Scaling-up Rural Sanitation Approaches in Africa

Tanzania field trip and workshop
6 Organizations – 1 mission

• to **learn** what different partners are doing on rural sanitation

• to **build consensus** on the key components to take CLTS and Sanitation Marketing to scale with equity and sustainability

• to **explore collaboration**, linkages and partnerships

• to **make recommendations** for how to scale up that are transferable across all countries in the region
4 approaches – TSSM, Mtumba, PHAST, CLTS

• Approaches
  – objectives, measures of success, scale, cost, subsidies, planning, implementation and monitoring
  – demand, supply, institutional arrangements, scope

• Strategies
  – to generate demand, build capacity, ensure sustainability, reach poor / marginalised
Mtumba Approach

1. Contact with local authority and community leaders.
2. Collection and participatory analysis of baseline – involves a “triggering”, also a “market research” to identify problems of existing latrines, consumer requirements etc
3. Selection of artisans, animators and sanitation committee
4. Community action planning (commitments, timeframe, technology options)
5. Implementation of action plan – includes training of artisans, animators and sanitation committee, set up of sanitation centre
6. Participatory monitoring
7. Participatory evaluation of achievements against original analysis.
TSSM in Tanzania

1. Assessment of enabling environment (understanding programmatic and institutional conditions for scale, sustainability and replication).
2. Formative research – current knowledge, attitudes, behavior, and map desired changes
3. TOT (Ward level GOT employees) for CLTS triggering – planned as cascade system.
4. Training pre-existing masons in latrine construction, basic business and marketing skills (planning a franchising approach for the masons)
5. Communications – soap opera, radio spots, road shows, village leaders, VHWs etc
6. Capacity building for local government agencies
7. Targeted advocacy with national and local governments
Sanitation Marketing – learning points for CATS from field visit

• High cost of Sanicentres ($20K)
• In addition to sanicentres – 4x more self-constructed latrines (due to triggering?)
• Limited program focus on attaining ODF
• Cost range, but no market segmentation yet or financing options (TSSM now concentrating on $3 sanplat).
• CLTS & mason’s training are concurrent
Key emerging themes

- Sustainability
- Equity and inclusion
- Appropriate technology
- Monitoring and evaluation
- Creating an enabling environment
- Matching supply and demand (or Sanitation Marketing)
Sanitation Marketing discussion group – key points

• Marketing is more than just supply or delivery (Focus, Opportunity, Ability, Motivation)
• Continuous demand creation needed
• Lengthy formative research not needed
• Branding – development of local terms for sanitation options
Sanitation Marketing discussion group – key questions

- PPPs for sanitation marketing?
- Can we still aim for total sanitation using SM techniques?
- How to work best with commercial sector?
- Is it OK to use SM as is not equitable?
Ahsante!