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# **Serving *All* Urban Consumers**



# **Serving All Urban Consumers**

**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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## 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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