BCC strategy implementation

Story of Khulna City Corporation in Bangladesh

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Khulna city: sanitation context

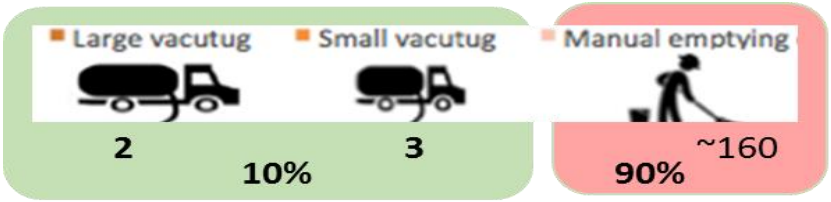
3rd largest city in Bangladesh, 1.5 million population (20% slum population, but may be more)

Sanitation facilities: septic tank 61% | Pit latrine 27% | No containment 12%

Sanitation administration: OSS – KCC; and Sewer (KWASA)

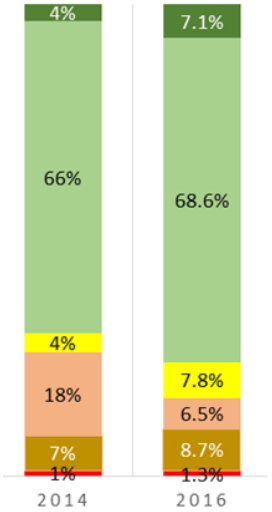
FSS emptying and transport

(KCC and CDC)



Access to safe emptying services

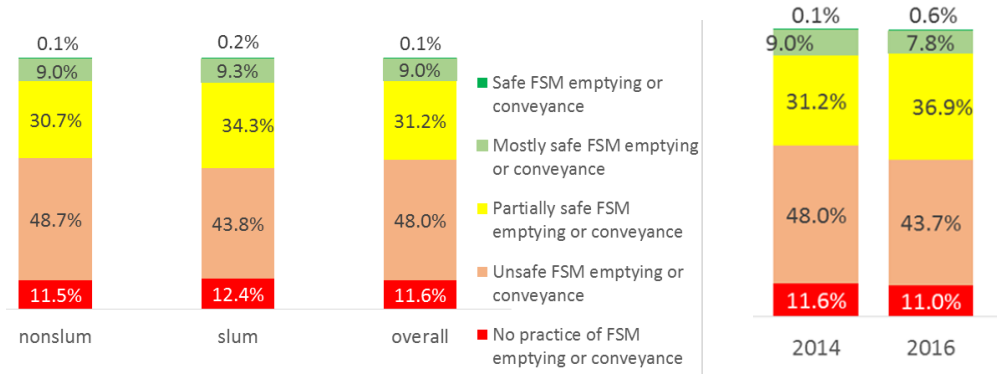
(Baseline 2014 and Performance Monitoring 2016)



QIS Ladder: Indicator 1	
4	Environmentally safe toilet (septic tank with soak well)
3	Improved individual toilet without access by flies (with water seal); Septic tank without soak-well
2	Improved individual toilet but accessible by flies (no or broken water seal)
1b	Shared Toilet (more than 1 houshold)
1a	Unimproved toilet (as per JMP)
0	No toilet/ Open Defecation / Use Neibour's one

Access to safe emptying services

(Baseline 2014 and Performance Monitoring 2016)



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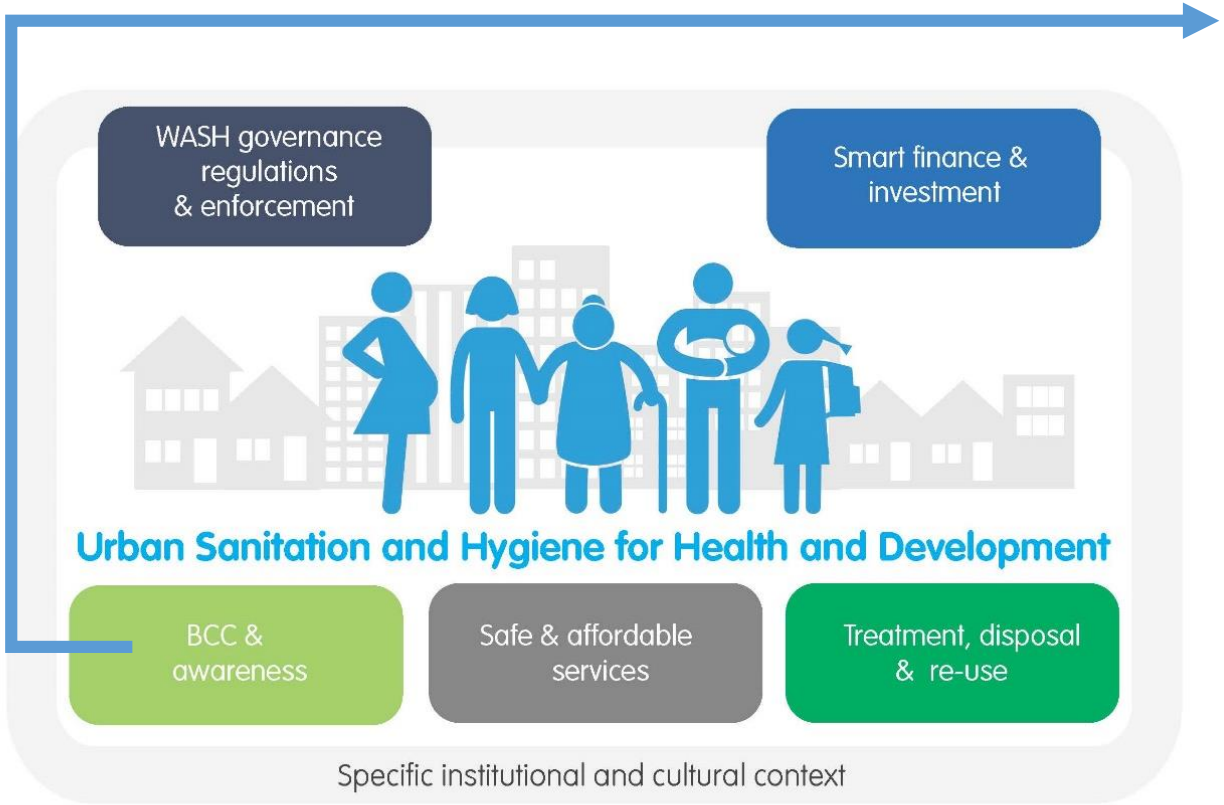
SNV's USHHD approach

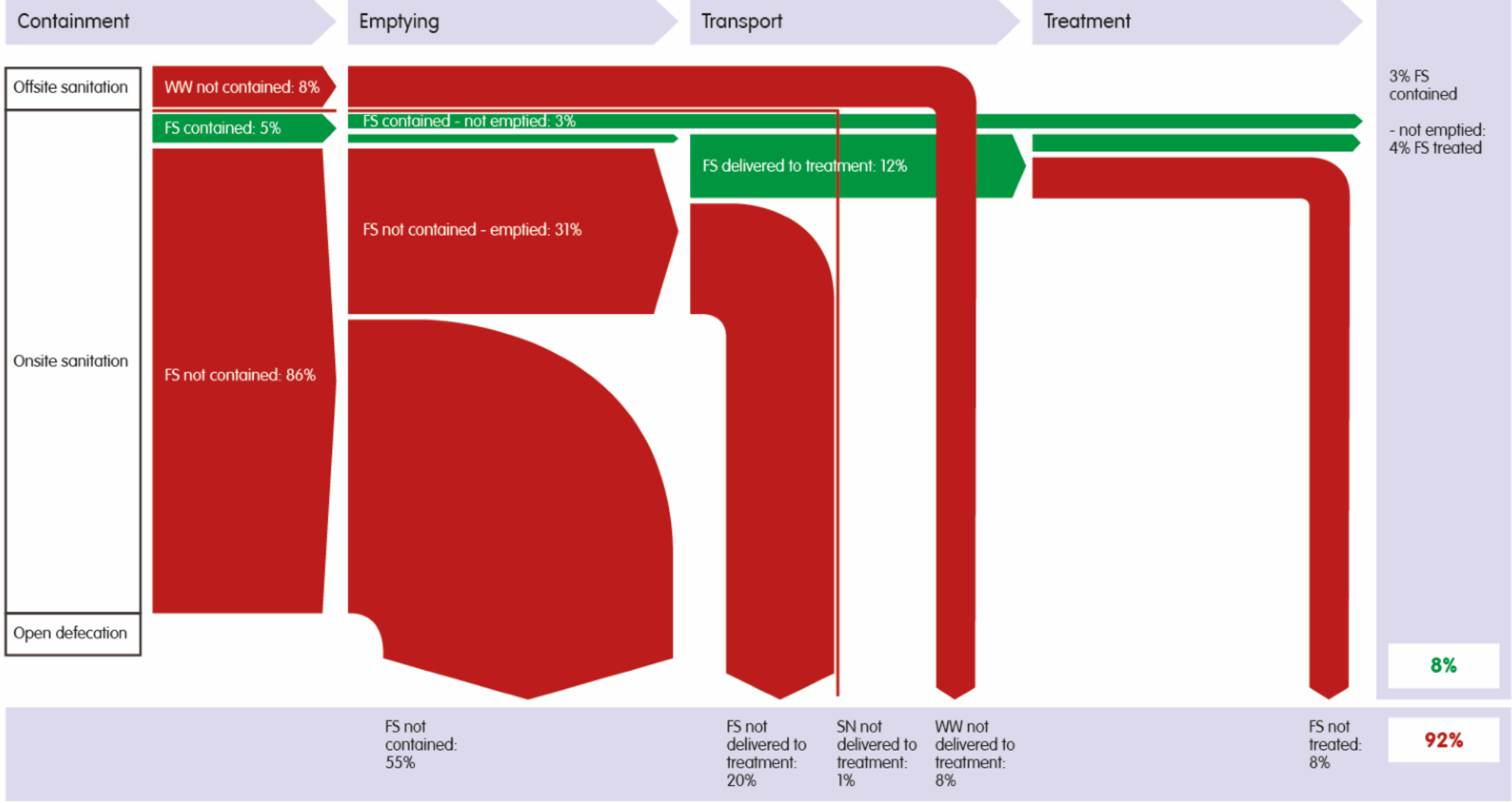


Strengthening capacities for behavioural change communication and consumer awareness raising on safely managed sanitation and hygiene

BCC and awareness (working with people: community, schools and business)

Building capacities of line agencies and in some cases, the private sector, for effective communication and outreach TO:

- influence citizens' sanitation awareness
- increase consumer demand and willingness to pay for safely managed services, and
- promote specific individual hygiene behaviours.

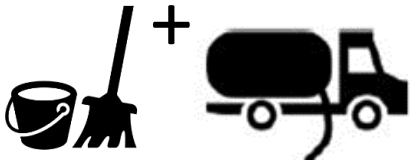


SFD in Khulna, Bangladesh

BCC strategy development (1)

BCC DEVELOPMENT PROCESS
1 Review of Baseline data
2 Review of consumers research findings
3 Defined a focused behavior
4. Finalised BCC Strategy

- Use/ uptake of regular safe services for the removal of sludge from toilet tanks or pits
- Install and correctly operate twin pit toilet with Y junction
- Pit toilets with containment, but broken or missing water seals are made safe

			
81%	**1%**	**17%**	**1%**

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BCC strategy development (2a)

BCC DEVELOPMENT PROCESS
1 Review of Baseline data
2 Review of consumers research findings
3 Defined a focused behavior
4. Finalised BCC Strategy

Focus behaviour	Key questions
Use/ uptake of regular safe services for removal of sludge from toilet tanks or pits (mechanical and/ or manual)	1. To what extent do households (HHs) have the **opportunity to use** the services? 2. To what extent are the factors in place which will give HHs the **ability to use** safe services to remove sludge from their septic tanks or pits? (using safe services, regularly)? 3. To what extent do HHs have the **motivation** to remove sludge from their septic tanks or pits? (using safe services, regularly)?

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BCC strategy development (2b)

BCC DEVELOPMENT PROCESS
1 Review of Baseline data
2 Review of consumers research findings
3 Defined a focused behavior
4. Finalised BCC Strategy

- Users tend to empty their pits only during emergency situations, e.g., when they're overflowing.
- Pit emptying is a low priority expenditure for households.
- There is a strong tendency to dispose sludge in the natural environment because it's convenient and quicker.
- Policies related to sanitation are not enforced, with inspectors currently turning a blind eye to the dumping of FS in unsafe locations.
- Increased education and promotion of good sanitation could encourage others to practise improved behaviours.

Prioritised FSM service characteristics

available at short notice | able to empty pit at night
low cost | easily organised | fully empties pit

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BCC strategy development (2c)

BCC DEVELOPMENT PROCESS
1 Review of Baseline data
2 Review of consumers research findings
3 Defined a focused behavior
4. Finalised BCC Strategy

Manual services

- Consumers, nor sweepers themselves, are concerned about sweepers' health and safety when undertaking manual emptying.
- Manual services are preferred by most consumers because they are significantly cheaper, and they can be arranged at shorter notice and more easily.

Occupational health and safety initiatives

Manual services

- High cost emptying.
- Present mechanical system is too large to navigate through crowded streets. A smaller alternative is needed. Increasing the number of mechanical transport systems is also required.

Tariff revision

Logistics plan with smaller vacutugs

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BCC strategy development (3)

BCC DEVELOPMENT PROCESS
1 Review of Baseline data
2 Review of consumers research findings
3 Defined a focused behavior
4. Finalised BCC Strategy

Focus behaviour	Barriers to the focus behaviour
Use/ uptake of regular safe services for removal of sludge from toilet tanks or pits	1. Limited awareness of mechanical services 2. Frequent delays in the delivery of mechanical services - can take many days for services to be carried out 3. Mechanical transport cannot access some pits due to narrow streets, particularly in slum areas

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BCC strategy development (4)

BCC DEVELOPMENT PROCESS
1 Review of Baseline data
2 Review of consumers research findings
3 Defined a focused behavior
4. Finalised BCC Strategy

Stakeholders (primary, secondary & tertiary) **were engaged through consultation meetings in every steps of BCC strategy development**

Building owners (customers): slum/ non-slum | Service provider (LGIs and Private) | Influentials | Youths

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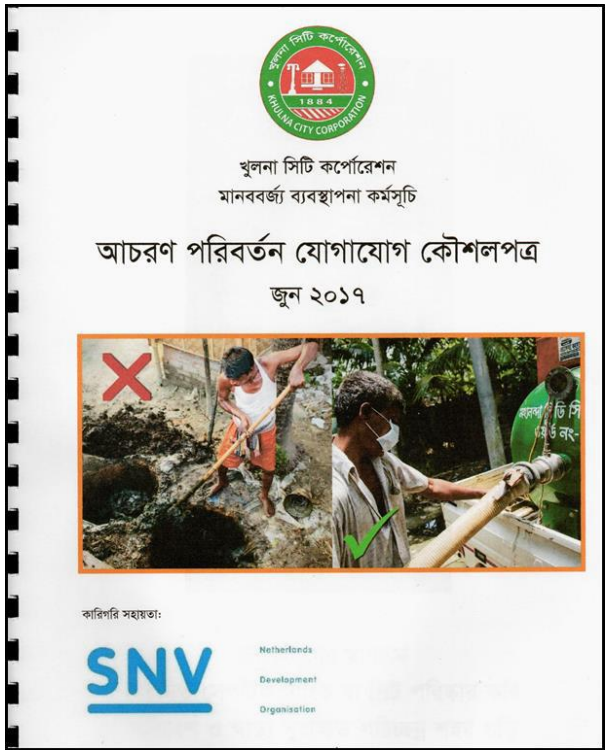
BCC strategy development

BCC DEVELOPMENT PROCESS
1 Review of Baseline data
2 Review of consumers research findings
3 Defined a focused behavior
4. Finalised BCC Strategy

BCC strategy FINALISED and ENDORSED by Khulna City Corporation (KCC)



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BCC events

(+ vacutug rallies, press adverts, group meetings in slums, etc.)

Campaign logo launch

Caravan show

Street drama and cultural events

Wall art competition

Documentary show

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Results of BCC interventions (in knowledge)

300,000 people reached in Khulna by BCC campaigns

Source: Post campaign results study

FSM knowledge enhanced for 80% of target population

SMS 50K

Celebrity letter
55%

Docu. Drama-
The Poo Journey
YouTube views 1,552,801

Miking

Caravan 65%

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Results of BCC interventions (in practice)

	Before	After
Septic tank never emptied	44%	25 %
Mechanical emptying	1%	6%
No idea regarding vacutug and FSTP	81%	31%

Source: Annual Performance and Monitoring Surveys

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Lessons learnt

- Awareness events alone don't automatically increase emptying demand and practice. Safe emptying practices are still far below than what's expected.
- Taking safe emptying practice to scale requires time and leadership. Building the capacity of city authorities to take leadership positions, and to keep the momentum of progress is imperative.
- Increasing emptying demand requires targeted interventions (and channels) for different market segments, with the active engagement of different stakeholders. Resources should be made available.
- Services with clear processes and transparent pricing help in increasing demand and acceptance of services.

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