

WaterAid's Sanitation Interventions: STS Emerging Framework

Adebayo Alao
Head, WASH Service Delivery

3rd December, 2019



Background to the STS Emerging Framework

- In 2005, WaterAid Nigeria adopted the Community-Led Total Sanitation (CLTS) approach to deliver its sanitation programmes.
- The following year, after the Nigerian Government and other key development actors also adopted CLTS, WaterAid Nigeria, in collaboration with the Federal Government of Nigeria and UNICEF, conducted an evaluation of its initial CLTS implementation across three states in Nigeria. The findings were that CLTS was effective and efficient in rural, homogenous and cohesive communities.
- A country programme evaluation was conducted in 2009 for the WaterAid Nigeria programme. This confirmed the validity of CLTS as an effective approach, promoting behaviour change around the construction and use of toilets.



Background to the STS Emerging Framework

- However, the exercise also exposed gaps, particularly around the quality of the toilets constructed and used following the CLTS triggering process.
- Many of the toilets were judged to be dangerously promoting 'fixed point' open defecation as they had no covers, were simple open pits and constructed sometimes with degradable materials such as logs and planks, which made the toilet housing structurally and hygienically unsound.

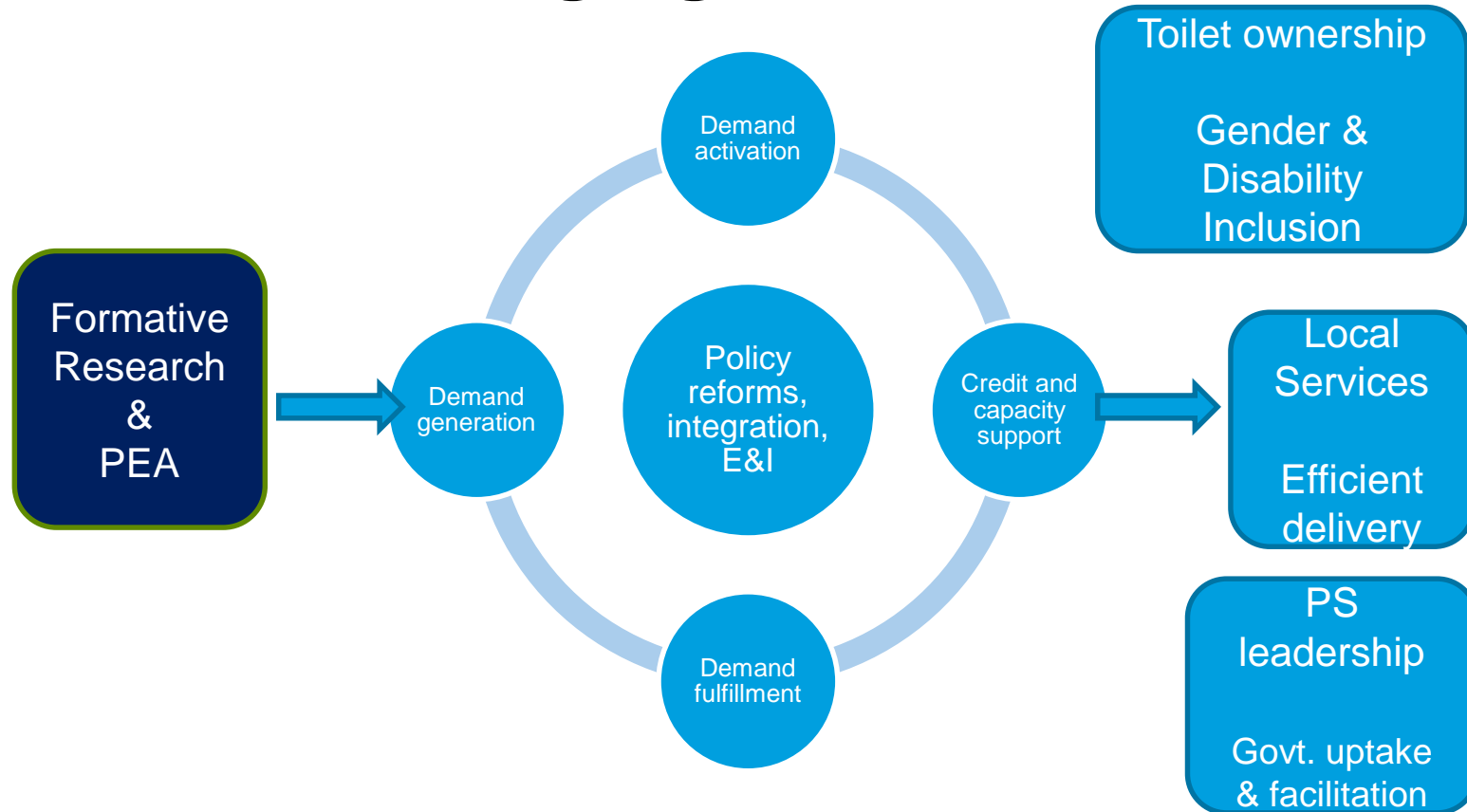


The Framework

- The emerging STS framework Drawing from the experiences of WaterAid, the Government, and other key players in the Nigerian context provides an adaptive and composite approach to supporting households and communities to achieve sustainable, improved sanitation provision. It is a blend of CLTS and sanitation marketing.
- The fundamental underpinning of the STS approach is good contextual analysis, enabling us to understand the characteristics of the market and the communities it can serve. A mapping of services already in the market, and the character of sanitation provision across the different types of communities in a market area, will help to determine which means of support will best serve suppliers to engage with customers, and which combination of demand generation approaches will work best
- At its heart, STS is about integrating targeted support to supply side actors (such as business support, financing and market promotion activities) with effective, transformational demand generation within communities and households (including CLTS, public awareness and communications activities, alongside behaviour change communications on hygiene promotion).



The STS Emerging Framework Model



Adoption of CLTS + SanMark as national rural sanitation approach

Implementing the STS Emerging Framework

- Our activities under the STS programme introduced new and innovative products to Nigeria's sanitation marketplace, based on in-depth market research and human-centred design. The Water Easy Toilet (WET) is a branded line of high-quality household sanitation products, including hygienic, low-water-use toilets suitable for a wide range of on-site sanitation environments.
- **We have made sanitation products affordable, available and suitable for the local environment** by working with a range of players in the sanitation market in Nigeria, brokering connections between international manufacturers Lixil and national manufacturers Innoson Group of Companies to encourage local production of the SATO pan in Nigeria.
- **We have supported small scale business owners with training to install the WET.** They are developing additional modifications and other innovative products. We have over 120 Concrete block producers and masons in Enugu and Bauchi states.



Implementing the STS Emerging Framework *cont.*

- **Support businesses to manage their processes effectively by providing artisans with targeted support to improve their business processes, such as introducing ledgers for tracking sales and payments in a more structured way, enabling them to plan more effectively.**
- **Through STS, entrepreneurs in Enugu state and Bauchi, are able to expand their business significantly, creating additional production and supply outlets for the WET in different areas to cope with demand and distribution beyond their initial local markets.**
- **Make sure each actor in the sales supply chain is aligned, motivated and supported: We are generating effective sales support for business owners to build their market through “door-to-door” sales agents. These agents earn commissions from the business owners on every sale they facilitate.**



Implementing the STS Emerging Framework

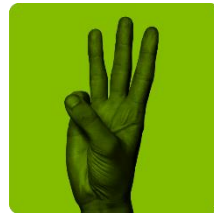
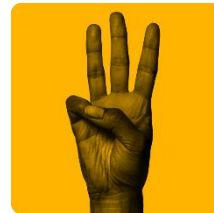
- **Make sure households and customers can buy what they need without unnecessary complexity-** The STS programme artisans are mainly block manufacturers and merchants. They offer the SaTo pan, as well as integrated concrete toilet models. Some improve their offer to customers by providing additional services such as superstructure installation alongside the WET. This increases the sustainability of the sanitation side of their business as it became more connected to their other operations.
- **Ensure there is access to affordable financing for both sides of the market relationship-** A key learning from STS – and an integral feature of the emerging framework – is the need to support the right flows of cash and credit through the system. Artisans need affordable capital to expand established operations, improve business cycle management, manage cash flow and potentially to invest in innovations and adaptations to the WET model.
- Low income or vulnerable households may need to spread the up-front capital costs of investing in improved sanitation provision, once they have made the decision to do so.



Implementing the STS Emerging Framework

- **Address the faecal sludge management challenge:** As toilet use expands, the need for faecal sludge management becomes increasingly important to further enhance the sustainability of toilet provision.
- A market-aware approach should include support for artisans and business owners to conduct safe pit emptying as a business service, and support government actors to simplify the planning process within government and communities. We have completed an urban sanitation study with suggestions on how to safely manage faecal waste and turn it into an investment platform in Nigeria.





THANK YOU

