
IFC/WSP SELLING SANITATION INITIATIVE

Nairobi, August 2014

Greetings from IFC/WSP Selling Sanitation team in Nairobi. Here are the updates of the initiative's work as at August 2014.

A. Plastic Latrine Slabs

Phase I

WSP and IFC launched Selling Sanitation Phase I in April 2012, as an 18-month scoping phase with the goals of; Supporting the design and testing of a range of suitable sanitation and hand washing products and the market development strategies required to support their sale and distribution in identified target markets; and, scoping additional regional opportunities to catalyse sanitation market-based approaches at scale.

In Phase I, the emphasis has been on gaining in-depth insights into consumer needs and preferences, and supply chain businesses to inform product design as well as business model and campaign strategy development.

Distribution Channels

Using the national market-sizing model, the selling sanitation team worked with manufacturers to develop sales and distribution plans for the pilot counties and beyond. Potential last-mile distribution strategies, including different sales agent models and linkages to MFIs and SACCOs are to be explored during the pilot phase.

The pilot phase of the project set to commence early-October 2014.

The Selling Sanitation team held marketing planning workshops with early-entry manufacturers. The workshops discussed specific plans for product marketing, branding, distribution and sale, in the context of the overarching MOH improved sanitation campaign.

Markets; manufacturers gave input into potential counties where they would be interested to pilot launch, based on existing distribution networks and potential market opportunities.

The business models discussed with manufacturers include distribution through:

- Traditional channels (Manufacturer > Distributor/Wholesaler > Retailer > Consumer);
- Direct delivery to Village Level Entrepreneurs (corner shop, local hardware store, CBO, SHG etc);
- Community Based Organization (CBOs), Faith Based Organizations (FBOs) and Self Help Groups (SHGs);
- Non-Governmental Organizations (NGOs);
- Agricultural Produce Collection Centres (APCCs), Farmers Associations and Unions;
- Micro Finance Institutions (MFIs) and Agent Banking;
- Opinion leaders - Community Health Workers/Volunteers (CHW/Vs);
- Savings and Credit Cooperative Organizations (SACCOs), Village Savings and Loan Associations, Accumulating Savings and Credit Associations (ASCAs) - including Table Banking organizations and Rotating Savings and Credit Associations (ROSCAs); and,
- Corporates - Payroll Financing.

Both manufacturers opted to commence with their existing distribution channels (traditional channel) and explore other channels as the pilot rolls out. Channels to be explored include; MFIs, CHWs, CBOs as well as Agricultural Produce collection Centres.

Pre-Campaign Support

1. Facilitation

The MoH requested WSP's support in: facilitating introductions between county teams and participating manufacturers in advance of the campaign; creating awareness of the plastic latrine improvement solutions that will be available; and, informing county health teams of the planned campaign roll-out activities that will take place in the coming weeks.

As part of this assistance to the MoH, the selling sanitation team visited with the Kisumu, Nyeri (*MoH/Selling Sanitation pilot counties*), Kiambu, Murang'a, Siaya and Migori (*non-MoH/Selling Sanitation pilot counties*) county governments between June and August 2014, to meet the respective county officials (*including public health officers and county health teams*).

2. BoP World Convention and Global Sanitation Business Matchmaking Expo (Singapore, 28 - 30th August 2014)

WSP sponsored both participating manufacturers to attend the following events;

Inaugural BoP World Convention (Themed; A Brave New Marketplace: Opportunities at the Base of the Pyramid); was a unique forum that encouraged stakeholders from multiple sectors and industries to share knowledge, engage with issues and explore partnerships to bring sustainable and affordable solutions that could impact millions of lives.

Global Sanitation Business Matchmaking Event; The matchmaking event linked investors to sanitation business opportunities with the goal of successful matchmaking and scaling.

3. Continuing Support

The Selling Sanitation team continues to work with the national and county MoH teams in the following ways;

- Development of a National Sanitation Bill - policies and strategies towards attaining ODF. A toolkit for adoption by the counties will be developed under this program of work.
 - Supporting counties to customize sanitation policies and strategies in line with national Sanitation Bill.
 - Supporting Legislative and financial advocacy in conjunction with the counties.
 - CLTS training in the counties; this training is undertaken at the request of the county (demand driven) and involves developing capacity for ODF verification and third-party certification at county level.
 - Mentoring PHOs and county health teams on sanitation issues.
 - Development of county sanitation hubs; ToRs, structure and function as well as reporting to national hub.
 - Development of county ICCs to ensure sector coordination at county level.
 - Capacity building for third-party ODF verification at county level (with STWG and KWAHO).
 - Stakeholder forums and support of online monitoring and evaluation system developed by MoH and SNV.
 - Development of sector investment plan jointly with IBRD devolution and the Kenyan economist teams.
- Supporting inter-county sanitation learning with Nakuru and Migori being the model counties. Selling Sanitation also supported a sanitation learning visit to Rwanda by the Nakuru governor and health team.

4. Linkages

The selling sanitation team has been pursuing linkages with different Corporates, development partners and NGOs in the WASH sector with a view to; getting partners to support the campaign outside of the 4 MoH counties and assisting the manufacturers sell their slabs and drive down the cost of the slabs.

Discussions with various development partners and corporates are ongoing.

Phase II

In the soon-to-commence Phase Two, the Program will focus on launching the national consumer awareness campaign (above and below the line activities), supporting manufacturers to bring their new latrine slab products to market in Kenya, and expanding into new regional markets. Phase II is planned to commence early October 2014.

Regional Roll-out

Uganda

WSP Uganda has commenced sanitation market sizing exercise and will soon commence field trials and consumer research for the plastic slabs developed in Kenya. One local manufacturer (Crestanks Limited - a subsidiary of Kentainers) has expressed interest in producing plastic latrine slabs while SIL Africa Limited is looking into the possibility of producing in Kenya/Tanzania and exporting their slabs into Uganda. Both manufacturers await intelligence on the Uganda sanitation market.

Tanzania

SIL Africa is making arrangements to introduce the plastic slabs in Tanzania in September 2014. The company has delivered the first consignment of slabs (1 X 40 ft. container) to Dar es Salaam and dealer training is ongoing - to be completed by end of September 2014. WSP Tanzania has recruited The Aquaya Institute to undertake field trials for the plastic slabs, developed in Kenya, in the Tanzania market. On-the-ground scoping for the project is ongoing with final inception report expected by end of September 2014.
<http://washfair.blogspot.in/2014/03/plastic-pit-latrines-slabs-coming-to.html>

B. Mrembo Hand Washing Station

The designs for the *mrembo* hand washing station are being finalised by the Selling Sanitation team and SIL Africa in-house designers. SIL Africa have made adjustments to the original design developed by the Selling Sanitation team and will have a proprietary hand washing station.

Final designs of the Mrembo hand-washing station are expected by end of September 2014.

The Selling Sanitation team would like to thank: the two early-entry manufacturers (SIL Africa Limited and Kentainers Limited); our partners (AMREF, FHI 360, KWAHO, PLAN, PSK, Red Cross, SNV, WSSCC, World Vision, and UNICEF) and consultants for their contribution to the progress of this project as described in this update.

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