

Potters for Peace Clay Water Filter Assistance Guidelines

Potters for Peace (PFP) is contacted regularly by people and organizations seeking to become connected to the Water Filter Project. We have over 25 years of involvement with ceramic water filters and facilitating filter projects around the world.

However, PFP does not build filter facilities. It does not own any filter facilities, does not sell filters nor does it have the funds to create new facilities. We act as a clearing house of information gathered by staff, researchers, and worldwide contacts. We have seen first hand what works and unfortunately, we've also learned what hasn't worked.

PFP can:

- help make connections between interested parties in desired development regions via telephone, written, and email communication
- offer on-location consultations and support in developing filter facilities including building or purchasing required equipment
- develop a viable quality controlled filter using locally available materials
- offer ongoing technical support, via email and follow-up on-site consultations, including sourcing natural materials and industrial supplies
- suggest ways to make the project environmentally and economically sustainable
- continue to work with NGOs involved in the production, education, follow-up or monitoring via e-mail or telephone or follow-up visits
- continue to provide new information and results from new research about the filter and its use in communities via email and the PFP website
- provide samples to assist in developing printed health and promotional material
- provide contact information for other filter projects fostering a sense of community among filter facilities

The PFP board and Filter Committee regularly evaluate the Water Filter Project and the pertinent information is collated in a document called "*Filter Facility Best Practices*". We strongly urge all interested organizations to read this document available on our website prior to contacting us. The data was also used to create this application, intended to guide interested organizations in evaluating their own projects and consider the criteria necessary to gear them for success.

In addition, we request that persons or organizations requesting training look over two Alethia Environmental studies —*Investigations of the Potters for Peace Colloidal Silver Impregnated Ceramic Filter: Report 1: Intrinsic Effectiveness* and *Report 2: Field Investigations*, before contacting us with your questions. This is available on our website under [Filters](#), [Studies](#) or can be sent to you on CD upon request. The two studies total 200 pages but most relevant information is

contained in the Summaries. These studies will answer most frequently asked questions and have valuable information to help you realistically assess any challenges that you may face in the field.

Once the history of the Water Filter Project is understood it is imperative that you explore your own intentions and ensure that your project meets the criteria in order to maximize the likelihood of its success. If your organization is strong on some aspects but lacking in others, contact us...we may already be in discussion with someone else in your desired region of development who could complement your strengths.

When you have read these studies please fill out the questionnaire below and send it in to Ron Rivera ([Website-Contacts](#)). You will be contacted by a PFP staff member to guide your project further. As an intermediate step to having a trainer come to your country, we encourage you to have someone from your NGO *and* pottery group visit a filter production facility in your region.

The following questions highlight steps you can take to ensure your project's success.

A. Partner NGOs must have experience with marketing and health in order to have a successful project.

1. Will education, follow-up and monitoring be done by your NGO?
2. If not, who is the partner NGO with the staff and funding in place to do this?
3. Does this NGO have experience in marketing and health products?
4. Do you have a contract with the partnering NGO to guarantee the commitment for health education and follow-up?
5. If so, what is the duration of the contract?
6. What model will be used for sanitation education and maintenance of the filter?
7. What model will be used for follow-up to ensure filter efficacy?
8. Does your site have government health centers nearby?

B. The level of initial funding is not as critical as having a sustainable marketing plan.

1. Please provide a business plan with your request for support.
2. Please provide a marketing and distribution plan with your request for PFP support.
3. Who will provide the financial resources (\$10,000-\$20,000 USD) to start up a workshop?
4. Who will provide the ongoing business loans or subsidies for marketing materials and to establish distribution networks?
5. Can you provide documentation of a commitment on the part of the organization or partner organization to continue to support the project until it is self-sustaining?
6. What is the name of the organization or partner organization incorporated in the country where the workshop will be located?
7. How many in-country staff do they have?

C. The availability of competent local technical support staff and multiple visits by PFP consultants is critical.

1. Who in your organization or local pottery is competent in or can be trained to do troubleshooting and oversight of the technical parts of filter production?
2. Is he/she computer literate?
3. Does he/she have consistent and sustainable access to internet?
4. Does he/she speak, read and write English or Spanish?
5. Does he/she have pottery experience?
6. Does he/she have business experience?
7. Does he/she have permanent residency or citizenship in the proposed project country?
8. How many visits by PFP consultants including airfare, per diem and stipend have been budgeted?

D. Understanding the local situation is key to a successful project.

1. What studies have been done to learn if people in the local community are receptive to the idea of using this or any kind of water filter?
2. Have they traditionally used ceramic water jugs for storage in the past?
3. What are the impurities that must be filtered out?
4. How and by whom will filters be transported to users?
5. Who will be responsible for distribution?
6. How will replacements be attained?
7. Will filters purchased by locals be subsidized? If so, by whom?
8. What funding sources are available to local consumers or end users?
9. Will there be a revolving loan fund? If so, managed by whom?

E. Competent local Potters will help ensure project success.

1. List the local potters that you have identified who work at an adequate skill level to be able to understand and carry out this technology
2. Are they organized as a cooperative or collective?
3. Is there presently a relationship between the potters or pottery collective and the NGO?
4. Are they interested in doing this project?
5. What kind of pottery do they produce?
6. Do they have a history of being able to meet quotas?
7. Do local potters have the ability or experience to fabricate lidded clay receptacles with a five gallon capacity?
8. How far are the potters' sites from the NGO?

F. The availability of facilities and suppliers can also determine project sustainability.

1. Do they have an existing pottery workshop or facility to work with?
2. If so, how many square feet does it cover?
3. Does the site have electricity?
4. If so, what voltage and amperage is consistently available?
5. Does the site have piped water or a consistent water pump?
6. Does the site have a machine shop with welders or welding equipment close by?
7. Does the site have Internet access within or nearby?
8. How far from the workshop is an adequate and affordable clay supply?
9. How will it be transported and by whom?
10. How do the potters presently process their clay?
11. What additional processing might be necessary?
12. Describe the firing methods used by the pottery group.
13. What type of fuel is used?
14. How far away is the site located from an adequate and affordable source of fuel and combustible materials?
15. Identify your local or foreign supplier of plastic five gallon lidded pails.
16. Identify your local or foreign supplier of plastic faucets.