

Serving *All* Urban Consumers

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**A marketing approach to water services in
low and middle-income countries**

Book 3: PREPP — Utility consultation with the urban poor

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This book is the outcome of action research undertaken in Mombasa (Kenya), Kampala (Uganda), Guntur (India) and Lusaka (Zambia) to develop a means to improve consultation between water utilities and the urban poor. The result of the fieldwork is an approach called PREPP.

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List of acronyms

BPD	Business Partners for Development
DMW	Durban Metro Water
LWSC	Lusaka Water and Sewerage Company
NGO	Non-governmental Organization
PREPP	Participation-Ranking-Experience-Perception and Partnership
PSD	Pricing and service differentiation
WSSCC	Water Supply and Sanitation Collaborative Council
WTP	Willingness to pay
WUP	Water utilities partnership

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