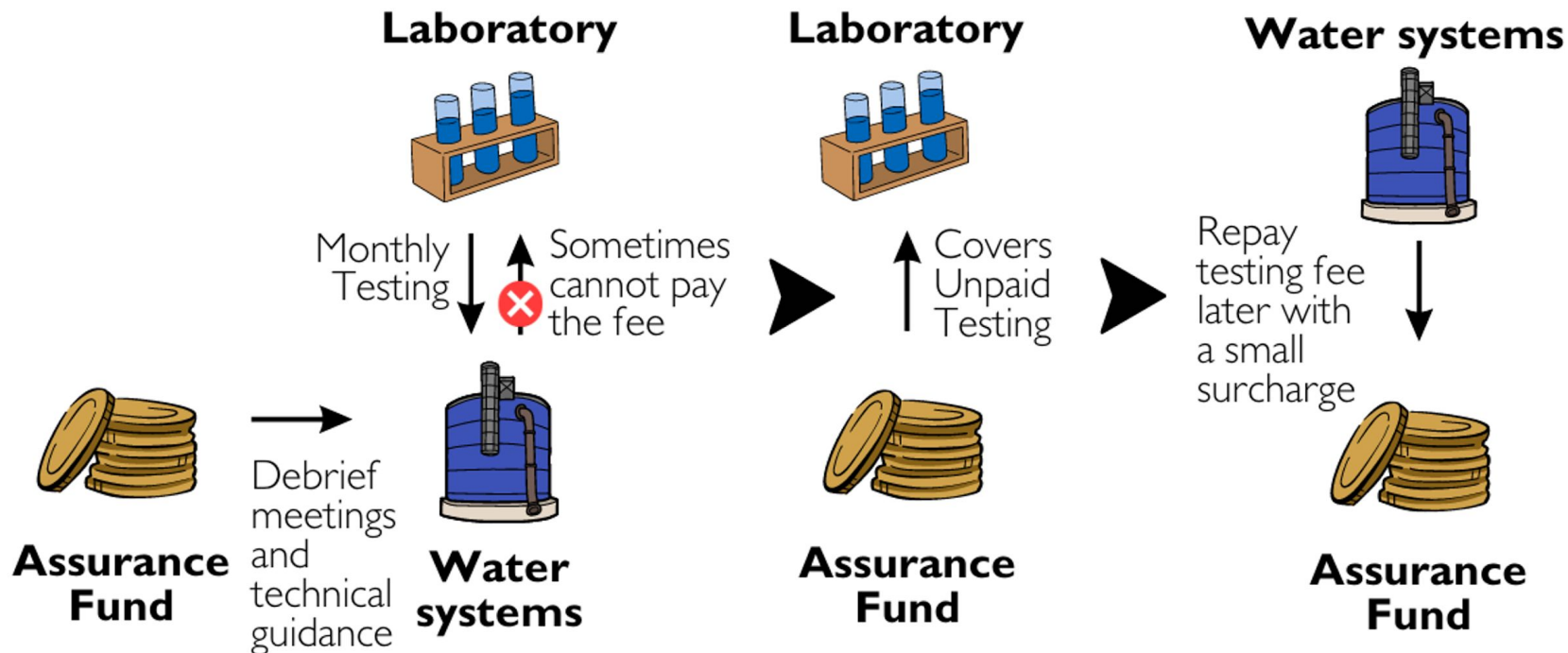


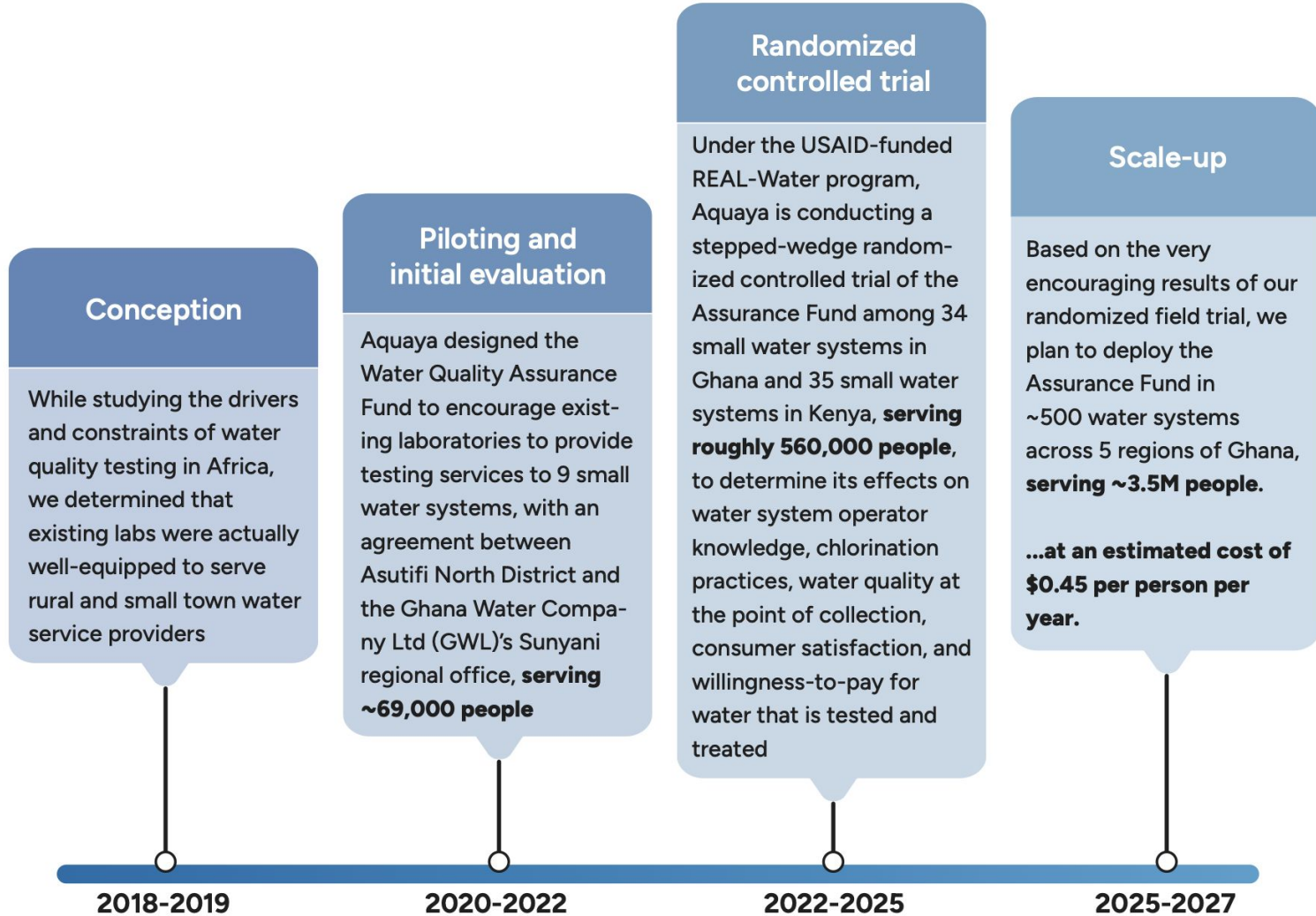
**The Water Quality Assurance Fund** fosters urban-rural collaboration to improve drinking water safety and water supplier performance.

Aquaya developed the **Water Quality Assurance Fund** for professional laboratories to provide testing services to *risky* small water operators.

**It serves to make sure water quality testing actually happens.**

# The Fund reduces labs' financial risks

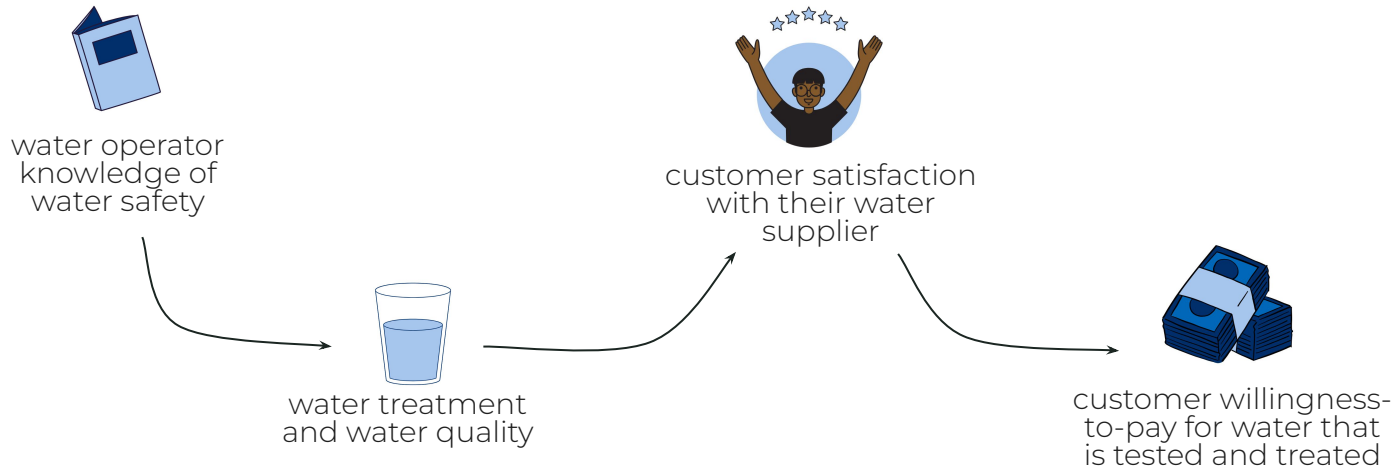




An ongoing randomized controlled evaluation in rural Ghana is showing that monthly ***E. coli* testing** changes operator behavior and substantially **improves water quality.**

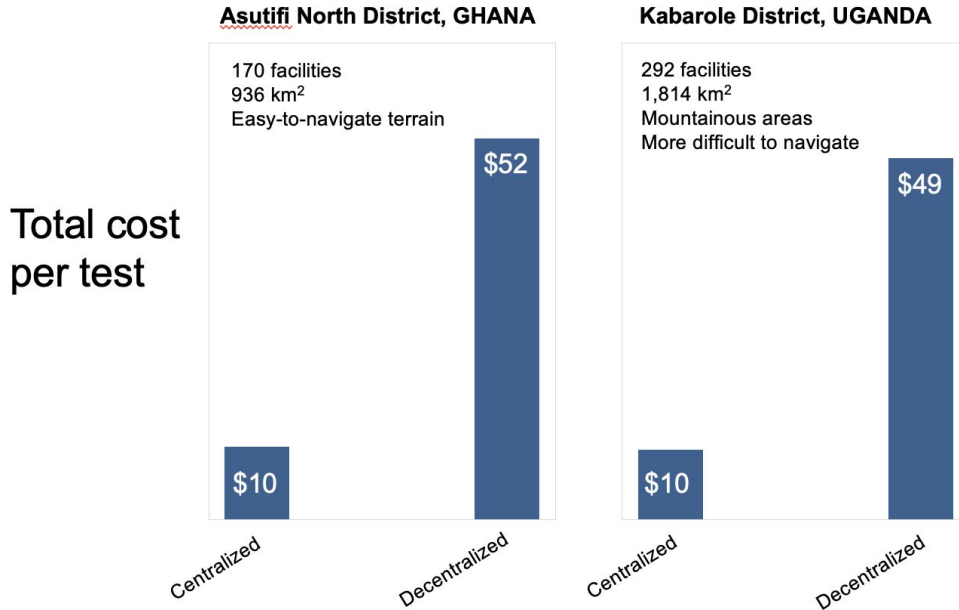
*(With peer-reviewed results forthcoming.)*

This is a water *testing* intervention that leads to improved water supplier performance through a cascade of changes in ...



Why focus on existing water quality labs rather than use field-based testing kits?

# Outsourcing testing to a centralized laboratory is often *much* less expensive.



Decentralizing testing is also more difficult because rural operators often lack the skills to do their own testing.

# The Fund has motivated district governments to register informal providers.

Water quality results are highlighting concerns for district governments, who are now registering informal water providers so that they are eligible for participation in the Fund.

**Using their own resources**, district governments have identified 200 such informal operators, and are in the process of registering them.

# Bridging Knowledge Gaps thru Monthly Debrief Meetings

“I didn’t know we should treat our drinking water. It surprised me.”

**Names:** Amoah and Ampaabeng Kyeremeh  
**Title:** Informal Water Vendors



# Increased Revenue

**“Community members will stop purchasing sachet water and use piped water for drinking because the piped water is of good quality.”**

**Name:** Cecilia ( Aunt Ceci)  
**Title:** Water Vendor  
**Community:** Ntotroso Resettlement  
**District:** Asutifi North  
**Region:** Ahafo



# Increased Customer Confidence



“Seeing the [laboratory] trucks come by has increased our confidence that the water is safe for drinking”

**Name:** Mumuni Abdul Wahab  
**Title:** Water User and Veterinarian  
**Community:** Ntotroso Resettlement  
**District:** Asutifi North  
**Region:** Ahafo

# Incentivizing government action

**“If you are an informal service provider and you don’t take this opportunity to join [the WQAF], we will apply the law. You will risk your business.”**

**Name:** Franklin Walier  
**Title:** Municipal Planning Officer  
**Community:** Goaso  
**District:** Asunafo North  
**Region:** Ahafo



## Evidence of strong potential for expansion



“Whenever I meet another informal water provider, I will tell them: come join the program! This will enable us to provide safe water for the community.”

**Name:** Joseph Kyei  
**Title:** Informal Water Operator  
**Community:** Kenyasi No.1  
**District:** Asutifi North  
**Region:** Ahafo