

Lessons from Asia on the political economy of sanitation

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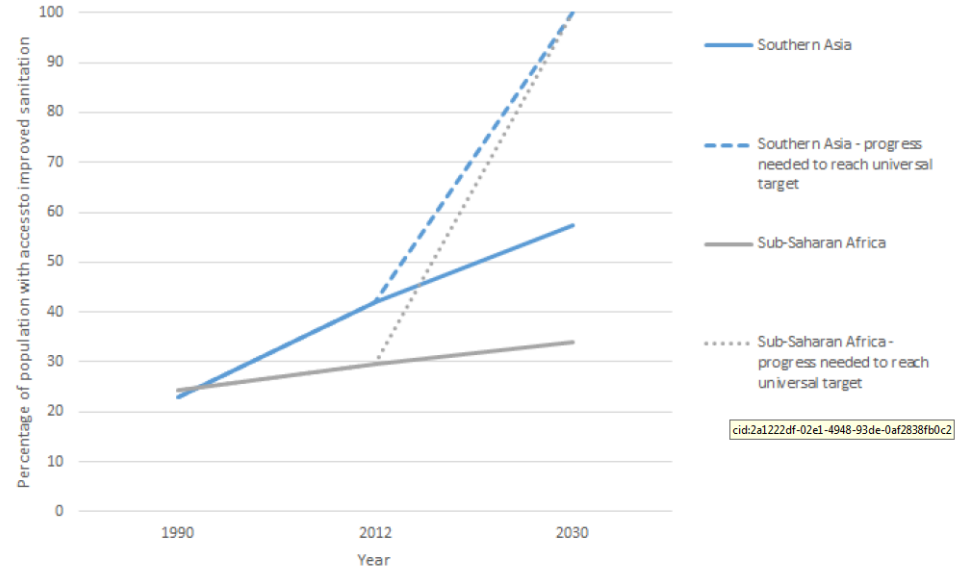
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Progress in sanitation is too slow!

- Universal access by 2030 remains a distant dream –even just to basic sanitation



Some Asian countries offer valuable lessons

Presenting from WaterAid research:

- Achieving total sanitation and hygiene coverage with a generation
- Making sanitation happen



**Achieving total sanitation and hygiene coverage within a generation
– lessons from East Asia**



Homes on the Cheong-Gae in the 1960s (left), and the stream in 2014 (right), Seoul, South Korea.



Beyond political commitment to sanitation:

Navigating incentives for prioritisation and course correction in Ethiopia, India and Indonesia

Synthesis report



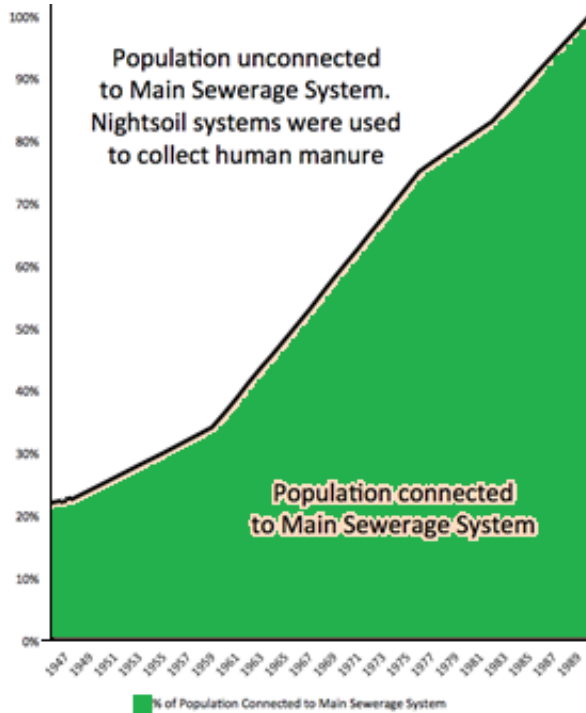
An aerial photograph of a city, likely Singapore, showing a large stadium with a distinctive roof structure in the foreground. The surrounding area includes various buildings and green spaces. A diagonal line divides the image into two main sections: a light blue section on the left and a teal section on the right.

om <http://mforum.fari.com.my/>

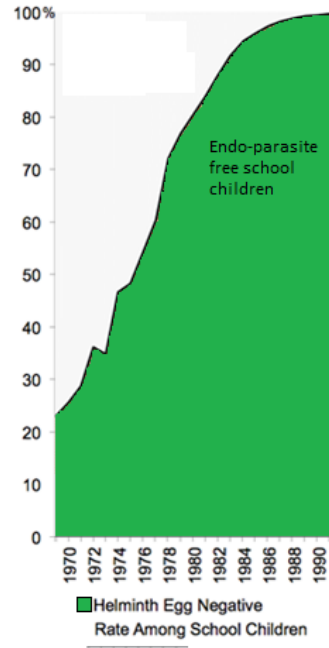
East Asian Tigers

It can be done!

Singapore



S. Korea



1970 ----- 1990

1947 ----- 1983

It is not about GDP

Country	GDP per capita in 1960 (in USD)	National improved sanitation coverage rate in 2000
South Korea	\$155	100%
Ghana	\$183	10%
Liberia	\$170	12%
Senegal	\$249	43%
Zambia	\$227	41%
Zimbabwe	\$280	40%

Source: World Bank and UNICEF/WHO

What did it take?

1 A compelling narrative

Total sanitation coverage as part of a wider narrative around notions of

- Common wellbeing
- Modernity
- Nation-building

What does it take?

2 Strong leadership

- Championing: Hygiene, Public Health and Cleanliness
[Behaviour change having seniority in the administration]
- Progress-chasing leadership: **Course correction** - cyclical of monitoring and reform

South Korea:
Schools systematically
**monitored parasite
infection. Monitoring
was used** for resource
allocation

Singapore:
Annual reports
highlight successes and
challenges in delivery,
and cholera outbreak
and management
information

Malaysia:
Local level inter-sectoral
Operations Rooms.

What does it take?

3 Well coordinated multi-sector approaches

Housing

Education

Health

Singapore:
In 1960, 9% of Singaporeans
lived in government flats.
It is 82% today.



“

“[Development teams] must also, at least once a week, have what I call ‘morning prayers’ where all departmental officers get together and instead of writing tedious minutes on files to each other, they settle their departmental differences together, in a coordinated way, in front of the maps in their operations rooms.”

”

Deputy Prime Minister to Persatuan Ekonomi Malaysia, 24 March 1966



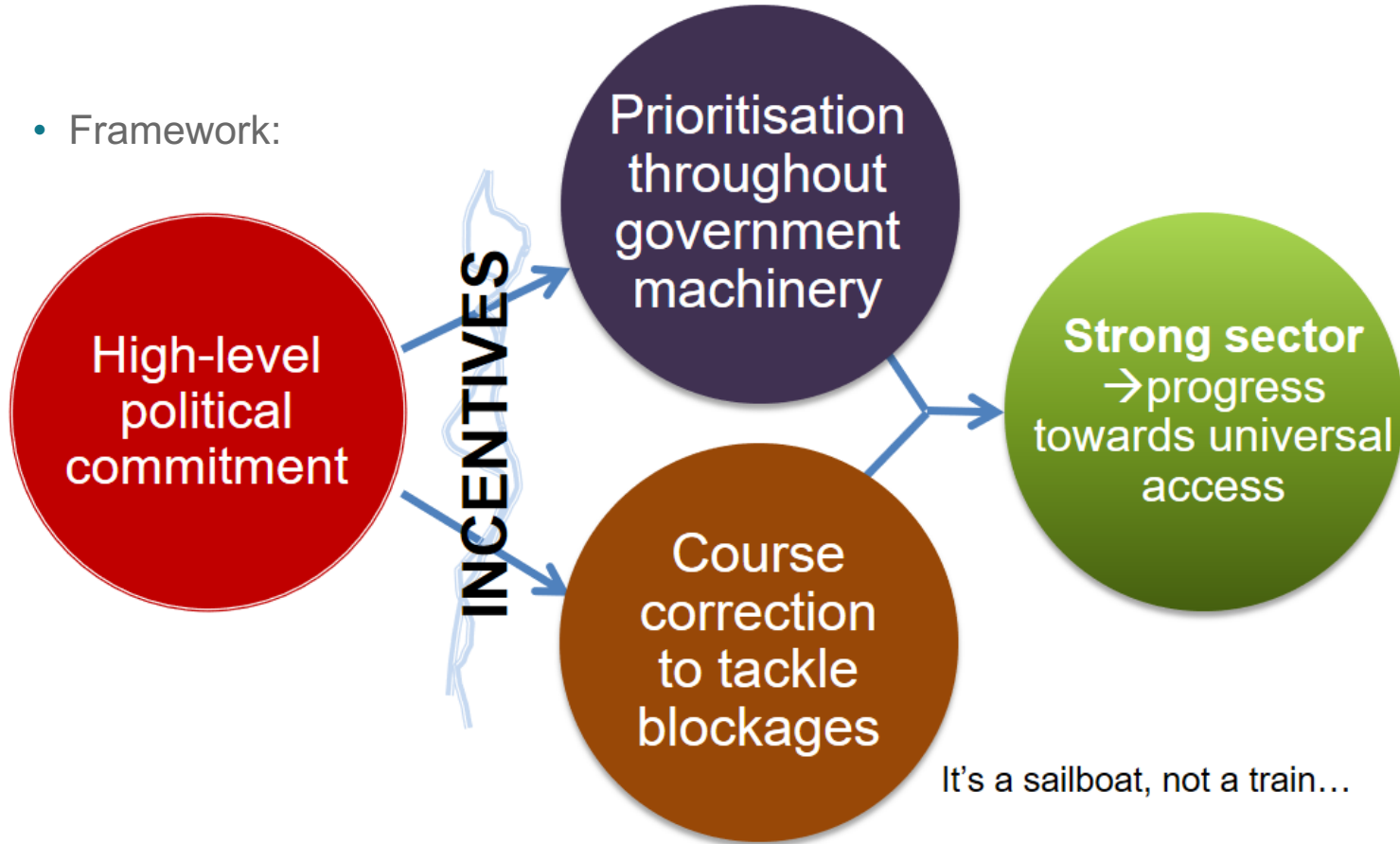
SANITATION
AND WATER
FOR ALL

India, Indonesia

Going beyond
political will

From political commitment to action

- Framework:



It's a sailboat, not a train...

Prioritisation - Values based incentives

- **Positive Incentives** – tap into individuals' world views to build buy-in

'how does this align with my values?'

- Notions of modernity, economic competitiveness
- Historical-cultural heritage symbols

Prioritisation
throughout
government
machinery

High-level
political
commitment



Prioritisation - Instrumentalist incentives

- Incentives creating buy-in via the prospect of personal and professional reward

'what is in it for me?'

- Political return
- Career advancement
- Personal renown

Prioritisation
throughout
government
machinery

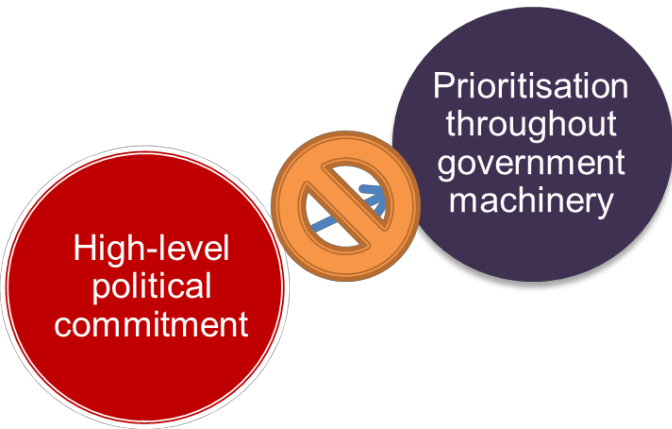
High-level
political
commitment

Sanitasi Award ceremony
in Indonesia



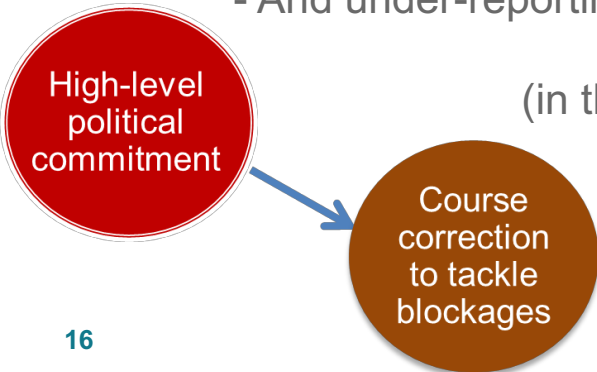
Prioritisation - Negative incentives

- Legal and political 'rules of the game' affect vertical prioritisation
- Horizontal prioritisation is hampered by differences of power and status



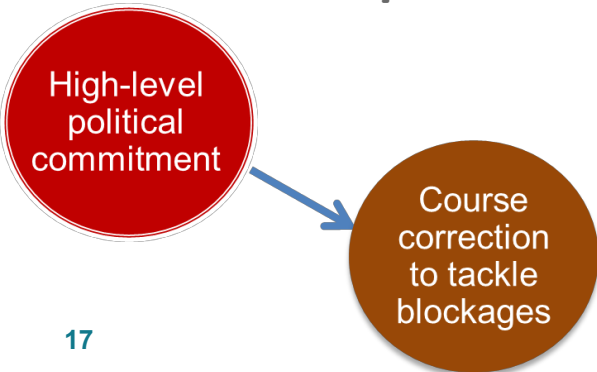
Course correction

- **Values based incentives** have a positive influence
 - **Instrumentalist incentives** can work both ways:
 - + They increase sharing of information across hierarchies
 - They lead to over-reporting to accrue prestige
 - And under-reporting to attract resources
- (in the absence of reliable verification and flexibility)



Course correction

- **Learning and review mechanisms** are important – if effective:
 - The right level of authority in the room
 - The right number
[Too many! “dispersing attention and focus” “duplication”]
 - Formal and informal mechanisms
[WhatsApp groups helping information sharing across hierarchies]



Delegates at the High Level
Meeting, Washington DC,
April 2012.

Sanitation & Water for All

Conclusion

Key lessons

- **A compelling narrative / vision**
- **High level political leadership** - progress chasing
- **Sanitation prioritised** (vertically)
- **Sanitation is all sectors' business** (horizontal prioritisation)
- **Course correction** – the right mechanisms and culture
- **Incentives (world views and aspirations)** aligned with all the above

