

**Project Information Sheet**  
**Conference Project Brief number 35**



**Private Sector Investment: The  
Saxon Triangle**  
Water Treatment micro-solutions and  
remote sites

<b>Description:</b>	The long term objective is to develop a market for the clean water “distiller” in rural sites. The immediate objective is to create a demonstration in one or several communities
<b>Beneficiaries:</b>	Inhabitants of rural communities
<b>Project Implementer:</b>	BTF – Bran Srl
<b>Co-implementer:</b>	Local private sector, inhabitants
<b>Timespan:</b>	24 months
<b>Estimated Cost:</b>	140,000 dollars for a demonstration project of “distiller” technology 3 – 5 millions dollars for local assemblies and start-up sales
<b>Partners:</b>	Private sector
<b>Origin:</b>	BTF – Bran Srl



August 2004

## Proposal overview


Five BTF-Bran srl Projects are proposed for inclusion.

- 1a. 'High End' rural inn development in Bran and Sibiu
  - \$225,000 for "The Inn on Balaban"
  - \$ 963,000 for "The Inn in Sibiu"
- 2b. Water Treatment micro-solutions for villages and remote sites
  - \$140,000 for a demonstration project of 'distiller' technology
  - \$3-5,000,000 for local assembly and sales start-up
3. Walking Maps covering Sibiu/Sighisoara/Bran/Fundata
  - \$95,000 for digital base and initial printing
4. 'Best of Craft' production and sales promotion
  - \$150,000 to create inventory and initiate sales promotion

Each *Project* has the following qualities: initial investment by BTF, job creation, promotion, environmental improvement, and short-term action (contingent on funding support).

Attached *Project Briefs* follow the format and guidelines provided by MET/Gaia.

## Background

 is a trademarked logo representing the highest quality and standards of products and services in Romania. BTF-Bran srl is a Romanian-owned company located in Bran. Investments over a two-year period in each of these four project categories exceed \$250,000 for market studies, land acquisition, professional services, and product or site development. The company maintains offices, banking accounts with ING, and legal counsel in Bucharest.

## Project #2 – Affordable Water Treatment

1. Title of the Project: “Affordable Water Treatment”

2. Location of the Project and Area of Coverage

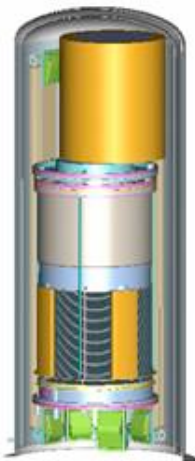
Selected communes within the ‘Saxon Triangle’ bounded by Sibiu, Sighisoara, and Brasov  
Examples: Bran, Malencrav, Viscri, Biertan

3. Justification

The tourism potential of a region or locality is bounded by at least one ‘sine qua non:’ hygiene. In that regard, clean water for drinking, washing, and cooking is the most basic and waste treatment the next. At present, the ‘triangle’ zone is hampered by inadequate water treatment in small localities with questionable drinking water quality from wells and crude septic waste treatment (human and animal) often with direct flow into streams and rivers or crude septic systems. Any effort to attract western tourism and word-of-mouth repeat business will be affected by the quality of water

Affordability of ‘clean water’ and ‘waste treatment’ solutions is another sine qua non. Any proposal to provide central piping and treatment is too costly for village communities to afford. While a number of alternative micro-solutions are on the market, none is as effective as distillation. This method of cleansing incoming water or treating outgoing waste, is now accessible in small, affordable distillation units. Other than the cost of purchase and minimal installation skill, on-going electric energy charges are the only cost.

The units proposed for installation by BtF-Bran, sr., weigh less than 50 kg; they process approximately 80 litre per hour, and at a cost of Euro 0.0015 per litre. This would allow single or multiple houses or pensions to be supported by one unit; a town could provide clean drinking water at minimal cost or an entrepreneur could buy a unit and sell clean drinking water locally. Restaurants or small industries (farms or food processing) could process incoming water or outgoing waste cost-effectively.



Cut-away of distiller (1 meter high; 45 cm wide)

4. Objectives of the Project

- The long-term objective is to develop a market for the clean water ‘distiller’ in Romania with special emphasis on rural sites (pensions, villages) and on growing suburban housing developments with no centralized water or waste services. The long-term goal is to develop a market large-

enough to support assembly of these units in Romania and thus provide employment opportunities through inward capital investment (\$3-5 million) and growth.

- Immediate objectives are to create a demonstration project in one or several communities, to install 10 units and monitor performance over a six-month period, and to establish the distiller's effectiveness both in clean water processing as well as cost and performance.

## 5. Activities of the Project

- Identify demonstration site in one or several villages with pensions catering to domestic and foreign visitors
- Prepare proposal with budget and performance expectations
- Gain funding support for installation
- Monitor usage both in terms of water processing and cost performance
- Create business plan for future sales

## 6. Inputs

- Human – installation engineer and performance monitor (to be determined)
- Material – all distillers and local materials need to be purchased
- Financial – demonstration project loan and/or subsidy needed (\$140,000)

## 7. Requirements from outside the project

Local – identification of demonstration sites (pensions)

National – support from appropriate administrative officials in the event external funding (EU, WB or other) is funnelled through government channels

## 8. Calendar of Activities

December 2004 – Identify potential pensions sites (one or several village locations)

December thru February 2005 – Prepare proposal for funding

February thru May – Funding decision cycle

June-July - Installation

July-December – Monitor performance

December-January – Prepare expansion business plan

## 9. Budget

### EXPENSES

Distiller acquisition (10 units)	\$100,000
Ship to Romania	\$ 7,500
Installation	\$ 5,000
Monitoring	\$ 4,000
Overhead (tel, mngmt, insur)	\$ 23,500

### Other issues to be considered and answered in preparing this sheet:

Who should or could be the implementing agent/applicant?

**BTF-Bran sr. (Bran, Romania)**

To whom should the application be submitted?

**EU (Sapard, ISPA), WB, Banks, investors**

What is the scope of the project? Local, regional?

**Local demonstration first, national in next phase**

How does the project fit in the global strategy?

**n.a.**

How does it contribute in improving the situation?

**Job creation (1-2 jobs during demonstration; 30-50 jobs if distiller is assembled in Romania),**

**Attract higher-income foreign traveller**

**Attaining environmental standards that with EU regulations**

Who are the actors to be involved in its implementation and who are the direct beneficiaries?

**Implementor:**

BTF-Bran, srl in Bran (owner, investor, manager)

**Beneficiaries:**

- Pensions at demonstration sites (raising hygiene standards necessary to appeal to foreign travellers)
- Area craftsmen and suppliers (plumbing, construction)
- Residents of selected assembly location where job would be created