

EWDAF/SAN/95: Enhancing Small and Medium Private Providers Capacity for Sanitation Marketing (SanMark)

Year: 0.5 of 3

Task Manager: Ousseynou Diop

Client: WSP-AF Focus countries

Region: Africa

Partners: DFID, SIDA, WSSCC, GTZ, MDP, pS-Eau, CREPA.

Desired Project Outcome: Three countries increase access to improved sanitation through the rolling out of domestic private sector driven sanitation marketing strategy and program through the enhancement of capacity of the Small and Medium Private Providers (SMPPs) to supply innovative, affordable and reliable sanitation goods and services throughout the sanitation provision chain.

Project Description: For the last 3 years, WSP-AF has developed and disseminated a sanitation knowledge resources base 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 SMPPs and related goods and services, and (vi) regulating transport and waste disposal, including EcoSan. A neglected component so far is the development of the domestic private sector. The present project aims to assist three countries with the development of the domestic private sector, especially the SMPPs, in order to better understand the sanitation market and participate effectively in services and products delivery. The specific objectives of the project are to:

- Improve the interface among the national water and sanitation utility (ONEA), the SMPPs, and the local government for the scaling up of marketable sanitation solutions in 2 major urban centers of Burkina Faso
- Enhance the institutional capacity of SMPPs to stimulate demand for sanitation through marketing in Dar Es Salaam (Tanzania) by better understanding demand drivers, and improving sanitation products and services to improve performance and provide reliable, sustainable and affordable products and services
- Improve the enabling framework in Uganda to incorporate sanitation marketing approach and program in development instruments such as the Poverty Eradication Action Plan (PEAP), and deliver market-based sanitation goods and services in 2 districts
- Document and share lessons learnt in enhancing capacity of/and partnerships with SMPPs in sanitation products and service delivery.
- Explore solutions to emptying onsite sanitation facilities

The activities are linked to the WSP-AF regional sanitation program funded by The Swedish International Development Agency (SIDA). While the SIDA funded program focuses on market research, demand assessment and segmentation, the present project supported by DFID aims to improve the supply side (SMPPs) by providing an enabling environment, enhancing the institutional capacity of the domestic services providers, and improving their performance. In addition, the project will also develop synergy with the project on sanitation marketing funded by DFID under the same program (Domestic Private Sector Initiative) in Cambodia to produce global products on sanitation marketing.

Assumptions:

1. Continued political commitment to sanitation in the selected countries
2. Commitment of SMPPs to collaborate with the program
3. WSP proposal for funding to SIDA accepted and resources available on time.

Start Date: Jan 06

End Date: Dec 08

Indicators of Outcome:

1. Performance (increased number of skilled operators, improved quality of construction of sanitation facilities, reduced cost of sanitation facilities) of SMPPs in BF increases annually – Jun 07, Jun 08.
2. Performance (increased number of skilled operators, improved quality of construction of sanitation facilities, reduced cost of sanitation facilities) of SMPPs in Dar es Salaam increases annually – from Jun 06
3. Performance (increased number of skilled operators, improved quality of construction of sanitation facilities, reduced cost of sanitation facilities) of SSIPs in Uganda increases annually in 2 pilot districts – Dec 07, Dec 08.

Project Milestones:

1. Revised policy and regulation adopted by utility (ONEA) and 2 LGs of Burkina Faso to establish appropriate operating context for SMPP to deliver sanitation products and services – Jun 05
2. Number of households Dar Es Salaam served by SMPPs increases by 5%, as compared to Jan 06 – Jun 06, Jun 07, Dec 07
3. Sanitation Working Group strategy in Uganda for sector performance enhancement includes participation of SMPPs – Dec 05,.
4. Dissemination of global products on SMPPs sanitation products and services delivery SACONSAN 06, LATIN 06, EASAN 06, and AFRICASAN 07.
5. SanMark approach endorsed at AfricaSan +5 – Third quarter of 2007

Project Update: 1/06 New project linked to regional sanitation marketing funded under the DFID-DPSI. **7/06** Activities have been delayed because of late allocation of resources, and coordination with country teams.

Project Activities and Outputs:

Activities	Output(s) and their deliverable dates
Develop and pilot mechanisms to improve the interface between SMPPs and utilities / municipalities in 2 locations (Ouagadougou and Bobo Dioulasso)	<ul style="list-style-type: none"> • New institutional arrangements and partnerships between the utility (ONEA), LGs in Ouagadougou and Bobo Dioulasso, and SMPPs created and endorsed – Sep 06 • Reports of SanMark dialogue between utility, LGs, and SMPPs in 2 cities – Dec 06, and Dec 07 • New strategy, incentives and transactions, and SanMark pilot program in 2 localities from Jan 07
Develop capacity of SMPPs to stimulate sanitation demand through marketing approaches in Dar Es Salaam	<ul style="list-style-type: none"> • Manual of improved sanitation products and services developed for Dar Es Salaam – Dec 06 • Institutional capacity development strategy and program for SMPPs in SanMark in Dar Es Salaam, including one workshop, completed and implemented from Sep. 06; • Sanitation marketing strategy and program launched by Sep 06 • Guide and methodology for SMPPs performance assessment completed – Mar 06; Reports of SMPPs performance in Dar Es Salaam – Dec 06, Dec 07
Support preparation and implementation of roll-out SanMark strategies and programs with identified partners in 2 districts of Uganda	<ul style="list-style-type: none"> • SanMark strategies and programs (including subsidy policy and products development plan) in 2 districts, including a workshop – Dec 06 • Sector investment project appraisal under the PEAP completed by Sep 06 • Reports of SanMark programs and SMPPs performance completed - Dec 06, and Dec 07
Dissemination of Global product on SanMark Lessons learnt	<ul style="list-style-type: none"> • SanMark papers on lessons learnt from Burkina Faso, Dar es Salaam, and Uganda presented at international events, including WSP global fora such AFRICASAN – 07. • SanMark papers posted to WSP and SANICON web sites – On going