Urban WASH Consortium
Sanitation Marketing

ACF Program Summary
Background to Sanitation Marketing in Freetown

Existing information
UNICEF - Opportunities for Sanitation Marketing in Sierra Leone
GOAL - Sanitation Marketing Strategic Recommendations
Freetown WASH Consortium - Sanitation Evaluation Report

- Access to latrines is high - in Freetown 81% use either a shared or individual latrine
- The market already exists - 89% said they would be willing to invest in sanitation
- Regulatory framework is weak - laws are not enforced, and tenants have very little influence over landlords (61% of people rent in Freetown)
- Land access and ground conditions are major problems in Freetown
Freetown WASH Consortium

- Established in 2009, 5 organisations (ACF, Concern, GOAL, Oxfam and Save the Children)
- Covers 49 city sections in Freetown with WASH
- Covers all aspects of WASH

ACF Key Sanitation Activities

- WASH in Schools
- Urban Sanitation Marketing Pilot Project
Sanitation Marketing Consultancy Overview

Aim: To assist ACF to develop a pilot program based on Sanitation Marketing principles in three city sections of urban Freetown.

- desk review of all relevant documents
- identify and address any gaps in the knowledge/research, including: willingness and ability to pay; market availability of sanitation materials; potential triggers for generating demand; increasing the private sector supply of toilets; land tenure; the landlord / tenant relationship and its impact on toilet construction
- Identify required changes to the program
- Provide package of implementation tools, and training for staff
Sanitation Marketing Consultancy

**Key Recommendations**

- The project should focus on development of business models, not products
- Ensure the project is achievable in terms of geographical area and targets
- This should be the first phase in a larger project, rather than a stand alone pilot (time frame)
- Focus should be on business model development and partnership with local stakeholders
- Any SanMark project should cover the whole faecal sludge chain
- Strong branding and differentiation from the NGOs is important
- The businesses should be profitable - not aiming only at the poorest
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Other related work within the Consortium

- Public toilets in slums
- Faecal Sludge Management
- Improvements to Manual Pit Emptying
- Composting
- Concern’s participatory design methodology

Sanitation Marketing in Kenema
ACF Sanitation Marketing Pilot Project Overview

- A consultative and participatory research process
- The product of this research will be a detailed business model for a sanitation business designed to operate within Freetown.
- This model will cover both financial and legal sustainability, and technical design considerations, which will involve production and testing of a variety of toilet models and systems in the target communities.
- Focus on the feasibility of the business from the suppliers’ side
- Marketing strategies will be explored in the next phase
ACF Sanitation Marketing Key Activities

- Recruitment of dedicated staff, and selection of business development consultant (BDC) to lead the project
- Identification of stakeholders, i.e. FCC, toilet providers, local masons, councillors, businessmen, pit emptiers (mechanical and manual) etc...
- Formation of Steering Committee, provision of training and workshops
- Selection of business entrepreneurs
- Market research by the entrepreneurs supported by the BDC, PSC and ACF
- Barrier analysis for supply, purchase and use
ACF Sanitation Marketing Key Activities

- Design and product development and testing
- Development of the business plan following product testing
- Revision of the design and business plans as appropriate, and retesting. At least three revisions to both the toilets, emptying services and the business plan are expected on the basis of continuing research and barrier analysis.
- Coordination with FCC and other government agencies to ensure revised plans are feasible, appropriate, and in line with any existing plans
- Formal presentation of final, approved, business model and product range to stakeholders and potential investors
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Organogram

Business Development Service / Consultant

Project Steering Committee

Entrepreneurs

Beneficiaries

ACF
WASH Consortium

Timeframe

The project is expected to run from March 2014 to March 2015

Outputs

Selection and support to BDC
Selection of Entrepreneurs
Production of final report detailing work done, barriers to expansion and final business plan / model
Presentation of the final business plan to key stakeholders / potential investors
Implementation Areas

The project is research based, and one of the key elements of the business plan will be the scale of business required to be sustainable. However, product development and testing will be done in these target communities:

- Congo Water 1
- Bottom Oku
- Old Wharf
- George Brook