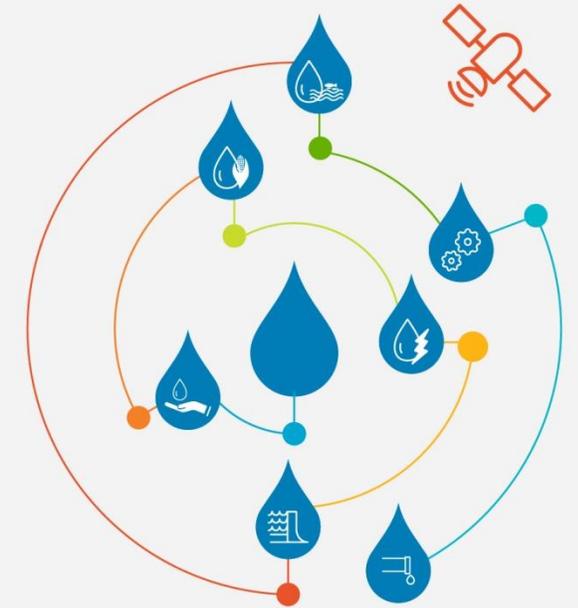


Strategic Management of Water and Sanitation Utilities

Optopia City[©]

A unique and innovative high-level training program



with the permission of the author

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ADB

The ParisTech "SUEZ-Water for All" Chair

dedicated to leaders and managers
of major urban water supply and sanitation services

Since 2009 ...



157 trainees
from 47 countries



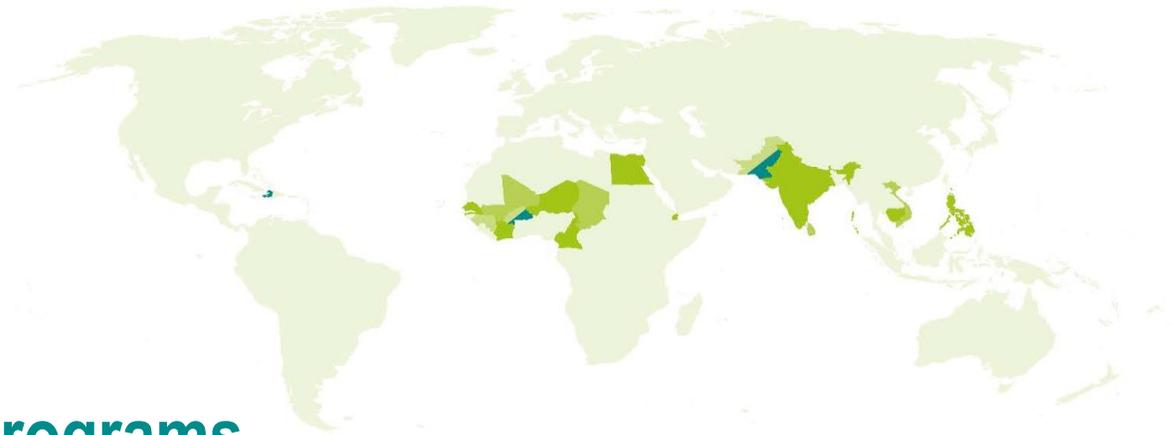
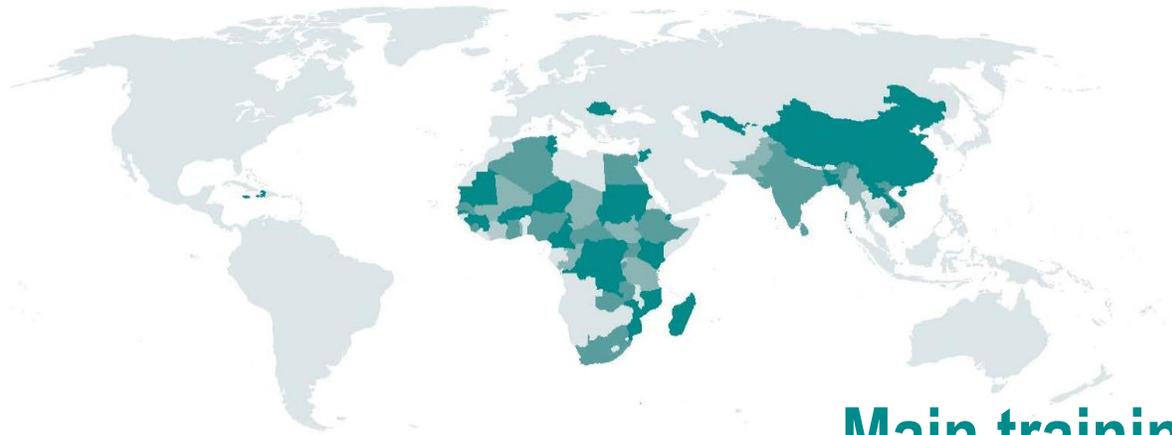
20 middle managers
from 3 countries



50 MDs and top managers
trained in 17 countries



3 major projects
in 3 countries



Main training programs

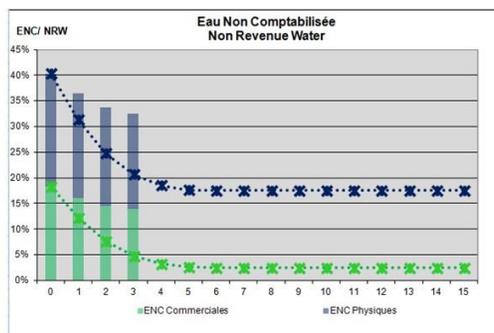
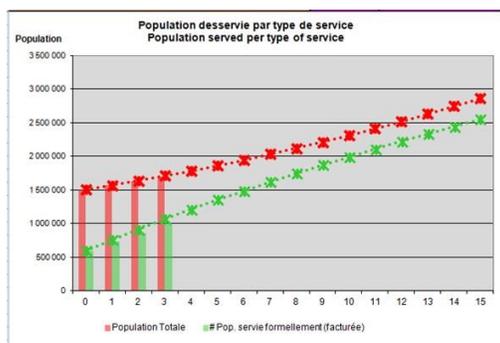
The "Water for All" International Executive Master, for middle managers

The High Level Training Program, for Water and Sanitation Utilities leaders

High Level Training Program for Water and Wastewater Utilities leaders

How ?

Optopia City[©]
an innovative training tool
with Optopia[©]
a unique Strategy Simulator



High Level Training Program for Water and Wastewater Utilities leaders

For whom ?

- **Chairmen / CEOs / Managing Directors**
of Water and Sanitation Urban Utilities
- **Director of Regulatory boards**
and equivalent positions in supervisory authorities
- **Secretary of State / State Director**
of Water and Sanitation and equivalent positions in government bodies

What for ?

Concepts and tools for ...

- **seeing far and deep for water and sanitation services**
- **adapting to continuously changing circumstances**
- **facing challenges of the very long term :**
 - Urban growth
 - Demographic and social changes
 - Water resources
 - Infrastructures,
 - Investments
 - Funding ...

Optopia City[©]

an innovative training tool

MDs are immersed into a near real situation

in 3 days,
a 15 years journey
heading a big Water Utility
in a fast growing city like yours

Intense, and very surprising !



Optopia City[©]

an innovative training tool

- **A brain-teasing strategy game**

MDs have to develop a strategy and pilot its implementation over 15 years

- **A multistakeholder role play**

All major stakeholders interact with the Utility (customers, authorities and financiers, workers)



Optopia City[©]

an innovative training tool

- **A virtual reality strategic simulator**
producing a reality that integrates all decisions taken, changes in context, and behaviour of stakeholders
- **A quasi real virtual City**
fast population growth, multiple challenges (social changes, health, school, security...), budget constraints ...



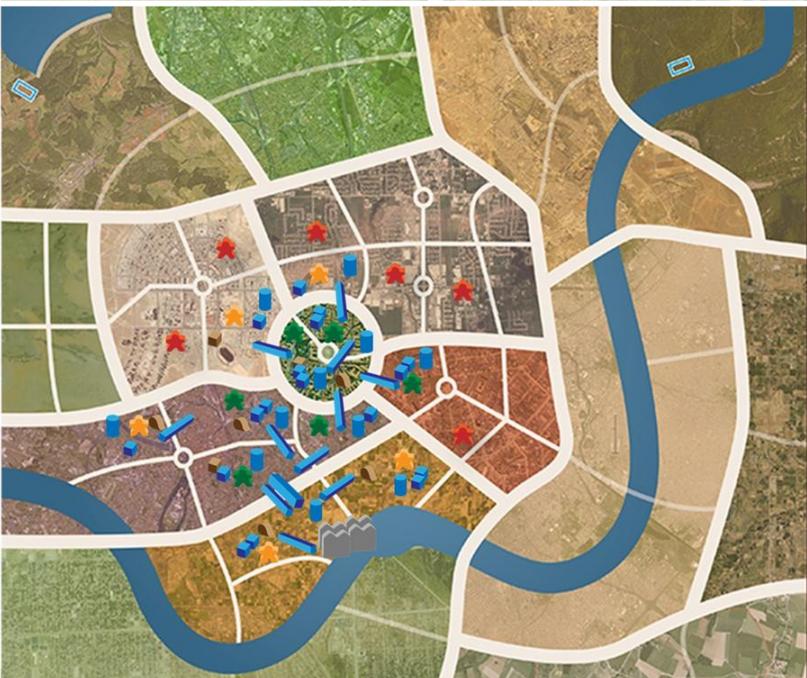
Optopia City Initial Situation

Population	1 500 000
Coverage	44 %
Plant Capa.	40 000 m ³ /d
Network	1 000 km
NRW	52 %
Continuity	H12 /24
Staff Ratio	17 /1000
Net Result	- 86% on TO
Debt Service	80% on EBITDA



Optopia City Year 3

Population	1 700 000
Coverage	63 %
Plant Capa.	94 000 m ³ /d
Network	1 700 km
NRW	40 %
Continuity	H23 /24
Staff Ratio	12 /1000
Net Result	- 62% on TO
Debt Service	120% on EBITDA



Optopia City Year 8

Population	2 100 000
Coverage	83 %
Plant Capa.	159 000 m ³ /d
Network	2 900 km
NRW	17 %
Continuity	H24 /24
Staff Ratio	6 /1000
Net Result	+12% on TO
Debt Service	60 % on EBITDA



Optopia City Year 15

Population	2 600 000
Coverage	90 %
Plant Capa.	238 000 m ³ /d
Network	4 900 km
NRW	14 %
Continuity	H24 /24
Staff Ratio	4 /1000
Net Result	+15% on TO
Debt Service	50% on EBITDA



What you will gain from this program

Tools and practical experience for elaborating and implementing a long term strategy

- 360° strategic diagnosis (operation, governance, stakeholders ...)
- Long term Vision and holistic set of strategic objectives
- Strategic action plan
- Detection of shortcomings at early stage
... diagnosis of causes for giving continuously appropriate response
- **keep focused on long term vision and reach it !**

High Level Training Program for Water and Wastewater Utilities leaders who has experimented it, with what results ?

2016 15 MDs from Africa and Haïti

(Ivory Coast, Burkina-Faso, Cameroon, Djibouti, Guinea, Haiti, Mali, Senegal, Tchad)

" Working on long term strategy and negotiating it year after year with government and stakeholders, this is our main challenge and that is why our practice has to be renewed ... this is what naturally drove me to this training"

(Amara SANOGO – MD ONAD - Ivory Coast)



2017 10 MDs from Africa

(Cameroon, Djibouti, Mali, Guinea, Ivory Coast, Congo, Niger, Congo Brazzaville)

" With the strategic simulator, we had to pilot a fully consistent 15 years strategy : it lead me to reconsider my way of thinking, for ensuring I atually align my short term plans with a long term Vision "

(Boubacar KANE – MD SOMAGEP – Mali)



2017 26 MDs from Egypt

(in Cairo - Egypt)

" HCWW Holding leads 26 affiliated companies across Egypt, and the training tools enabled us aligning our strategies and decision processes "

(Seham Mohamed – Director of Chairman office - HCWW)



High Level Training Program for Water and Wastewater Utilities leaders who has experimented it, with what results ?

2017 16 MDs from Asia

(Pakistan, India, Philippines, Sri Lanka, Viêt-nam, Cambodia)

**“ We want HueWACO to be the best water company in Vietnam.
This training allowed me to link the disruptive technological
innovations we want to implement, with our evolutive strategy”**

Mr TRUONG Cong Nam – Chairman of BOD of HueWACO – Viêt-nam



**« I can tell what I faced, what I factually did, what I
achieved with PPWSA, but it is very difficult
to transmit academic concepts of the « how » I did it.
The training program from Jacques Bertrand can do it ! »**

Ek Sonn Chan

MD of PPWSA from 1993 to 2012

Stockholm Water Prize 2010

