Current and Potential Demand for TPP Use cases

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Potential Future Demand

UNICEF, UN, NGOs

Bridge Solutions

Government owned

MICS, DHS, Outbreaks (Cholera), Emergency usage, Programmatic usage (C4D, Field Visits)

Behaviors change

Community level to check their own water

Infrastructure

Regulatory bodies, Government ownership in water testing, Other related markets

Current

Future Image

Cross Sectoral use

Other related markets
Procurement through UNICEF in 2015

- $3.428 billion in supplies and services

Vaccines
$1.725 billion

Pharmaceuticals
$151.4 million

Nutrition
$150.6 million

Medical supplies & equipment
$110.4 million

International freight
$104.3 million

Construction
$102.3 million

Water & sanitation
$96.4 million

Cold chain equipment
$75.6 million

Education
$66.1 million

Bed nets & insecticides
$58.7 million

Approximately $1.754 billion is procurement on behalf of governments and partners. Total emergency supplies (53 countries/areas): $147.6 million.
UNICEF WASH Procurement

From 2013-2016, UNICEF has procured approximately $2 million USD in water quality testing supplies.

Data based on microbiological testing and excluding Arsenic and Chemical testing. (not including procurement directly by governments or NGO partners)
Potential UNICEF Future Demand

If a suitable product exists, the potential **UNICEF demand** from principle use cases:

Countries implementing **national-scale household** surveys:

- Approximately 50 UNICEF-supported national surveys per year.
- Estimated 500,000 tests procured per year (an average survey covers 50,000 households with 1 out of 5 households estimated to have water tested).

**UNICEF behavioural change communication programming**:

- Targets household level testing in countries programming on water safety.
- Estimated 100,000 tests procured per year (based on UNICEF WASH programmes with water safety component). (Triggering and verification)

Potential **external demand** would include:

- UNICEF providing technical support to governments on water safety planning and water quality monitoring.
- The SDGs will play a critical role in shaping the policy agenda of governments and international organizations globally, allowing for significant resources to be allocated towards meeting the goals by 2030. (UN Sustainable Development Goals 2015)