



## The PlayPump™ water system at a glance

[www.PlayPumps.org](http://www.PlayPumps.org)

### **KIDS PLAY. WATER PUMPS.**

An award-winning product.

A compelling business model.

A cross-sector coalition  
bringing clean drinking water  
to underserved African  
communities.

### **The PlayPump™ water system**

The PlayPump water system is a child's merry-go-round attached to a water pump that provides clean drinking water and powerful educational messages to children and families in schools and communities in rural and peri-urban communities in Africa.

### **The PlayPump system solution**

With more than 700 PlayPump systems already installed in South Africa, Mozambique and Swaziland, children's play now results in clean drinking water for more than one million people. 4,000 pumps will bring the benefits of clean drinking water to 10 million people in 10 countries by 2010, enabling improvements in health, education, gender equality and economic development.

### **A turn for the better**

As kids play, water pumps into a 660-gallon storage tank, easily accessible by the simple turn of a tap. In addition to providing access to water and playground equipment, the storage tank carries essential social messages about issues such as how to prevent HIV/AIDS.

### **Powered through play**

A potent tool through which young people learn about themselves, gain respect for each other, break down gender stereotypes, and stimulate their bodies and minds.

### **Sustained through advertising**

Four billboards on the storage tank carry education, health and consumer product messages and provide advertising revenue that funds a decade of pump maintenance.

### **Expanded through collaboration**

Invented in South Africa, PlayPump systems are manufactured, funded, installed, and maintained through a unique collaboration between an international non-profit and entrepreneurial businesses.

Partners such as The Case Foundation, The International Finance Corporation, The Kaiser Family Foundation, Deutsche Bank and the governments of South Africa, Mozambique, Swaziland and Zambia have already helped increase access to clean drinking water through PlayPumps.

more→

## UNITING TO CREATE A SUSTAINABLE SOLUTION

### PLAYPUMPS INTERNATIONAL

A dynamic non-profit that forges innovative partnerships with individuals, governments, foundations and companies seeking to donate PlayPump™ water systems to African communities and schools. PlayPumps International is incorporated both as a U.S. 501(c)3 and as a South African NGO.

### ROUNABOUT OUTDOOR (Pty) LTD.

A rapidly-growing South African company with a social mission that installs, markets, and maintains PlayPump water systems. Roundabout Outdoor combines the power of advertising with the innovative technology of the PlayPump to deliver clean drinking water to rural and peri-urban African communities.

### THROUGH PLAYPUMPS INTERNATIONAL, PARTNERS ARE:

- Adopting PlayPump water systems
- Donating boreholes
- Purchasing advertising space for education, public health, and consumer product messages
- Underwriting expansion expenses

### TO LEARN MORE:

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### The PlayPump™ water system:

- Offers a large, 660-gallon storage tank
- Pumps up to 370 gallons per hour with less effort than any other manually operated pump
- Reaches a depth of up to 330 feet
- Recycles unused water
- Includes 10 years of maintenance
- Gets installed near communities and schools
- Reserves two of its four billboards for social and public health messages
- Was invented in South Africa
- Won The World Bank's 2000 Development Marketplace Award

### Improving the lives of children and families by:

- Increasing access to clean drinking water
- Improving sanitation and hygiene
- Raising awareness of how to reduce the spread of HIV/AIDS
- Eliminating barriers to education
- Promoting children's play
- Increasing opportunities for women and girls
- Spurring economic development

“The aim is to bring water and sanitation to all our schools, and the PlayPump is an important step in that direction.”

~Aires Aly

*Minister of Education and Culture, Mozambique*



Photos: Frimmel Smith