More than water

How can a local supply of safe drinking water for communities in rural Africa be established so that it is self-sustaining without long-term donor support? Achieving this needs more than just a good idea, appropriate technology and demand for safe drinking water. What is needed are concerted efforts of a range of stakeholders playing different roles in making a project a success. Advances can be achieved only through a combination with hygiene training and a refined business plan. Until then, perseverance and a willingness to learn are required. Siemens Stiftung provides insights into the various stages of development of its Safe Water Enterprise project in Kenya, Uganda and Tanzania.

Everyone should have access to clean drinking water – that’s one of the Sustainable Development Goals of the United Nations’ 2030 Agenda. Yet in 2015, more than 663 million people worldwide still had to draw their water from contaminated rivers or springs. Half that number live in Sub-Saharan Africa. Around one-third of the population there doesn’t have access to clean drinking water. The consequences are grave: Approximately 622,000 children a year die from diarrheal diseases caused by contaminated water and inadequate hygiene.

For many years, aid organizations have been involved in various development projects intended to enhance the supply of drinking water in African countries. However, these projects often don’t survive beyond the donor support since no one feels responsible for the management and maintenance of the facilities. Poor management of the facilities leads to loss of skilled personnel due to lack of revenue to support their salaries, wages and facility maintenance costs.

Siemens Stiftung has worked with the Safe Water Enterprise (SWE) project in East Africa since 2010 using a different approach. It establishes water kiosks to provide safe drinking water to the local population through a social entrepreneurship business model that is set out to enable long term financial independence. The water kiosks should not be reliant on foreign support indefinitely, which is why the water is not issued to the population for free, but sold. It also means that the Safe Water Enterprises have to generate enough profit to pay one or two persons to operate and service the facility and form small reserves for ongoing maintenance and repairs.

At the same time, the price for the water must not be so expensive that people can no longer afford it.

Rolf Huber, Managing Director of Siemens Stiftung: “The objective of setting up a water project as a social enterprise in Africa seems unusual in the first place. There’s the for-profit sector with business models in the base-of-the-pyramid

Figure 1: School children fetching water from a dam in Homa Bay, Kenya.
market and there’s the traditional aid model – but not so many approaches aim to just cover costs. We were all aware that our pilot models were just the start of a learning process and the investments needed until the entrepreneurial model could stand on its own two feet would be considerable. Yet it’s our conviction that only a self-supporting solution can enable our investment to have a long-term impact.”

Siemens Stiftung launched the concept for the water kiosks together with its longstanding partner SkyJuice Foundation and has kept on developing it further along with its Kenyan partners over the course of seven years. At the heart of an SWE kiosk is the SkyHydrant filtration technology from the SkyJuice Foundation. The filter is particularly efficient, rugged and durable and also does not need any electrical power. This means that it’s especially suited for rural regions where people rely on surface water, but also wells. The SkyHydrant is not suitable for areas where the sources of water are saline or polluted with heavy metals or other dissolved chemicals. However, the technology removes bacteria, viruses and other contaminants without the use of any chemicals, thus providing high-quality drinking water – with a filter that has a service life of at least ten years.

The foundation has implemented 19 kiosks in Kenya, Uganda and Tanzania with various partners between 2010 and 2017. The locations were chosen on the basis of a whole set of site search criteria that has been continuously refined over time. Caroline Weimann, Manager of the Safe Water Enterprise project at Siemens Stiftung: “To begin with, we focused our choice mainly on the reliability of the water source and the needs of the community in question. The next step was to form a water committee that has local responsibility for operating the kiosk and chooses the kiosk manager, who then attends various SWE trainings so as to be able to run the kiosk professionally.”

After the first three years, experience was gathered and an interim review was conducted. It revealed a pretty checkered picture: Whereas some kiosks had been accepted well by the communities, there was not the large number of customers hoped for at other locations, despite the fact that there was objectively a great need for drinking water in those communities. Caroline Weimann: “We put forward various hypotheses on the possible reasons for that and then investigated them systematically.” That was also done with the assistance of EAWAG, the Swiss Research Institute for Water Supply, Waste Water Purification and Protection of Natural Bodies of Water, at the Federal Institute for Technology (ETH) in Zurich. A research team from EAWAG visited several locations of the Safe Water Enterprises in 2014 and conducted analyses of various aspects. Weimann: “The decision to enlist the services of an external evaluator wasn’t an easy one. Conducting a
professional impact study in such an early phase was a bit of an uneasy feeling, but at the end of the day one thing was clear to us: If we don’t take a very close look at the details on the ground, we won’t identify the critical factors to make the kiosks and the SWE model successful.” That was an important decision. Revising the project model was resource-intensive, but effective. The lessons learned related to the following core subject areas:

**Community ownership – involvement of the community from the outset**

If a community now wants an SWE, it has to actively contact the project team and thus show initiative. It does that by completing an application form and specifying initial details on the need for drinking water, the available water sources and the size of the village. Many now know about Siemens Stiftung’s project through word of mouth, people who work for it, their local networks and from employees at the water authorities and ministries responsible for the district.

Paul Njuguna, Imran Jalalkhan and Stephen Njuguna Wamuyu form the local SWE project team. They take a closer look at the application forms and analyze the status quo in the community along with the persons responsible from the village. Together, they complete an extensive form that collects information about the current situation as regards the supply of drinking water, sources of water and its quality. Paul Njuguna and Imran Jalalkhan also want to know how high total water consumption in the village is, what diseases occur there, how many households the community consists of and how much time and money the households currently spend on obtaining water.

In a third step, the Kenyan partner organization GMAURICH draws up an extensive feasibility study, conducting research in the field. “We map the entire region, entering the schools, medical stations and water sources. We pinpoint the center of village life. We also speak with the village elders and 50 randomly selected households. Our objective is to understand the

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**TYPICAL APPLICATIONS**

- Decentralized water treatment systems
- Community small-scale systems
- Remote and rural communities
- Point-of-entry filtration
- Emergency and temporary water supplies
- RO (reverse osmosis) pre-treatment

**System Specification**

- Membrane material: PVdF
- Membrane pore size (µm): 0.04
- Maximum recommended feed particle size (µm): 500
- Maximum recommended feed turbidity (NTU): 500
- Filtered water turbidity (NTU): <0.1
- Long reduction value for particles 2-5 µm (LRV): >4
- Minimum recommended differential pressure (m): 0.5
- Maximum recommended differential pressure (m): 4.0
- Nominal minimum capacity (liters per hour): 400
- Nominal maximum capacity (liters per hour): 1,000

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The SkyHydrant water purification system was developed by Prof. Rhett Butler, an Australian mechanical engineer and founder of the SkyJuice Foundation, a non-profit organization based in Australia. His filter system is capable of processing a daily amount of up to 10,000 liters of raw water, such as surface water from dams, creeks, rivers, streams, lakes or ground water (wells), thus making it safe for drinking according to World Health Organization (WHO) standards. The filter significantly removes turbidity and biological contaminants, including bacteria, viruses, protozoa, parasites as well as other pathogens.

In the process, the SkyHydrant works without any chemicals, instead employing an ultrafiltration system that uses gravity to press the raw water through hair-thin membrane fibers. Therefore, the filter purifies water without utilizing electrical power.

The SkyHydrant supplies up to 500 households with clean drinking water. It is a simple and efficient form of gravity-driven membrane technology, which is sustainable and has been proven to produce reliable, affordable water.
real challenges facing the village and ascertain daily water consumption and habits,” says Carol Matiko from GMaurich. A very important part of the analysis are questions on the community structures and possible anchor organizations that can ultimately also manage a water kiosk. “If there are already various committees in a village, that’s a sign for us that the inhabitants can work together in a spirit of solidarity. These are cultural aspects that we can’t fully assess as outsiders but that often play a key role,” says Caroline Weimann.

The process is time-consuming and elaborate. Only around one out of four communities ends up meeting the criteria for an SWE project. For a project to be successful, the communities must be included in decision-making and project planning processes from the outset. Community representatives were involved in decision-making even in the pilot phase, but that was not enough. Before a project agreement is concluded, various rounds of discussions are now held in the community, as well as training courses, to ensure that everyone involved and the villagers understand what it means for them. “We work closely with the local communities and the cultural/spiritual leaders who are responsible for the structures in a community and also have a major influence on shaping opinion because people trust them,” says Paul Njuguna from the local SWE team. “To start with, we organize a community meeting that’s open to everyone and jointly discuss what problems are regarded as the most urgent and how our solution can help improve their living situation.” Experiments, stories and role-playing games are also used to illustrate in an understandable way why drinking water is so important for people’s health, how the kiosk specifically works and is operated and why it’s important to pay for water.

Tilmann Straub, a water engineer at Siemens Stiftung, emphasized: “It’s important in this context to steer people’s expectations in the right direction, since people in many places expect an external organization to solve their problems. However, only the local people themselves can do that. We regard ourselves as the initiator and supporter of a project. But the commitment of the local communities is ultimately vital to the success of a project.”

The members of the community must therefore agree to construction of a water kiosk subject to these conditions and bindingly pledge their support before the project is launched by Siemens Stiftung’s local team. The first step is then to form a water committee that assumes responsibility for operating and maintaining the water kiosk in the medium term. The
Empowerment: The role of technical and management training is the water kiosk’s success

Siemens Stiftung gives the persons responsible for the water kiosks extensive training in technical skills, entrepreneurship and business administration. A training concept has been developed to enable the trainings, that are to give kiosk managers and operators the knowledge and skills ensure the sustainability of their social business.

**Preparatory phase**

- Familiarization: What does running a kiosk entail? The Safe Water Enterprise (SWE) team gives local decision-makers an overview of what it means to run a water kiosk under their own responsibility and as a social enterprise and how that can be accomplished.
- Project planning: The SWE team and local decision-makers discuss the location, setup, installation, responsibilities, timetable and what contribution the community itself has to make.
- Management training 1: The SWE team formulates a kiosk management plan together with the future SWE management team. That includes an operational plan (Who will operate the kiosk? What opening times are suitable?), an initial financial plan (expenditures, running costs, pricing), management training and team organization.

**Setup phase and kickoff**

- Technical training: Installation and maintenance: The SWE team provides an introduction to the filtration technology, and gives a detailed explanation of the SkyHydrant’s technology, how it works and how the kiosk has to be maintained.
- Operations: Operation of the kiosk: The daily, weekly, monthly and annual tasks facing the kiosk manager are discussed with reference to the Operator’s Handbook.
- Social marketing: The kiosk operators are taught the basic rules of social marketing and related measures so that the water kiosk is better integrated in the community and trust can be built. The kiosk management team then draws up a marketing plan.
- Management training 2: The kiosk management teams are taught basic business know-how and are accompanied in the initial implementation steps. The training focuses on social entrepreneurship, leadership, financial planning and accounting, as well as sales and record keeping. That knowledge enables the operators to run the kiosk in a self-financing way.

The situation in most communities where the Safe Water Enterprises are being implemented is such that there are hardly any educational opportunities. Due to various socio-economic factors, the population, especially in rural regions, has a relatively low level of education. For example, most members of the water committee have hardly any experience in being responsible for and running an enterprise and seldom have the necessary skills. Consequently, training is crucial if the water kiosk is to operate successfully in the long term when Siemens Stiftung withdraws and responsibility for it is put into local hands.

committee also appoints the kiosk manager, and sometimes an assistant, from its ranks and negotiates the price for a 20-liter jerrycan of clean drinking water with the community. Paul Njuguna: “At the end of the day, the aim is to create a win-win situation where the community members are provided with clean drinking water and the communities, i.e. the water committees, can keep the kiosk running long term.”

**Hygiene training and promotion – Why it’s worthwhile paying for drinking water**

Another learning that crystallized throughout the project review was that people simply did not understand what was suddenly wrong with obtaining water from the river just like their forefathers had done. The interconnection between contaminated water, poor hygiene and diarrheal diseases is often not known, either. So why pay for water? After all – contaminated though it is – it’s been available for free up to now. Christine Meinhardt, Project Manager for Training at Siemens Stiftung: “That’s a widespread view and you can only dispel it by building trust and through intensive education – also to prevent superstitions. To achieve that, we’re particularly committed to working together with local knowledge carriers and opinion-formers, as well as to personal contact and talks with people from the local environment.” Habitants are informed about the interrelationships and why it’s worth paying for clean water by being called on at home by community health volunteers, street theaters or teachers at school for at least one year. All these events, training courses and materials cost more than the entire kiosk system. Yet that’s the only way the water kiosk can achieve its goal of providing safe water in the long term, have a profit margin that enables permanent revenue for its operation and maintenance, all the while making the project independent of outside help.
Siemens Stiftung teamed up with its partner Kenya Water for Health Organization (KWAHO), which has many years of experience in hygiene education, to develop an extensive curriculum and a multiplier strategy. “One especially effective step is to include community health workers, who are particularly trusted by the women in the community who are responsible for obtaining water. They demonstrate to the women that consuming river water is anything but free: Absence from work, medication, visits to the doctor and the fact that children can often not attend school strain their budget in the short and long term,” explains Linah Rugabela, who manages the project for KWAHO. In addition, measures to improve hygiene in households and at the school and community level are on the agenda. “Regularly washing your hands is still the most effective means to prevent waterborne diseases,” confirms Christine Meinhardt. “Around 80 percent of cases can be avoided by doing that.” (See the “Hygiene training and promotion” box for more information)

**Customers, not aid recipients – training and social marketing as success factors**

Successful operations of a kiosk ultimately depends on its management team, too. That’s why the Kenyan/German SWE team have developed a curriculum that every local kiosk committee and kiosk manager completes. “The kiosk managers and committee learn, for example, how simple bookkeeping is prepared, what financial planning must look like and how prices need to be set so that operating costs can be covered. What is sales and marketing and what relevance does it have to running the kiosk? What does customer relationship mean? What are customers’ interests and how do you deal with them – even though some of them can be dif-

**Hygiene training – better health through more information**

Information and education are crucial in reducing waterborne diseases and child mortality. That is why Siemens Stiftung makes sure that every water kiosk is flanked by extensive training measures on the role of drinking water and good hygiene to preserve personal health. To enable that, Siemens Stiftung works closely with the Kenya Water for Health Organization (KWAHO), a local partner that cooperates with the target groups from the communities as part of a Safe Water Enterprise.

Health workers, which just about every community has, play a major part in the joint strategy. They are volunteers who take care of mothers-to-be, children and the sick and provide healthcare advice. In each village, KWAHO trains at least a dozen of these volunteers, who are acquired as ambassadors for clean drinking water. They then go from door to door, give tips and inform inhabitants why they should close jerrycans tightly, for example, or wash their hands first and then all the ingredients before a meal. Plays that package the subject of hygiene in emotional and true-to-life stories are rehearsed together with youth groups. The traditional style of storytelling ensures that a few hundred spectators are soon attracted to the events.

Finally, Siemens Stiftung has worked with KWAHO to launch a teaching manual for use at elementary schools. It contains five modules with numerous practical experiments that turn hygiene training into exciting teaching units. The modules cover the issue of water and hygiene in diverse ways, show possible causes of contamination and the consequence of waterborne diseases, and they include personal hygiene and water purification methods. For instance, pupils explore the water sources in their own village, take samples and examine them. They learn how a membrane for purifying water works, how the SkyHydrant filter is set up in the water kiosk and why it is sometimes not enough to boil water. The pupils talk about their experience at home and it is thus not seldom that the project also reaches their parents. Such practical teaching also has another positive side effect: The experiments make science lessons easier for teachers and, because they are practical, pupils score better grades.

At the same time, there is still a lot to be done. Illiteracy makes educating people more difficult. There is a lack of toilets and sanitary facilities in many regions. In the rainy season, heavy rains usually wash feces into rivers and lakes that many people use as drinking water reservoirs. Changing this traditional behavior needs endurance. However, where people understand the interconnections between water, hygiene and health and where there is a rethinking in the community, they are also willing to change their habits.

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Figure 4: School children at Kudho Safe Water Enterprise learning about the benefits of safe drinking water.
From aid recipient to customer: 
Social marketing as a success factor

The objective of the social marketing activities in the Safe Water Enterprise (SWE) project is to change the everyday habits of the community’s members so that they come to realize and respect the value and quality of clean drinking water and then use it for their daily needs. Social marketing uses the tools of conventional marketing, but goes beyond that. Key components of social marketing are creating trust and convincing people that clean drinking water is a valuable asset. Siemens Stiftung builds here on the findings of an interdisciplinary research team from EAWAG, a Swiss research institute for water supply, waste water purification and protection of natural bodies of water at the Federal Institute for Technology (ETH) in Zurich, which investigated the factors that are crucial to bringing about a change in behavior at the social, physical and personal level:

- **Risks:** People must be aware of the risks related to consuming unsafe water, as it may adversely affect their health due to water borne diseases.
- **Attitudes:** People’s perception about water in terms of the cost, filtration process and level of effort required to access the water.
- **Norms:** These are the informal perceptions that govern individual behavior and may affect the consumption of safe drinking water. If there are already some community members consuming the water, this in turn increases the likelihood that others will follow this example.
- ** Abilities:** The need to consider the community members’ financial means and therefore the ability to even pay for water. Some people may think that boiling water or using chlorine tablets is a viable alternative to buying safe drinking water from the kiosk.
- **Self-regulation:** Consider whether people find it important to buy safe drinking water from the kiosk. People should be disciplined enough to become used to consuming safe drinking water and incorporate this into their daily lives. They need to obtain vital information about the source of water that they drink.
- **Ownership:** A sense of ownership should be incorporated into the community, in an attempt to raise the overall awareness that the water kiosk has been donated to the community and built up together. The community members should regard the water kiosk as their own property that they have a stake in.
- **False assumption:** Some community members might argue that it’s not important to drink safe water, since they can’t remember the last time they got sick as a result of consuming contaminated water.

Based on those findings, Siemens Stiftung equips kiosk operators with a social marketing toolbox that explains various activities and instruments in social and conventional marketing. On the basis of that, the operating team draws up its own social marketing plan for the period of one year and calculates a budget for that. Supported initially by Siemens Stiftung, which provides posters, a slogan and logo with messages on clean drinking water, T-Shirts, calendars or water canisters, for example, the kiosk operators arrange community meetings with role-playing games and demonstrations – and so gain more and more trust by future customers of the water kiosks.

“Difficult?” is how Stephen Njuguna, Entrepreneurship Trainer from the SWE team describes the contents. After all, the water kiosks are to function as social enterprises – which requires an entrepreneurial mindset and the development of a market, which is governed by basic social rules. Social marketing measures play a key role in this. Kiosk managers get to know possible social marketing measures in a workshop and then decide which ones appear most suitable for their community. Promotional materials, such as printed T-shirts or calendars for regular customers are used, and there are marketing campaigns, like a “free water day” or a “voucher,” with which customers can “recruit” other customers. If they have to pay for something, then local customers want a consumer experience just like that from a brand product. Fetching water from the SWE kiosk doesn’t have the same image and shopping experience as buying a brand-name article from the supermarket, for instance. “We wanted to get away from the attitude of viewing people as aid recipients because that means we ultimately put them in a position of dependency,” says Caroline Weimann. “Instead we wanted to strengthen their desire for positive change and personal responsibility, as well as offer our support.” Advertising campaigns on the subject of clean drinking water, together with development of awareness for health and hygiene as well as good customer service at the SWE in Korumba, located northeast of Lake Victoria, helped increase water sales. The water committee now generates good profits from the kiosk for the year as a whole, although sales naturally fall in the rainy periods. In the final phases of their training, the kiosk operator and water committee develop a
marketing plan and a business plan for the kiosk, with support of the SWE team. Together they thus lay the basis for implementation of marketing measures and long-term planning of kiosk operations.

**Local SWE team – point of contact and problem solver**

A crucial success factor for the project is having a strong local team that is responsible for operational and technical support in the field, as well as for training the water committees and kiosk operators. Siemens Stiftung’s SWE team is there to help with questions around technical maintenance, bookkeeping problems, customer management, quality tests or changes in the local kiosk management. Tilmann Straub: “You can roughly say: In the months before a kiosk is opened and up to six months afterwards, we are also involved intensively from the German side in site selection, technical setup and support for the kiosk, after which training and coaching of the kiosk operators and water committee is mainly handled by our local team. The local team can also judge a lot of things better and take the right decision in context, for example when there are cultural barriers or when a deeper understanding of the crucial realities of life on the ground is required.”

*Figure 5: Safe Water Enterprise kiosk Kangemi, displaying information for customer such as pricelist and water quality certificate.*

*Figure 6: Safe Water Enterprise Team (from left): Caleb Simyu (KWAHO), Caroline Weimann (Siemens Stiftung), Stephen Njuguna Wamuyu (Siemens Stiftung, ext. Consultant), Linah Rugabela (KWAHO), Imran Jalalkhan (Siemens Stiftung, ext. Consultant), Carol Matiko (GMAURICH), Paul Njuguna (Siemens Stiftung, ext. Consultant), Tilmann Straub (Siemens Stiftung)*
The “last mile” – recontamination before the point of use

Many water projects focus primarily on ensuring the quality of the water at the point of sale. But the water is often recontaminated during transport or storage: People pour the clean kiosk water into dirty containers, which they also use for filling river water or other liquids. Often they don’t adequately seal the containers so as to protect them against dirt.

The water issued from the kiosk is of impeccable cleanliness and is controlled meticulously by Paul and Imran from the SWE team. Regularly they analyze the water for microbacterial contamination, such as E. coli and coliform bacteria, and the total microbial count in the water. Kenyan and the WHO’s international standards are used as the basis for that. Once a year, the SWE team and later on the kiosk managers also commission a full analysis of the inorganic constituents and an analysis of microbacterial contamination by a certified Kenyan laboratory for all kiosks.

Tilmann Straub: “The efforts aid organizations have to undertake to provide clean drinking water locally in the first place are so great that measures to minimize the risk of recontamination of the water during transportation and in use are usually neglected. It was clear to us that we had to intensify our efforts even further to ensure the quality of water up to the point of use as best possible. So we had to come up with something.”

The question of recontamination repeatedly dogs the water sector and a wide range of different approaches are being discussed and tried out. Siemens Stiftung has formulated its own solution for its Safe Water Enterprises: the white “W” jerrycan. Tilmann Straub: “The idea is that the white jerrycan stands out clearly from other, often used or repurposed jerrycans that are usually blue or yellow. The jerrycans are then sold to customers by the kiosk operators and disinfected with a chlorine solution whenever they are refilled at the kiosk.” Of course, that doesn’t work all the time. That’s why customers are urged to always use the same jerrycan for drinking water.

The lessons learned are producing an impact

The adjustments, in particular in the area of community and operator training, have led to an increase in sales at many locations and the first kiosks are running profitably. The main goal now in such cases is to use the profits responsibly and to ensure that the kiosk continues to be run as a social enterprise. However, there are also some locations with problems that cannot be resolved. Rolf Huber: “When there’s a confu-
ence of problems we can’t deal with, then we also have to take the entrepreneurial decision to close individual kiosks. However, that’s only happened at two locations out of 19 so far.”
All in all, the initial experiences and results are positive, especially at the most recent locations. The extended site search criteria have definitely played a key part in that.

Summary and outlook
Siemens Stiftung’s strategy for the next two years is focused not so much on further scaling the model at other locations, but rather on a holistic further development of the communities where Siemens Stiftung is already engaged. Rolf Huber: “Siemens Stiftung’s goal is sustainable social development. However, we must be realistic and see how we can achieve the impact we want with limited resources. That’s why we’re planning next to tackle further supply deficits in the communities we already know well.”
Siemens Stiftung will probably not run out of ideas for technical solutions as part of that. In its “empowering people. Network”, more than 90 social entrepreneurs from all over the world tackle solutions for providing basic services, of whom about 45 alone work in Africa.
Rolf Huber: “Of course, that doesn’t mean that we’re not open to talking with organizations that are interested in our project model and have the structures required to set it up at larger scale. We’re happy to share our experiences, since access to clean drinking water for everyone can be accomplished only by the actions and joint activities of a large number of different players.”
In any case, the Siemens Stiftung team will be out and about again a lot in the coming months. A new kiosk is planned near Lake Victoria and another is currently being built on the coast of Kenya.

Further information and contacts:
Siemens Stiftung
www.siemens-stiftung.org
Project Links
SkyJuice Foundation
www.skyjuice.org.au
Kenya Water for Health Organization
www.kwaho.org/

Siemens Stiftung
As a non-profit corporate foundation, Siemens Stiftung promotes sustainable social development, which is crucially dependent on access to basic services, high-quality education, and an understanding of culture. To this effect, the Foundation’s project work supports people in taking the initiative to responsibly address current challenges. Together with partners, Siemens Stiftung develops and implements solutions and programs to support this effort, with technological and social innovation playing a central role. The actions of Siemens Stiftung are impact-oriented and conducted in a transparent manner. The foundation was established in 2008 with a start-up capital of 390 million Euros and has its geographical focus on regions in Africa and Latin America as well as on Germany and other European countries.