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

*Water For People & Fairway Ltd Experience*

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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
Fig 5. Rwanda will require US$ 134 million annually to build and maintain universal basic coverage.
Our approach to sustainable sanitation:
“Sanitation Marketing”
No magic or readily available solutions!
BUSINESS MODEL

key partners
customer segments
key activities
value propositions
key resources
customer relationships
cost structure
revenue streams
channels
Latrine construction

Masons’ cooperatives
Toilet upgrading
Emptying services
WHAT HAS BEEN OUR ROLE?

1. Creating an enabling environment for sanitation businesses
2. Creating a sustainable supply chain of sanitation equipment

Gulper III

E-Vac
3. Building Capacity of Local Entrepreneurs/service providers
4. Linking households and sanitation service provides to finance institutions
THINKING ABOUT SCALE

Pilots never fail and never scale
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.
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;
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!