



water for people  
the current of change

# **SANITATION AS A BUSINESS**

**One strategy to achieve sustainable sanitation**



## SUSTAINABLE SANITATION MEANS:

- Latrines are being used continuously, by all members of the family
- Community is maintaining latrine coverage at 100%, without external support
- There is no significant risk to community health from disposal techniques





## COMMON CHALLENGES TO SUSTAINABILITY

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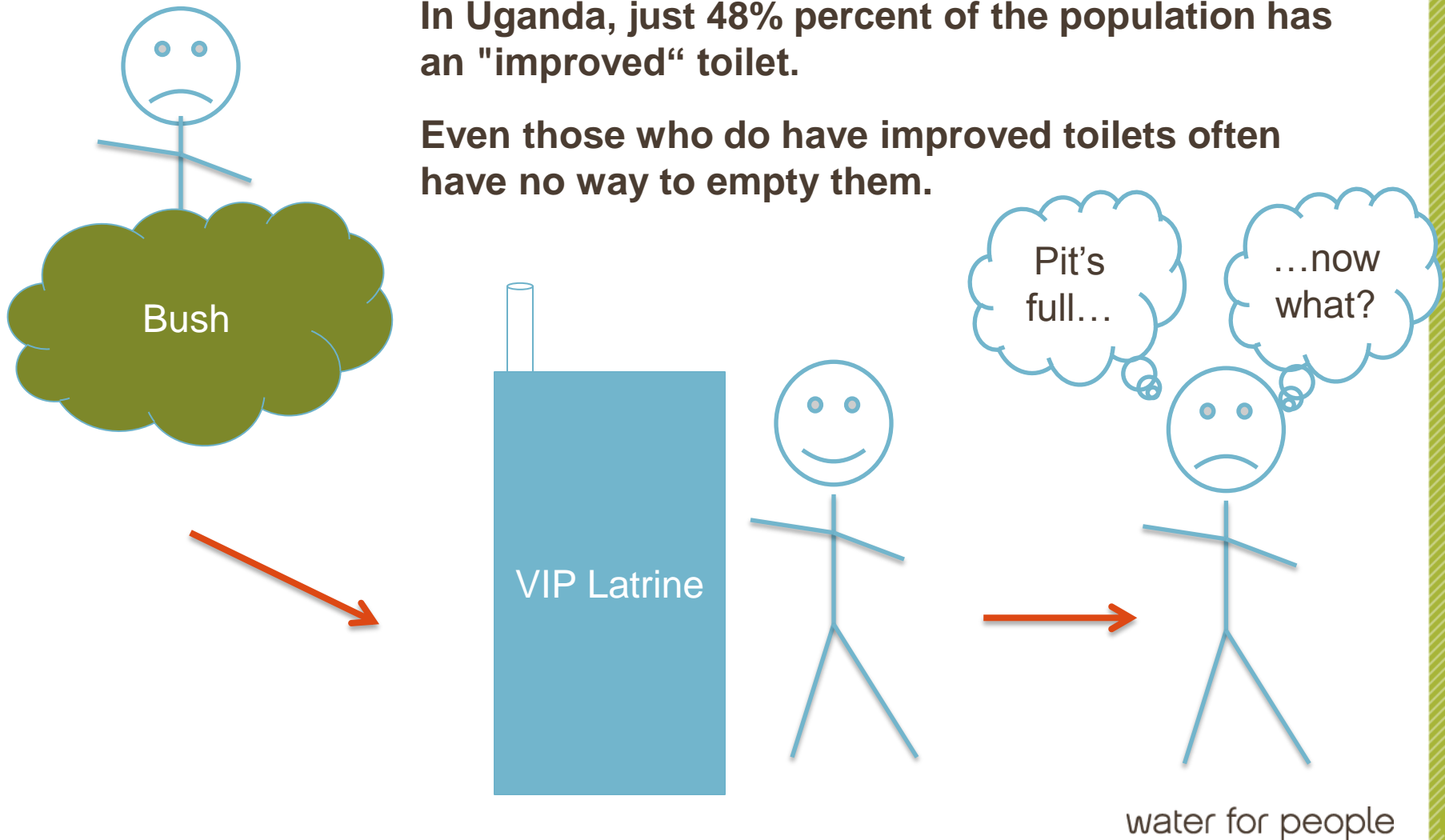
- Once the NGO or Government subsidy ends, so does the use and/or maintenance of the latrine
- Promotion of specific products (i.e. ecosan) is often encouraged without an understanding of what households want and can afford



## PROBLEM: WHERE TO GO, AND THEN WHAT TO DO WITH IT?

In Uganda, just 48% percent of the population has an "improved" toilet.

Even those who do have improved toilets often have no way to empty them.







## PROBLEM : FULL PIT LATRINES IN HARD-TO-REACH PLACES





## WHAT THE MARKET-BASED APPROACH CAN OFFER TO IMPROVE SUSTAINABILITY

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- **Understanding and Creating Demand:** Offering products and services that provide an affordable & permanent solution
- **Efficient Supply Chain:** Supply and product/service delivery chains in place
- **Sustainable Finance** for households and businesses



## SANITATION AS A BUSINESS

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*Encouraging the private sector to provide a variety of affordable sanitation products and services, so that households and communities can achieve and maintain 100% coverage without ongoing external support.*





## THE APPROACH

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1. Business Fundamentals
2. Demand Generation
3. Working with Local Business Development Service Providers
4. Increasing Household Purchasing Power
5. Learning From Experience



## 1. BUSINESS FUNDAMENTALS

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- Exploring the sanitation value chain (thinking beyond latrines)
- Rapid market assessments (focus on demand)
- Feasibility studies (does this make sense?)
- Business plans (financial sustainability)
- Links to financing (no direct hardware subsidies)



## 2. DEMAND GENERATION

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- Using direct marketing techniques (based on market research) targeting household sanitation motivations, aspirations and limitations
- Not relying exclusively on Behavior Change Communication



### 3. BUSINESS DEVELOPMENT SERVICE (BDS) PROVIDERS

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- Program is supporting LOCAL BDS providers to carry out marketing and business plan development
- Water For People's role is to familiarize them with the sanitation sector, and ensure focus on the poor segments of the market



# IDENTIFYING LOCAL ENTREPRENEURS (VIA NEWSPAPER ADS)

Nakasongola Court were the leader of the opposition in Parliament, Nandala Mafabi and UPC chief Clara Otunnu.

MEMBERS Lubiri Senior Secondary

THE BISHOP TEACHER, SWARD Mbazira, said the school

public universities are doing science and art disciplines.

REGULATES AND A/S MEMBERS of staff.

**Call for Businesses in Sanitation**

We invite companies, entrepreneurs and start-ups to apply to the "Sanitation as a Business" (SAAB) program. If you have a business or are planning for a business in the sanitation sector, we want to hear from you.

Captiva Communications is a full service marketing and business development agency that provides a broad range of advisory services to clients in East Africa.

Our client would like us to identify and assist in developing all types and stages of companies and entrepreneurs in sanitation to be more successful in providing sustainable sanitation solutions.

Should you join the SAAB program your company shall benefit from a wide range of business development support services including feasibility studies, financial and strategic planning, product design and development, and assistance with marketing strategies.

These services shall be provided at no cost to the qualifying businesses or entrepreneurs.

The ideal enterprise for this program would have a business that fits the following criteria:

1. For-profit, well established, start up or concept stage.
2. A business that is engaged in or planning to diversify into sanitation or complementary products or services such as construction of latrines, installation of septic tanks, cesspits and cesspit emptying.
3. Has at least one full-time team member.

So please register your interest by sending mail or giving us a call at the address below:  
Said Bukema  
Telephone: +256 (0) 414 236 303 or Mobile: +256 (0) 312 514327  
Email: sanitation@captiva.co.ug

Captiva Communications Ltd  
Plot 1 Cooper road, Kaseneni • P.O. Box 10205 Kampala, Uganda  
info@captiva.co.ug • www.captiva.co.ug • Tel: +256 (0) 414 236303 or Mob: +256 (0) 312 514327

New Vision  
Thursday 11 August 2011

gaasi nga bamutwala

**Twetaaga abaagala okukola bizinensi ez'ebikozesebwa okukuuma obuyonjo**

Twetaaga amakampuni, banannyini bizinensi okuweereza okusaba kwabwe okuzobola okewangala ku nteekateka ya "Sanitation as a Business" (SAAB). Bwoba ng'olina bizinensi oba ng'olina nteekateka ey'okwetaaba mu bizinensi ey'ebikozesebwa okukuuma obuyonjo, kuwetaaga.

Kkampuni ya Captiva Communications etukula ku bantu obuyambi ob'ewangala n'empereza mu ey'okukutakulanya bizinensi mu Buviriza bwa Africa.

Talekoddwero okuzaba n'okuyamba okukutakulanya amakampuni n'obagaddukanyi, okubaba nga gihulaakulana; n'okuyambako mu bikozesebwa okukuuma obuyonjo mu maka. Ekigendredwako kino kwe kulaba nga tababwobwoba okubana ku mwendo egibokola ate nga biri ku mutindo ogw'awogaku, n'okubaba nga bafuriramu ddala amagoba. Bweewegatta ku nteekateka ya SAAB, ikampuni yo eja kuyambirwa mu bita eby'ewangala okuli okulana okuterakwetaaba, mu by'ensimbi n'okukuyambako okug'ebwenebweera, n'ekubakulana, kwo n'okukunonyeza akutaba.

Obuyambi buno eri banabizinesi buja kuweebwayo eri banannyini bizinensi abalina okubafuna n'nga tebataddemu seente yonna.

Ebifongole ebyetabwa mu nteekateka eyo bita okubaba bizinensi ecola bino:

1. N'ga bakoleera kutana amagoba, nga g'ama bulungi.
2. Bizinensi eyyenyigira mu kukaba ebikozesebwa okukuuma obuyonjo mu maka, oba ababusa empereza nga ez'okuzamba kabuyonjo, okubabusa bina n'amazzi, n'okukunira kazambi mu kabuyonjo.
3. N'ga babayiro wakiri mwebwa omu abeb'abawo.

Weereza mail oba kubabirako ku ndagiro eno wamwanga:  
Said Bukema  
Esamu: +256 414 236 303, +256 (0) 312 514327  
email: sanitation@captiva.co.ug

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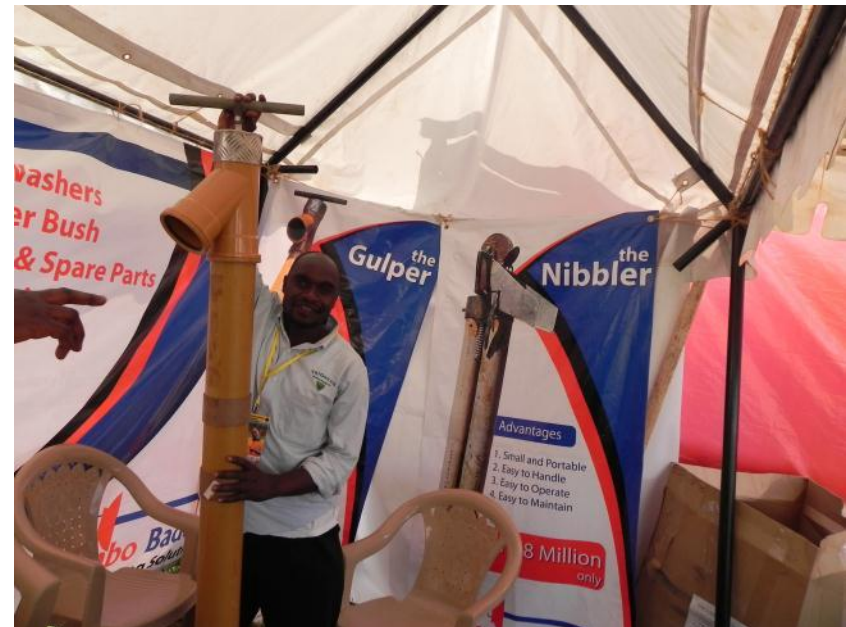
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Thursday 04 August 2011





## 4. INCREASING HOUSEHOLD PURCHASING POWER

- Identify financial alternatives (revolving loans, etc)
- Look for innovative, affordable products and service ideas to meet market demand
  - Gulper, Nibbler, low cost latrines



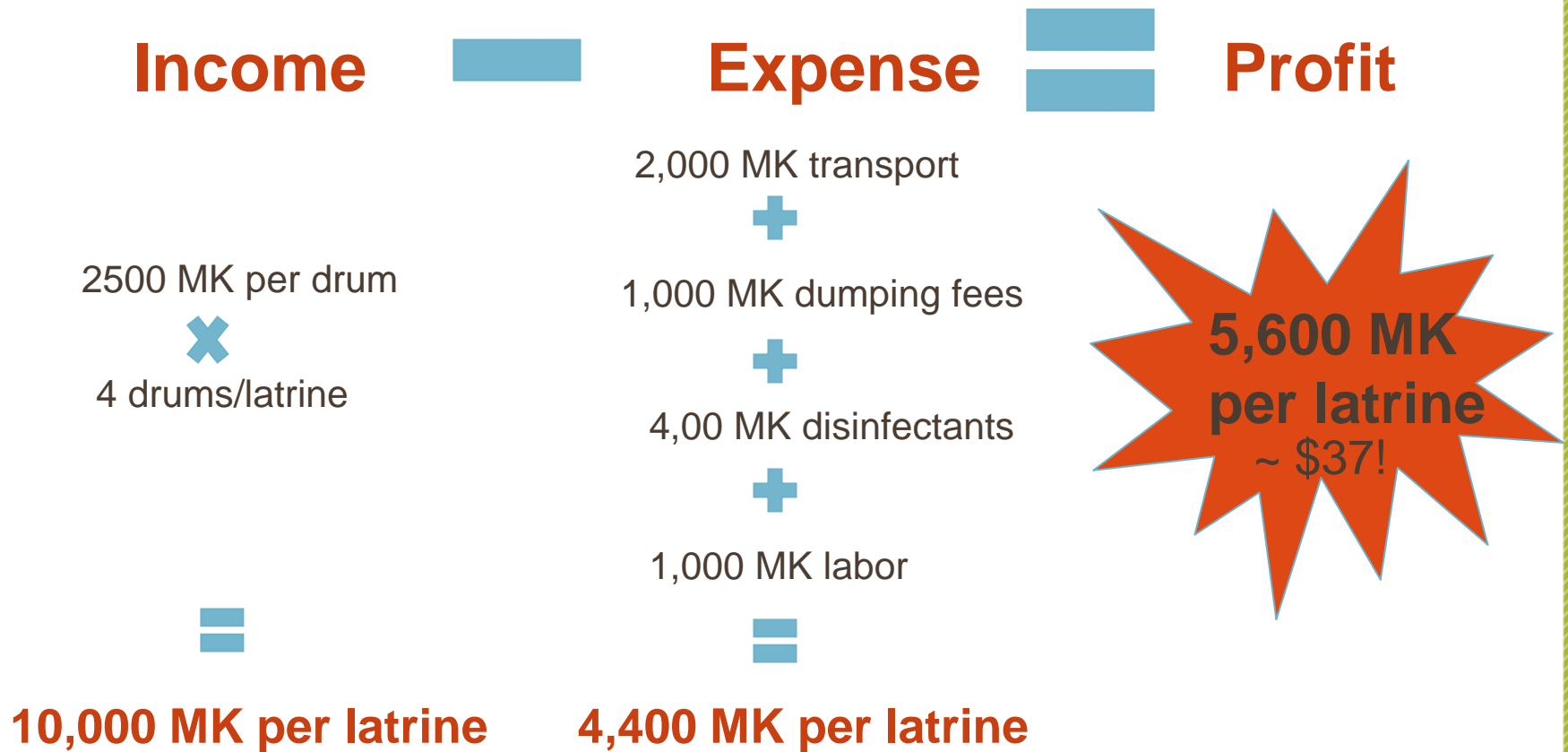


## A TECHNICAL SOLUTION: THE GULPER





## FINANCIAL FEASIBILITY OF THE GULPER





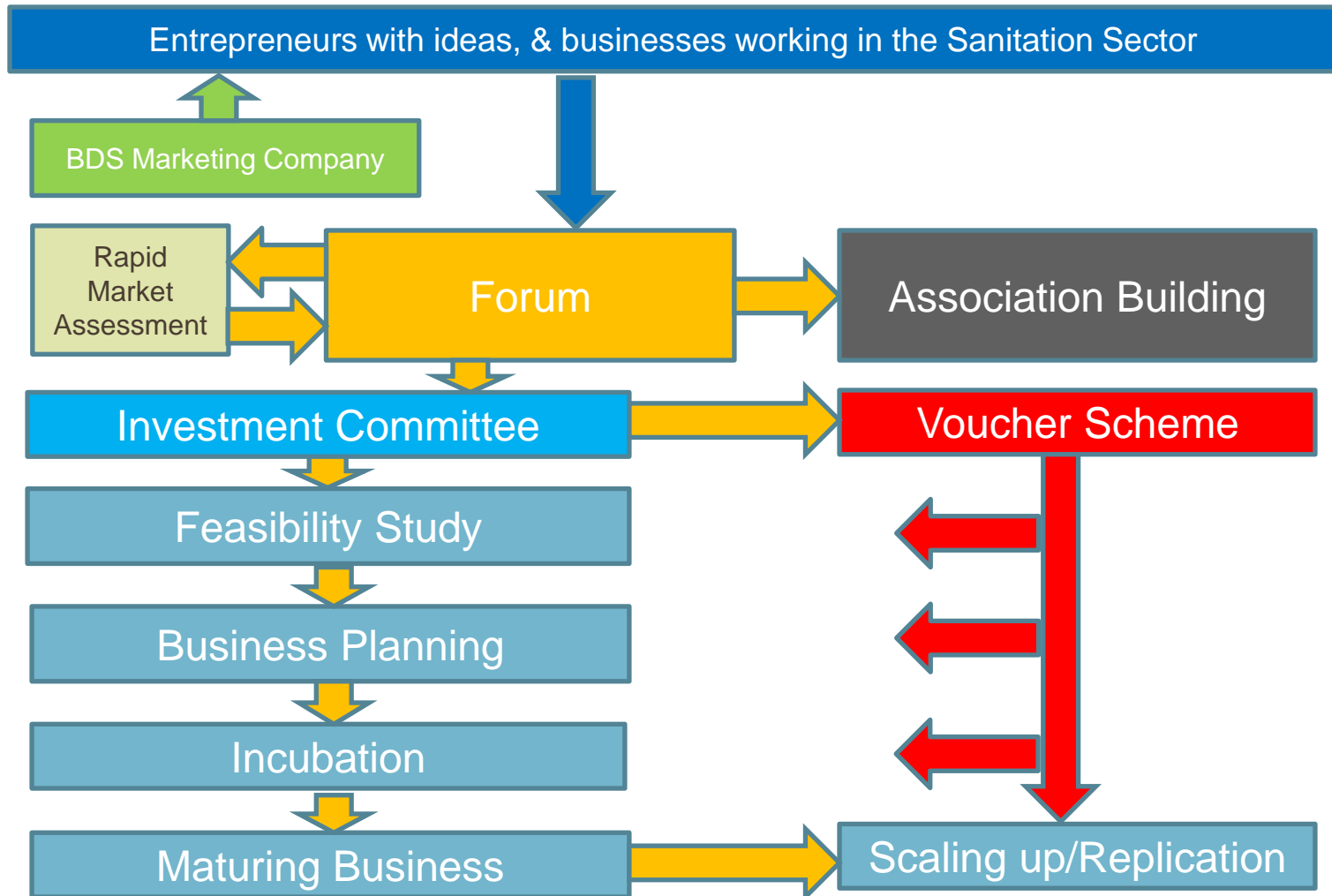
## 5. LEARNING FROM EXPERIENCE

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- Testing different business methodologies
  - In different demographic contexts (rural, urban, peri-urban)
  - In different countries (Rwanda, Uganda, Malawi, India, S. Amer.)
- Analyzing and sharing the results



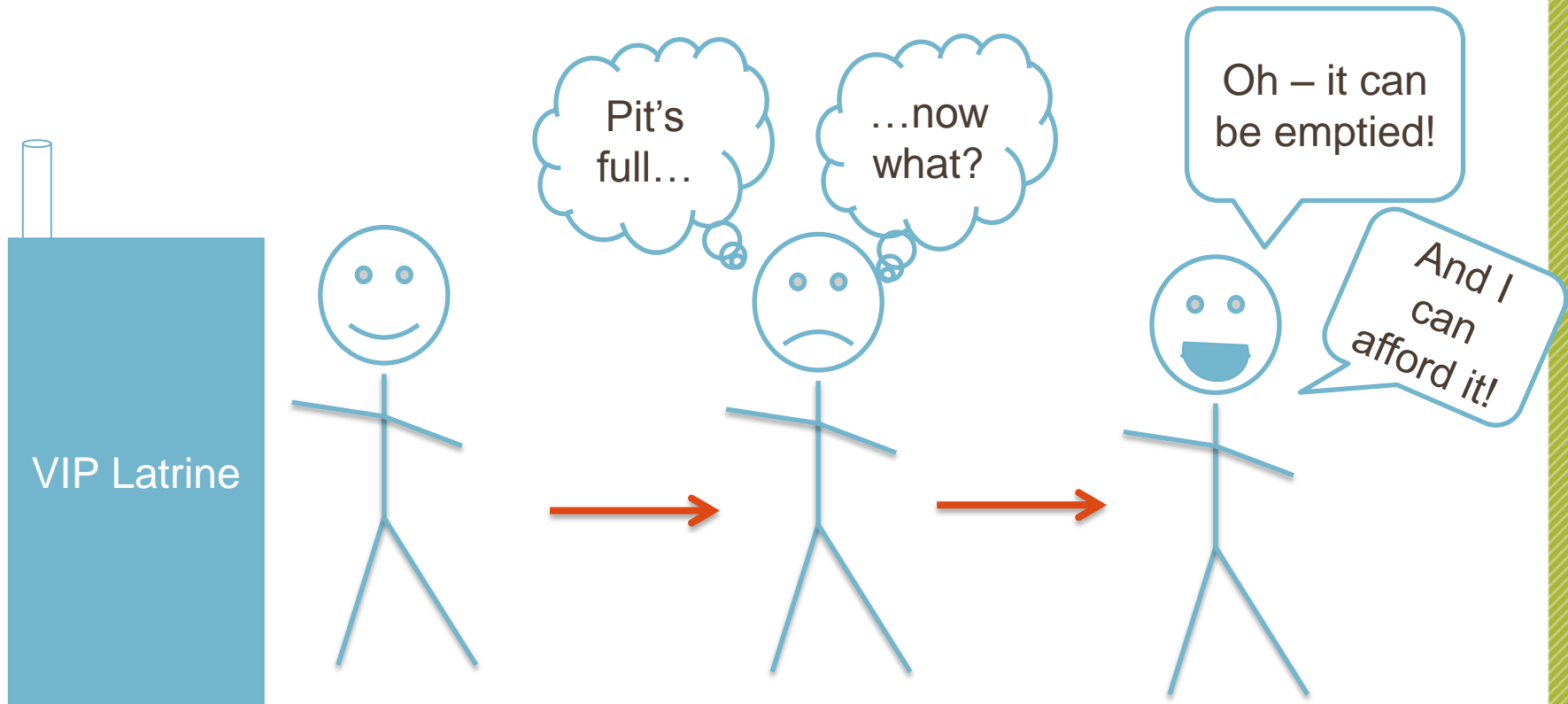
# Business Development Process in Kampala







## A LASTING SOLUTION





## FOR MORE INFORMATION

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- Twitter: @MarketBasedSan



- Facebook: [www.facebook.com/MarketBasedSan](http://www.facebook.com/MarketBasedSan)
- Website: [sanitation.tap.waterforpeople.org](http://sanitation.tap.waterforpeople.org)

