



One Million Rural Cisterns (P1MC) : Brazil

Zimbabwe's bridge to the world: Production and certification of organic essential oils, herbs & spices

Project description

Since 2002, the P1MC's aim has been to build one million cisterns to collect rain water, so providing a sustainable means of overcoming water shortages in semi-arid rural areas. The cisterns will ensure that five million people will have clean, as well as good quality, water.



Business model

P1MC's innovation lies in the combination of collecting rain water and making it available to communities in rural areas through strong family, communal and civil society engagement.

Jointly with the rural communities, P1MC established a training process aiming to involve one million families in the construction of cisterns to collect rain water.

The Brazilian semi-arid region is the most populous region of the world, in which 36 million people have little access to potable water.

Scaling up activities

In 2010:

- The Brazilian Semi-arid Articulation (ASA) expects to expand the number of Management Microregional Units (UGMs) to 65 organisations, training 30 new professionals
- ASA aims to build 75.000 more cisterns, for 375,000 people.

For 2011:

- Expand to 75 UGMs, with 60 new trained professionals
- Build 100,000 cisterns, for 500,000 people.

Immediate needs

- Contributions to promote, develop and strengthen the processes enhancing communal engagement.
- Financial support for civil society organisations involved directly and indirectly in P1MC
- Logistical assistance with constructing more cisterns
- Consultancy on alternative technologies to capture rainwater to expand the project
- Contributions to the sustainability of ASA.





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Partnership

- **Association One Million Cistern Program to the Semiarid Region** (AP1MC) is the central managing unit.
- **Micro-regional Managing Units** (UGM), an NGO, mobilises, registers, selects and trains the rural families in building cisterns and working with the communities to ensure water supply.
- **The Ministry of Social Development, Food Security and Nutrition** (MDS) finances P1MC's activities with public resources from the Zero Hunger Program.



Social, environmental and economic impacts

Social impact: The initiative has generated employment and income in the communities. It has helped to lighten women's domestic work and more children attend school. Furthermore, the number of people suffering from diseases due to contaminated water has decreased.

Environmental impact: The cisterns reduce the loss of water due to evaporation. In addition, they increase the rainwater storage capacity in rural areas, which reduces

ground water extraction and so helps to keep the water table high.

Economic impact: P1MC contributes to stimulating the economy. It generates employment and increases the income of the masons, of the young people who make the manual pumps, of the trainers of the families, and of the craftsmen who make the cisterns' identification plates, fountains, sieves and covers.

Contact

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SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

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