

About this document

CAWST's Latrine Program Implementation
Case Studies give detailed overviews
of different latrine programs. Each case
study describes how the implementer(s)
addressed seven components of latrine
programs, and what challenges they have
faced. Each case study is in a "Question and
Answer" format. This document is part of
a collection of resources for learning and
training about sanitation. To access CAWST's
other sanitation resources, visit cawst.org/

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About CAWST

CAWST, the Centre for Affordable Water and Sanitation Technology, is a Canadian charity and licensed engineering firm based in Calgary, Canada. CAWST acts as a centre of expertise in water, sanitation, and hygiene (WASH) for the poor in low- and middle-income countries, and addresses the global need for WASH by building local knowledge and skills. Our expertise is in non-networked WASH technologies and approaches. CAWST solely focuses on capacity development: we do this by providing subsidized training, consulting, and free open-content education resources. We help other organizations start, strengthen, and grow their WASH programs.



Program overview



LEAD ORGANIZATION	Sanergy
TYPE OF ORGANIZATION:	Social Enterprise
NAME OF PROGRAM:	Solving the sanitation crisis in Africa's urban slums
LOCATION OF PROGRAM:	11 sub-areas of Mukuru and Mathare informal settlements in Nairobi, Kenya
DATES OF PROGRAM:	November 19, 2011 (World Toilet Day) – on-going
SIZE OF PROGRAM (AS OF FEBRUARY 2018):	1,656 Fresh Life Toilets run by over 1,009 Fresh Life Operators, serving 50,000 people every day
IMPLEMENTATION TARGET:	Serving 150,000 people every day by end of 2019
MISSION:	Build healthy, prosperous communities by providing safe, non-sewered sanitation services to Africa's urban slums, starting with Nairobi.

About the program

- Sanergy franchises low-cost, highquality sanitation units branded as Fresh Life Toilets (FLTs) to community members. The franchisees, known as Fresh Life Operators (FLOs), run the toilets under three franchise types: household, commercial, and schools.
- Sanergy provides ongoing marketing, business, and maintenance support empowering FLOs and ensuring toilets stay clean, safe, and open for residents.
- Sanergy also ensures that waste is collected on a regular basis—charging a fee for the collection service. The waste is safely removed, treated, and converted into a variety of highquality end products.

About Sanergy

In 2011 Sanergy, a social enterprise, received a Stage 1 Development Innovation Venture (DIV) grant from USAID to establish a working business model that fabricates low-cost hygienic latrines in Kenya's slums and franchises them out to local entrepreneurs. Sanergy applied for and won Stage 2 DIV support from USAID to expand the franchise. Sanergy leverages an in-house sales force and partnerships with community groups, NGOs, and the Kenyan Government.

More information about this implementer's programs can be found at the following link: http://www.saner.gy/

















Stakeholder Engagement

There are many stakeholders involved in implementing a latrine program. Partnerships with community leaders, government, and respected organizations can make a big difference in an initiative's success. Let's find out more about Sanergy's approach to engaging with others.

Which stakeholders are involved in the program, and what are their roles?

The key stakeholders are the public sector, community, media, Government of Kenya.

PROGRAM STAKEHOLDERS	
Households	They use the FLT and pay a service fee (included in their rent) to landlords.
Fresh Life Operators (FLOs)	They are franchisees that own or rent the FLT. They are trained on many topics including maintenance of toilets.
Sanergy's Sales team	They are members of the community that promote FLTs.
Sanergy's Installation and Fabrication team	They fabricate and install the FLTs. They also repair FLTs.
Sanergy's Customer Support team	They train and provide real-time support to FLOs.
Sanergy's Waste Collection team	They collect the fecal sludge from the toilets and safely transports it to the treatment site.
Sanergy's Government Relations team	They build strong relationships with leaders at the local level. They also help FLOs with governmental requirements such as permits and credit checks.
Media	They disseminate information on the sanitation challenges faced by residents of urban slums. They are also a tool to advocate for non-sewered approaches.
Local government	They are responsible for implementing Kenya's national policy on sanitation.
Donor	They are philanthropic and impact investors. They provide financial resources.

Have you engaged with the local government?

We have been engaging with the Government of Kenya to ensure that all of the work that we undertake is legally compliant. We also engage about 200 officials within ministries at the national, county, and sub-county level to keep operations running smoothly and build consensus around Sanergy's approach.

We also are in technical working groups that look at policy and all of the legal frameworks that inform our work. In 2016, Sanergy was part of the technical working group that helped to inform the 2016 Kenya Environmental Sanitation and Hygiene (KESH) policy.

Is sanitation a priority for the local government?

Yes. But financial constraints are a big problem. We need private sector solutions and innovations that address the cost barrier.

Does regulation exist to help your program?

Yes, the KESH policy 2016 recognizes cartridge-based sanitation as a gold standard form of sanitation for people who do not have access to sewers. But it is the implementation framework that needs to be worked on, and that takes time.

How do you involve the community?

Community involvement and ownership are crucial for the success of our organization. Our toilet network relies on the investment in and ownership by the community, as the residents own the toilets and are responsible for their success. We, thus, design our product and service delivery models with community involvement, as they are our customers who are investing savings into sanitation for their communities.

Our waste collection system provides community members with long-term job stability and benefits, as we contribute to formalizing an informal and precarious employment sector. Sixty percent of our staff come directly from the communities that we serve.

Our Government Relations team works closely with local community leaders, grassroots organizations, and youth groups.

How do you share information with others in the sanitation sector?

Sanergy has a robust policy and advocacy arm that is committed to sharing our learnings with stakeholders in the sanitation sector. These stakeholders include government, research institutions, donor agencies and the private sector. This advocacy work is slowly leading to change, such as the Kenya Environmental Sanitation and Hygiene (KESH) Policy which acknowledges the role of the private sector in sanitation. We are also part of various Technical Working Groups (TWGs) that incorporate all of these players to make progress in the provision of sustainable sanitation in urban slums. We also use platforms such as conferences, media and participation in case studies to shed light on our work and experiences over the last six years.

We hold Fresh Life Operators forums every 3 months



Products and Services

Latrine design and construction is often the focus of sanitation programs. Supporting services, before and after the installation of a latrine, are essential for long-term use. Let's find out more about Sanergy's latrines and the services they provide.

What type of latrines are Fresh Life Toilets?

FLTs are waterless urine-diverting toilets (also called dry toilets) that separate waste at the source.

Why did you choose this type of latrine?

Eight million Kenyan residents living in urban slums lack access to sanitation. Only 10% of urban slums are connected to a sewer. One big reason for this is that urban slums are very dense in nature, and with growing populations, there are space constraints to installing big infrastructure. The FLT is non-sewered and designed for the densely populated slum communities in which we work, with a small footprint, durable, easy-to-clean walls and floors, and a cartridge system to ensure that waste is safely contained, collected, and transported. There is also water scarcity in these areas. Our dry toilets only require water for handwashing.

Have you made any changes to the latrine model?

The FLT is developed and continuously improved by our team of engineers and designers using human-centred design principles. We know that the smallest adjustment can make a difference in the user experience. Since our inception, we have continued to iterate on the FLT and rolled out version 3.0 in 2015. Changes include:

- developing a child- and woman-friendly squat plate
- refining the interior with an easy-toclean tile floor, giving customers a home-like appeal
- offering handicap accessibility supports and adding a coat hook and a mirror on the inside of the door to improve experience and convenience



Who builds the toilets?

Sanergy manufactures the FLT in our own plant in Nairobi, Kenya, and we also undertake the installation. This maintains consistency and lowers the production costs. Our workforce is largely comprised of young people from the communities that we serve. Kenya's unemployment rate stands at 40%

Where do the materials come from?

Almost all of the construction materials used to construct the FLT are locally available and manufactured in Kenya. The reason for this is two-fold—to maintain the quality of our work and to lower the cost of production. We import our squat plate at present from the US due to the unique nature of the plastic, but are seeking a local manufacturer to produce them.

Have you made any changes to the production process?

Initially, at installation, the toilet parts would be joined using cement, and it would take time for the curing to take place. The parts are now installed by bolting them in place. This has quickened the installation process from two weeks to one day.

Have you dealt with any technical problems?

Sanergy has invested in a highly efficient workforce that addresses all of the technical issues escalated by our customers in real time. Together with the field team, most of whom are from the communities where we work, we developed a robust checklist to ensure that any anticipated problems in the customer acquisition process are mitigated.

But generally, the superstructure of the FLT is made of cement, which is very durable. The facility has an estimated lifespan of five years. But, based on our observation, we know the structure will last longer, as the vast majority of FLTs installed since 2011 are still open and safe.

If the latrine breaks, who repairs it?

We have a dedicated Installation and Fabrication team that addresses all of the repairs that need to be done. The FLOs reach out to their Customer Support team Field officers who then follow up with our Installation and Fabrication team and make sure that the repairs are done as quickly as possible.

How do you ensure the latrines are used and maintained correctly and consistently?

FLOs are trained by our Customer Support team before the launch of their toilet. The training takes half a day and includes business management and sanitation marketing, hygiene promotion, and FLT cleaning and maintenance.

As part of our franchise agreement with FLOs, we provide Fresh Life uniforms,



protective gear, and a starter kit for cleaning the toilet (including gum boots, gloves, mop, bucket, brush, etc.). Most of the residential plots have a caretaker who is responsible for ensuring the well-being of the tenants. They normally take the lead in ensuring that there is a framework in place for maintaining the toilet. Usually households take turns in maintaining the toilet.

The 'Business in a box' starter kit is given to every FLO who joins our network

Are people satisfied with their latrines?

Our network is run by over 1,009 FLOs and annual renewal rates—the FLOs who agree to be part of the network and continue to receive waste management services-stands consistently at 98% since 2014, proving that FLOs (and their customers) are very satisfied with our services.

What services do you provide before the installation of the FLT?

Our Customer Support team, with the support of our Government Relations team, is responsible for facilitating customer processes from deposit through launch. They make sure that the future FLO gathers all requirements (e.g., authorities' approval, land permits, deposit, credit check) to smoothly carry out the installation of the FLT(s). The franchisee is then taken through training to ensure that they are well-equipped to run and maintain the facility. We then install the facility within two weeks.

What services do you provide after the installation of the FLT?

As part of our franchise agreement with FLOs, we provide regular waste collection and maintenance support (to fix issues such as a broken door or a damaged squat plate), in exchange for maintaining Sanergy's hygiene and cleanliness

standards. If the standards are not met. the Field officer is well-equipped to determine the root cause and help the operator resolve the issue.

Any lessons on products and services you would like to share with other implementers?

- In early 2016, we ventured into a new area, Mathare, to deepen coverage and serve more people. Uptake was lower than expected. We realized that each informal settlement has its own dynamics and that a lot of background research is necessary to find out the most suitable proposition for various customers. In Mathare, for example, housing units are co-owned by more than one landlord. This made selling much harder because of the consultations that needed to happen. We have now lowered the cost for landlords who need to invest in Fresh Life. This has made selling in Mathare much easier. In Mabatini, a sub-area of Mathare, we reached a saturation rate of over 25% of residents in just six months.
- Conversations with our customers is key. We will continue to engage them to make sure that we are always listening to what they value and that they have a positive experience of our products and services.



Demand Creation

The definition of creating demand is when people have the motivation, opportunity, and ability to purchase, maintain, and use a latrine. Demand creation should inspire people to continue using latrines because they see the value it adds to their lives. Let's find out more about Sanergy's approach to creating demand for latrines.

What was the sanitation situation in the communities you work in?

Some households would use public toilets that were located very far from where they lived. Others had makeshift toilets that were in terrible condition, so residents would prefer the indignity of open defecation and flying toilets.

What is your strategy to create demand for your toilets?

Our Sales team (who are mostly from the community) approach potential customers to present our sanitation model and the great solutions FLTs can bring to their sanitation challenges. The sales associates, organized by sub-areas, employ three main strategies to sell:

- Engage a referral network of trusted community leaders—FLOs, village elders, local government, Sanergy team members
- 2 Pitch to groups or entrepreneurs known to have investment capacity or already running businesses, such as women's groups, youth groups, entrepreneurs who

- already have a kiosk, a restaurant, a barber shop, etc.
- Identify hotspots in the communities where it might make sense for a compact FLT to be installed and then find the people who have access to that land.

We have also realised that children are strong ambassadors of our brand—they take lessons learnt home, and they demand a good sanitation experience. We also tailor our marketing materials to clearly articulate the problem, how much other options cost, and the overall value proposition to the different customers. We have conducted a series of behavior change research projects undertaken with both our customers and non-users. The messaging is usually focused on the cost and public health implications of poor sanitation.

Who promotes latrines? Who do they target?

Fresh Life has a dedicated Sales team comprised of young people, the majority of whom are from the communities that we serve. They leverage the



existing relationships they have with the community members to explain our products and services. The greatest percentage of our referrals come from FLOs who have already invested in the model—they are the best ambassadors of our brand. We also have a Government Relations team that is invested in building a relationship with leaders at the local level. All of these networks have helped spread the word about our products and services.

Do you do awareness-raising campaigns?

Our staff is involved in raising awareness and shepherding programs that are invested in community behaviour change. We have community-based events that target behaviour change in the community. On important advocacy days like Global Handwashing Day and World Toilet Day, we hold edutainment activities in the community that seek to stress the implications of poor sanitation standards on community health. We also use sports to drive the point home; tournaments like the World Toilet Cup resonate well with the community members. We have also

used radio to spread the word about our products and services.

What materials do you use to create demand?

All of the materials used are created and designed internally by the team after holding intensive discussions with community members. We strive to use materials that are locally available and those that the community can identify with

How do you build trust in the communities you work in?

Even before we set up our very first FLT, we invested in building relationships with the community members. We had our office space located in the heart of the community. We wanted firsthand experience of the sanitation challenges and to get a clear pathway on the solutions that would cater to the needs of the urban informal residents. We also hired from the community. We remain very much part of the communities that we serve, and we design our products and services with their needs in mind.



We manufacture low cost, high quality sanitary facilities called Fresh Life Toilets

Lessons

Any lessons on creating demand you would like to share with other implementers?

- From our various research and surveys
 with partners, we have learnt that
 marketing campaigns are not that impactful
 for sanitation uptake and behaviour
 change. Personalized and targeted
 problem-led conversations with our
 different customer segments has yielded
 stronger sales results.
- Constant and robust communication with our customers is key.

Finances

Funding a latrine program can be complicated. There are various costs and many financial models. Let's find out more about how Sanergy funds latrine programs and plans for financial sustainability.

How much do residential FLTs cost?

Residential toilets in compounds (5–15 rooms, housing approximately 40 people), providing secure 24-hour access to residents within the safety and comfort of their own plots, costs KES 850 (US\$8.40) per month as the fee for service for landlords. The FLO operates the toilet under lease and does not own the toilet structure. The landlord might increase the rent of his/her tenants by few shillings to cover the monthly fee (for regular collection and maintenance) of the service.

How did you decide on the price?

This price was set following extensive surveys and conversations with community members. Previously, the price for residential toilets was \$310 for the first year and a \$70 annual fee from the second year. But then, from September 2016 to March 2017, we ran a pilot in Mabatini, a sub-area of Mathare, in which we offered landlords of residential

compounds an opportunity to pay for the servicing of FLTs, rather than having to buy the asset to receive the service. The landlords would pay a higher monthly waste management collection fee. We did this to reduce the upfront investment required to participate, a roadblock we had faced because of multi-ownership compounds, and to create incentive as landlords were willing to pay for waste management services, a frequent, depressing burden. The results were impressive: we reached a saturation rate of 25% of residents within the six months. compared to a network-wide saturation rate of 8-10% in five years. Following these results, we introduced this fee-forservice model across the entire network for residential FLTs.

Can all households afford a latrine?

In the informal settlements, housing is provided by landlords who make consistent incomes from their tenants:



they can afford to invest in an FLT. All landlords want their properties to be fully rented and to generate the highest income. We have seen that as the biggest motivator to invest in proper sanitation. Landlords that have invested in FLTs have very low tenant turnover rates.

How much do commercial FLTs cost?

For commercial FLTs, run by FLOs as pay-per-use toilets for public customers, it costs \$350 for the first toilet and \$300 for each additional toilet. There is an additional \$70 annual waste collection fee. Franchisees decide on the pay-per-use fee for their customers, but it is usually at market price (similar to other sanitation options in the community) at \$0.05 per use. Commercial operators are willing to pay upfront for the asset because they see a direct financial return in the short-term.

Fresh Life Operator Esther Munyiva



How much do school FLTs cost?

The cost of collection and maintenance is incorporated in school fees. Schools also receive support from foundations.

How do FLOs pay for a latrine?

FLOs sign a franchise agreement to be part of the network and for us to install their FLT. They mostly pay by M-Pesa, the Kenyan mobile phone-based money transfer services. The Fresh Life Sales Associate takes them through the contract and they agree on the payment plan. Payment via M-Pesa helps with traceability and eliminates fraud. For commercial toilets, FLOs can receive a zero-interest loan for the first-year payment, payable in 6, 9 or 12 months.

Are masons able to make a living off building latrines?

Yes, they are. We call them the Installation and Fabrication team. Our workforce has proper, full-time contracts and benefits. They are able to provide for their families and most of them have gone further to add on to their education. Some have even invested in FLTs.

How is your organization funding this latrine program (for example, staff, products, etc.)?

We have the support of philanthropic and impact investors. But we also earn a revenue from our for-profit arm that focuses on deriving value from waste. Financial sustainability is very important to us. In the long run, the idea is that we can be sustainable and incentivize players in the sector to invest in sanitation.

Lessons

Any lessons on financing you would like to share with other implementers?

 Cost is a really important consideration for our customers. Aligning payment structures to people's priorities and incentives has led to an increase in uptake of FLTs.

Capacity Development

Developing capacity is a process for individuals, organizations, and societies to obtain, strengthen, and maintain their capabilities. This includes everything from the knowledge and skills a mason needs to build a latrine to the regulations and laws governing sanitation products and services in a country. Let's find out more about how Sanergy approaches capacity development.

Do you build the capacity of households?

Our Field officers are in constant engagement with the various households and make sure that the FLT is giving them a positive sanitation experience. Our Customer Support team train our FLOs before the launch of their toilet. The training takes half a day and includes business management and sanitation marketing, hygiene promotion, and FLT cleaning and maintenance. FLOs also receive regular visits from our team as well as phone check-ins, once their toilet is opened, to help them run a successful sanitation service and maintain cleanliness standards. FLOs also receive support from Government Relations team in case of community dispute or financial struggle.

Do you organize meetings with FLOs?

Yes, we organize FLOs Forums quarterly to bring together FLOs on a common platform that allows them to share and exchange fresh ideas that are crucial in ensuring safe and hygienic sanitation for all residents of Nairobi's informal

settlements. These forums are the opportunity for our Customer Support team to speak to all FLOs at once and deliver information, feedback, and training, as well as celebrate progress towards improving sanitation in our communities.

Do you build the capacity of your own staff?

We invest in staff training that seeks to develop employees toward long-term career goals and promotes greater job satisfaction. Around 60% of our staff are from the communities where we work, and they are proud to make a difference in their communities.

Do you build the capacity of any other stakeholders?

We have mostly focused on developing our own staff. But we have developed a WASH Curriculum for school programs that is in over 94 schools. The program is run by the teachers. We support teachers in adjusting their activities once their pupils have access to FLTs at the school. Upon completion of the Training



of Trainers (ToT) workshop, teachers roll out the Sanergy WASH curriculum to the pupils in their schools. The curriculum encourages parent and community engagement in hygiene promotion with activities that bring schools together across the community, from World Toilet Day events to school debates. Key elements of the curriculum include:

- Training on proper handwashing behavior
- Inter-school WASH committee formation (engagement of parents)
- Celebration of World Toilet Day and Global Handwashing Day





Monitoring for improvement

Monitoring is essential to continuously improve a latrine program. It should be practical; all information collected should be used to measure how well goals are met and to identify ways to improve the activities. Let's find out more about how Sanergy effectively monitors a latrine program.

What do you monitor?

We monitor the uptake of FLTs, the amount of waste we remove from the community that would otherwise be dumped untreated into the environment, the number of people we are serving in the informal settlements, and the cost to provide safe sanitation per person per year with our model.

We also run a monitoring program called Quality Assurance Checks. This program verifies the compliance with quality and cleanliness standards at each FLT location and helps us understand whether our toilet operators are upholding our hygiene, quality, and customer service standards. Our Customer Support team provides feedback to each of our operators, agreeing on an improvement plan if needed. The spot checks are unannounced.

What indicators do you use?

- The number of active FLTs in the community
- Number of FLTs launched per month
- Retention rate across the network

- Amount of waste collected from the FLTs
- Usage across the network
- Cost per person per year to provide safe sanitation

How do you do the monitoring?

We track the amount of waste safely removed from the community that would otherwise pollute waterways, and which indicates daily usage across the Fresh Life network. Our trained logistics staff collect waste cartridges from each FLT daily and, before consolidating the waste for treatment and processing, weigh the solid and liquid waste separately. With that weight, we are able to extrapolate the number of uses per day across our network based on a waste-to-use ratio.

We use a software called Salesforce to enter all of the data from our FLTs. This is complemented by the work done by the Field officers who are in constant communication with our FLOs to ensure that their FLTs are open and serving community members. We also have an advisory committee of our toilet owners, and hold quarterly forums with all owners,



to ensure regular feedback on our products and services.

We also carry out frequent surveys with our customers to determine their satisfaction levels and to improve on our services.

How do you use the results to improve your program?

Qualitative and quantitative data collected by our Field officers are incorporated in our customer service strategy. This helps us to improve products and services and informs our Research and Development work. As we scale out, we are working on leveraging the use of technology to provide real-time customer support to our franchisees.

The waste data gives us insights on areas in the community that have potential for growth. It also helps to reduce cost through demand-driven collections. In other words, the waste data collected can tell us which locations have the most

usage and we are then able to anticipate the frequency of collections. This way, we save money and time by addressing the specific needs of each of our locations. All those that need more than one collection per day are mapped to allow ease of collection. We also seek out the most optimal routes to make sure we do it in the shortest time possible.

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Any lessons on monitoring you would like to share with other implementers?

 Technology is key in optimizing our efficiency and customer service delivery. It is, however, important to ensure that it is feasible and practical for both our internal team and our end users.

We have rigorous protocols in place to ensure that all our end-products are safe



Fecal Sludge Management

Latrine pits and tanks will eventually fill up. Fecal sludge management includes emptying, transportation, treatment, and use or disposal of fecal sludge from an on-site sanitation technology (like a pit latrine or septic tank). Let's find out more about how Sanergy manages fecal sludge.

Have you incorporated fecal sludge management into the program?

Yes. Having a full sanitation value chain ensures that the cost of providing sanitation is significantly lowered.

Have any of the latrines filled up?

No. Waste from the FLTs is collected on a regular basis.

Who empties the latrine? How are they paid?

We have a professional Waste Collection team that is part of our staff. Just like everyone, they are paid on a monthly basis and are on contract.

Where does the sludge go after emptying?

We take all of the waste from the FLT to a central processing plant that we own, and we convert it into high-quality agricultural inputs such as organic fertilizer.

Is the sludge used for anything?

The sludge is transported, treated, and reused as high-quality agricultural inputs.

The first end product, called Evergrow, is a nutrient-rich, international-quality, organic fertilizer that helps local Kenyan farmers improve their soil health, boosting yields by up to 30% and improving their income and livelihoods. These farmers generally operate farms of 2-10 acres. Evergrow is domestically produced from urban sanitation and organic waste streams, reducing environmental pollution, reducing the dependence on imported fertilizers, lessening the carbon footprint required to transport fertilizer long distances, and minimizing tariffs associated with imports—a price which is ultimately paid by the Kenyan farmer.

The waste is also converted using Black Soldier Fly Larvae into a high-quality protein for animal feed; this is a way to safely and effectively treat and reuse waste streams. This product, called Pure Protein, is a high-quality insect-based protein that outperforms leading alternatives while providing animal feed millers with the volumes, consistency, and





We treat and convert the waste to organic fertilizer

quality they need in their feed ingredients. Pure Protein significantly improves the environment for the animal husbandry sector in Kenya as it is an alternative to the Omena fish-based protein that has led to overfishing, competition with human food sources, and ecosystem destruction in Lake Victoria, one of

> East Africa's most vital water sources. Furthermore, many protein inputs for animal feeds are imported and carry a large carbon



Any lessons on fecal sludge management you would like to share with other implementers?

Keep thinking of innovative ways in which we can extract maximum value from sanitation products and services. In 2017 alone, Sanergy has safely collected and removed over 3,700 metric tons of waste from the community and is working with over 1,000 farmers.





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