

Resource-Orientated Sanitation Concepts for Peri-urban Areas in Africa (ROSA)



Project Implementation in Kitgum, Uganda



Presented at the NETSSAF Conference, Ouagadougou, Burkina Faso; 24-27th Sept. 2008

ORDER OF PRESENTATION

- Project Structure/Local project consortium,
- Activities performed, including those in the line of capacity building,
- Scaling-up activities ~ Social marketing,
- Institutional set-up for sustainability,
- Financing,
- Some challenges.



Local consortium

- Kitgum Town Council – the end-user; staff employed by KTC working on ROSA
- Makerere University, Department of Civil Engineering – Staff members of Mak and researchers recruited to work on ROSA
- WatSan NGOs working in KTC
- Members of the Uganda NSWG
- GoU projects/departments/Ministries *e.g.* NUSAF, NARO, MoWE
- Local technical and political staff at KTC
- Local communities/households in KTC
- Private sector



Activities performed

- Baseline survey
- MCDSS
 - Decision on:
 - What to implement, and
 - Where to implement it?
- SSWP
 - What to implement and with what resources?
 - Who does what and in what time frame?
- Construction of pilot units, and research planning
- Full implementation – sensitisation, training, supervision
- Research
 - Adaptation of implementation of WHO guidelines
 - Grey water research
 - Research on O&M
 - Research on incorporation of R-O sanitation into settlement structures
 - Research on opportunities for financing R-O sanitation

Scaling-up activities

- Social marketing

- the design, implementation and control of programs calculated to influence the acceptability of **social ideas**. It involves considerations of:

- product planning, pricing, communication, distribution and marketing research.

- The social marketing approach **considers sanitation as a social good** which can be marketed using commercial marketing principles of

- product,
 - price,
 - promotion, and
 - Place

(the 4 Ps)

Information on the different products is given:

- Abor Loo
- *Fossa Alternata*
- UDDT
- Faecal sludge management, by co-composting with household biowaste

Social marketing

- Social marketing is demand led ~ it uses a strategic, managed process of:
 - assessing and responding to felt needs,
 - creating demand, and then
 - setting achievable and measurable goals
- Demonstration of gains from improved sanitation lures uninterested people to take initiatives to build latrines and adopt/learn better hygiene practices



Institutional set-up

- ROSA – KTC, Mak and EU partners
 - Manage the ROSA project, pilot R-O options, sludge drying beds,
 - Capacity building on R-O san – designs and costs of options, IEC on dos' and don'ts' as well as on O&M, train masons/artisans,
 - Research and disseminate information on R-O san. systems
- Households
 - Responsible for paying for; and maintaining R-O san. facilities,
 - Perform re-use of sanitised urine and faeces, composting
- Private Sector
 - Contract construction of R-O san options, sludge drying beds
 - Provide emptying service at a cost
- NGOs
 - Awareness raising, sensitisation
- Town Council
 - SW collection at public places; regulate contractors, incl. emptiers
 - O&M of sludge drying beds, maintaining of drains etc
 - Continue capacity building efforts
 - Put in place byelaws – incl. penalties etc

Financing

- Discussions with banks and microfinance institutions to offer san. credit facilities
 - Banks/Microfinance institutions still doubt this to be good business
 - Ability and willingness to pay studies being performed
 - Design of manageable and attractive loan packages – discussions between banks/microfinance and local communities
- Planned to submit a proposal to Uganda NUSAF



Challenges

- Poverty – 2 decades of war
- San. not considered top on list of priorities
- Local politics
- Too much expectation for free san. products to be provided by ROSA

