



Water Senegal Sénégalaise Des Eaux

Standards supporting a unified approach to management

Founded in December 1995 in Senegal's capital Dakar, Sénégalaise des Eaux (SDE), a private limited company, has been instrumental in establishing a viable urban drinking water system for its country and is the reference in Africa for drinking water services.

SDE operates within a “public-private partnership” institutional framework, meaning that the company is bound to government agencies by a performance contract that aims to improve public water services in Senegal and sets the technical and financial performance targets to be achieved.

Company name: Water Senegal/
Sénégalaise des Eaux (SDE)

Country: Senegal

Industry: National water supply

No. of employees: 1139

Revenues/profits:
XOF 73.1 billion/N.A.
(USD 144.7 million/N.A.) (in 2010)*

Main products/services:

Drinking water services

Main use of standards:

Standards were used to streamline operations in drinking water services.

Most important standards used:

- ISO 9001:2008, *Quality management systems*
- ISO 14001:2004, *Environmental management systems*
- OHSAS 18001:2007, *Occupational health and safety management systems*
- Some French national standards on water quality and testing



- Some Senegalese national standards on water discharge and air pollution

Economic benefits generated by standards: XOF 1.4 billion (USD 2.77 million) annually, amounting to 1.9% of annual sales revenue.

Key qualitative benefits: Standards helped manage business operations more reliably and efficiently.

What were the major benefits for SDE of using standards?

Using standards allowed SDE to:

- Establish clear, well-defined links between the company's strategic directions and their implementation "by-process" and business function, so as to meet the ambitious performance objectives and promote a culture of continual improvement
- Help satisfy the needs of the Senegalese population for reliable water access (with increased customer satisfaction)
- Improve overall efficiencies in operations
- Ensure positive occupational health and safety conditions for SDE's employees and suppliers

How did standards lead to these benefits?

The introduction of an integrated management system incorporating best practices from several standards has been key to enabling a systematic approach to management and laying the foundations for a culture based on continual improvement. The "public letter of engagement", issued by the CEO at the beginning of each year, plays an essential role in setting the company's key targets and policies and serves as a basis for defining the specific objectives and tasks of each organizational unit. These are later operationalized through performance indicators which are monitored on a monthly and weekly basis to measure whether progress is taking place as intended. This approach has helped drive process efficiency and identify opportunities for future development.

Other standards on water quality and testing are used to ensure that the required volumes of water are delivered and meet the agreed quality levels.