



water for people
RWANDA everyone | forever



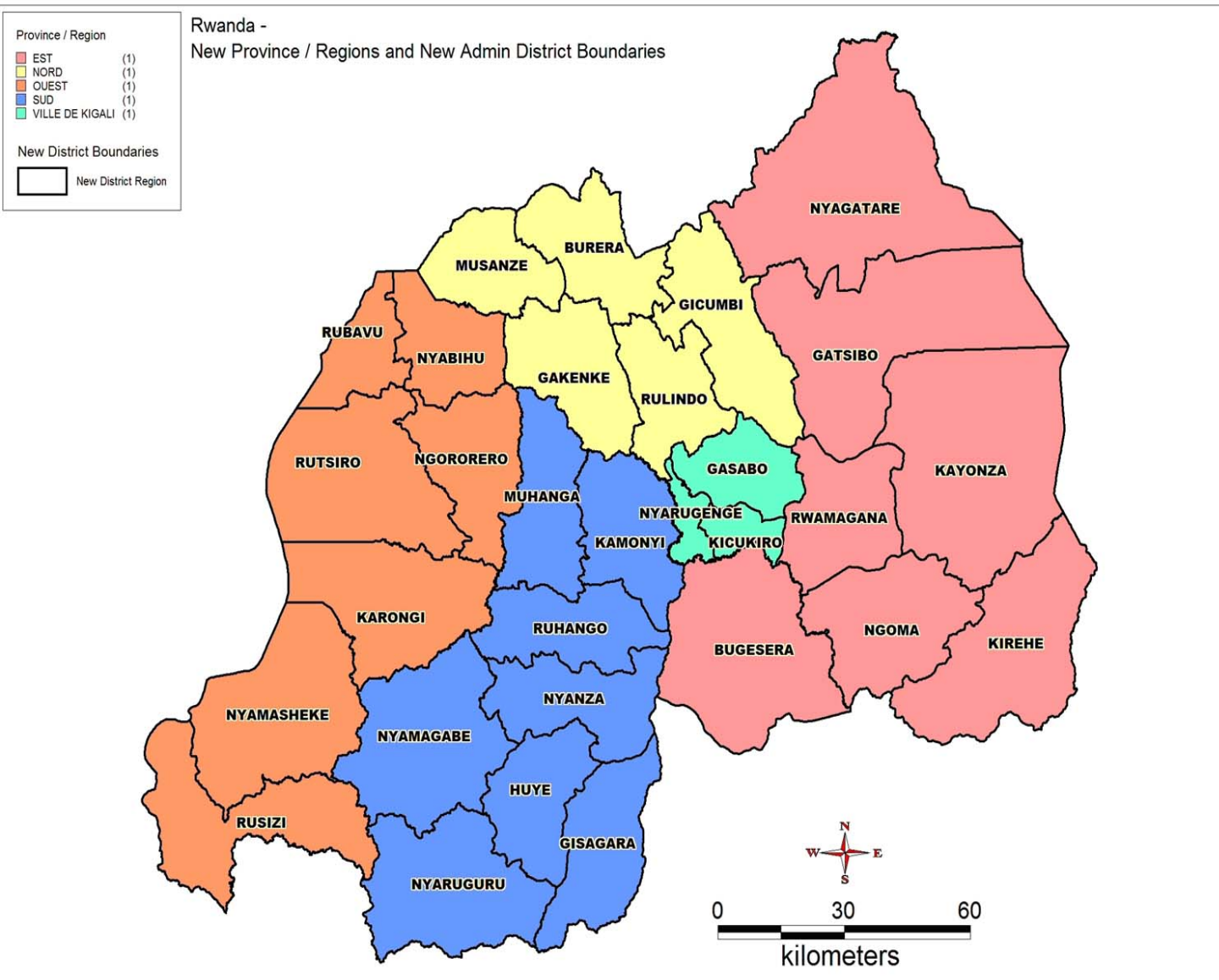
**“Private Sector and Civil Society Organizations Working Together to
Accelerate Progress Towards Sustainable Sanitation”**

Water For People & Fairway Ltd Experience

Perpetue Kamuyumbu & Benon Kyabarongo

WASH Conference, Tamale—Ghana, 17-18 January, 2018

A brief about Rwanda



○ Population:

12,274,221

○ Water coverage:

75%

○ Access to basic

Sanitation: 62%

○ Open defecation: 3%

○ Sector target : 100%

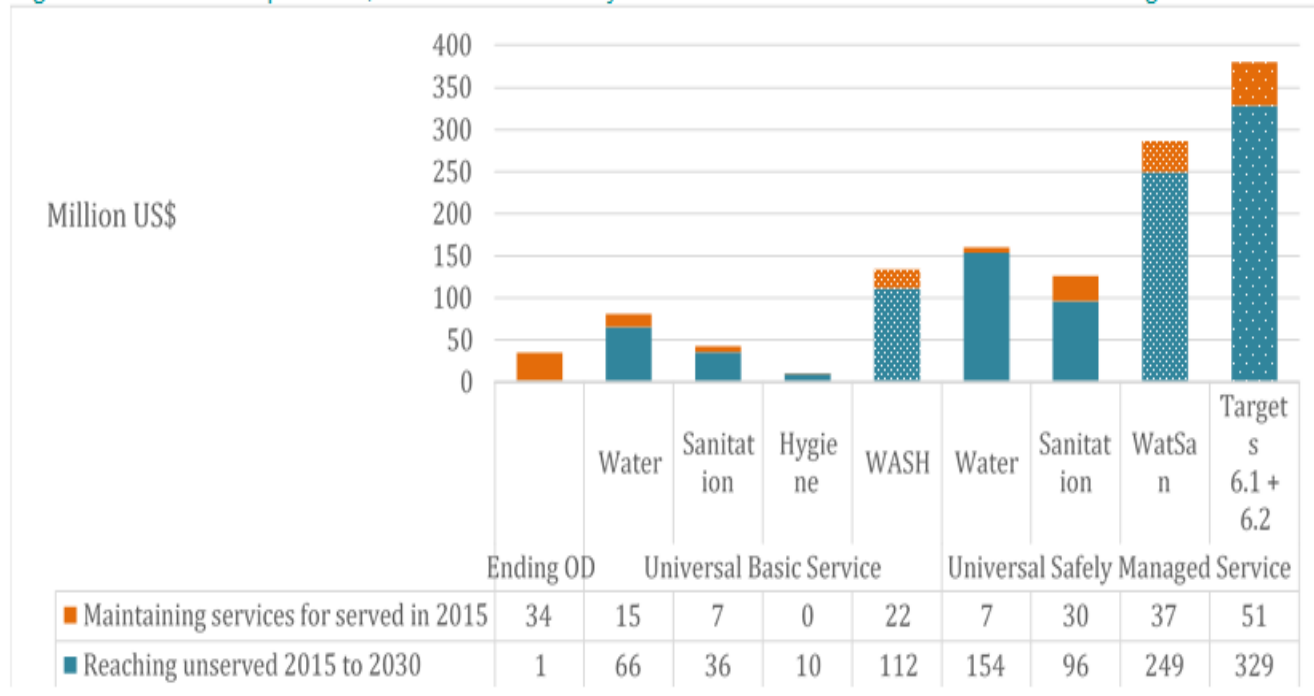
access to

Sanitation services

by 2030

RWANDA: FUNDING NEEDS TO ACHIEVE SDGs

Fig 5. Rwanda will require US\$ 134 million annually to build and maintain universal basic coverage

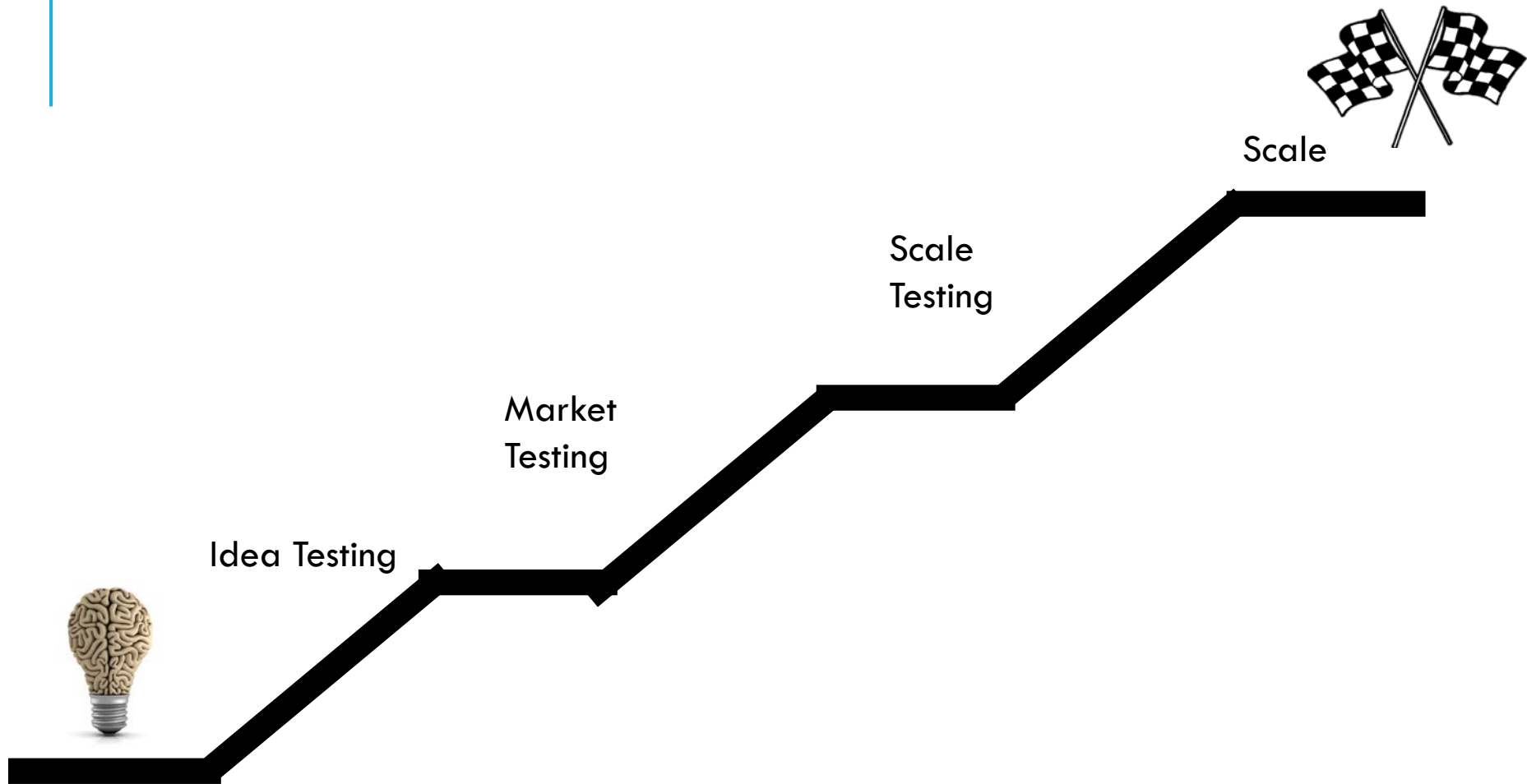




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**Our approach to sustainable sanitation:
“Sanitation Marketing”**

No magic or readily available solutions!



channels

Key partners

revenue streams

BUSINESS

customer segments

customer relationships

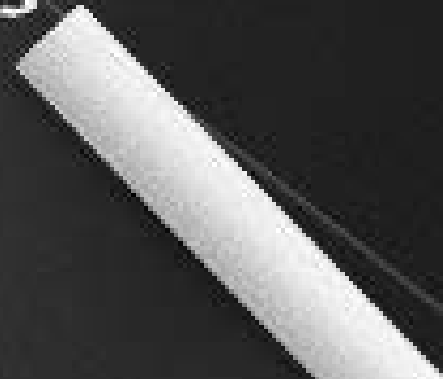
Key activities

MODEL

value propositions

Key resources

cost structure



Latrine construction



Masons' cooperatives



Toilet upgrading



BIG DATA SUPPORT SERVICES Ltd



Emptying services



WHAT HAS BEEN OUR ROLE?

1. Creating an enabling environment for sanitation businesses



DEFAST

2. Creating a sustainable supply chain of sanitation equipment



3. Building Capacity of Local Entrepreneurs/service providers



4. Linking households and sanitation service providers to finance institutions



THINKING ABOUT SCALE



SCALE IS WHEN

- Demand increases without intensive promotion;
- The product's or service's cost decreases due to market competition or mass production;
- Supply chain growth occurs outside NGO's facilitation activities;
- NGO's implementation efficiencies are high and leads to low unit investment costs per latrine built or pit emptied;
- Product or service delivery expands into new areas or all areas are covered;
- The central regulating authority actively controls any public health risks related to the service.

SCALE TESTING

1. Water For People provides third tier support: two organizations between WFP and the householder;
2. WFP is not part of the supply chain;
3. Improving implementation efficiency: Increasing workload and decreasing unit costs;
4. WFP facilitates an industry, not individual businesses;

SCALE TESTING (CONT'D)

5. The facilitating process encourages new businesses to start up and crowd-in to an already market tested sanitation solution;
6. Scaling encourages, supports and works with government to regulate the 'crowding-in' process;
7. WFP lets go of control with a view to finally exiting the sector

KEY CHALLENGES

- Sanitation business is still a new venture for the regulator, service providers, finance institutions and customers;
- Demand creation takes time;
- Cost based price vs affordable price?!;
- Sustainable supply chain for some sanitation products/ services not always easy to ascertain.

PROPOSED WAY FORWARD

- ❖ Sector harmonized approaches to sustainable sanitation;
- ❖ Aggressive involvement of private sector in sanitation;
- ❖ Community sensitization activities by all sector stakeholders;
- ❖ Aggressive marketing by service providers;
- ❖ Creation of an enabling environment for sanitation services;
- ❖ Exploring new sector financing mechanisms,...

Thank you for your kind attention!

