

# Approach and tools for mainstreaming citywide FSM service



**5 April 2016**  
**New Delhi**

**Netherlands**

**Development**

**Organisation**

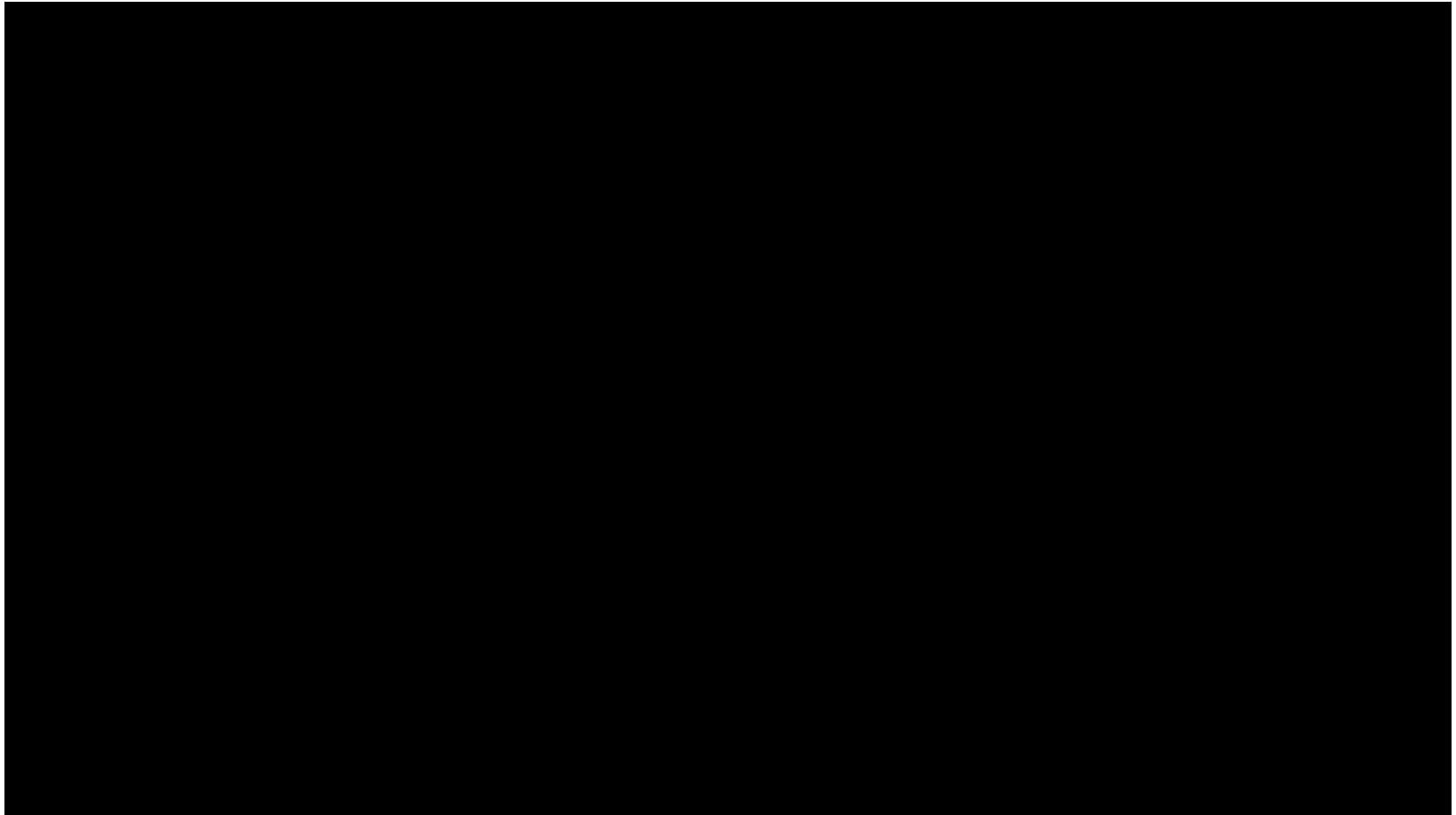


**SMART DEVELOPMENT WORKS**

## Programme Details

- Programme Name: **Demonstration of pro-poor market-based solutions for Faecal Sludge Management in urban centers of Southern Bangladesh**
- Programme duration: 2014-17
- Programme area: Khulna City Corporation, Jhenaidah and Kushtia Pourasavas
- Funded by: Bill & Melinda Gates Foundation (& DFID)
- **Implemented under leadership of City Corporation and Paurasavas**

# FSM as business



# FSM Situation in Bangladesh



- Significant improvement in reduction of ODF
- Effort to close sanitation loop greatly ignored
- Policies in place but lack translation into action
- Isolated initiatives on different parts of sanitation value chain
- Lack of coordination among the actors to implement the policies

Service provision in an unplanned, unsystematic, unhygienic and poorly regulated way



# Four implementing components engaging different stakeholders

1. Awareness and demand for services in different areas of the city

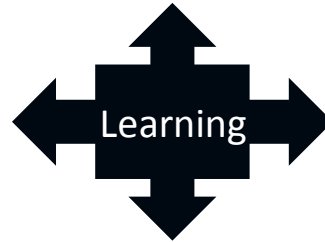


**Work with People  
Community, Schools and  
Businesses**

3. City wide service delivery, regulation, planning



**Different Government  
Departments**



2. Safe and affordable sanitation services for toilet construction and emptying



**Emptyers and Toilet Builders**

4. Informed choice of treatment and re-use solutions, good operation and maintenance



**Investors, KWASA**

# Component 1: Behavior change and demand creation for services

1. Awareness and demand for services in different areas of the city



Work with People  
Community, Schools and  
Businesses

- Better understanding what different people need and want in terms of sanitation and what is affordable (**Formative Research**)
- Integration within city communication process (**Communication Strategy**)
- **Action plans** for vulnerable areas (public places, informal settlements)
- Awareness **Campaign** and Capacity Building

**Desired outcome:** Increased demand and willingness-to-pay among the population for sanitation facilities and safe emptying services

# Component 2: Solutions for improved sanitation and sludge management services

## 2. Safe and affordable sanitation services for toilet construction and emptying

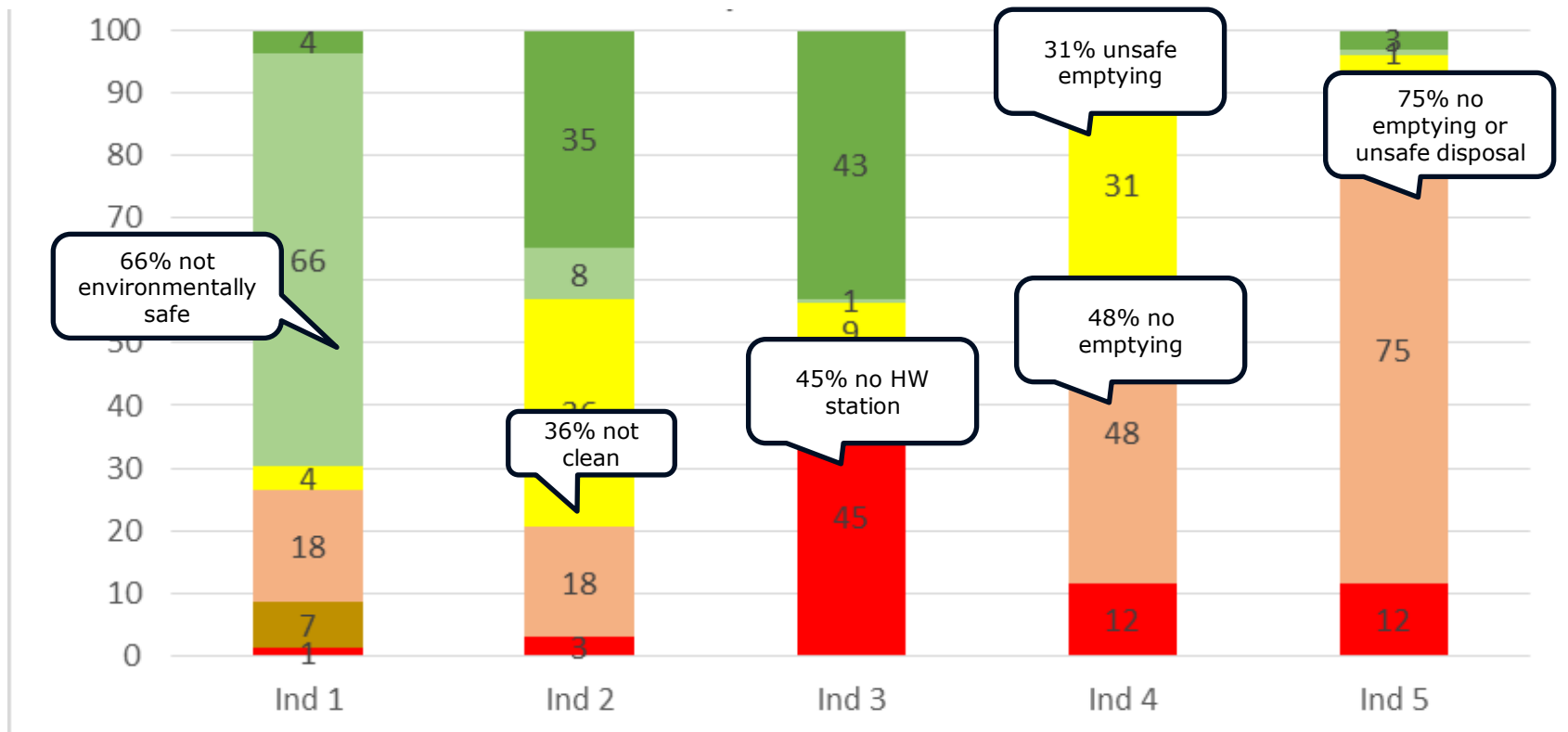


Emptiers and Toilet Builders

- Understanding the current services for toilet construction and emptying (**Baseline, Supply side study**).
- Faecal sludge business model action research (testing different ways to provide affordable service)
- Service delivery options for institutions and public places
- Standards and promotion of occupational health and safety for workers
- Develop and test finance/ revenue mechanisms

***Desired outcome:*** Viable business models for sanitation services targeting different consumer segments developed, tested and established

# Khulna City – all 5 indicators



Access to Sanitation Facilities

Use & maintenance

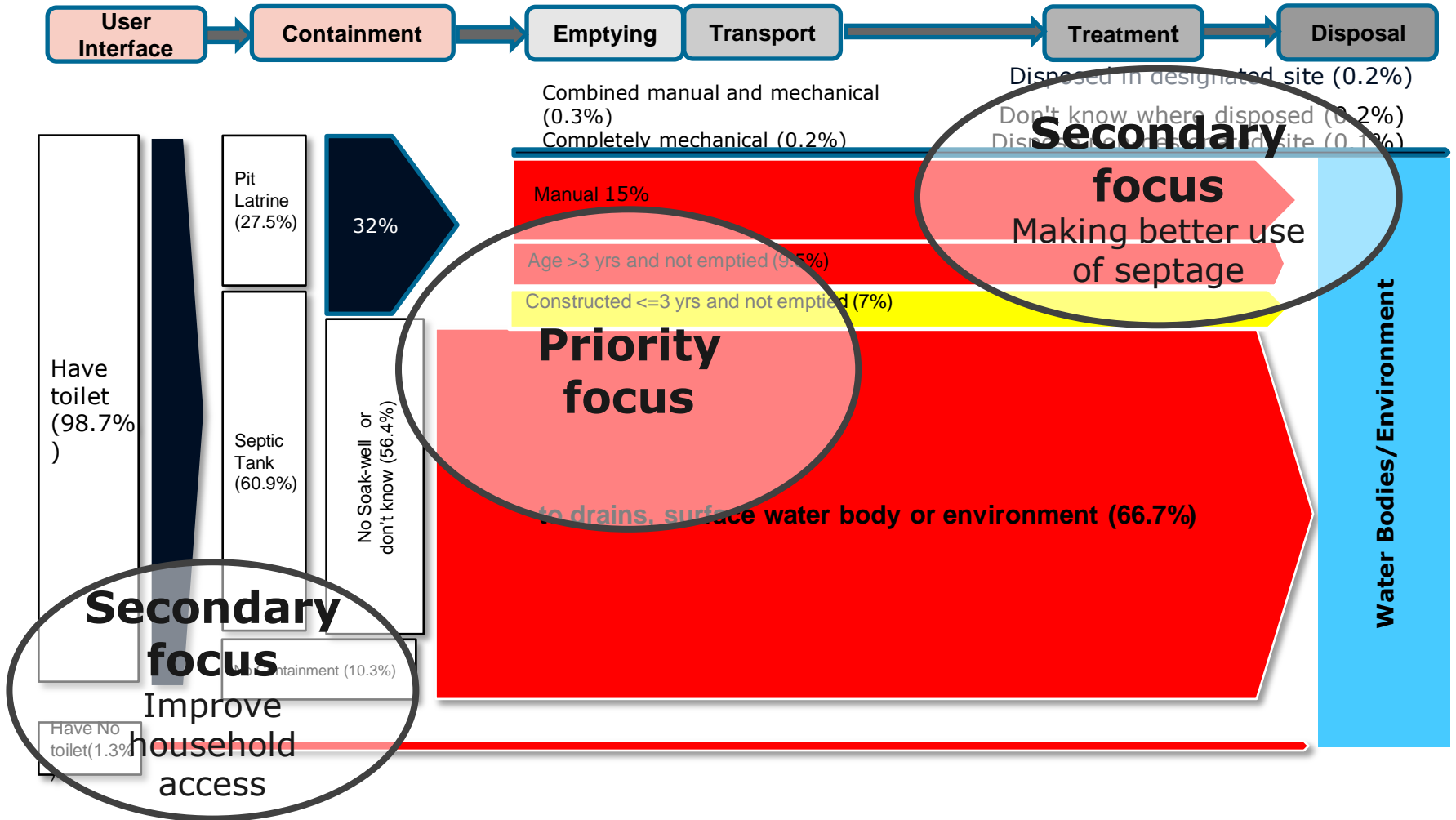
Hand Washing with Soap

Emptying & Collection

Treatment, Reuse & Disposal



# Shit Flow Diagram: Khulna

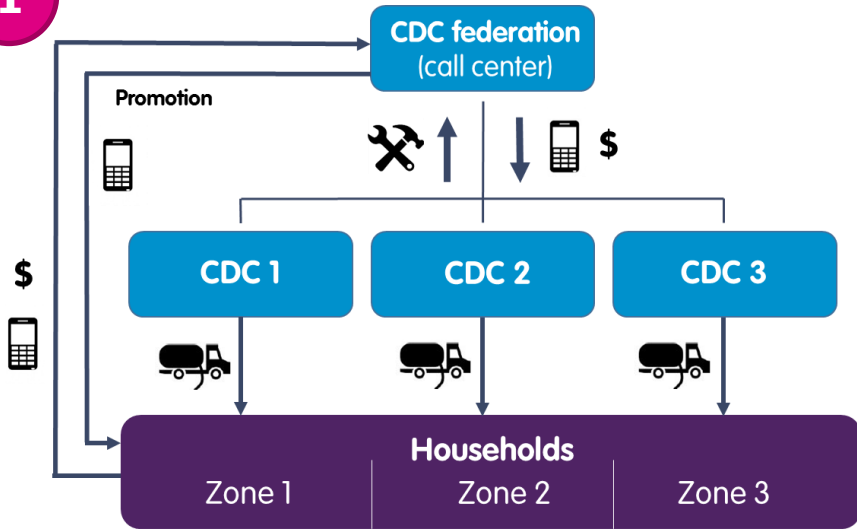


# A service model that includes solutions for different parts of the city

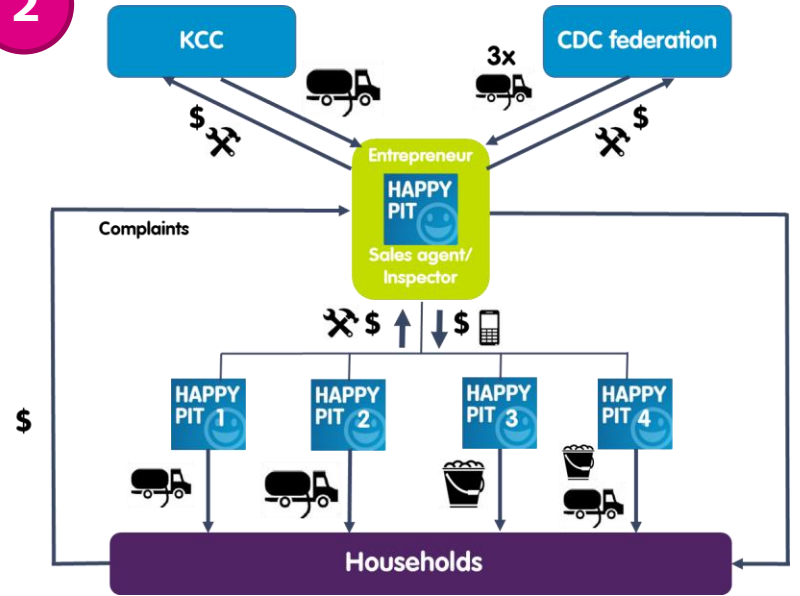
example	User interface	containment	Emptying----- Transport	Treatment	Disposal – and/or re-use
City centre	HHs	Sewerage Utility			
On-site sanitation in low income areas	households	Private emptiers bring to transfer station	City trucks	Treatment site management concessionaire?	
Areas with DEWATS	HHs	DEWATS committee	City trucks?	Treatment site management concessionaire?	
Market	Public toilet care taker?		City trucks?	Treatment site management concessionaire?	
Areas with community toilets	Community management committee	Private emptiers bring to transfer station	City trucks?	Concessionaire?	
On-site sanitation in accessible areas	households		Private trucks?	Concessionaire?	

# Service/Business Models

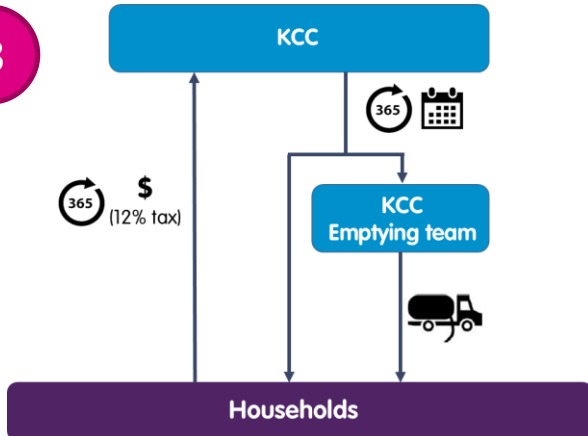
1



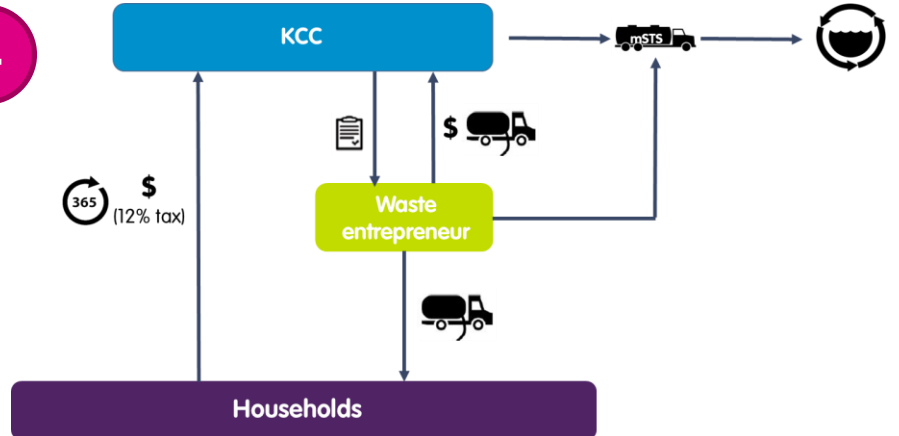
2



3



4



5



# Component 3: Strengthening governance and enabling environment for services

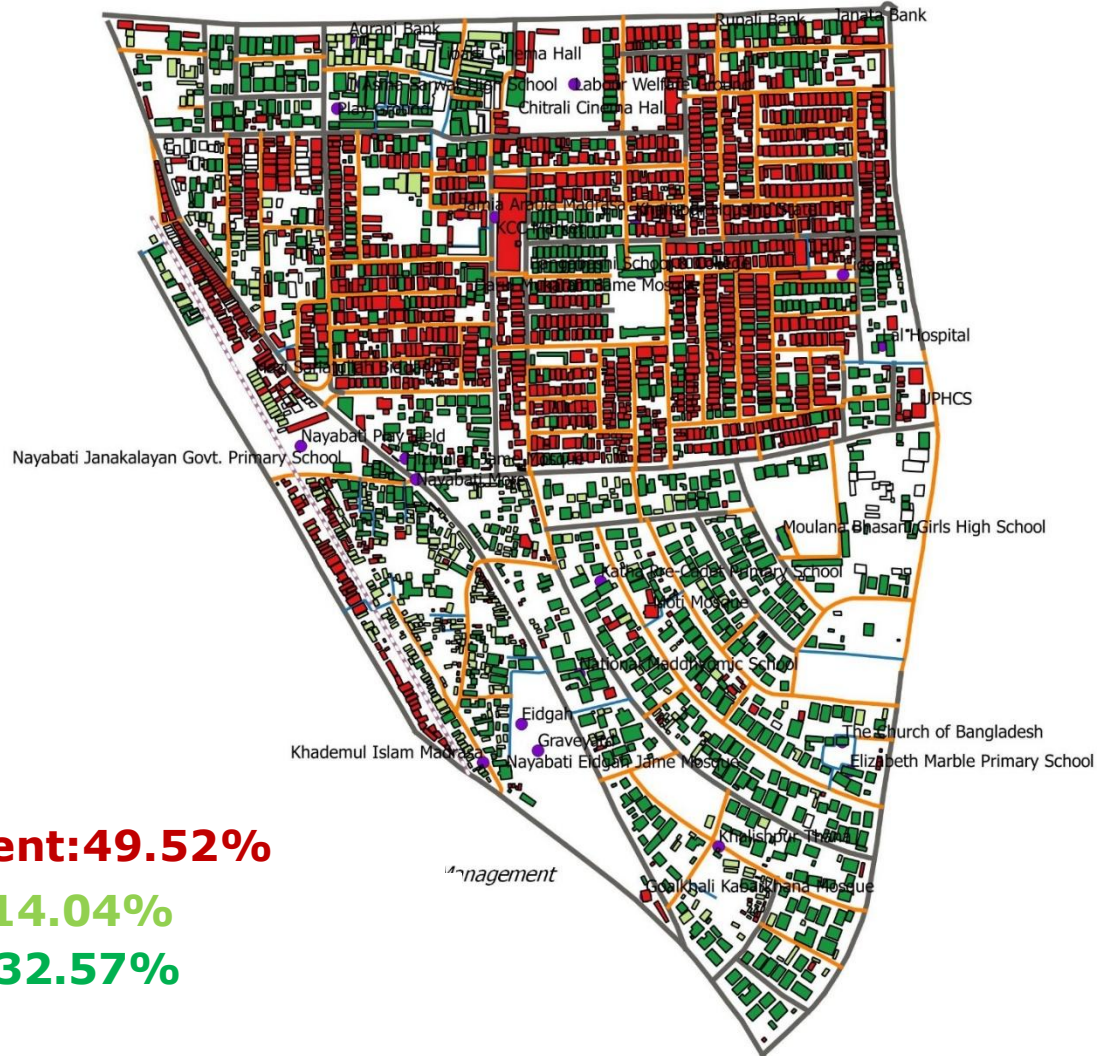
3. City wide service delivery, regulation, planning



Different Government Departments

- Review of local government data management, tariff structure and investment planning cycle for sanitation
- Sanitation mapping and develop city-wide sanitation plan
- Improving the institutional framework
- Stakeholder dialogue on regulation and standards
- Review of faecal sludge management standards and licenses
- Engaging different groups to ensure compliance with standards

**Desired outcome:** City-wide service delivery framework and enabling conditions developed and adopted by local authorities



### Legend

#### Containment Status

- No Containment
- Toilet Pit
- Septic tank
- No Information
- Location

#### Railway

#### Road Width

- Less than 7 ft
- 7 ft to less than 12 ft
- 12 ft or more

0 100 200 300 400 m



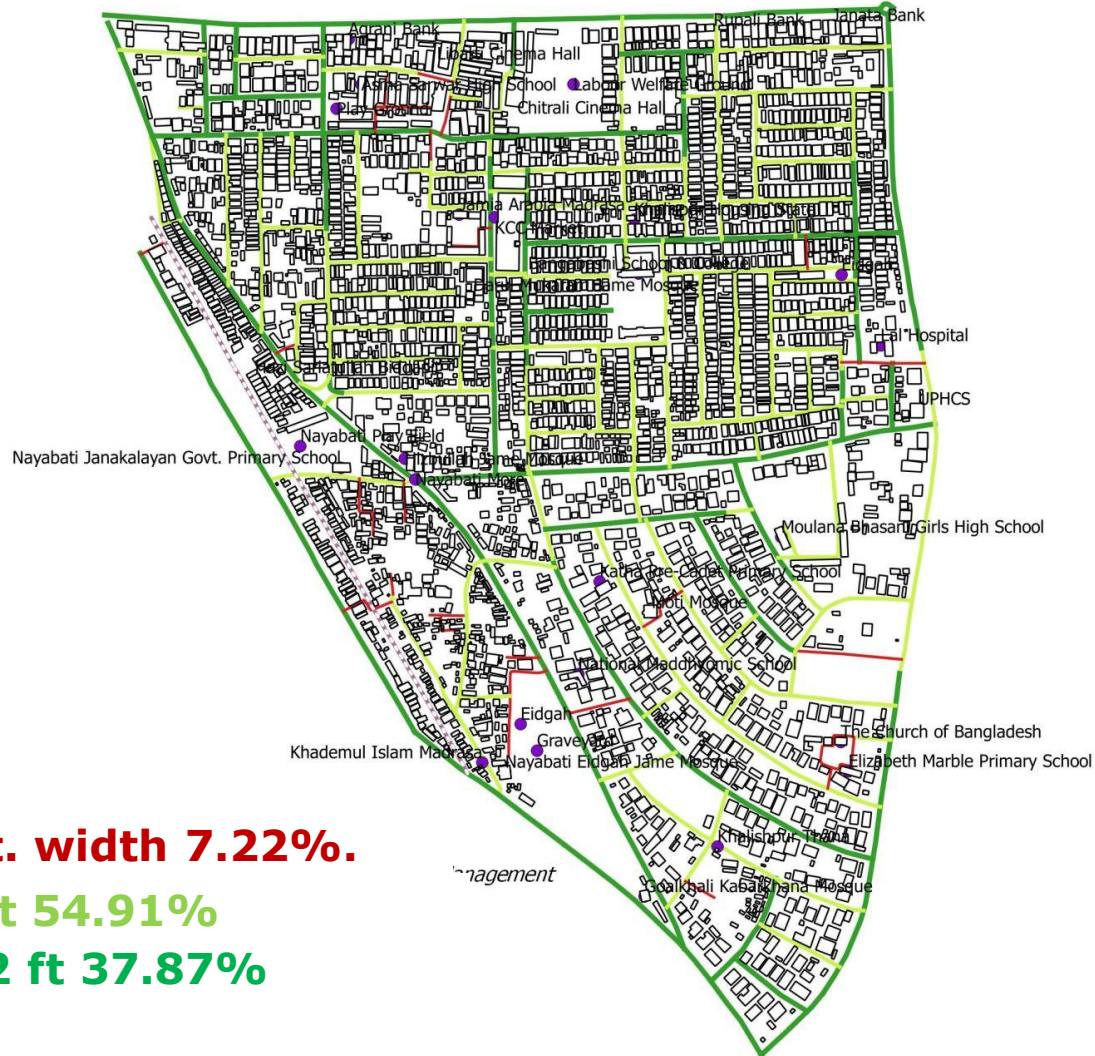
**No Containment: 49.52%**

**Pit Latrines: 14.04%**

**Septic Tank: 32.57%**



# Road Width of Ward No.10 in Khulna City Corporation



### Legend

- Structures
- Railway
- Location
- Road Width**
  - Less than 7 ft
  - 7 ft to less than 12 ft
  - 12 ft or more



**less than 7 ft. width 7.22%.**  
**within 7-12 ft 54.91%**  
**more than 12 ft 37.87%**

# Component 4: Improved treatment, disposal and re-use of sludge

4. Informed choice of treatment and re-use solutions, good operation and maintenance

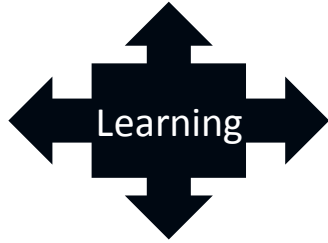


Investors, KWASA

- Analysis of present status on construction, transportation, and re-use
- Feasibility study on costing and informed choice activities for infrastructure investment
- Decision making (testing of new technologies)
- Review potential market for re-use
- Capacity building for financial and O&M of treatment facilities
- Dissemination and awareness

***Desired outcome:*** Financially viable, socially acceptable and environmentally safe treatment and re-use technologies introduced, tested and integrated in investment plans

# Component 5: Sector learning around faecal sludge management and city-wide services

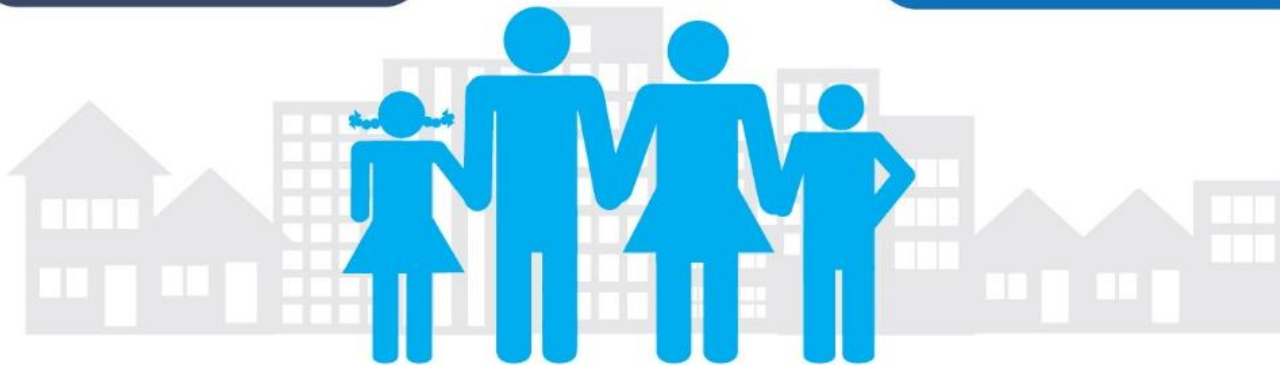


- Sharing of outcomes of key studies,
- Evidence based advocacy for policy formulation
- Develop and implement communication strategy for national level
- Promotion of peer-to-peer learning and development of manuals
- Support integration of faecal sludge management into academic curricula
- Link to relevant virtual resource centre(s) (dgroups)
- Formal learning activities

***Desired outcome:*** Progress and lessons learned from the program are systematically documented and shared at local and national levels

WASH governance  
regulations  
& enforcement

Smart finance &  
investment



## Urban Sanitation and Hygiene for Health and Development

BCC &  
awareness

Safe & affordable  
services

Treatment, disposal  
& re-use

# Partners in Action

