

## **The Contribution of WSUP to The International Year of Sanitation (IYS) 2008**

### **Background**

The sanitation MDG is seriously off track, especially in Sub Saharan Africa and South Asia. The UN has designated 2008 as the International Year of Sanitation (IYS) as a way to address this challenge and spark a revolution in sanitation programming worldwide. The UN and others are calling for an extraordinary effort to raise the profile of this 'orphan' issue and support programmes to substantially increase access to adequate sanitation especially in poor urban and rural communities.

Current best practice is to focus on stimulating demand for improved sanitation, encourage associated behavioural change and strengthen the capacity of the local market to supply a range of sanitation products and services. Such an approach reverses years of supply – driven, subsidized approaches where latrines were typically a minor add-on to a water supply project, and where sanitation provision rarely thought beyond the construction of a latrine. New approaches recognise the fact that approximately 90% of all latrine purchases in developing countries are private investments and supplied by the local private sector.

The five messages of IYS focus on the health, social development, economic and environmental benefits of proper human excreta management as well as an optimistic note that the sanitation MDG can still be achieved. We should note however that even if MDG targets for sanitation were met there would still be 1.9 billion people below the basic sanitation threshold.

### **Sanitation in WSUP**

One component of IYS is to encourage the application of Sanitation Marketing (SM) and the principles that underpin Total Sanitation approaches (identifying locally-appropriate triggers that lead to sanitation behaviour changes and the goal of eliminating open-defecation in a community). IYS is an opportunity for WSUP to test the potential of these, especially the sanitation marketing approach in our four pilot projects. In each location, WSUP should:

- Investigate the current sanitation situation, understanding what types of latrines are used, how they are used and provided
- undertake market research that focuses on identifying local triggers for sanitation change that can be addressed through private latrine investment;
- develop and promote communication materials that respond to drivers and concerns;
- stimulate household and broader community demand for better sanitation
- develop market based approaches to sanitation services so that these sanitation services become sustainable over time
- strengthen the capacity of the local informal sector (small scale masons etc) to deliver a wide range of sanitation products and services, and
- support the appropriate institutions (governmental, regulatory, non-governmental and private sector) to create the right market and enabling environment.

Social Marketing embodies the values of WSUP and its partnership – it combines private sector expertise, especially in marketing – with appropriate technology, small-scale enterprise and NGO experience of empowering and mobilising poor urban communities. It is people – centred in that the pace of adoption is entirely demand determined.

The local private sector is strengthened which in turn stimulates local economic development and creates much needed employment opportunities. Successful businesses must be able to offer a range of sanitation products and services to ensure that there is choice at a variety of price points. They will need strong marketing skills and tools, they should be able to construct good quality latrines that offer value and perhaps be able to extend credit for households unable to accumulate savings. And they should think as business people – developing on-going services that enable families and the service provider to maintain a relationship over time. In some cases there may be a role for micro – credit.

This approach can be used for household latrines as well as community sanitation blocks.

WSUP will also work with Municipalities especially those responsible for solid waste management to consider how it can help create the right market and environment for a strong sanitation market – by-laws, standards, enforcement, waste sites, pit emptying, etc.

One important issue will be time; it takes much longer to build strong markets and achieve significant up-take than in any supply – driven approach – far longer than a typical WSUP project will likely take. As such, indicators will need to be developed to show progress towards the development of sustainable sanitation services, not just the construction of latrines. In our projects, we will seek a continuing role to monitor and support the sanitation component.

Below we describe the sanitation components of four of WSUP's projects.

## **1. ANTANANARIVO WATER SANITATION AND HYGIENE PROJECT**

The overall aim of Antananarivo Pilot project is to increase sustainable access to good quality water at affordable cost in conjunction with improved sanitation and hygiene for 23,000 people in six Fokontany of three peri-urban communes of Antananarivo.

The project has outcomes on improving sanitation, such as:

- An implementation strategy for the improvement of sanitation services throughout the full scale project area (reaching 220,000 people) informed by research and in-depth analysis of the local sanitation market and the institutional framework for developments in sanitation services.
- Improved hygiene behaviour, through the delivery of WASH strategy via a participatory education campaign for community wide hygiene promotion that has a particular focus on primary school children and via a capacity building program of WASH committees at regional, commune and school/clinic levels

## **2. BANGALORE WATER SANITATION AND HYGIENE PROJECT**

In the experience of the WSUP Bangalore Pilot Project, sanitation has been a serious problem as a whole in the peripheral areas of Bangalore due to the organic development of the city and it is much more serious problem when it comes to the poor. Not to mention that it is a matter of dignity and honour when it comes to women.

Under WSUP Pilot Project through the participatory processes the following strategies have been planned to improve sanitation:

- Facilitate Micro-credit for Household Sanitation by establishing a Revolving Fund which is managed by the community based Self Help Group or WATSAN Committee set up under the Project.

- Explore onsite options for community based sanitation blocks – including the DEWATS system.
- Explore shared latrines clusterwise/streetwise connected to a common STP
- Evolve community based management systems for community sanitation blocks

All facilities are planned on the basis of the Community Action Plan developed through participatory processes with the key persons in the community represented by men, women, aged and vulnerable groups.

### **3. MAPUTO WATER SANITATION AND HYGIENE PROJECT**

The project is working in 6 Maputo neighbourhoods with around 99,115 inhabitants. The focus of the WSUP activity, in these “bairros” would be addressing the sanitation/hygiene issues, as this has been a neglected area.

The main activities we are planning to implement, relating to sanitation are:

- low cost decentralized small/scale facilities for collection, treatment / disposal, to develop a decentralized management model
- development and capacity building of Water and Sanitation Committees, to engage on ‘pro-poor’ issues, and to support community managed models
- hygiene awareness and promotion
- capacity building within the Municipality, particularly in respect of the provision of ‘pro-poor’ sanitation.

### **4. NAIVASHA – MK WATER SANITATION AND HYGIENE PROJECT**

During the pilot project phase, WSUP intends to carry out research on innovative and appropriate sanitation technologies in Mirera-Karagita. This will include participatory assessment of community sanitation needs (habits, existing coverage, vulnerable users), various levels of service (household, communal) and technological options (on-site, eco-sanitation, condominial system). To achieve this, a wide range of financing options will be explored (micro-credit, build-and-operate, own-investment, subsidy-for-the-poor). This in turn, can only be achieved through aggressive and innovative settlement-wide hygiene promotion and sanitation marketing to elicit the necessary demand for sanitation improvement, and consequently, attract reasonable investment to attain the desired financial investment.