

All systems go
Africa

The importance of the private sector in the WASH System: Lessons learned from promoting market-based sanitation in Ethiopia

All systems go Africa
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USAID Transform WASH

USAID Transform WASH (2017 to 2023) aims to improve water, sanitation and hygiene (WASH) outcomes in Ethiopia by increasing market access to and sustained use of a broader spectrum of affordable WASH products and services, with a substantial focus on sanitation.

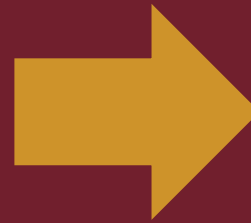
Transform WASH achieves this by:

- stimulating demand at the community level
- strengthening supply chains for low-cost quality WASH products and services
- improving the enabling environment for a vibrant private market.



Market-based Sanitation

is an approach to strengthen businesses offering sanitation products and services



The private sector is best placed to make products and services available to improve toilets.

Achievements of USAID Transform WASH



- Laid the foundation for market-based sanitation in Ethiopia
- Facilitated market introduction of more than 20 products/services
- Supported more than 450 business partners
- Business partners served more than 120,000 customers

Lesson Learned #1

Plastic products are an attractive add-on to make improved pit latrines more desirable at relatively small additional cost.

While plastic toilet pans *alone* do not upgrade dry pit latrines to “improved” status, they rid the toilets of smells and flies and help keep them clean. Businesses easily package these innovative, attractive products with flooring upgrades, which then qualify the toilets as fully improved.



Lesson Learned #2

Low-cost upgrade options that complement the installation of concrete slabs are needed to reach households with lower purchasing power.

Installation of a SATO pan and cement plastering of the floor (“skirting”) is an attractive low-cost options to upgrade traditional latrines to improved status and much better consumer experience.



Lesson Learned #3

Door-to-door promotion and installation services are more promising than selling sanitation products at a fixed location.

Through a problem-led sales approach (“DQ Sales® approach”) Transform WASH’s business partners convince about 25 to 30% of households to upgrade to improved sanitation.

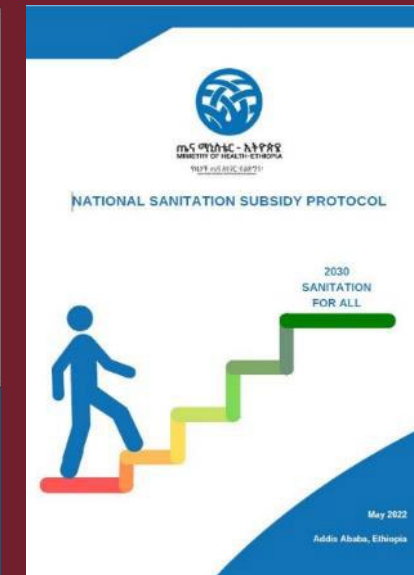
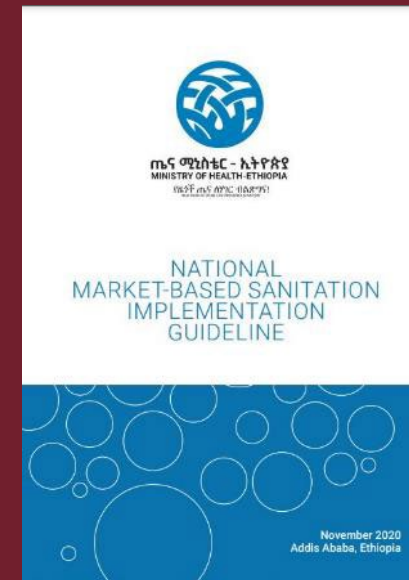
DQ Sales® approach refined and implemented with the support of Whitten & Roy Partnership



Lesson Learned #4

Close collaboration with government is necessary at all levels to prepare for scale-up.

With the support of USAID Transform WASH, the Ministry of Health published the 'National Market-based Sanitation Implementation Guidelines' and the 'National Sanitation Subsidy Protocol'.



The Way Forward



- 1) Continue **strengthening small- and medium-sized businesses**: the private sector is a vital component of the WASH system
- 2) Continue refining and testing the **sanitation financing strategy** to reach everyone: subsidies, loans and tax exemptions
- 3) Continue **institutionalizing** the market-based sanitation approach at core government offices
- 4) Continue supporting businesses to start **local manufacturing** of sanitation products in Ethiopia

Thank you / አመሰግናለሁ



Learn more: www.ircwash.org/projects/usaids-transform-wash

Get in touch: Monte Achenbach, Chief of Party (machenbach@psi.org)

Tsegaye Yeshiwas (yeshiwas@ircwash.org)



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