

To create sustainable access to water and sanitation services, the Dutch WASH Alliance aims to facilitate the development of a functioning WASH market and public sector.

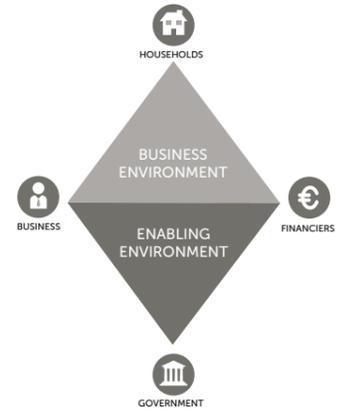
In this reality, we:

- Support partner organisations that work on demand creation (amongst others)
- Involve WASH entrepreneurs and financial institutions
- Support the development of a working public sector

To do so, the Dutch WASH Alliance uses a unique approach called the Diamond Business Approach developed by WASTE (partner in DWA) and supported by Plan Netherlands. The aim of this approach is to change the system and enable it to start functioning autonomously. This is what we refer to as "system change".

WASTE's Diamond Business Approach

The Diamond Business Approach is based on an institutionalised method that is system-oriented and driven by demand and supply mechanisms. Core stakeholders are the private sector and its clients (households, landlords, municipalities) and organizations that enable the business environment like financial institutions and local authorities.



The story below explains how the business approach works.

MARY

Mary and her family regularly fall ill, because they don't have a proper toilet. Mary wants to hire a local builder to build her one, and they offer her a good quote. But she needs a loan to pay for it.

JOHN

John runs a local construction business. He sees growth opportunities in building many more toilets in Mary's community. He needs a loan to pre-finance construction materials, equipment and staff.

LOCAL BANKS

Local banks can provide the information both Mary and John need to apply for a loan. Mary is eligible for a loan: she is a home-owner with a steady income and can offer her house as collateral. John can get funding if he has a viable and convincing business plan. The local bank can help him to write one.

MUNICIPALITY

The municipality is officially responsible for facilitation of construction, planning and implementation of water and sanitation. They give out building permits and approve building sites in their community, including Mary's toilet and John's design.

MUNICIPALITY

To realise toilets in an urban area... businesses, banks and municipalities need to know and assume their roles and responsibilities. When interconnecting these stakeholders, a diamond model emerges.

MARKETING SUPPORT

Through projects using the Diamond Model... health extension workers are supported to create demand for toilets - through health campaigns targeted at potential clients like Mary.

PRIVATE SECTOR SUPPORT

Also, business consultants are contracted to offer advice to sanitation entrepreneurs like John on how to operate a business, write a business plan or apply for a loan.

LOCAL AUTHORITIES SUPPORT

The diamond includes support to local authorities on how to improve their contribution to sanitation.

DIAMOND FACILITATION

WASTE only offers support to stakeholders by staying outside the Diamond, because the interconnections need to be clear and strong, to ensure continuation of sanitation after the project has ended.

Learn more

Do you think this approach could work in your project area? And do you want to learn more about the Diamond Business Approach?

Contact our partner WASTE: office@waste.nl

Also watch the Diamond Business Approach animation on which this cartoon was based on the WASTE website: www.waste.nl

