

# **Harnessing the Power of Public-Private-Partnership (PPP) and Sanitation Marketing in Promoting Urban Poor Sanitation:**

## **Lessons from GTZ/JICA/CIDI Pilot Project in Nateete Parish Informal Settlements, Kampala District.**

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*Photo credit: Community Integrated Development Initiatives (CIDI)*



# Background (1).

- Diarrhoea is now the biggest killer of children under five, deaths that are preventable through access to sanitation, hygiene education and clean water[3].
- Despite the noticeable benefits of improved sanitation[4], free and subsidized sanitation facilities are often times abandoned or otherwise abused within a short time of being set up as users share no sense of ownership and expect that new free facilities will be provided[5].



## Background (2): State of Sanitation in Kampala Informal settlements.



- In Uganda's urban areas less than half the residents have access to safe sanitation services[1]
- The situation in the peri-urban areas is very alarming with sanitation coverage rates in some areas as low as less than 10%[2].
- Poor urban populations tend to be ignored by municipal authorities, who find themselves overwhelmed by the informal sector's sheer numbers and needs, which far outstrip the capacity of the government[3].

# Methods (1):Public-Private-Partnership (PPP) for Sanitation Promotion



- German Technical Cooperation (GTZ) through the Reform of the Urban Water and Sanitation Sector entered a PPP with M/S Poly Fibre to produce and distribute sanitation facilities designed for the specific needs of the urban poor in Nateete informal settlements.
- Using the principles of social marketing, CIDI marketed and implemented the project while equity bank provided micro-credit to the urban poor to acquire sanitation facilities.

# Methods(2):Pricing and Cost Implications.

- A complete toilet costed around \$750 and \$2000 for household and institutions/community respectively
- Polyfibre offered a 15% discount on toilet stance and 10% on water tanks which brought the cost of a stance to \$177 and the cost of water tank down by 10% depending on the capacity.
- CIDI contributed free labour (masons) equivalent to \$167 for household facilities and \$400 for school/community facilities.
- GTZ/JICA subsidized the cost of the demonstration facilities to a tune of \$ 1,500 dollars
- The schools/churches/communities contributed towards, local materials and sites for the facilities while households/ business entrepreneurs benefited from free labour and the subsidies on the poly sanitation products.
- The bank offered loans at 15% interest rate lower than the market rate for the community/ schools/ business entrepreneurs to acquire these facilities
- Six (6) business entrepreneurs and thirty (30) households took up loans for the facilities.



# Methods(3): House to house Movement.



- CIDI identified two people from each zone to go to each house sensitizing and mobilizing about sanitation from homes and as well giving information about the current situation.
- These were called “foot soldiers. Foot soldiers were trained by CIDI in WASH activities and later set up and trained zonal and village sanitation teams to promote sanitation in their respective villages and zones.

# Methods(4):Drive shows.



- Drive shows involved a truck with loud speakers blazing the latest songs, decorated with sanitation promotion materials and queen dancers dressed in promotion materials to catch peoples' attention.
- They continuously drove through the project area making stopovers to address crowds being attracted by the drive show.
- The CIDI personnel passed on important information about the project, about the items being promoted, about how and where these items could be acquired.

# Methods(5):Distribution of IECs.



- As the drive shows made their way through the project area, the foot soldiers followed closely to further emphasize the message, distribute IEC materials and enlisting more poor to take-up sanitation promotion.
- This was a blockbuster approach since it reached people where they were. Some decided to take up the improved sanitation on the spot.
- Foot soldiers later followed up on those who expressed interest in taking up water and sanitation facilities for specifications and delivery of the products.



## Method (6) Marketing through Religious institutions:



- A large number of people converge in religious institutions.
- For that reason they were chosen as demonstration centers on a cost sharing basis.
- Through their activities like teachings, preaching and sermons, they are strong agents of change and can influence people about the need to practice good sanitation, encouraging the construction of household toilets and hand washing facilities.

# Method(7):Marketing Through Schools



- In this initiative, the children were to act as influencers and change agents to the adult community (parents).
- Children were expected to talk with their parents about good hygiene and sanitation practices when they returned home.
- Four primary schools were chosen by CIDI, sensitized about hygiene and sanitation using IEC materials. VIP demonstration latrines with a urinal and hand washing facilities were constructed with contribution from both the project and the schools.

## Method (8) Marketing through Business Entrepreneurs(1)



- Involvement of a private business entrepreneurs was to demonstrate how sanitation management can be taken up as a business venture.
- Here CIDI identified six (6) youth groups and women who were trained in sanitation and hygiene promotion to offer cheap and affordable sanitation services to fellow slum dwellers.

# Method (9) Marketing through Business Entrepreneurs (2)

- Equity bank offered business loans at 15% interest rate. A rate lower than the market prices to be paid back in a period of 18 months.
- Loan money was not advanced to individuals but channeled directly to Polyfibre for the facilities and individuals received the products.
- Loan repayment was through the savings group at agreed on installments monthly.
- Five (5) business facilities were established with both contribution of labor from CIDI, discounted poly products and individual business contribution.



# Results (1):30% increase in sanitation coverage.



- Ten (10) demonstration VIP Latrines each with three poly mobile toilet stances/cubicles, a hand washing facility and separate urinal for men and women.
- For each demonstration facility, communities/schools added three more stances as a result sanitation marketing.
- 56 Urban poor households acquired poly toilet stances on credit to improve on household sanitation.

## Result(2).45% increase in critical hand washing.



- 145 households constructed hand washing facilities next to their toilets
- 340 (45%) Households self-reported hand washing with soap during critical times during a KAP survey after intervention.

## Results(3). 2% increase in access to safe water.



- 35 households acquired rain water harvesting tanks at a 10% discount from the project for rain water harvesting.
- Seven(7) schools acquired plastic rain water harvesting tanks at 10% discount from project for hand washing facilities at the toilets.
- Five (5) religious institution acquired rain water harvesting tanks of various capacities at discounted rates.

# Success Story (1). Kalama Primary School



- For over 280 pupils, teachers and pupils were using only two stances which were also in a sorry state. Boys and girls were using the same facilities
- Now the school has six toilet stances, one for teachers, three for girls and two for boys with a bath shelter and a hand washing facility.



# Success Story (2). Mountain Camel Primary and Secondary School.



- 1,000 children used to share three stances with the teachers.
- The school was closed by the city authority due to lack of adequate toilet facilities.
- After lunch time long queues were visible for students struggling to use a toilet
- Now the school has 12 toilet stances, six for girls, four for boys and two for teachers with hand washing facility and bath shelters.
- The school is now re-opened by the city authorities and is fully operational.

## Success story (3).Nateete Veteran Market entrepreneurs.



- Market of around 700 people had only four stances two for women and two for men.
- No bath shelters. People used to bath in front of their business and next to the drainage channel.
- The cost of using a toilet was very high of around 200 shillings per visit.
- Now the market has six toilet stances three for men and three for women with 2 bath shelters and hand washing facilities.
- The cost of the toilet has reduced to 100 shillings per visit.

# References:

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