



Promoting Rainwater Harvesting for Water Supply and Sustainable Livelihoods

Stichting Rainwater Harvesting Implementation Network Foundation (RAIN)
Multi Year Strategy Plan 2007 – 2012

The Rainwater Harvesting Implementation Network (RAIN) envisions a world in which all people have access to a reliable source of water, thereby being empowered to improve their lives through better health, education and livelihood security. RAIN aims to increase the access to water through developing capacity for the collection of rainwater, with a focus on regions where other means of water supply are not viable or available. RAIN projects use low-cost and simple technologies and are adapted to local conditions.

RAIN is aware that its programme can reach a substantially wider target group, can be active in more countries and can also increase the benefits of rainwater harvesting beyond the provision of clean drinking water. To reach its ambitious goals, RAIN has developed a strategic framework for the implementation of rainwater harvesting in the coming years.

Setting ambitious goals

RAIN uses a participatory and bottom-up approach, focusing on implementation and local capacity building. This approach works and enables RAIN to widen its scope and to upscale its programme. To provide the necessary focus, RAIN has formulated six goals to be reached by 2012:

RAIN's Goals 2012:

- Access to water for at least 100.000 people.
- Programmes established in at least 8 countries.
- Further reduction of the cost per litre of water.
- Documented results of monitoring impact and sharing best practices.
- Broad donor base and approximately € 6 million in implementation funds.
- Recognized as a global centre of expertise for rainwater harvesting implementation.

RAIN realises that these goals are ambitious, particularly for a small and relatively young organisation, but the need for clean and accessible water is acute and will only increase in the face of population growth, conflict situations, rural to urban migration and predicted effects of climate change.

Carrying out a pragmatic plan

RAIN's strength is to reach those people not served by other means of water supply or where existing means of water supply cannot satisfy basic needs. Since its foundation in 2003, RAIN has provided over 24.000 people with clean drinking water. Reaching at least 100.000 people by 2012 will mean a considerable increase in RAIN's efforts.

RAIN's comprehensive action plan is to:



Strengthen the organizational network

In the next few years significant attention will be given to further strengthen RAIN's international network:

- Increase the number of alliances and partnerships.
- Facilitate cooperation between programme partners by developing practical instruments such as intranet and a joint database.
- Use monitoring results to build an effective knowledge exchange network.

Create awareness

Reaching more beneficiaries and promoting the integration of rainwater harvesting into water supply policies and poverty reduction programmes, require a significant increase in communication activities. Specifically, RAIN will aim at the following:

- Design a compelling marketing image and communication strategy.
- Develop practical and appealing communication instruments, such as an interactive website, regular newsletter, brochure and fact sheets.
- Co-organize a biennial rainwater harvesting conference.



Increase programme effectiveness

To reach a larger group of people in more countries, RAIN will invest in the improvement of the programme approach and focus on the following aspects:

- Stimulate in-country capacity development through training, coaching and hands-on support.
- Monitor programme results, long-term impacts and organisational performance.

Ensure financial sustainability

Although rainwater harvesting is relatively cost effective, improving financial performance and working towards subsidy free implementation is a major focus during this strategy period:

- Start a research and development programme to stimulate the development of affordable technologies.
- Develop fundraising capacity at local level.
- Link microfinance to rainwater harvesting.

Procuring the necessary funds

Right from the start RAIN has received considerable financial backing to establish the RAIN organization structure and to start several rainwater harvesting pilots in Nepal, Ethiopia and Senegal. Since then, additional donor support made the expansion of RAIN's programme in West Africa possible. Several donors have generously prolonged their financial support for the strategy period 2007-2012. To realise its ambitious goals and to successfully carry out the planned activities, RAIN will also approach new donors and support local partners in acquiring proper funding.

