The city of Ziway is the home of 60,000 Ethiopians. Only 34% of this population has access to safe sanitation. Many use one of the six public toilets in town, others share pit latrines in the compounds. Some of these compound toilets are even shared by up to 50 people. In Ziway solid waste is collected mainly by hand or donkey carts. Although the town has a municipal disposal site where pit emptiers have to pay a small fee to dispose, most solid waste is dumped illegally somewhere outside of town.

Changing mindsets
To address this major sanitation challenge in Ziway, we need to drastically change our approach. Traditional solutions focused on building (subsidized) sanitation infrastructure are not sustainable and cannot meet the needs of the growing population. The Ziway WASH programme therefore focuses on connecting the service chain and value chain of sanitation in Ziway. While doing so, changing the mindsets of all stakeholders involved to create a system for sustainable and affordable WASH services that can accelerate is main priority. This is the only way to adapt to fast population growth and to achieve full coverage.

Connecting chains for acceleration
Ziway has a rich flower business going on. To process the waste coming from the flower farms in the region, a disposal and processing site was opened. For the owner of the site it was an opportunity to buy faecal sludge from the Ziway households and pit emptiers and turn this into co-compost. Co-compost works as a soil improver and a fertilizer at the same time, making it a valuable product and competitive in price and quality to chemical fertilizer. The new sustainable product could be sold back to the farms in the region, contributing to the growth of the flower farms. With their increased income from the flower business, the people of Ziway are in a better position to apply for sanitation credits at the local Micro Finance Institute to invest in their own toilet. With this multi-stakeholder approach, we were able to increase access to sanitation, solve the problem of illegal waste dump threatening the health of the people and increase income generation of the flower farmers. As all stakeholders know their role and work together effectively now, the system can take over, making external subsidies redundant over time and accelerating access to safe sanitation for a growing urban population.
In Ziway, our local partners facilitate the development of a system in which all stakeholders work effectively together on realising sustainable WASH. They bring them together, build capacity and train them.

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<th>Stakeholder</th>
<th>Roles and responsibilities</th>
<th>Drivers of acceleration</th>
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| Households                | Households demand and are willing to pay for sanitation services, and are even prepared to take a loan to build a toilet.                                                                                                  | • Spreading the sanitation and hygiene message will raise awareness on the health benefits of sanitation, automatically increasing demand for WASH in the rest of the city.  
  • Demand is stimulated by improving the value chain; households can generate an extra income by selling faecal sludge. |
| Business                  | Composting enterprises, but also small entrepreneurs like masons, plumbers and pit emptiers see business in sanitation and are prepared and qualified to offer sanitation services, such as constructing latrines, waste management and the collection and processing of sludge into co-compost. To professionalise or expand their business, they are interested in taking sanitation credits from financial institutions. | • Training material, technical designs and communication materials can be replicated, lowering the price of fertilizers making it affordable for smallholder farmers, and paving the road for low-cost expansion to other towns in Ethiopia.  
  • A higher demand for fertilizer makes the composting company more willing to pay for faecal sludge. In turn, households will be interested even more in having a latrine, which boosts WASH market development.  
  • Increased income of the people working in the flower and agricultural business in Ziway will further stimulate demand for sanitation, as will the delivery of quality products. |
| Financial institutions    | Financial institutions such as the OCSSCO (Oromia Credits and Savings Shared Company) offer sanitation credit products to households and businesses, and set-up Guarantee Funds for investors in sanitation.                                      | • Financial Institutions provide the requested finance to enable households to get a toilet and entrepreneurs to expand their sanitation or waste (reuse) business.  
  • Financial institutions with offices in other cities in the region can easily expand the sanitation credit products to other towns. |
| Government                | The governmental bodies involved in this programme have the capacity to facilitate the market mechanism via rules and regulations, awareness programmes and public private partnerships. For the poorest and most marginalised groups, municipalities should offer small subsidies for latrine construction.                                              | • Governments see the successes of the business approach to sanitation and improve the enabling environment with the right set of rules and regulations.  
  • Public Private Partnerships will ensure upscaling and sustainability, in addition to quality and performance control. |

**ACCELERATION INDICATORS**

The programme is designed so that in 2020:

- The number of people with access to safe sanitation has increased tenfold. (90%)
- The number of safe toilets built has increased from 180 to 3000.
- The amount of faecal sludge collected and processed has increased from 270 to 4500 kg.
- Sanitation density has grown from 65% to 90%.

The WASH Alliance is a consortium of six international development agencies: Akvo, Simavi, AMREF Flying Doctors, WASTE, RAIN and ICCO. We work together to realise sustainable access to Water, Sanitation and Hygiene (WASH) services for everyone. The Alliance is operative in 8 countries in Africa and Asia.

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