

Theme 3

Branding & Business modeling

Making sanitation desirable and profitable

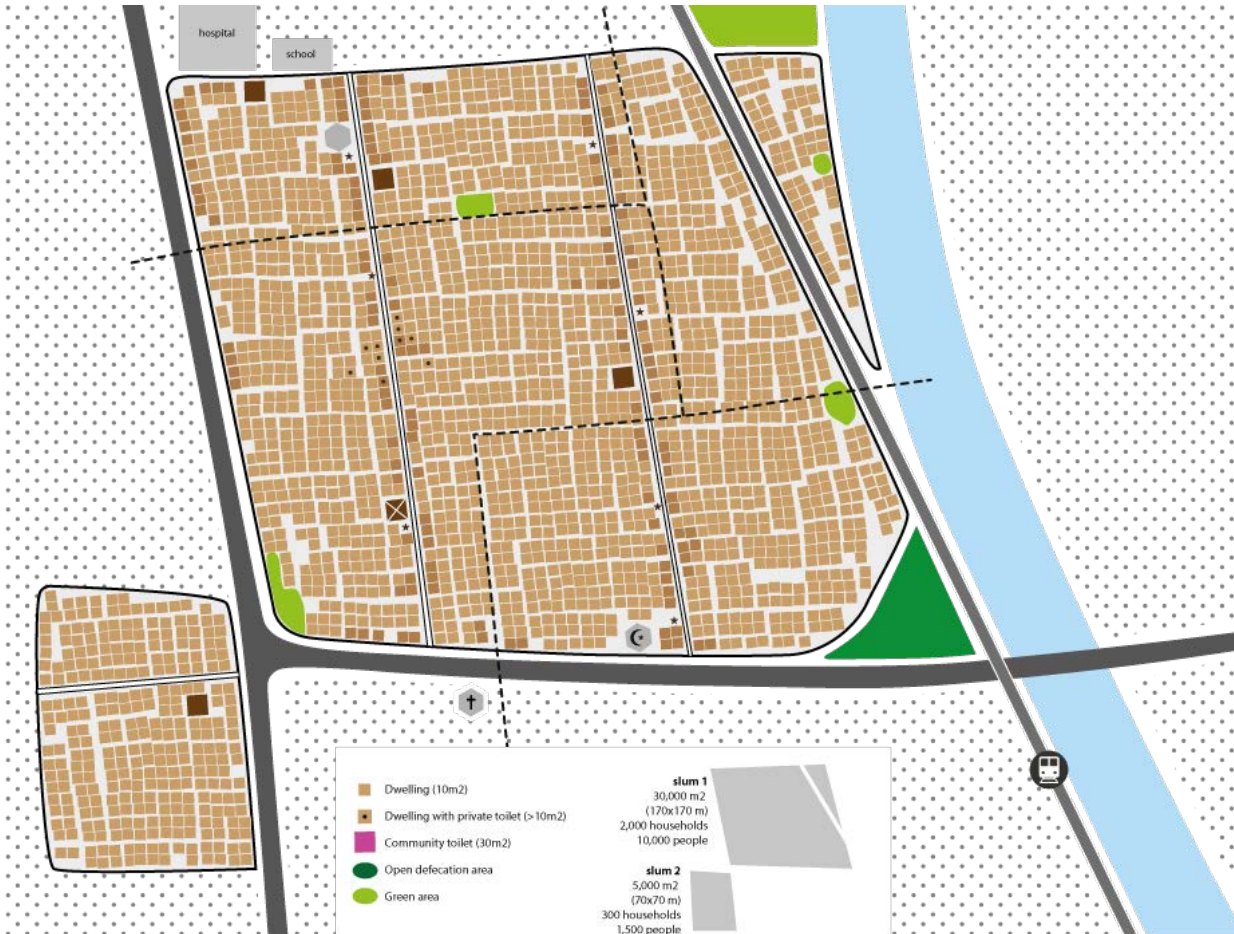
Agenda

- Goals
- Implementation – BM overview
- Revenue streams
- Costs
- Brand
- Working session themes

Goals

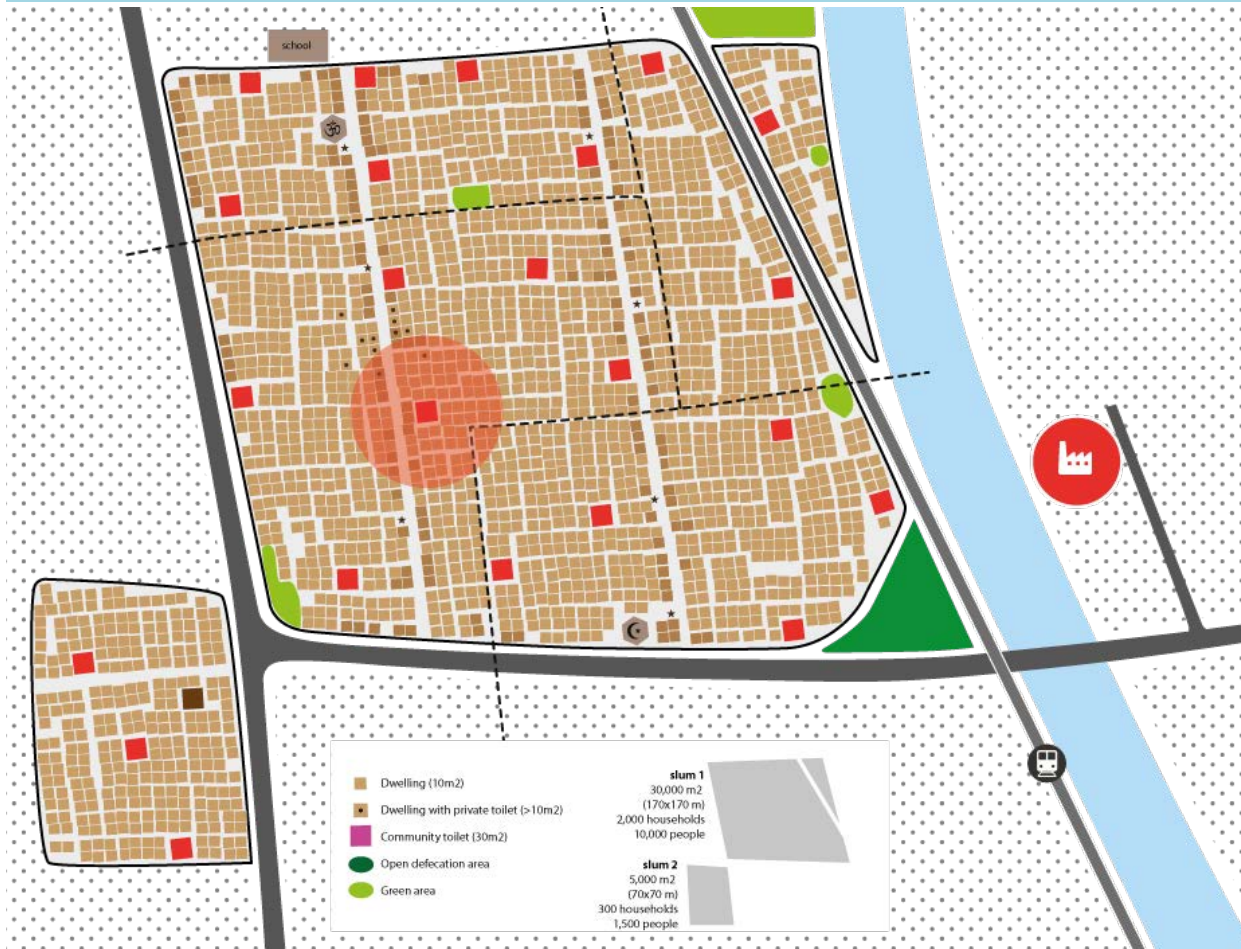
- Use fee of **\$0.05dls** per user per day (B&MGF goal).
- To design a **Public-Private Partnership (PPP)** around the sanitation system.
- Explore opportunities and collaborate with commercial partners.
- To involve the slum dwellers, stimulate **entrepreneurship** and provide **ownership** opportunities.
- Develop a **brand** that connects to the different stakeholders and taps into their desires and aspirations.

Slum - Current situation



- Community toilets are deficient and not enough.
- 10-20% of the population have the space and means to have an individual toilet.
- Open defecation areas are scattered around the slum.

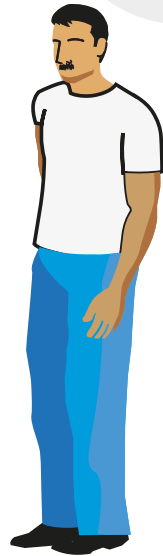
Slum – Desired situation



- 5-10 toilet booths p/f
- 300 estimated users p/f
- Water treatment in-situ
- Shared cleaning responsibilities.
- O&M services provided.
- Waste recollection system.

Implementation strategy

I would like to have a toilet for my family but I don't have enough space for it.



Slum dweller

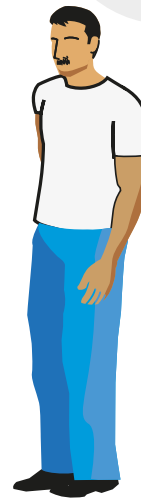
Implementation strategy

We could help you out to build a toilet for your family and close neighbours... would you help us to get them on board?



System representative

Ehm, yes I could try... but what's in it for us?



Slum dweller

Implementation strategy



System representative

1

It's going to be a great toilet, we will build it and help you guys out to keep it clean.

2

Brand X and Brand Y are going to sponsor your toilet... nice, isn't it?

3

You and your family will own it and have unlimited access if you pay your monthly membership.

4

If we receive more than X extra users per month you will be able to make some money out of it.

5

It's going to be safe and awesome, you and your partners will be the envy of the slum.

Implementation strategy

1

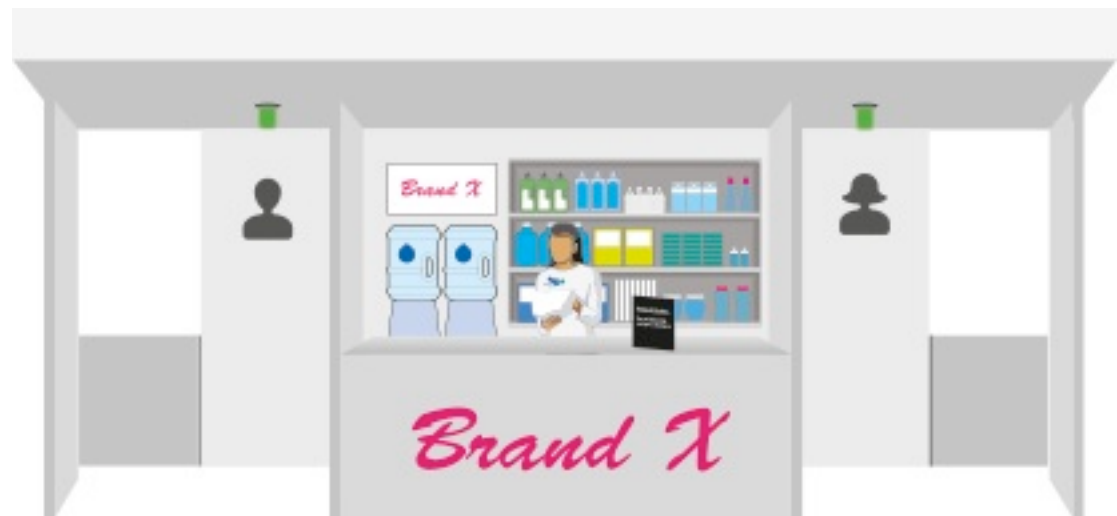
Explanation of the system and signing the stakeholder families on.

2

Space acquisition and building of the sanitation facility and its store.

3

Let's poo!



BM tiers



Toilet blocks

- Co-owned.
- Local agreements
- Shared responsibilities.

BM tiers



Toilet blocks

- Co-owned.
- Local agreements
- Shared responsibilities.



Stores

- (and other commercial agreements)*
- Private – local workers.
 - Regional/National deals.
 - Communication touchpoint.

BM tiers



Toilet blocks

- Co-owned.
- Local agreements
- Shared responsibilities.



Stores

(and other commercial agreements)

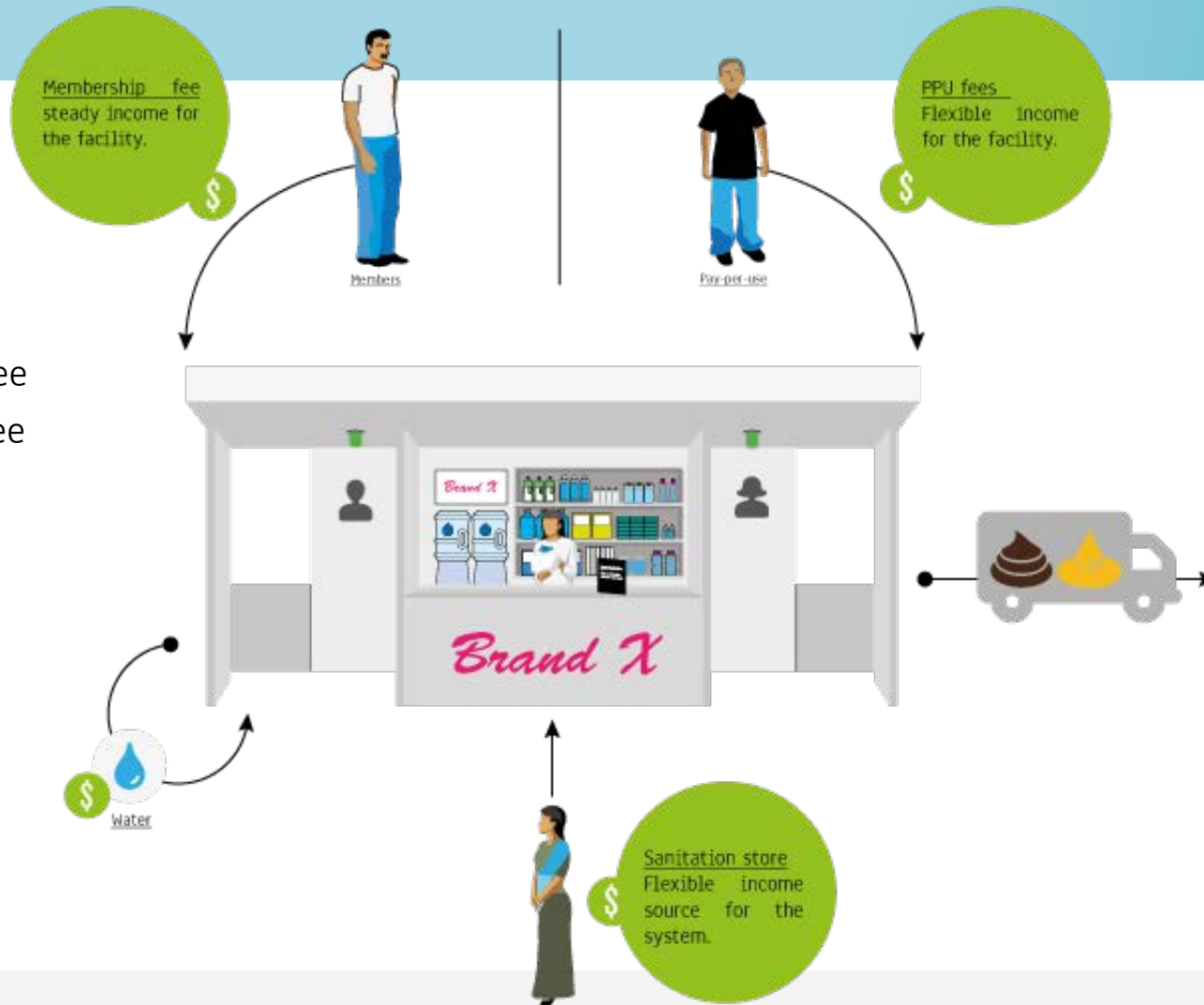
- Private – local workers.
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Waste processing

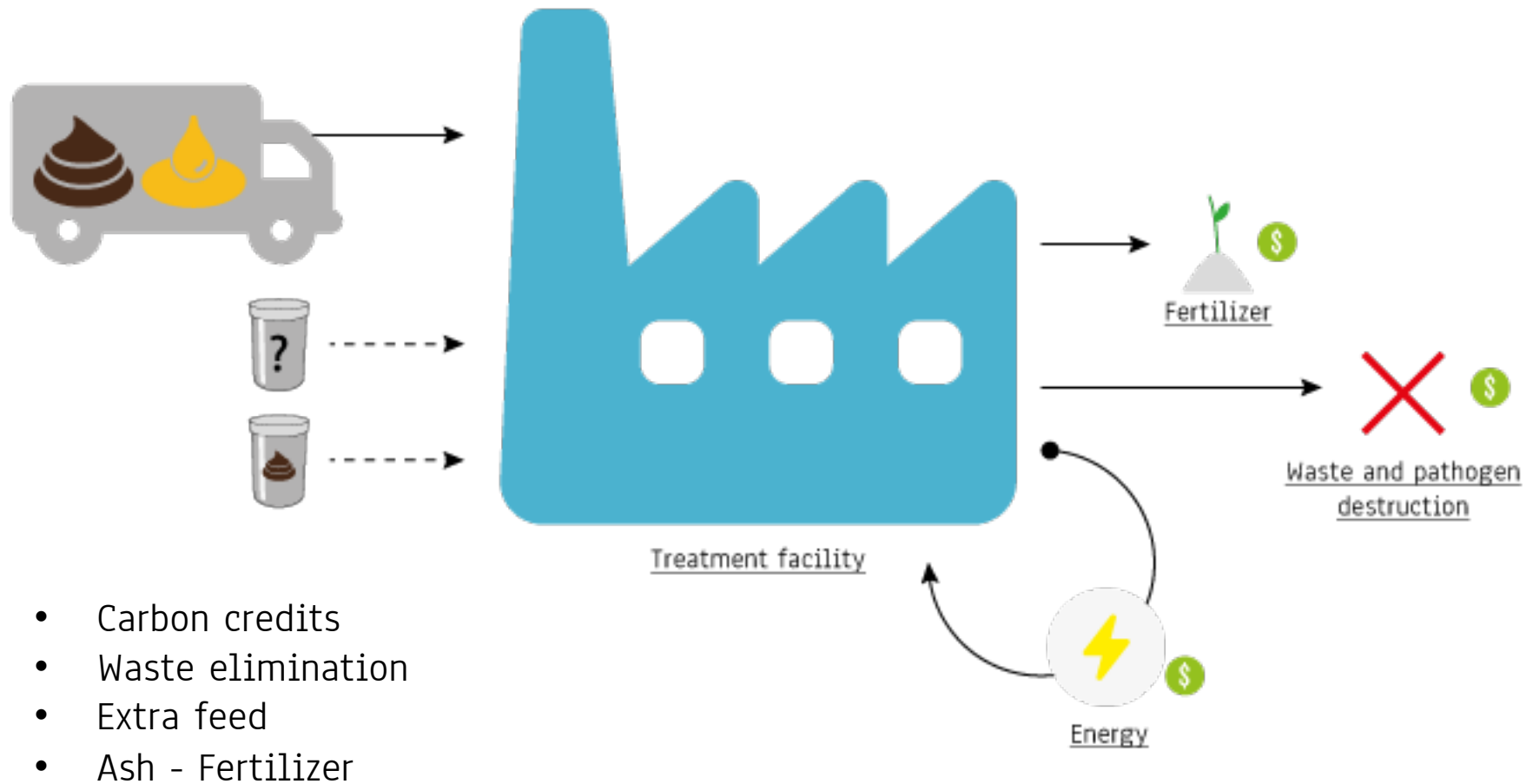
- Private
- Regional
- In charge of transportation.
- Multiple feeds.

Revenue streams



- Membership fee
- Pay-per-use fee
- Facility store
- Water reuse

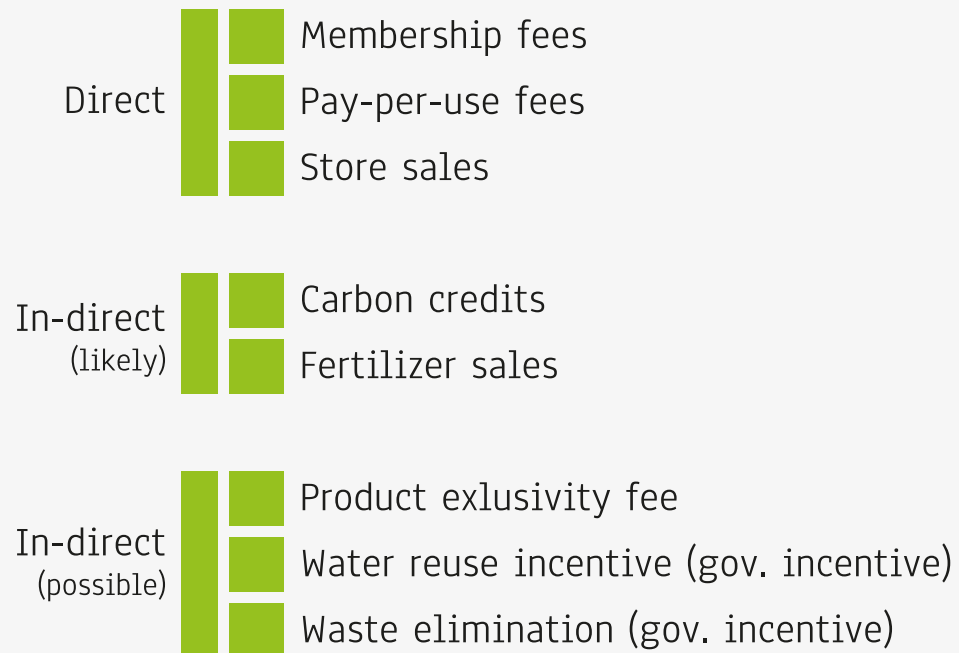
Revenue streams



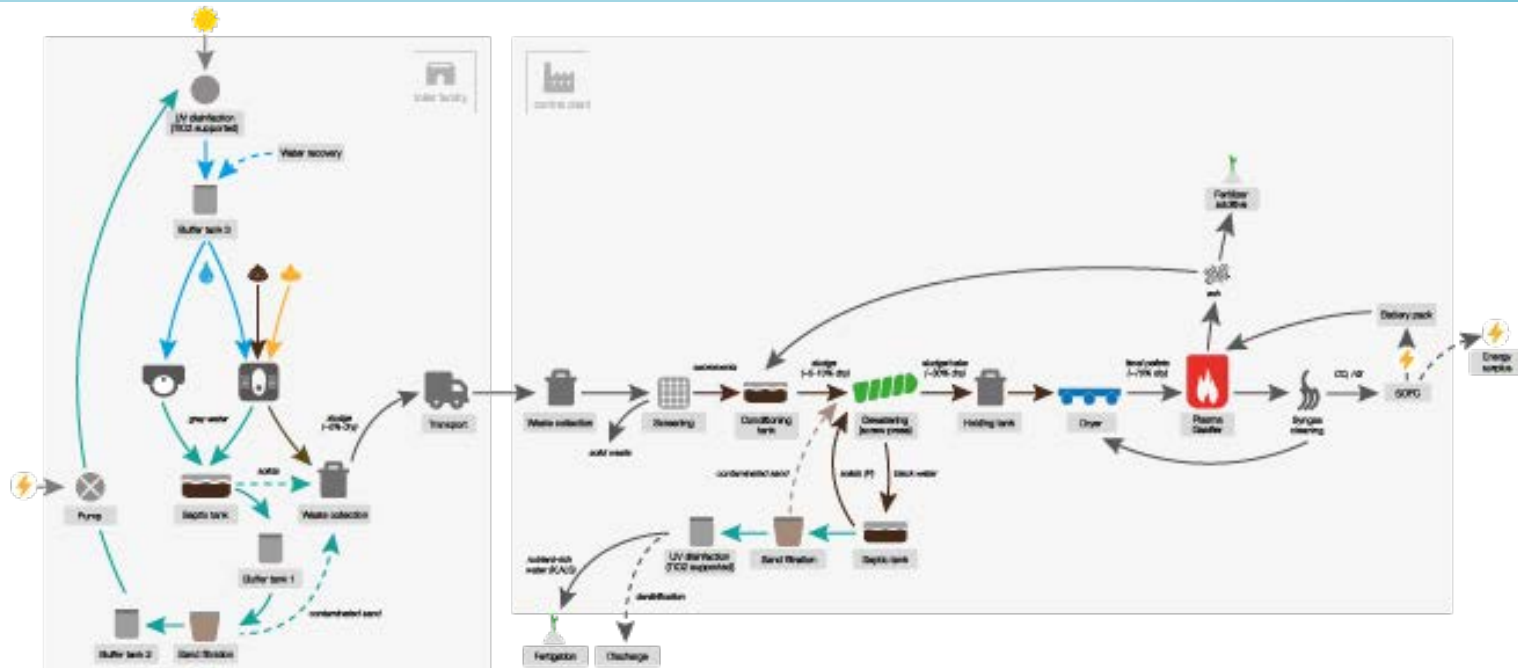
Revenue streams



Income sources



Government and public institutions



- What resources are we saving?
- Will they be willing to support it?
- How can they support us? How much can we get from them?

Commercial partners

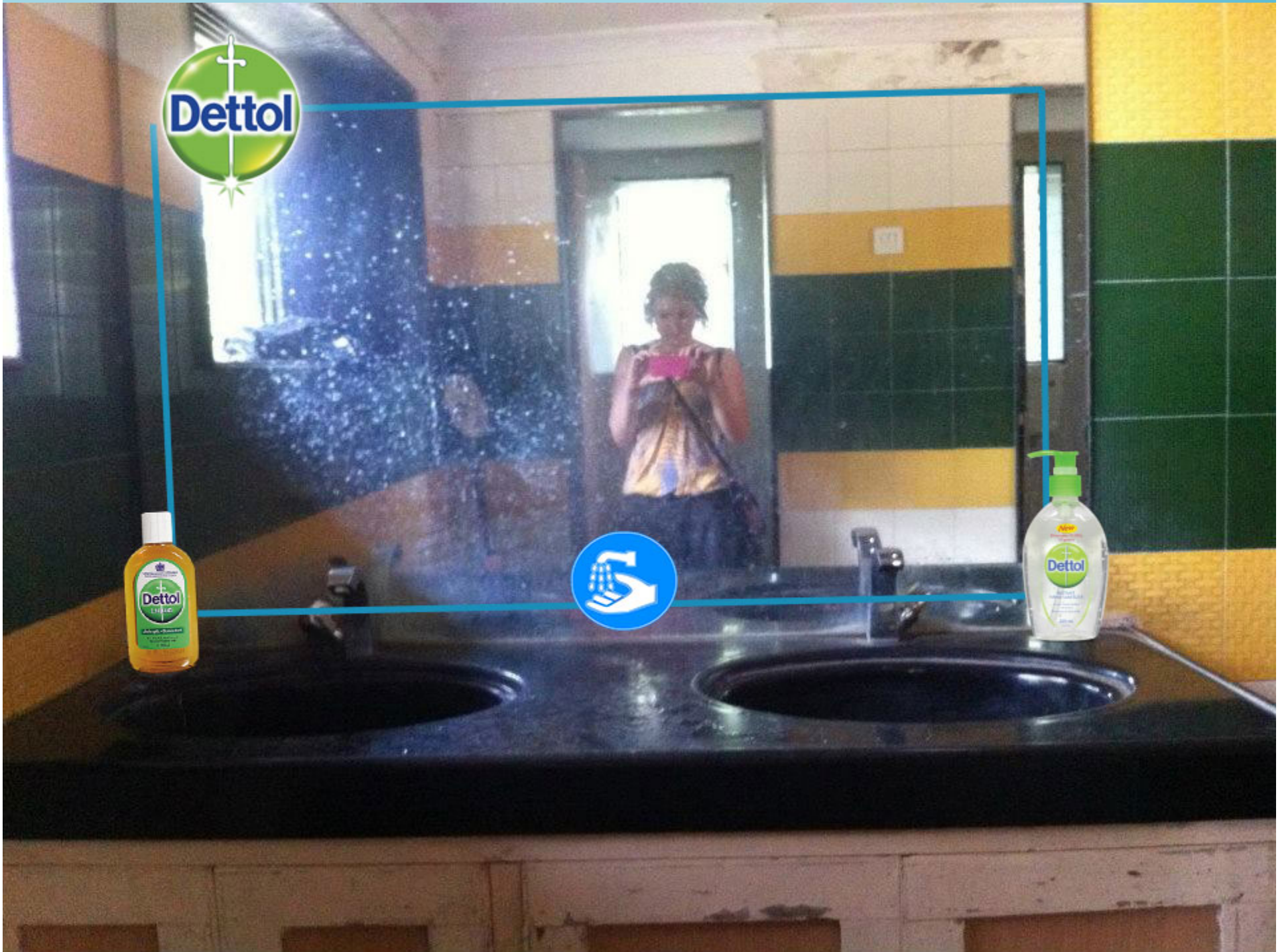


P&G



- What areas are attractive?
- Under what scheme?
- What would represent to the system?





Costs

- Technology development and implementation.
- Space acquisition and facility building.
- Toilet and water treatment infrastructure.
- SOFC and cost projections for the future.
- Cleaning and O&M.
- Transportation system.

WHY A BRAND FOR THE RTTC?

“Just because you give people something they need, does not mean you don’t have to make them want it”

Melinda Gates

Awareness does not facilitate engagement.

Who would want to have to deal with apprehension and avoidance first thing in the morning?

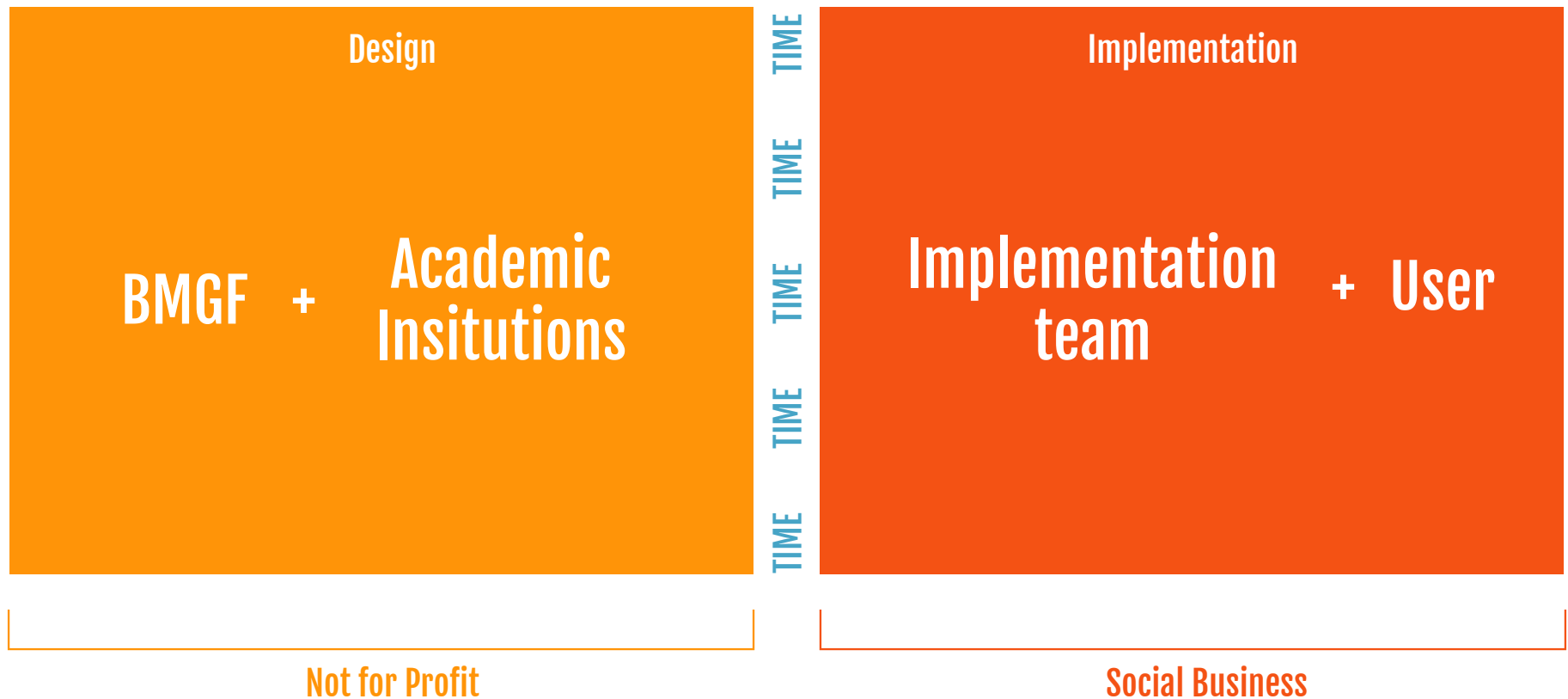
WHY A BRAND FOR THE RTTC?



ASPIRATION

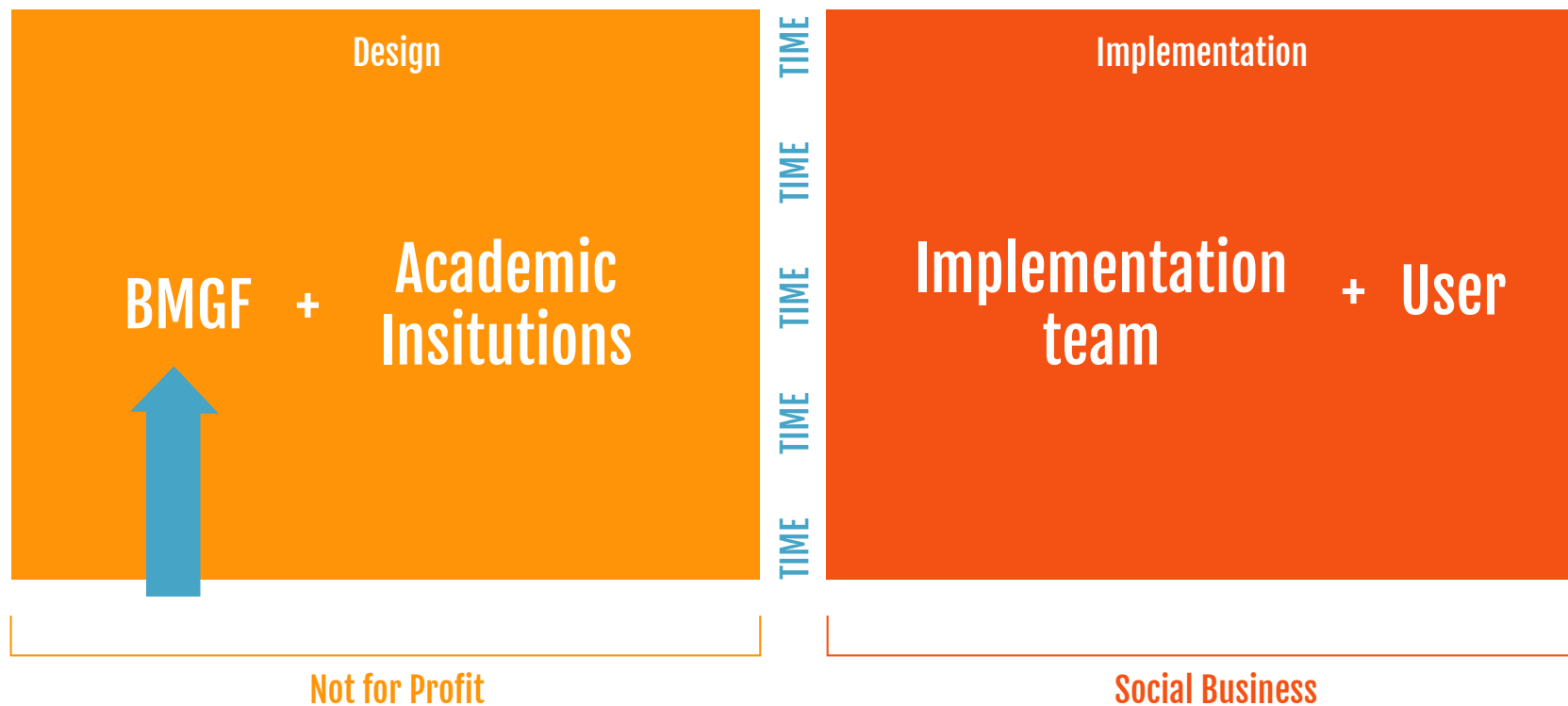
Find how slum dwellers envision their future, what they aspire to be and make healthy sanitation habits a part of this life.

A BRAND THAT SUPPORTS THE SYSTEM



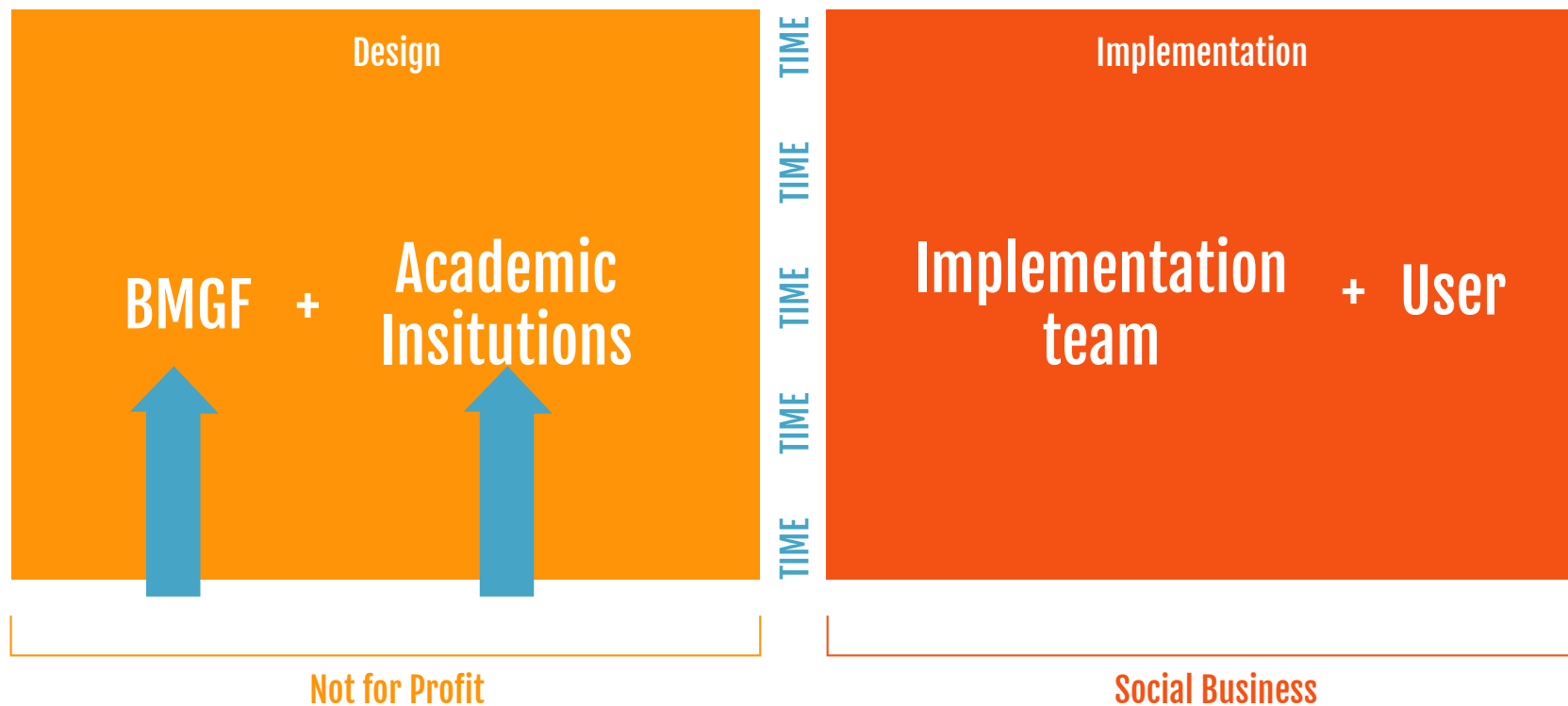
A BRAND THAT SUPPORTS THE SYSTEM

A brand that works with:



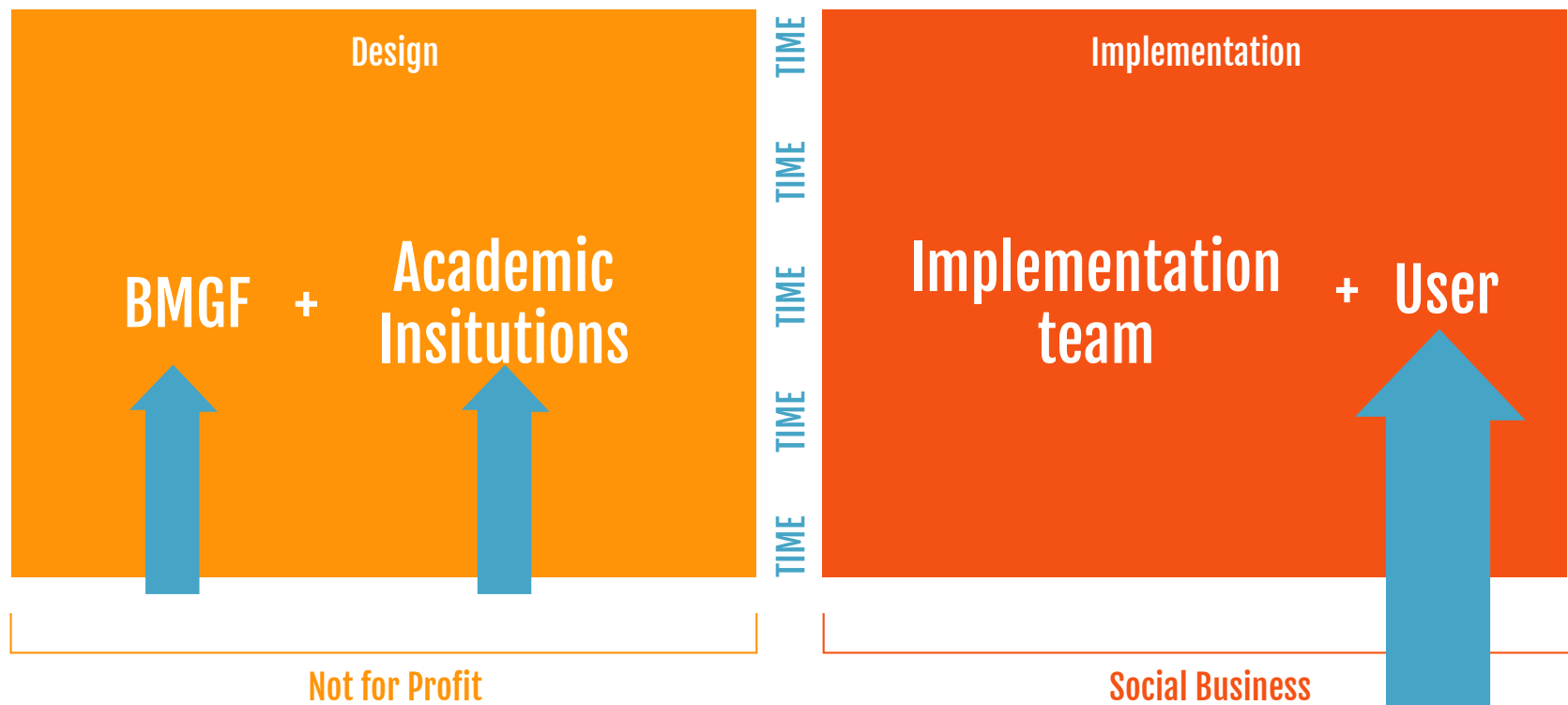
A BRAND THAT SUPPORTS THE SYSTEM

A brand that works with:

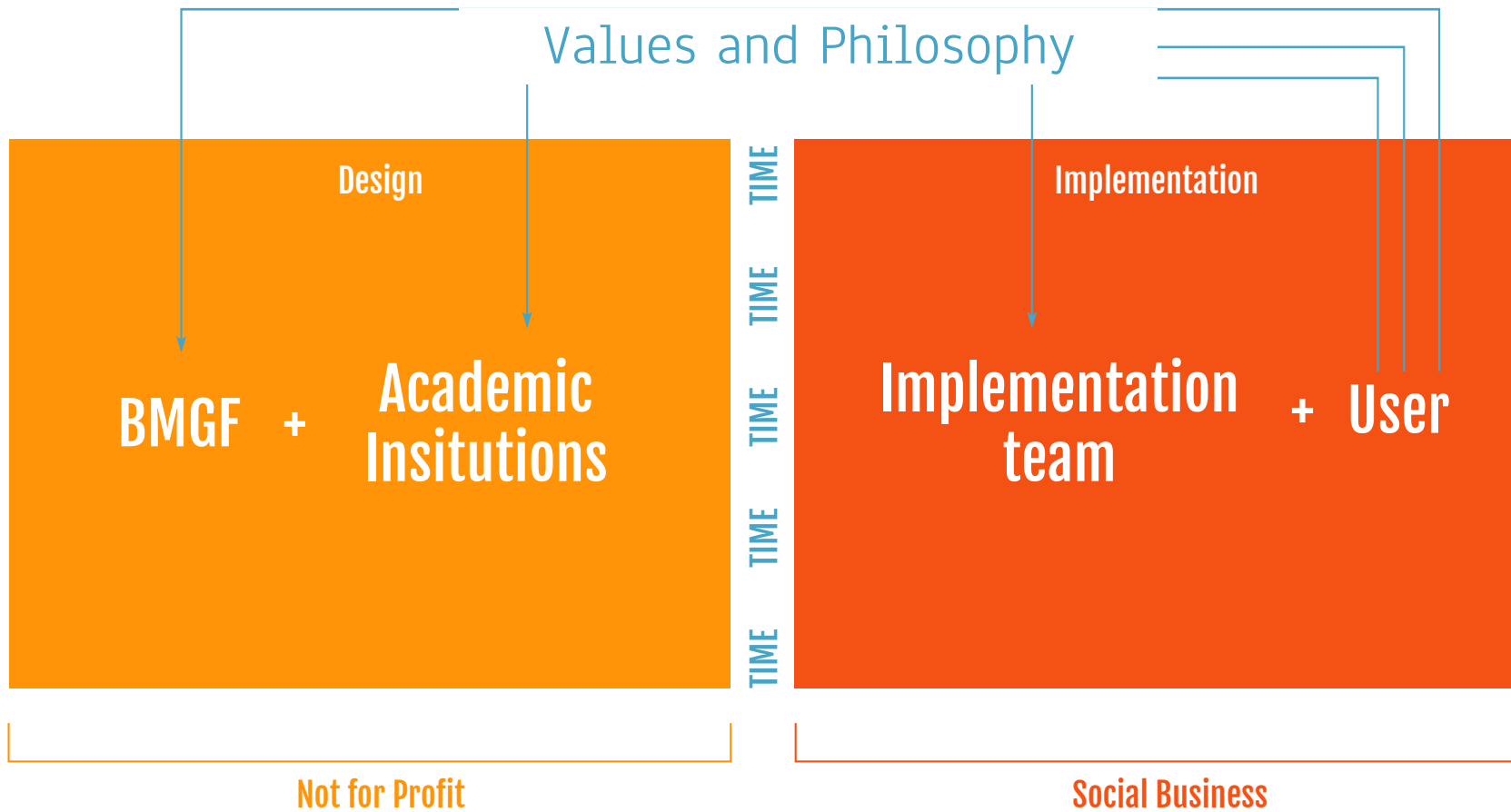


A BRAND THAT SUPPORTS THE SYSTEM

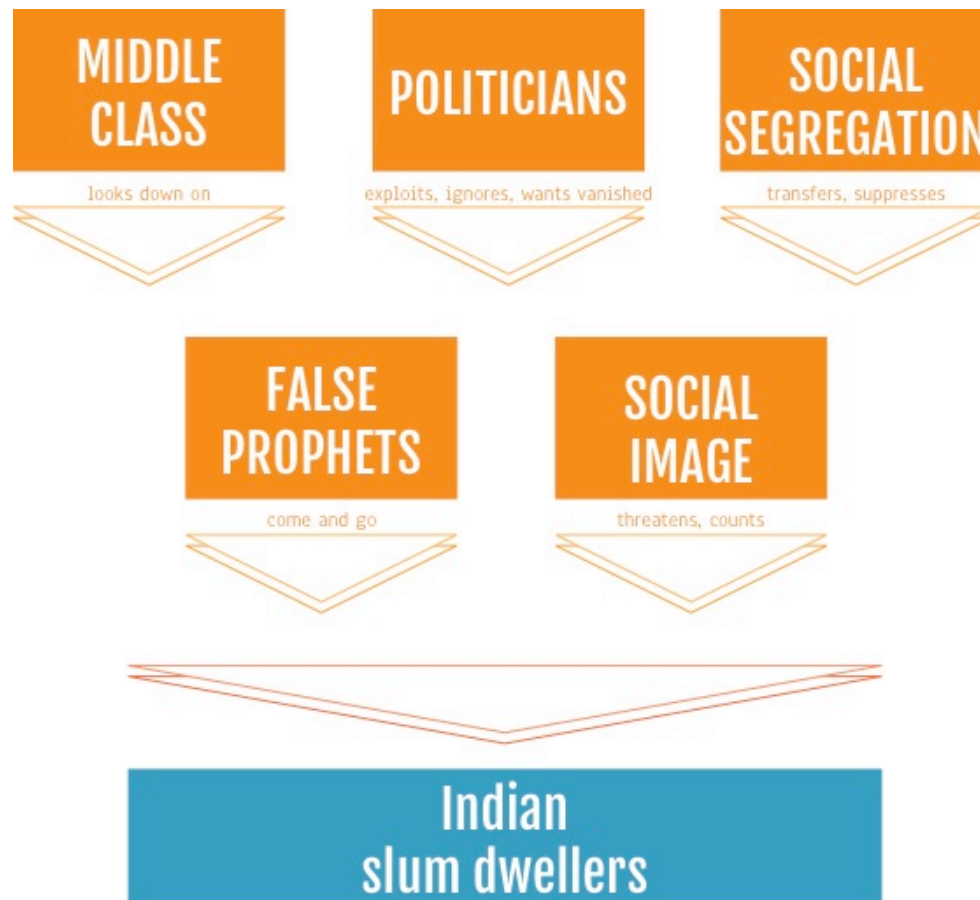
And will be adopted by:



A BRAND THAT HELPS THE INNOVATION



WHAT LIFE DOES A SQUATTER ASPIRE TO HAVE?



WHAT LIFE DOES A SQAUTTER ASPIRE TO HAVE?

COMMUNITY

FREEDOM

PRIDE

INGENUITY

RURAL

URBAN



Are happy people that have built their lives in the slum

Indian
slum dwellers

Show them a glimpse of how a better future in the slum could look like.

Instead of deciding on what “is defective about them” we should show them that we want to invest on the things that they are proud of and make them happy.

Questions

?

Working groups

3 different working groups focusing on:

- **Future scenario**: How the future slum might be like? Main differences and opportunities.
- **Commercial opportunities**: What are the main opportunities for commercial brands in the sanitation system? How can our brand be enhanced?
- **Carbon credits and subsidies**: What processes could produce carbon credits? Which ones would be attractive for the government to incentivize?