

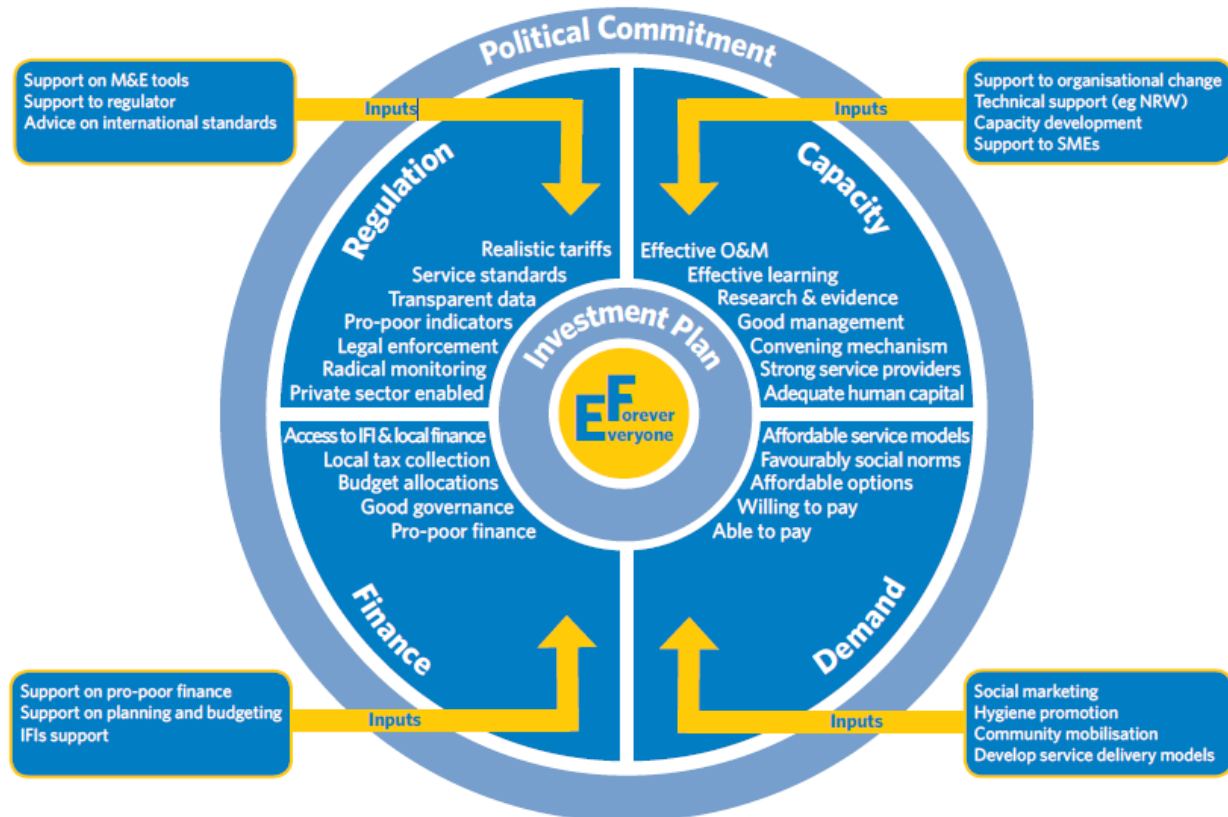
## Achieving Everyone Forever: Sustainable Sanitation

A systems approach for sanitation is gaining increasing attention as partners strive to address all aspects of creating a sustainable sanitation environment, where demand is present, finance flows, the private sector is active, and service delivery improves. The end result is that sanitation products and services people like and can afford are widely and continuously available (Forever), to all market segments (Everyone).

### The Beatles had it Right: Come Together

Underlying this approach is an understanding there are untapped opportunities for greater linkages between “community-focused” models, like CLTS, and “private sector” product and services models. A growing number of organizations, including, IRC International Water and Sanitation Centre, PSI, Water and Sanitation for the Urban Poor, and Water For People are modeling systems approaches and willing to help others learn from them. There are now examples of programming in both rural and urban settings from Uganda, Kenya, Ghana, Malawi, Rwanda, Bangladesh, India, Peru, Bolivia, and Ecuador; and more recently in Guatemala, Nicaragua and Honduras.

### Visualising 'Everyone Forever'



The above graphic visualizes the systems approach and the different pieces that will be present when a sustainable sanitation result is achieved. These include functioning regulatory environment, adequate capacity, various kinds and levels of finance and, demand from the consumer. Underpinning all of these conditions is an adequate investment plan and the wrapper is solid political commitment. In this mode of working, external actors make key inputs (some examples above) that help to achieve an end state where local permanent actors (both public and private) own and drive sustainable service delivery. This graphic could also represent a framework for collaboration. For example, a deliberate effort might be made to combine CLTS and sanitation marketing work, like has been done by WaterShed in Cambodia, so that entrepreneurs can build off of CLTS demand to increase sales.

## **Desperately Seeking Innovation**

In order to expand sanitation services to everyone, external actors will need to bring new skills, expertise and tools to the table. They will have to apply existing skills (like engineering) in new ways. These innovations will include:

- Technology development to remove a constraint, lower costs, appeal more to the consumer, or to improve quality of service
- Tools that allow comparing and contrasting from a multitude of perspectives (including financial) of a variety of solutions in a particular context, e.g. to reach all market segments
- Investment plans that open up all types and levels of financing and make them available for entrepreneurs, businesses, and customers and that are linked to monitoring, evaluation, and learning efforts
- Partnerships with other development sectors—microbusiness, agriculture, health, etc. and overall improving structures and systems for business incubation

## **Overcoming Challenges**

A challenge for this systems approach is to demonstrate that sustainable sanitation services can be delivered in low-income areas in the long run. While this way of working does not ignore low-income consumers – low-income areas are least served by existing sanitation providers in the first place, and thus represent a large part of the potential market – but a business approach does recognize that higher income, better educated market segments are most likely to change behavior and face fewer financial constraints to purchasing a latrine and associated goods and services. Tools and strategies will have to be employed that enable lower income market segments to access sanitation services as well..

## **Achieving Everyone Forever – Case Study**

Water For People, in partnership with Captiva Africa, a business development services (BDS) firm, is working with Savings and Credit Cooperative Societies (SACCOs) in Uganda (local MFIs) to provide loans to customers to build latrines. The sanitation finance product was initially modeled with the Kapchorwa district SACCO. Now, Captiva Africa is expanding access to the financial product in six additional districts. The approach is currently hindered by the capital available to the local SACCOs to give loans, as well as by the latrine technologies that are available: existing products do not meet customer's aspirations. To overcome these two market constraints, Captiva Africa is advocating to national level institutions like the Micro-finance Support Centre of Uganda, to increase capital flows at reasonable rates to the SAACOs for sanitation loans. They are also working to increase the flow of proven sanitation products from other markets – for example India – to meet customers' needs. If successful, these efforts could enable replication of the model without continued external inputs.