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Sanitation Marketing and Business Development

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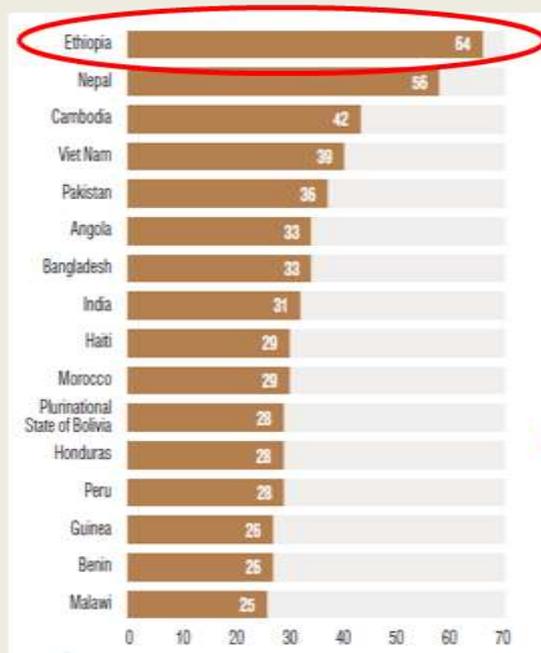
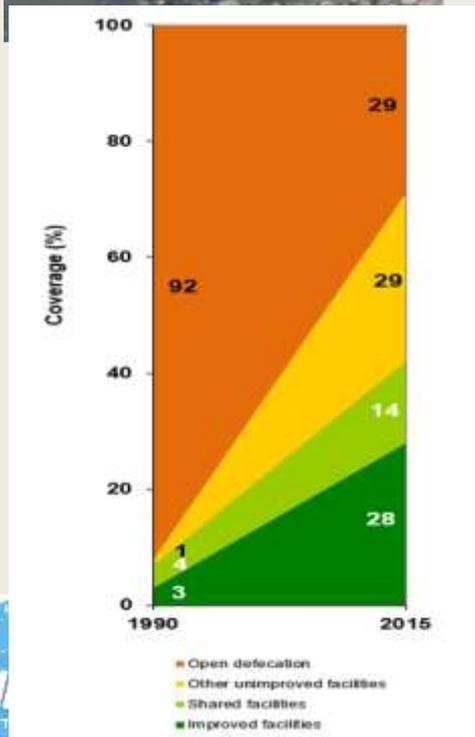


Outlines

- Background
- Initial Focus of Sanitation Marketing and Business Development
- Operational Modalities
- Key Progress and regional tracking sheets;
- Key Challenges;
- Lessons learnt and
- Next Step



Background



Type of toilet/latrine facility	Total
Improved, not shared facility	4.5
Flush/pour flush to piped sewer system	0.3
Flush/pour flush to septic tank	0.2
Flush/pour flush to pit latrine	0.3
Ventilated improved pit (VIP) latrine	0.2
Pit latrine with slab	2.5
Composting toilet	1.0
Shared facility¹	4.5
Flush/pour flush to piped sewer system	0.0
Flush/pour flush to septic tank	0.1
Flush/pour flush to pit latrine	0.1
Ventilated improved pit (VIP) latrine	0.1
Pit latrine with slab	3.9
Composting toilet	0.3
Non-improved facility	91.0
Flush/pour flush not to sewer/septic tank/pit latrine	0.0
Pit latrine without slab/open pit	56.5
Bucket	0.0
Hanging toilet/hanging latrine	0.2
No facility/bush/field	34.1
Other	0.1
Total	100.0



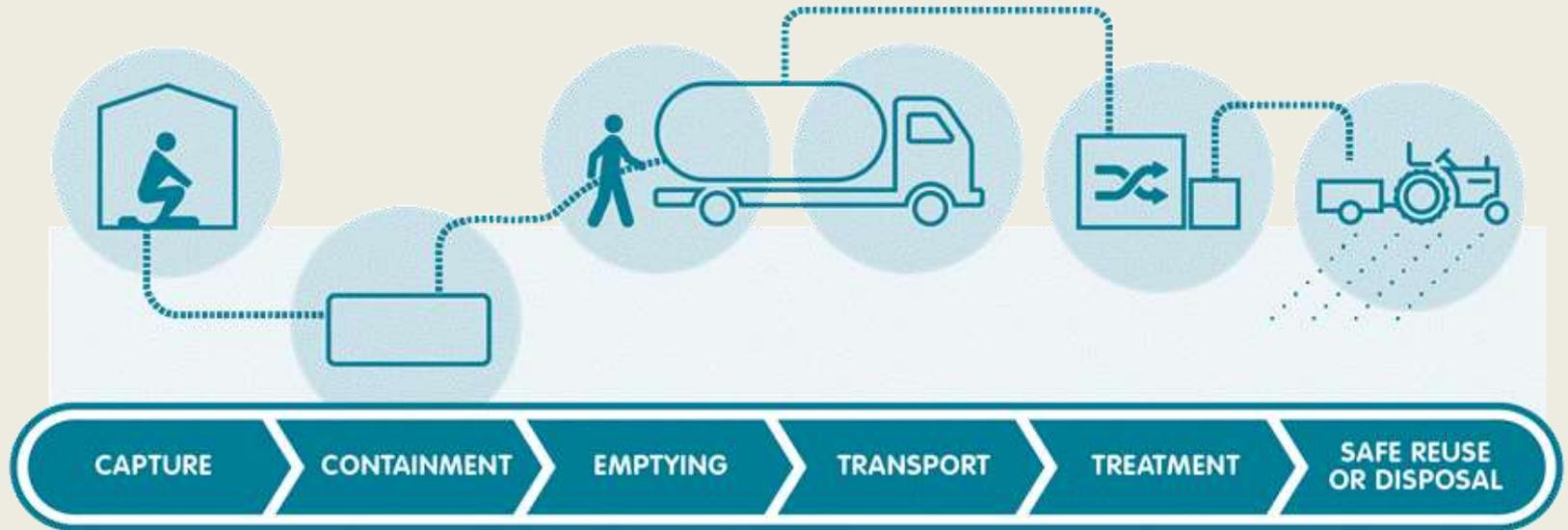
Background

- Federal Ministry of Health's flagship program to transform unimproved/basic latrines to an improved – 28 % to 82 % as indicated on the HSTP VI and GTP-II ;
- Federal Job Creation and Urban Safety Net to create massive number jobs for existing and new entrepreneurs;
- Federal TVET Agency amongst industry or sector oriented competency based occupation standards – Sanitary Construction Works – with required curriculum and TTLM

In sum, the program designed through harnessing existing enabling environment to improved quality of latrines through creating economic sporting for semi-skilled and unskilled workforces ,



Initial Focus of Sanitation Marketing



	CAPTURE	CONTAINMENT	EMPTYING	TRANSPORT	TREATMENT	SAFE REUSE OR DISPOSAL
Large	✗			✗	✗	✗
Medium	✗	✗	✗	✗	✗	✗
Micro and Small	✗	✗	✗			✗



Operationalization Sanitation Marketing and Business Development

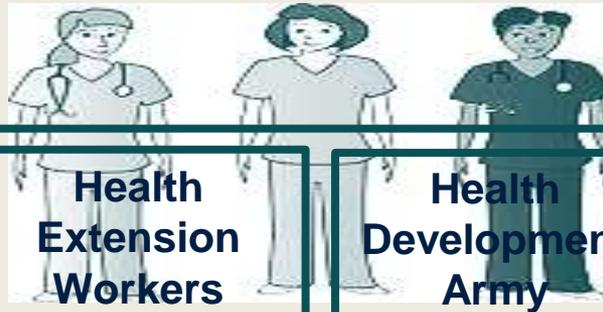


Model for Business Development & Support

Federal MOU

Ministry of Health

Regional Health Bureau



Health Extension Workers

Health Development Army

Regional MOUs

Job Creation/
Micro & Small
Enterprise
Development
Agency



Technical &
Vocational
Education and
Training Agency



Micro Finance
Institutions



Key progress

New Collaboration

National Multi-Stakeholder Platform & Regional coordination mechanisms in place

Federal and Regional MOUs signed between key Government institutions

New Government positions created at Regional level to coordinate activities

Federal and Regional Trade Fairs and Business Forums

Training Tools and Capacity

+16,000 Health Extension Workers across country promoting sanitation

Sanitation Business Development Training Curriculum & Assessment Tools

Lead Trainers and College Level Trainers in place across 10 Regions

Training materials adapted and translated in 4 Regions, including online tools

Market & Business Development

Supply chain & skills assessment completed in 5 Regions, further 5 planned

10,000 planned entrepreneurs & TVET graduate undertaken training

Initial businesses accredited, developed products and business plans in place

Financing

MFIs developed financial products for businesses and households

New financing available for SME business start ups

One WASH National Program financing demand creation and coordination



Regional progress tracking sheet

Regions	Established TWG	Joint Action Plan Developed	Develop and MoU	Convened Launching events	Signed MoU	Potential Enterprises Identified	Skill Gap Analyzed	Training manual developed	CB training provided to Entrepreneurs	MSE Organized Commence Production and Sales (Job Created)	Improved Latrine Installation and Utilization (HHs)
Benishangul Gumuz											
Tigray											
Dire Dawa											
Oromia											
Harari											
SNNPR											
Somali											
Amhara											

Key Lessons from Institutionalizing for Scale



Look beyond traditional actors

Embed activities in existing institutions

Identify champions in each institution

Understand different actors motivations

Maximize comparative advantages - skills, knowledge, outreach

Formalize clear roles & responsibilities & formalize coordination

Standardize to maintain quality, but invest in continued reflection, innovations & modifications

Key challenges

- Weak and slowly developing coordination amongst regional sectors actors – Unavailability of full time workers such TAs to coordinate and lead the program at regional , zonal and woreda Level;
- Resourcing the initiatives in the initial stages such as providing competency based training for entrepreneurs through TVET established modality and systems;
- Financial start up support – In *kind and cash* for early adopters of business models;



Next steps : Closing regional disparities

- Increase political , technical and resource commitment to address key challenges such as coordination , resourcing and TAs.
- Designing viable approaches for start up support;
- Designing mechanism through which incentivizing innovators and early adopters households without compromising legal frameworks of respective implementing partners’;
- Organize experience sharing and review meeting to facilitate learning among regions and
- Strategize refresher and capacity building training for implementing partners based on outcomes from the review meeting



Engaging and Linking Micro Enterprises with Large Manufacturers

