

Water Worldwide.



> Water Franchise

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Water shortage is a subject that must be treated with the same urgency as climate change. For it is an undisputable fact that 1.2 billion people across the world do not have access to sufficient amounts of drinking water. And approx. twice this number are not connected to a sewerage system.

We find solutions where they are needed the most.

Franchising is very cost effective. This means that threshold and developing countries are also able to benefit from advanced water management.

Water is our most important resource – everywhere in the world. The Global Water Franchise Agency (GWFA) ensures that regions that have not yet been able to set up a modern water resources sector benefit from innovative technology and efficient systems to source water and treat wastewater. Especially in Eastern Europe, Asia and Africa, but also in Latin America and other regions. No matter whether it is a question of water supply or wastewater treatment – using our franchise solutions, we strive to achieve our targets of improving quality of life and protecting the environment in a sustainable manner.



More than two-thirds of the Earth's surface is covered in water – but not even one percent of it can be used directly as drinking water.

Range of services – Opportunities through franchising

The GWFA specializes in a special form of cooperation, namely franchising. For this form of cooperation is one of the most effective ways to set up high performance structures in target regions. Our systems are, in particular, put to use when an efficient management system and complex technology are needed or if a lack of finances means a project is not possible. One special feature: the GWFA offers integral concepts, i.e. they cover technical, commercial, organizational and financial solutions for your water resources requirements.

A network of strengths to build something new

No matter whether engineers or economists are needed – GWFA's team consists of experts with many years of experience and extraordinary know-how of the international water resources sector as well as specialists for grants and financing. This makes us what we are: a competent partner that guarantees the best results no matter how demanding the task.

Working together as a team

There are two strong partners behind the GWFA who have all made a name for themselves within the international water resources sector. And who have already implemented numerous solutions in the areas of water supply and wastewater treatment:

Water, services, raw materials and energy for millions.



The REMONDIS Group

Based on the solid foundation of a traditional, family-run business, REMONDIS is one of the world's leading water and environmental service companies. The Group's network of facilities consists of numerous water processing and recycling plants as well as 6,000 commercial vehicles to guarantee a smooth logistics system. REMONDIS is active at around 480 locations in 20 European countries as well as in China, Japan, Taiwan and Australia. www.remondis.com

International engineering and management consultants. Prof. Dr.-Ing. Dr. rer. pol. K.-U. Rudolph GmbH



The RUDOLPH consulting group has been leading the field for three decades now when it comes to money and water. Numerous patents and innovative organization and financing models have created highly effective solutions for the water and wastewater sector – both for water supply and treatment as well as for consumers. The company has won the "World Bank Award 2006 for Innovative Water Management" for its global water franchise concept.

www.professor-rudolph.de

Scientists from the Meteorological Organization predict that the situation will deteriorate rapidly in some areas of the world, especially in parts of Africa and Asia.



A convincing concept.

The systems that are most successful are those that are based on many years of experience, that have been well thought-out from beginning to end and which have been successfully tried and tested in the field. It is precisely for this reason that we work with franchise concepts. For, by doing so, many people can benefit from the experience that we and our partners have gathered from so many different projects.

Franchise guarantees business success. As a result, investments are not squandered!

A flexible business model

The GWFA is open to cooperation work as we pass on both our knowledge and our experience. On the one hand, with companies that wish to contribute additional know-how, products or capacities. Or, on the other hand, with people who wish to develop or implement projects within the water and environmental service sectors but who do not have the necessary know-how and resources.

And this is how it works

We – the franchisor – provide local companies, the franchisees, with everything that is required to be able to offer services successfully. This ranges from financing and contractual know-how to supplying technology to operating plants. Furthermore, we provide support with local marketing, ensure quality levels are maintained and train employees. The GWFA guarantees the functioning and safety of the plants and secures financing from well-known



We offer our customers well thought-out water supply solutions. Worldwide.

banks. The franchisees, therefore, receive comprehensive support – and not just during the start-up phase but during the whole of the contractual period.

Advantages that speak for themselves

Our concept provides franchisees with the best possible levels of business security right from the very beginning.



The GWFA has both the know-how and the technology to implement future-oriented water management concepts together with its franchisees.

For, by having access to proven structures, they are not starting from scratch but using a well-functioning basis. Thus, they can work effectively right from the start and save considerable costs. And – very important – with our help even small and medium-sized local companies are able to carry out complex projects for municipalities, associations or industrial businesses. Extremely successfully!

Franchising in the water sector

Franchise concepts covering water supply and wastewater treatment have to fulfil special requirements because the water sector is often a public task and so is in the hands of local municipalities. Water sector clients, though, can also be private companies or associations. The GWFA has concepts suitable for all three groups.



Client

Public procuring bodies or industrial companies wish to implement a water or wastewater project

Contractor

The franchisee – combines the advantages of a local business with the advanced know-how of the GWFA and so is awarded the contract

GWFA

The franchisor – supports local companies with its technology concepts and/or services

When is a water franchise suitable?

Typical areas of application for a water franchise are, for example, projects for modernizing obsolete supply and disposal systems, solar sewage sludge drying/sludge recycling, water recycling as well as sea-water desalination.

The GWFA models are not only used for large-scale projects but also when complex technology is needed or if international banks require a guarantee from the GWFA for the financing of a project. And, if the franchise principle does not suit, then the GWFA shareholders can also help out: they deliver machines and technology or provide plant operation and treatment services.

We secure the financing of the project and provide the franchisee, his client and the financing banks with the guarantee that the project will be a success!

> Two different kinds of models

The GWFA differentiates between two kinds of franchise:

- A technology franchise covers the local construction work and the installation of the facilities besides a financing concept
- A service franchise covers the full range of services – i.e. including the operating of the facility



> Advantages

Water means food. Around 85 percent of water consumption in Africa and Asia is used for agriculture.

A perfect solution for all those involved.

Genuine win-win situations are rare but we make them possible. For, both the franchisees and their clients benefit from our franchise concepts. Moreover, they ensure that advanced water supply and wastewater treatment systems can be set up in threshold and developing countries.

> A sharp increase

Global water consumption has increased tenfold over the last 100 years. It has, therefore, risen far more quickly than population growth. Over 30 countries are suffering today from acute water shortage. In around 20 years, this will have increased to approx. 50 countries affecting a total of three billion people.

A strong partnership – open to everyone

The GWFA was founded by HUBER, REMONDIS and RUDOLPH in order to unite know-how, skills and technology to develop projects – with the mutual goal of improving water supply and wastewater treatment across the world. As an agency, the GWFA is open to new cooperation projects and partners who wish to contribute additional know-how, products or capacities or who would like to use the agency to develop and implement projects within the water and environmental service sectors.

Advantages for franchisees

Franchising is an attractive business model for local companies as it means that they can accept and successfully implement large-scale complex projects. For, being a strong partner, the GWFA helps to get projects off the ground and provides the franchisee with comprehensive support throughout the whole of the contractual period. Companies, therefore, have access to a wide safety net making it possible for them to carry out professional, cost-efficient work.

Benefits for clients

Municipalities or industrial companies that award projects within the water sector have clear advantages when they choose a franchise business. On the one hand, they are able to make use of GWFA's know-how and experience and, on the other hand, they have access to a flexible, local service provided by a local company that is known to them. Clients, therefore, benefit from all of the synergy effects that characterize a franchise concept.

Advantages for regions

Water supply and wastewater treatment projects mean added value for the region: they create new jobs, strengthen the local economy and political tension can be relieved by professionalizing the water sector. But, above all, an

Thanks to water franchises, modern plants can also be built in less developed regions to source and process fresh water.

> **International recognition**

German companies are considered to be experts when it comes to safeguarding water supply around the world. The technology that has been developed in Germany to source, process and treat water is in high demand in many places. The growth markets of Africa and Asia in particular are using German processes as their need for modern systems continues to steadily increase.

improved water management sector means an improved quality of life for those living in the region and also contributes towards the sustainable protection of the environment.

Taking over responsibility

Clean drinking water and a well-functioning sewerage system is a matter of course for people living in western industrial countries. In many countries around the world, however, a modern water management system is practically unheard of. The GWFA's franchise concepts make a decisive contribution towards pushing forward and establishing water sector projects that are urgently needed. By doing so, we also fulfil important economic and environmental standards.

If you would like to learn more about water franchising and the advantages of our cooperation work, then why not visit our website at www.waterfranchise.com



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