



# Marketing of Faecal Sludge Valorisation Products

How they contribute to a successful sanitation chain

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VIA Water



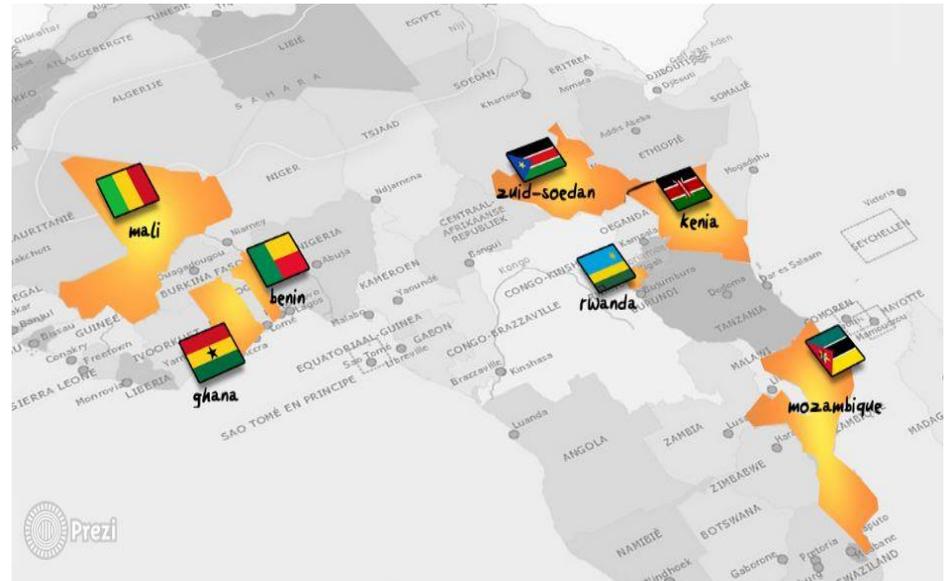
Sanivation  
Sanitation as a Service



# VIA WATER

VIA Water: Dutch programme that supports innovative projects that solve water problems in African cities

- 7 Countries
- 12 pressing needs
- 60 projects
- Final Call for proposals: 10 April 2017



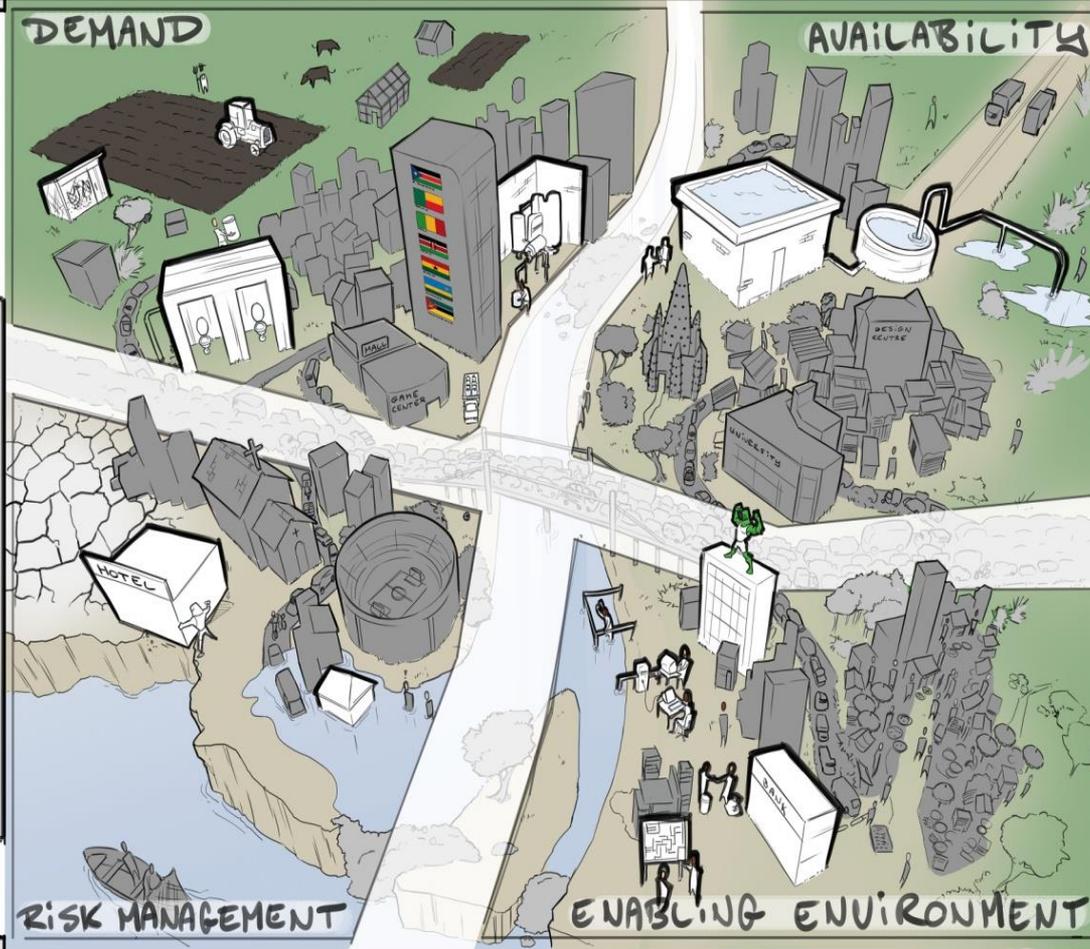
VIA Water



# VIA WATER

## PRESSING NEEDS IN AFRICAN CITIES

1. Sustainable access to drinking water services
2. Sustainable access to sanitation services and clean cities
3. Equitable and efficient water use in urban and peri-urban agriculture



4. More and reliable water harvesting and storage
5. Sustainable use of groundwater resources
6. Improved quality of water resources and distributed water

7. Good quality data gathering, management and sharing
8. Institutional strengthening
9. Sustainable and equitable water allocation
10. Viable financial arrangements and partnerships
11. Improved urban planning

12. Preventing and coping with floods, droughts and coastal erosion

# VIA WATER

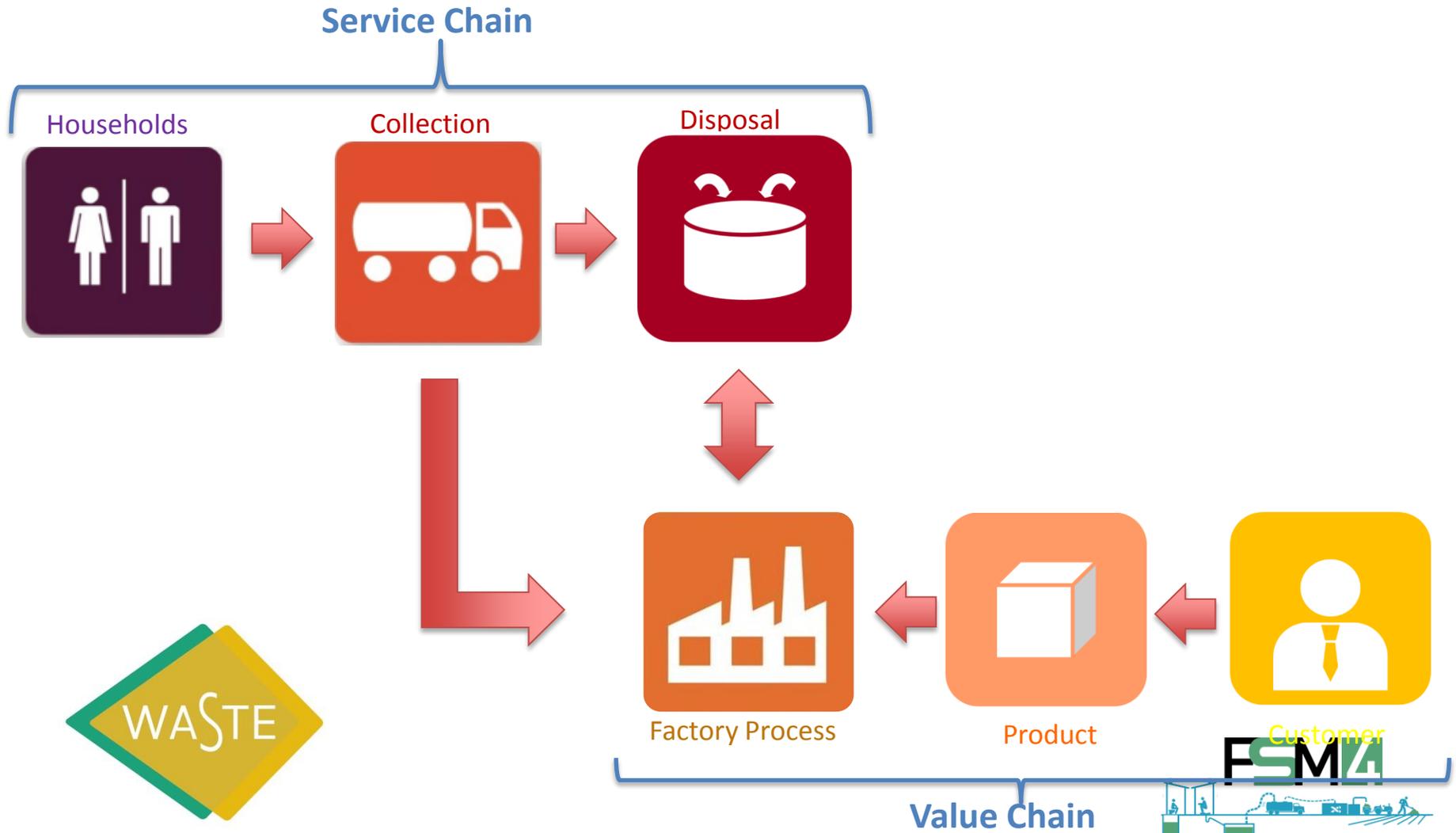
## Key to the programme

- Local ownership
- Learning
- The Wow factor
- Sustainability
  - *Who is awaiting your innovation?*
  - *Clear view of potential clients (private, public, international)*



# Valorization of sludge

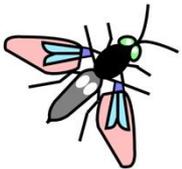
Important factor successful implementation sanitation chain



# Biological Urban Sanitation = VIA Water project Maputo

## Essentials

- Minimising the need for pit emptying and excreta handling
- Create socio-economic acceptance
- Commercial production and marketing
- Document and monitor all steps
- Latrines pits which don't fill up



# In-home sanitation

## VIA Water project Naivasha

- Essentials:
  - Convert human waste to charcoal briquettes sold to local small businesses
- Wow:
  - Briquettes burn 2x as long and 1/3<sup>rd</sup> emissions of local charcoal
  - Every ton of briquettes saves 88 tress
  - Sold over 30 tons at comparable price to charcoal



**Sanivation**  
Sanitation as a Service



# Organic fertilizers

## VIA Water project Nairobi

- Essentials:
  - Convert waste to Evergrow Organic Fertilizer to sell to farmers
- Wow:
  - 30% increase in yields
  - 400 farms
  - 30% repeat sales



**SANERGY**



# Marketing Mix

## The 4 'P's

- **Product:** the sanitation systems and services being supplied/ valorisation product
- **Price:** the amount a customer pays for the product
- **Promotion:** advertising, public relations, personal selling and sales promotion
- **Place:** the way of getting the product to the consumer



# Marketing mix 3 VIA Water projects

Suggestions for an interesting presentation

VIA Water project	Valorization Product	Price	Promotion	Place
BUS	A toilet that needs no emptying	Compatible price, Sanplat+	Initial piloting through municipality and innovation department	Urban areas, upgrade of Sanplats
Sanivation	Charcoal substitute: Briquettes	\$200/ton	Direct sales & referrals	Local small businesses
Sanergy	Organic Fertilizer	Comparable price	Direct sales, problem-driven sales approach	Farms across Kenya



# Conclusions

- Valorization of sludge makes sanitation 'wow' :
  - leads to an interesting sanitation system
  - interesting products
- Wide variety in products
- Valorization can never cover the costs of the service & value chain

