

Larry, Curly, Moe

Sept 25

Bus 714

Week 5 Project: *Water Rights: Investor Proposal*

Project Description and Our Contributions

Our project is an investor proposal. Specifically, we have chosen to deviate from a conventional for-profit company model and act as founders of a non-profit aid group who need additional capital in order to expand our aid programs into new regions. We feel it would be an interesting approach, as we can utilize not only quantitative data, but emotional and ethical appeals as well. The specific focus of our non-profit is to help solve the growing global water crisis, Sub-Saharan Africa in particular. Globally, there are at least 780 million people that are without adequate drinking water. Without access to potable water supplies, these people suffer from dramatically increased rates of disease as a result of water contamination from feces, bacterial growth, and infections carried by insects breeding in still-water.

This is a recognized global problem, and there are numerous organizations such as USAID and WaterAid conducting water projects and progress is being made. Halving the proportion of the global population without access to clean water was identified as one of the U.N. Millennium Development Goals (MDG) for 2015, and was met ahead of schedule in 2010 due to the effort of these organizations. However, as recognized by a joint WHO/UNICEF progress report, the face value of reaching this goal ahead of schedule can be misleading. Nearly half of the progress made toward improving access to clean water has been made in China and India. The target of our aid efforts, Sub-Saharan Africa, still lags far behind. 31 out of 50 countries in that region are not on track to meet the MDG by 2015 and a large disparity in between urban and rural populations.

Comment [1]: Very clear contextual detail here – succinctly stated and articulate.

Comment [2]: Very nice clarification of the problem(s) you're responding to in your project proposal. It states the facts on the ground for us while at the same time smartly directing us toward your response/solution. Good.

Additionally, Africa's population is expected to quadruple in the next 90 years, with most of that growth coming from the Sub-Saharan nations, which will make water resources even tighter.

In regards to our potential investors, we want to stress that clean water shortage is a very significant cause of disease and death in developing nations. Although significant progress has been made by current aid programs, not enough is being done, and our organization can help fill that gap. Our presentation will be supplemented by a PowerPoint slideshow and planned interactive element for our "investors."

Actual duties in this presentation and paper were divided fairly evenly according to how much work we expected they would be. For instance, Derek would write the project description and collect and edit all of our sources. We felt that this was a pretty tall task, so he wasn't asked to write about the other questions that were asked of us. As far as the presentation itself we tried to divide things evenly again. We will each make the slides for our portion of the presentation with one person bringing them all together to edit and format at the end. One person will present the introduction and some of the meta-problems with our topic. The next person will bring the scope more to a local level and explain what we would want to accomplish on an individual village scale. The final presenter will go a little further in depth on the local problems facing the villages and discuss what we will do to fix it. This person will then give a brief conclusion, asking for the support of the class as the investors being presented to.

What are the principal arguments of the project?

The argument took its roots in a claim that our organization will provide better water supply services to countries in need of potable water. The center of this argument is based on facts that we have accumulated through our research showing a lack of access in many nations in the world, specifically African nations in the sub-Saharan area. We have discovered existing projects, such as

Comment [3]: A good enumeration of the tasks involved and how and why you've divided them between team members as you have.

Comment [4]: These section headers are quite useful to me, and a smart organizational device given the number of items I want you to be covering in these group writes.

Comment [5]: Very good. This is exactly what I'm looking for: an indication from your group that factual information in this case rests at the base of your argumentative thrust in the project proposal.

one from the United Nations and private water suppliers, which are looking to provide access to affordable water supplies and have been implemented to supply access. However, there are shortfalls projected, as well as organizations that do not do the job efficiently due to corruption in the government leading to broken pipes and contamination. Our principal argument, therefore is, our organization will fill in the gap of the shortfalls and provide access to water through sustainable approaches, better than those that exist.

Comment [6]: Excellent. Your argument and the claim it relies on is very clearly tied to factual data, transparently and unambiguously. Very good.

How the argument is in line with fact based approaches?

The argument took into consideration the global problem of drinkable water scarcity as its foundation. We have hypothesized there will still be a water crisis in African nations even with foreign aid, because of poor management with existing water remedies and shortcomings from development of sustainable solutions. Therefore, we have made a clear claim: our organization will provide a better alternative to address this problem. The data collected provides explanation for why current solutions are not improving the water problem due to corruption in the government that leaks into the private sectors, which claim to provide accessible and affordable water supplies. Not only is water accessibility a problem, but also contamination of accessible water is an issue due to lack of regulations for farm and land projects. The resources from the United Nations as well as the EPA and other reputable sources support our claim. We'll use their statistical data and research that looks into the lack of effectiveness from current projects, and statistics of a population increase will further solidify the issue with evidence to move our audience to action and back our organization's proposal.

What argument structures and appeals are used?

When the group first formed, we intended to use a Rogerian approach for the presentation. It wasn't until later that we understood that by taking certain aspects of different argumentation structures we could make stronger appeals and hopefully make our argument more soundly. We plan on starting the presentation using a classic oration approach. We will state who we are and what our organization does. We will use the facts of our accomplishments to give ourselves credibility in the eyes of the audience. Then we will start our problem statements. We say "statements" because the problem we are tackling is a fairly complex one. There are many layers to the problem, but we intend to put our efforts into the most pressing one. This section shows some aspects of the Toulmin structure because we are making claims based on our research. Much of this, however, is presented as fact, with very little cause and effect, thus aspects of the Toulmin approach. Later we start to dial in the argument and take on a Rogerian approach. We empathize with the audience, and recognize that they have questions. We try to answer some of those questions while quietly pushing our organization into their conscious until we finally let the point of our argument sink in.

We start the presentation by foregrounding a certain critical ethos for our organization. We want to educate the audience on what is going on in the world with regards to clean water and what we do to help people. We are showing the audience that we are very civically and ethically minded. We move from there to a more pathos approach. We explain that millions of people die a year, and hope the audience begins to be moved into action by my emotions. From here we dial the argument into a more local scale, giving the statistics faces and names. This is meant to play on both the ethos and pathos, breaking down some barriers that the audience may have with the extent of human suffering, and allowing us to imbed a point in their minds. We follow this with an appeal to logic; the companies that are currently trying to fix the problems are failing, here is what we will do differently. After this

Comment [7]: ...which would have been a very smart (and logical) choice, given the nature of your topic and argument.

Comment [8]: This is excellent explanation of how your project work fits those approaches and rationale for you've chosen them, and it's exactly the kind of meta-analysis of your own work I'm looking for here. Very good.

we conclude with a strong plea to the pathos and ethos of the situation. Help these people and do the right thing. It doesn't take much; investors just have to sign the check.

What are the potential problems, limitations, challenges for your group in making this kind of fact-based argument?

We need to prove that education will actually help with maintaining the functions of the existing water developments. We must convince the audience that the government of these nations will not present problems that may limit our ability to successfully conduct our project, through corruption. The latter issue will be most difficult to address. However, another potential problem we may have not considered is the actual amount of water available in these areas to proceed with well digging projects.

Comment [9]: This is really nice exegesis of the project construction and explication of your rhetorical choices, laying out quite succinctly how you've deployed these appeals and why you've chosen them. Very good.

Reference List

- An introduction to rainwater harvesting*. (n.d.). Retrieved from <http://www.gdrc.org/uem/water/rainwater/introduction.htm>
- EPA. (2013). *Water supply in the U.S.*. Retrieved from <http://www.epa.gov/WaterSense/pubs/supply.html>
- Fisher, M. (2013, July 16). *The amazing, surprising, africa-driven demographic future of the earth, in 9 charts*. Retrieved from <http://www.washingtonpost.com/blogs/worldviews/wp/2013/07/16/the-amazing-surprising-africa-driven-demographic-future-of-the-earth-in-9-charts/>
- Fry, A. (2005). *Facts and trends: Water*. Retrieved from http://www.unwater.org/downloads/Water_facts_and_trends.pdf
- Maron, D. F. (2013, August 1). *Global water shortages grow worse but nations have few answers*. Retrieved from <http://blogs.scientificamerican.com/observations/2013/08/01/global-water-shortages/>
- Moyo, D. (2009, March 21). *Why foreign aid is hurting africa*. Retrieved from <http://online.wsj.com/article/SB123758895999200083>
- NASA. (2013). *Solar system exploration*. Retrieved from <http://solarsystem.nasa.gov/planets/profile.cfm?Object=Earth>
- Non-Profit Risk Management Center. (2013). *The care and feeding of a healthy organization*. Retrieved from <http://nonprofitrisk.org/library/articles/internalcontrol01222003.shtml>
- OCRP. (2013, March 15). *Corruption continues to deprive millions of water*. Retrieved from <https://reportingproject.net/ocrp/index.php/en/ccwatch/cc-watchbriefs/1887-corruption-continues-to-deprive-millions-of-water>
- Odiwuor, K. (2013, March 14). *In africa, corruption dirties the water*. Retrieved from <http://www.irinnews.org/report/97642/in-africa-corruption-dirties-the-water>

- Pacific Institute. (2011). *Water data from the world's water* . Retrieved from <http://www.worldwater.org/data.html>
- Pierce, F. (2009, March 24). *Wasted' wells fail to solve africa's water problems*. Retrieved from <http://www.newscientist.com/article/dn16835-wasted-wells-fail-to-solve-africas-water-problems.html>
- Plummer, J., & Cross, P. (2006, December). *Tackling corruption in the water and sanitation sector in africa*. Retrieved from [http://www.wsp.org/sites/wsp.org/files/publications/712200782528_Tackling_Corruption_in_the Water and Sanitation Sector in Africa.pdf](http://www.wsp.org/sites/wsp.org/files/publications/712200782528_Tackling_Corruption_in_the_Water_and_Sanitation_Sector_in_Africa.pdf)
- Prois, J., & Goldgerg, E. (2013, March 22). *World water day 2013: How shortages affect women, kids, hunger (and what you can do)*. Retrieved from http://www.huffingtonpost.com/2013/03/22/world-water-day-2013facts_n_2927389.html
- RELMA IN ICRAF. (2005, October). *Potential for rainwater harvesting in africa: A gis overview*. Retrieved from http://www.unep.org/pdf/RWH_in_Africa-final.pdf
- Stalgren, P. (2006). *Corruption in the water sector: Causes, consequences and potential reform. swedish water house policy brief nr. 4. siwi*. Retrieved from http://www.watergovernance.org/documents/Resources/Policy_Briefs/PB5_Corruption_in_the_water_sector_2006.pdf
- S.W.A.T. (n.d.) *Designing a successful funding proposal*. Retrieved from http://www.sedi.org/DataRegV2-unified/capnet-SharedResources/Foundationproposal_guide.pdf
- U.N. (2006, November 13). *Rainwater harvesting could end much of africa's water shortage, un reports*. Retrieved from <http://www.un.org/apps/news/story.asp?NewsID=20581&Cr=unep&Cr1=water>
- USAID. (2013). *Water and sanitation*. Retrieved from <http://www.usaid.gov/what-we-do/water-and-sanitation>
- UNICEF. , & WHO (2012). *Progress on drinking water and sanitation 2012 update*. Retrieved from <http://www.unicef.org/media/files/JMPReport2012.pdf>

UN-Water. (2013). *Un-water documents*. Retrieved from <http://www.unwater.org/documents.html>

WaterAid. (2013). *Homepage*. Retrieved from <http://www.wateraidamerica.org>