



water for people

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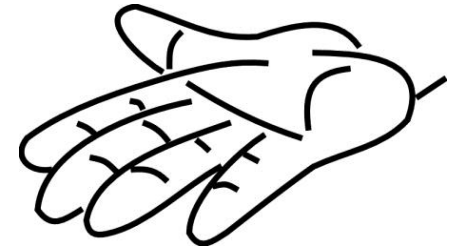
SANITATION AS A BUSINESS

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SANITATION AS A BUSINESS (SAAB)

- Sanitation as a Business (SAAB) is a four year Gates-funded program (ending July 2014) that is being implemented by Water For People in 7 countries in Africa, Asia and South America.
- SAAB is a market-based approach whose objective is to work through the private sector as the main driver for provision of sanitation products and services.
- SAAB moves away from the previous subsidy-driven approach and instead works through the market by supporting sanitation businesses to provide **affordable** and **sustainable** sanitation solutions to households.





HOW SAAB IS BEING IMPLEMENTED

- Water For People has selected private sector Business Development Support (BDS) firms and other local private sector entities to support private entrepreneurs in sanitation businesses in both urban and rural settings.
- The main business models being pushed out are pit latrine construction and pit emptying using either manual or mechanical means.
- A recent change in the strategy to the investment proposal system to attract more BDS partners due to the realization that one BDS partner cannot adequately address the needs of entrepreneurs at different levels. This is intended to diversify the types of sanitation businesses supported .



ACHIEVEMENTS TO DATE

- Over 50 sanitation enterprises, employing over 100 people in both latrine construction and emptying.
- Over 7000 bathrooms built and hundreds of pits emptied (over \$1,000,000 globally invested by households in sanitation).
- Local savings cooperatives identified as partners to provide loans to households in rural areas to purchase latrines.
- Private investment by BDS firms e.g. BDS partner in Malawi investing their own money to provide sanitation loans – indicating sustainability without external grant support



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LESSONS LEARNT

- Different levels of entrepreneurs have different needs and this should be addressed by offering different levels of business support. The “right” entrepreneur may fail because of getting the “wrong” business support.
- Access to financing for both entrepreneurs and households is a major challenge and it is important to think of creative ways to bridge these gaps.
- Technology is a critical component in the market-based approach. It is important to test sanitation technology and innovations that meet demand by households and push them into the market.
- It is important to provide an enabling environment for sanitation businesses by including key actors such as the government, private sector companies, and financial institutions to ensure success of sanitation business models.

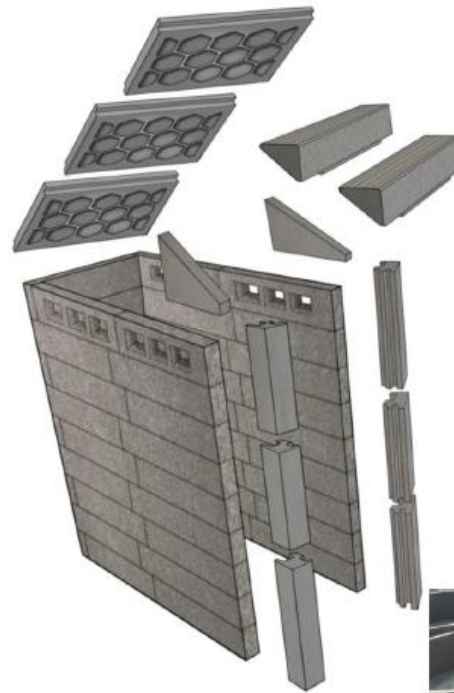


IN SUMMARY

Right partners

Right business models

Right technology





FOR MORE INFORMATION



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