



Effective CSO approaches for strengthening sanitation policy and markets

Harold Lockwood, Chris McGahey, Bronwyn Powell

AGUACONSULT

United Kingdom

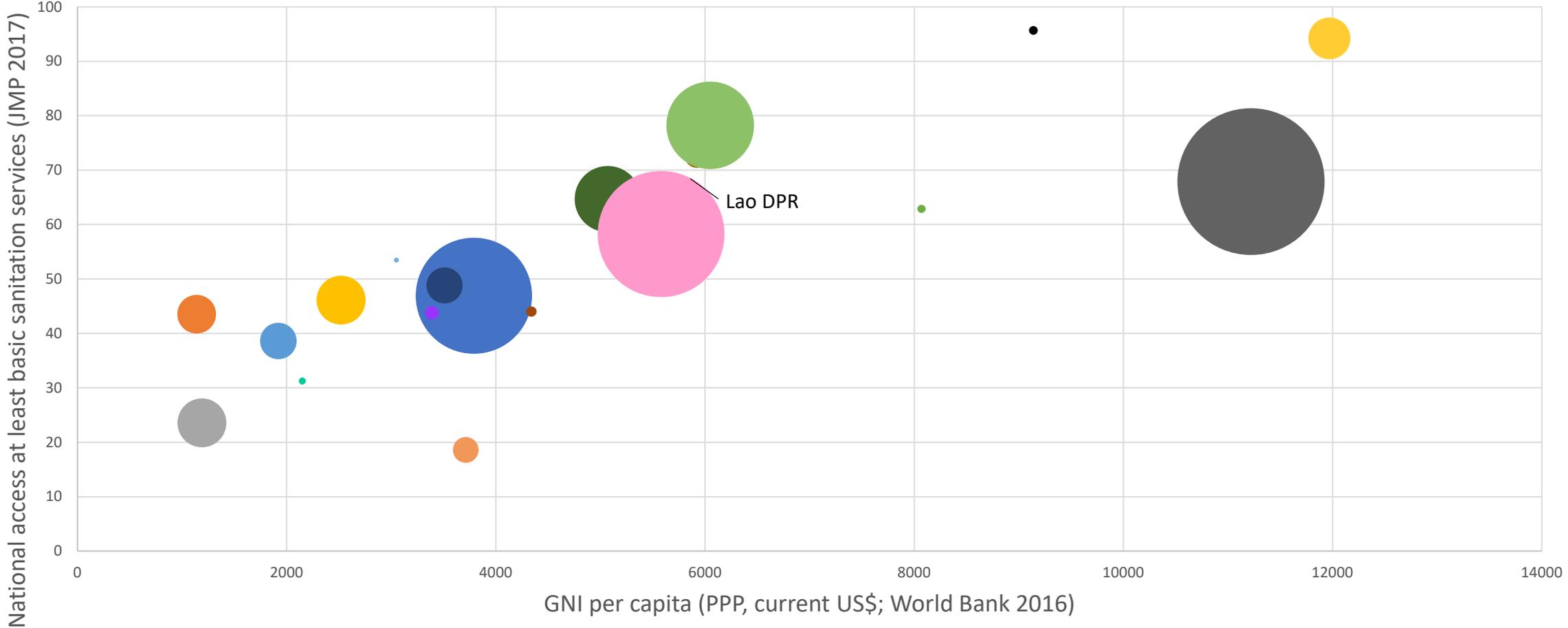


Collaboration for Universal WASH

[#WASHFutures18](#)

CS WASH Fund: no clear taxonomy of countries - context matters

GNI per capita (WB,2016) vs National access to at least basic sanitation services (JMP, 2017) by country population size (WB, 2017)

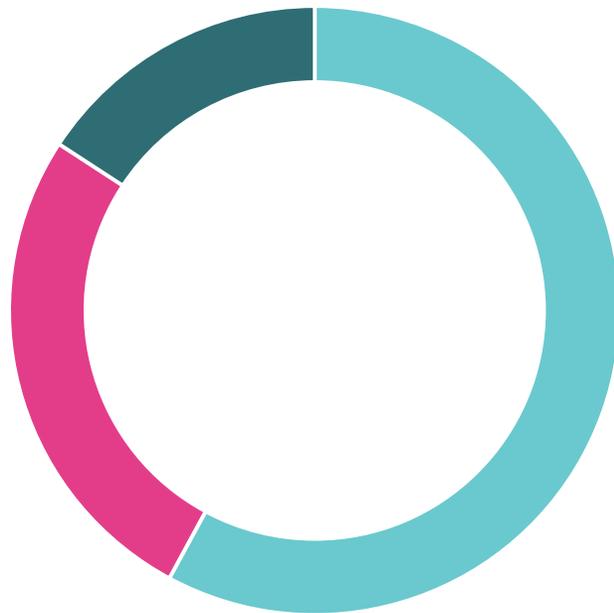


- Malawi
- Mozambique
- Nepal
- Zimbabwe
- Bangladesh
- Bhutan
- Cambodia
- East Timor
- Indonesia
- Laos
- Lesotho
- Myanmar
- Pakistan
- Papua New Guinea
- Solomon islands
- Sri Lanka
- Vanuatu
- Vietnam
- Fiji



Policy environment for effective approaches

Policy environment for effective approaches in CS
WASH Fund (n = 19)

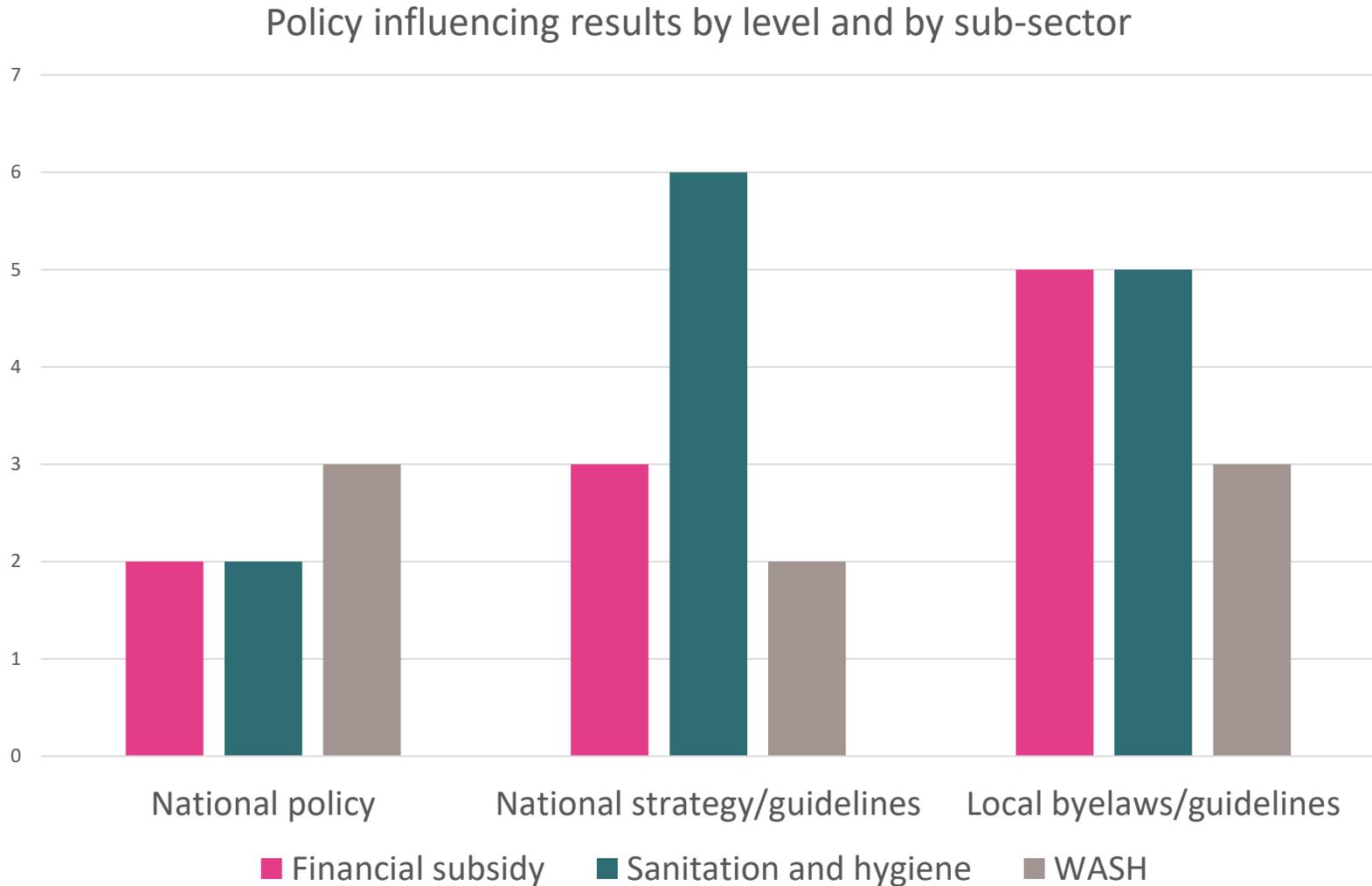


- Moderate policy environment
- Strong policy environment
- Weak policy environment

- 12 countries have water policy/strategy in place and 9 countries have a dedicated sanitation policy or national strategy
- 5 countries rely on integrated WASH policies or strategies; Vanuatu has no instrument for sanitation at all
- Assessment of policy environment within policy theme research: only 1 strong (Vietnam); 2 as weak (Vanuatu and PNG), with most assessed as moderate
- Two countries with fundamental governance changes affecting WASH policy context: Pakistan and Nepal



CSO policy influencing: national and sub-national successes



- Influence on national policy in five countries, but sub-national and local influencing more common
- Sanitation and hygiene (including CLTS) most common policy area
- Sector financing policy, including subsidies, also important



The 'how to' of policy influencing: lessons from the field

P.15 What are the most effective ways for CSOs to drive policy change? (n = 62)

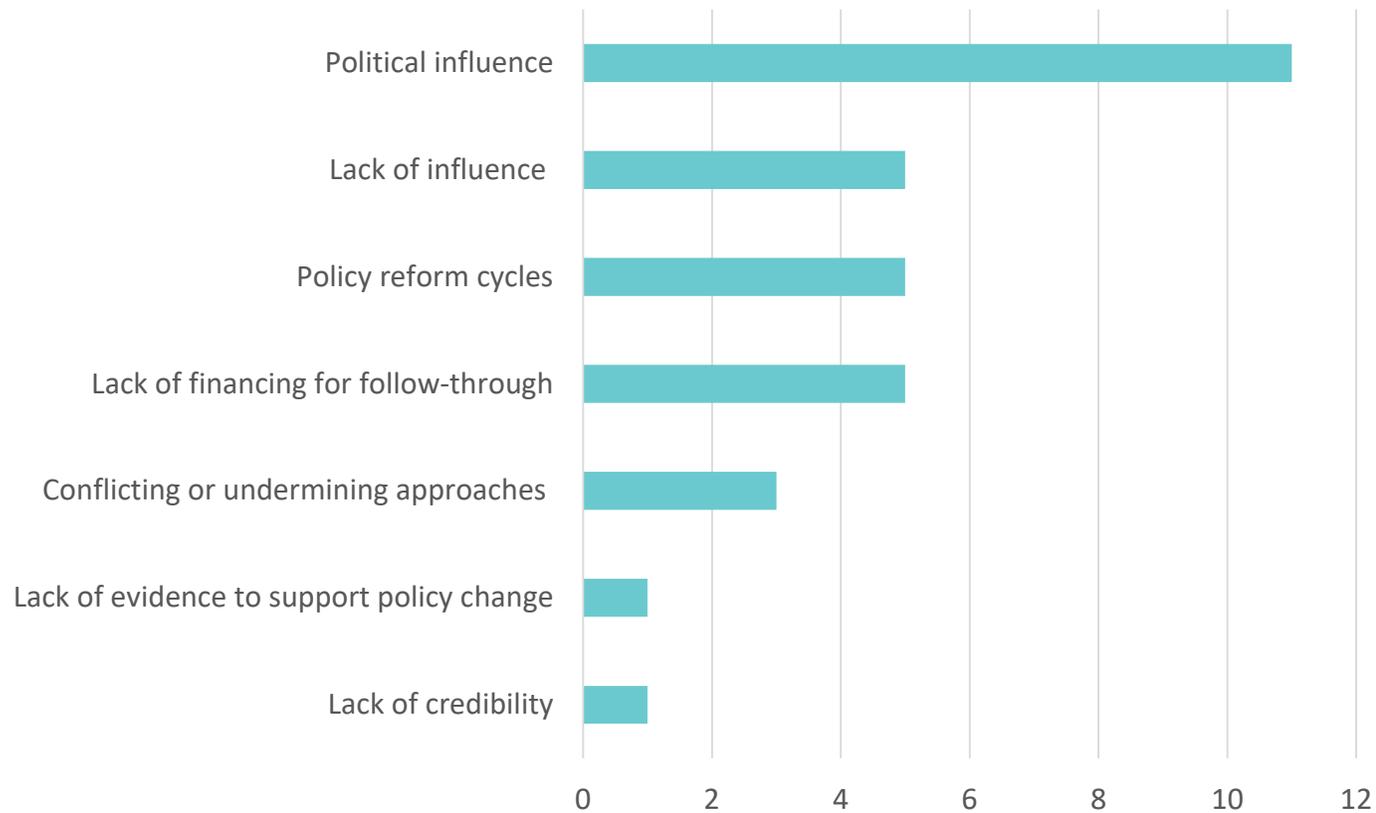


- Bringing data and evidence to the policy table is most common pathway
- Being a credible partner is also important
- Using financing commitments as a lever
- Understanding and harnessing the politics



Challenges to policy influencing: *“it’s the politics stupid”*

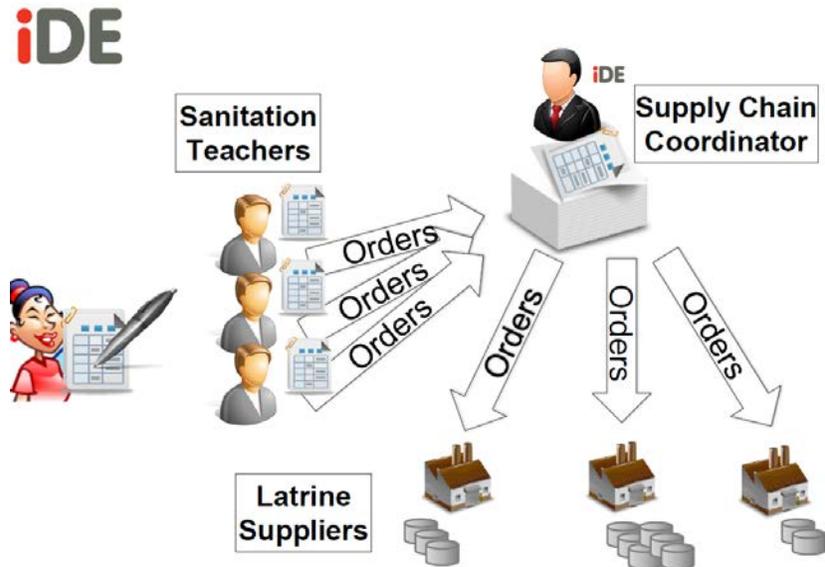
P.16 Where CSO engagement with policy change has been frustrated or failed, what are the main reasons? (n = 31)



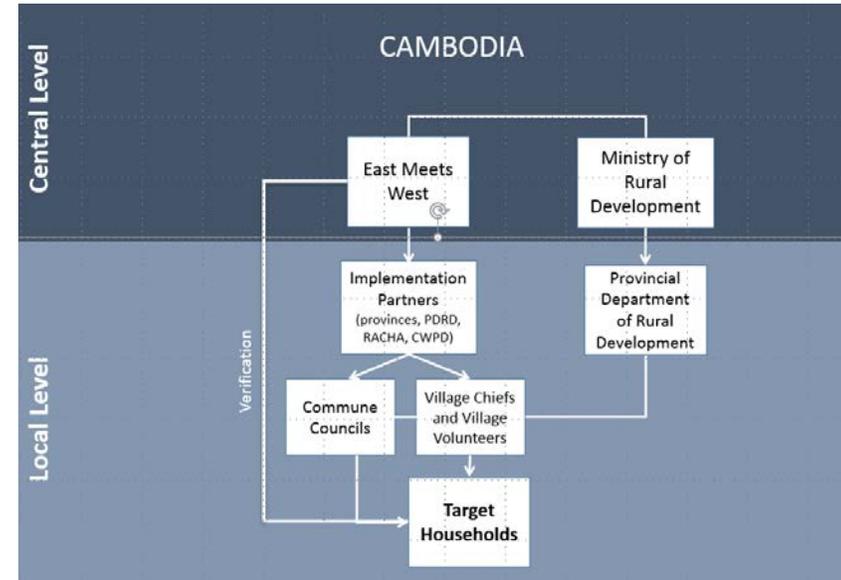
- CSOs don’t have the leverage or influence to go it alone
- CSO efforts can be out of synch with reform cycles
- There is no funding to support policy reform initiatives
- Conflicting or under-mining approaches co-exist



Engaging with sanitation markets: different approaches in same open (weak) policy context of Cambodia



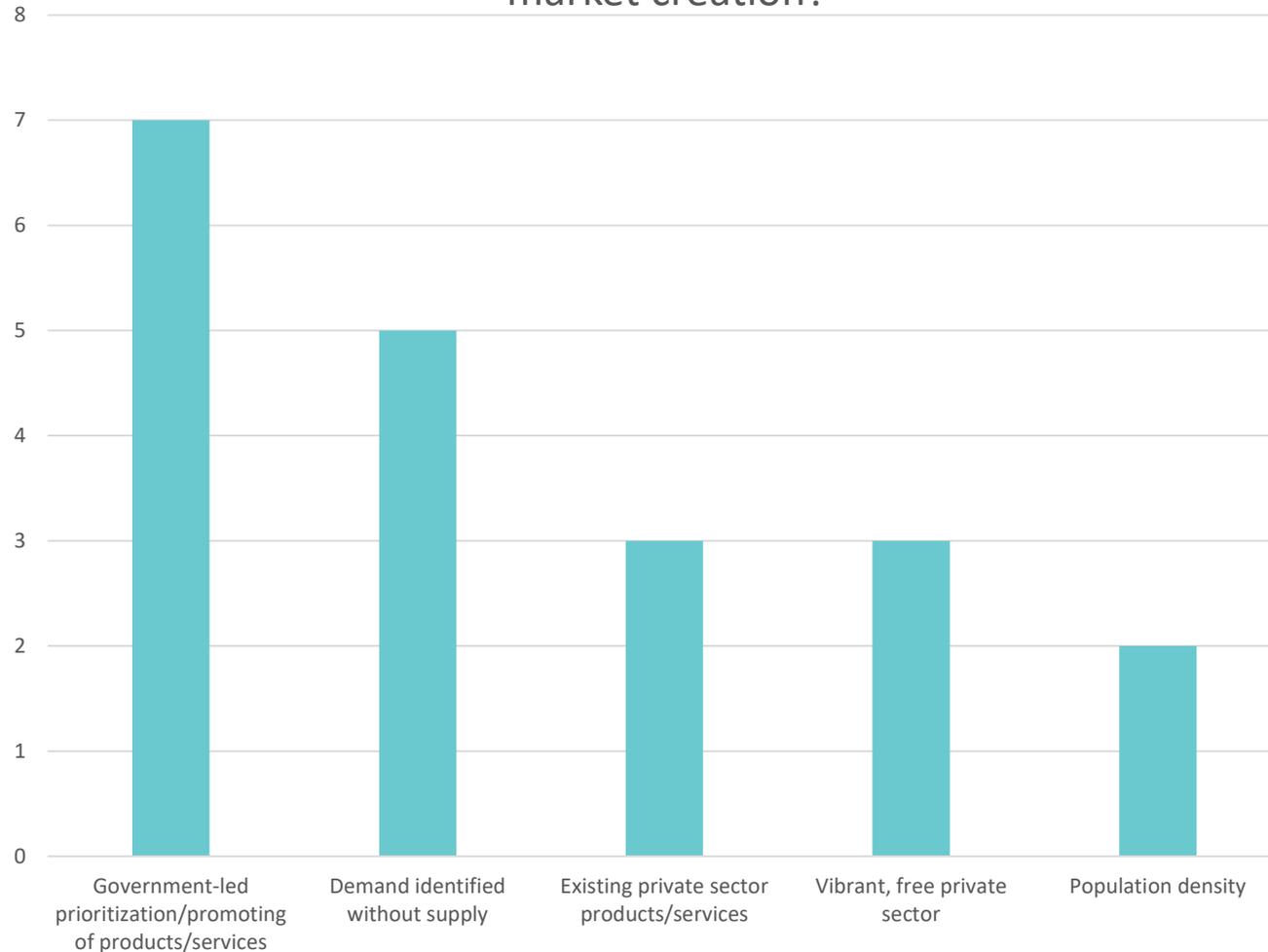
- **iDE - market-based approach**, both stimulating demand and building network of local entrepreneurs
- Rapid expansion in coverage across intervention districts (> 6% increase in each of seven target provinces, contributing significantly to national growth in coverage)
- Not initially reaching poorest consumers – introduced smart subsidy



- **Thrive - public sector route**, to promote Output Based Aid Approach via government channels
- Household rebate based on rigorous verification to target the poorest households
- Now moving to transfer all of \$18/latrine rebate to Commune Council (local government) budgets

Emerging sanitation markets benefit from public policy initiatives and entrepreneurs will respond

M.1. What conditions were identified as conducive to market creation?



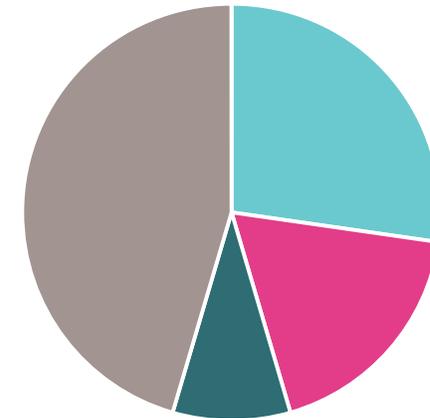
- Public policy found to be most significant creator of market opportunity – drives demand for products and services
- Provides environment in which businesses are confident of revenue streams
- Government support to sanitation markets in many forms: pro-poor targeting, OBA, supporting business, and creating quality standards



Emerging conclusions: CSOs do not always have strong business development backgrounds

- Stimulating and incentivising private sector to engage in sanitation markets is critical, but requires commercial acumen and skills
- Most CSOs are risk-averse, use 'other people's' money and do not have a background in business or markets – some strong exceptions
- Establish or build capacity of CSOs to fully understand the operation of commercial markets – obvious and critical, but rarely done

M.4. How was a market analysis conducted? (n = 11)



- Rigorous/organized value chain analysis and consumer research
- Participatory processes
- Less rigorous investigations
- No market analysis



Emerging conclusions: a taxonomy of approaches to building markets and being realistic about time-scales

- Different pathways and scales to building markets:
 - ‘Under policy radar’ – Habitat for Humanity creating financing solutions in 36 villages/3 districts in Bangladesh
 - ‘Becoming the market’ – iDE market-based approach in Cambodia across multiple districts/provinces
 - Build local level PPPs by working within existing markets stimulated by government policy at national scale – Plan in Pakistan, Indonesia and Vietnam
- Time required to influence policy and build markets – often standing on the shoulders of previous efforts
 - SNV working in Bhutan for ~ 30 years
 - iDE market-based approaches in Cambodia first piloted >10 years ago and funded by BMGF and Stone Foundation



Photos @Plan Vietnam



Outstanding challenges and ways forward

- Addressing the full vision of SDG 6 – going beyond latrine construction only to tackle *sustainable management* of full sanitation service chain through market based approaches – faecal sludge management?
- Sustainability of market-led approaches facilitated by CSOs - importance of exit strategy
- Generating credible and robust evidence and investing in data collection – it is invaluable for influencing policy and not only intrinsic content
- Take time to fully understand the policy environment and the broader political economy



Thank you – the CS WASH Fund thematic research is being finalized and will be available shortly

For further information contact:
h.lockwood@Aguaconsult.co.uk or
chris@hillaria.net



Collaboration for Universal WASH

 #WASHFutures18