

EWDAF/SAN/76: Knowledge Development in Sanitation in Africa**Year: 2 of 3****Task Manager:** Ousseynou Diop**Client:** WSP-AF Focus countries**Region:** Africa**Partners:** SIDA, WSSCC, GTZ, MDP, pS-Eau, CREPA.**P097837**

Desired Project Outcome: A knowledge base of approaches on sanitation marketing developed, tested and used to accelerate sanitation services delivery in poor settlements in two countries.

Project Description: For the last 3 years, WSP-AF has developed and disseminated a sanitation knowledge resources database with the support of SIDA. The activities included the conceptualization of a sanitation marketing approach for a better understanding of sanitation services demand, supply-side issues and an enabling environment. In addition, WSP-AF has established the basis for sanitation networking for knowledge development and sharing through the holding of a continental conference (AfricaSan) and 3 sub-regional meetings (AfricaSan South, East, and West/Center). The marketing framework includes (i) getting consensus on approach, including subsidy policy, (ii) learning from the market, (iii) overcoming barriers to sanitation demand, (iv) developing the right products, (v) supporting governments to produce an enabling environment for SSIPs and related goods and services, and (vi) regulating transport and waste disposal, including EcoSan. The latter aspect has been further developed through the review of EcoSan experiences in Eastern and Southern Africa and collaboration with CREPA EcoSan research program in West Africa, also funded by SIDA. The present project aims to consolidate the sanitation knowledge base and translate it into action through:

- Roll-out sanitation marketing programs at scale in 2 selected countries;
- Develop advocacy toolkit, including the economic, health and education benefits to raise the profile of the sector;
- Study the economic, financial, social and behavior change aspects of EcoSan
- Effective networking and knowledge sharing through AfricaSan events.

As sanitation includes both public and private good aspects, the project will be linked to the WSP Sanitation GPT initiative to learn from the sanitation marketing under implementation in Vietnam and the Bangladeshi total sanitation approach, which focused on public-goods aspects.

Assumptions:

1. Continued commitment of governments, donors, and other partners to sanitation throughout the region
2. Removal of institutional barriers to sanitation marketing

Start Date: Jul 05**End Date: Jun 08****Indicators of Outcome:**

1. Access to sanitation increased by at least 30% in two selected localities through market-based approach under the overall WSP-AF WSS MDG roadmap support program – Jun 08
2. Expansion of EcoSan coverage by 10% in 2 selected countries – starting Jun 08
3. Sanitation incorporated into development instrument (e.g., CAS, PRSP, MTEF, etc.) in at least 2 countries - Jun 08

Project Milestones:

1. Marketing of sanitation in 2 selected countries led to improved access to sanitation goods and services, including EcoSan solutions driven by better understanding of sanitation demand drivers, assessment and segmentation – from Jun 06
2. 2 communities participate in international EcoSan fora – Jun 07.
3. Enhanced knowledge sharing through increased AfricaSan membership by 10%- annually from Jul 05
4. Benefits of sanitation on economic productivity, health (including HIV-AIDS patients) and education lead to the rise of the sector profile in 2 countries in June 2008 (incorporation of sanitation in development instrument CAS, PRSP, MTEF, etc.) – Jun 07

Project Update: 7/05 New project. This project is a follow-up to the WSP-AF project EWDAF/SAN/31-32 **7/06** The SIDA funding has been secured. WSP-AF is in the process of signing a partnership agreement with EcoSanRes. Kenya has been added to the list of potential countries where the SanMark program could be rolled out. The recruitment of a SanMark specialist has been delayed. Because of the delay in the rolling out of the SanMark program, the first FN on SanMark will only be produced by Nov 06, and the sanitation toolkit and the comparative study of sanitation approach will be undertaken in June 07.

Project Activities and Outputs:

Activities	Output(s) and their deliverable dates
Roll-out of sanitation marketing programs in 2 countries	<ul style="list-style-type: none"> • Contract for analytical support, including services of a SanMark specialist signed – July 06 • FN on sanitation promotion in Niger – Jun 06 • Investment support to Niger, Senegal, Kenya, and Tanzania – Ongoing • Regular M&E reports of sanitation marketing program under implementation in 2 countries –Sep 05 -Sep 06, Sep 07, Jun 08 • 3 FNs on sanitation marketing implementation completed – Nov 06, Jun 07 and March 08
Sanitation advocacy toolkit and comparative study of sanitation promotion approaches	Sanitation advocacy toolkit and comparative study of sanitation marketing approaches completed – Jun 07
Economic and financial aspects of EcoSan	<ul style="list-style-type: none"> • FN on economic and financial aspects of EcoSan completed – Nov 06
Enhance WSP-AF partnerships with the EcoSanRes network ,	<ul style="list-style-type: none"> • MoU signed and joint work program implemented – Aug 06
AfricaSan networking strategy and program Global learning within the WSP regional sanitation events and the S&H GPT initiative	<ul style="list-style-type: none"> • AfricaSan + 5 conference (including a SanMark branded structured learning network)– July 07, including preparatory program Sep 05; Jan 06, Sep 06, Jan 07, May 07, and follow-up program Sep 07, Jan 08 – Jun 08 • Sanitation marketing parallel sessions during SAVOSAN II – May 06, LATINSAN, EASAN, AFRICASAN + 5 in 2007..