

How to accelerate WASH through an integrated business approach?

Baatuu / Ziway WASH Programme, Ethiopia



The city of Ziway is the home of 60.000 Ethiopians. Only 65% 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.

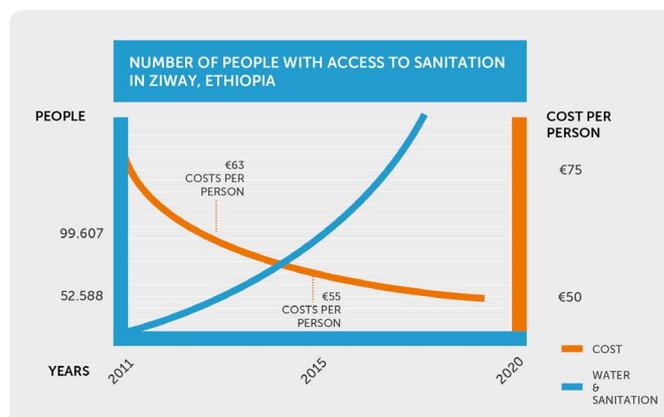
Changing mindsets

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 Baatuu/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

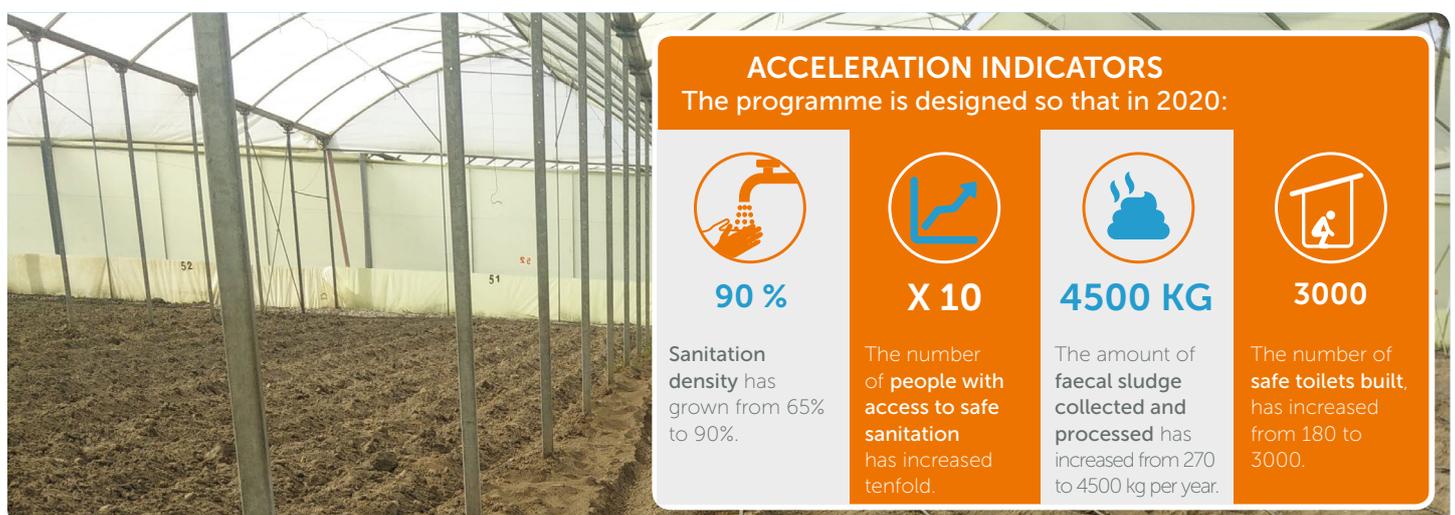
Ziway has a rich flower business going on. To process the waste coming from the flower farms in the region, a disposal and processing site was opened by a Dutch private enterprise. For the owner of the site it can be an opportunity to buy faecal sludge from the Ziway households and pit emptiers and turn 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 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 the construction of 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. As all stakeholders know their role and will work together effectively, 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 and facilitate capacity building and training.

Stakeholder	Roles and responsibilities	Drivers of acceleration
Households	Households demand and are willing to pay for sanitation services, and are even prepared to take a loan to build a toilet.	<ul style="list-style-type: none"> 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: in the future, households can even generate an extra income by selling faecal sludge.
Business	<p>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, and the collection and processing of sludge into co-compost as well as solid waste management.</p> <p>To professionalise or expand their business, they are interested in taking sanitation credits from financial institutions.</p>	<ul style="list-style-type: none"> 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 sanitation products.
Financial institutions	Financial institutions such as OCSSCO (Oromia Credits and Savings Shared Company) offer sanitation credit products to households and businesses, and were enabled (by WASTE) to set up a guarantee fund.	<ul style="list-style-type: none"> Financial Institutions provide the requested finance to enable households to get a toilet and entrepreneurs to expand their sanitation or waste business. Financial institutions with offices in other cities in the region can easily expand the sanitation credit products to other towns.
Government	<p>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.</p> <p>For the poorest and most marginalised groups, municipalities should offer small subsidies for latrine construction.</p>	<ul style="list-style-type: none"> 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.



The WASH Alliance International is a multi-national consortium of over 100 partners worldwide. We work together with local NGOs, governments and businesses to make sure everyone on this planet has sustainable access to water and sanitation.