

Open Workshop

Limited
Capacity



1 Scaling Up Rural Sanitation: What Works!

Learning about new approaches to improve rural sanitation at scale—in less than four years an estimated 8.3 million people have gained access to basic sanitation.

Over the past four years, WSP has partnered with national and local governments and the local private sector to scale up rural sanitation in India, Indonesia, and Tanzania. The vision is to develop an approach that will have an impact on the poor and be both replicable and sustainable at large scale.

The basic approach includes:

- Working with national governments to reform policies and practices to support sustainable change at large scale.
- Working to strengthen the capacity of state and local governments to operationalize national policies and facilitate the delivery of sanitation goods and services.
- Supporting the local private sector using Social Marketing of Sanitation approaches to increase the supply of products and services that are responsive to household demand and affordable to the poor.

In addition, the programmatic model blends Community-Led Total Sanitation to trigger behavior change and Behavior Change Communications to sustain behavior change over time.

Please join as WSP shares results and lessons learned — and invites feedback.

Speakers:

- Eddy Perez, Senior Sanitation Specialist, WSP
- Almud Weitz, Senior Regional Team Leader, WSP East Asia & the Pacific
- Belete Mululeh, Senior Water and Sanitation Specialist, WSP Ethiopia
- Juan Costain, Regional Team Leader, WSP South Asia

Confirm your participation
at: ysimon@worldbank.org

Information

Date

September 9, 2010

Time

14 – 17 Hrs.

Venue

Rica Talk Hotel. Mässvägen 2.
SE-125 80. Stockholm [\[Map\]](#)

Room

Whisper

AGENDA

Scaling Up Rural Sanitation: What Works!

Welcome and Opening

The world, especially Africa, South Asia and East Asia, will fall far short of the Sanitation MDG target. Over 2.6 billion people do not use improved sanitation, including 1.2 billion who have no facilities and practice open defecation. WSP's Global Scaling Up Rural Sanitation Project (www.wsp.org/scalingupsanitation) is partnering with national and local government and the local private sector to scale up rural sanitation. Learn about the global project approach, results, and lessons learned through project implementation in India, Indonesia, and Tanzania.

Global Overview: Scaling Up Rural Sanitation

Eddy Perez, Senior Water and Sanitation Specialist, WSP

Over 8 million people living in rural areas of Indonesia, India and Tanzania are using improved sanitation facilities and even more have stopped defecating in the open. Governments are using a strategic combination of CLTs, Behavior Change Communications and Sanitation Marketing. This session will provide a global overview of the results and lessons learned to date.

Open Discussion

Results at the Country Level

Indonesia: Integrating Community-Led Total Sanitation with Social Marketing of Sanitation

Almud Weitz, WSP Regional Team Leader, East Asia

Over 600,000 people are now using improved sanitation facilities and over 800 rural communities are now 100 percent open defecation free as a result of the successful at-scale rural sanitation program in East Java –combining the CLTS approach plus Sanitation Marketing plus strengthening the enabling environment. This presentation will include a video on their sanitation marketing efforts.

Tanzania and Ethiopia: Scaling Up Rural Sanitation

Belete Mululeh, Senior Water and Sanitation Specialist, Ethiopia

Over 200,000 people in rural Tanzania now use improved sanitation facilities and in Ethiopia, thousands of rural communities have stopped defecating in the open. The presentation will show what the successful approaches of CLTs, Behavior Change Communication, and Sanitation Marketing look like in the field and how these approaches impact poor rural communities and households. Two short videos from Ethiopia and Tanzania will be presented.

India: Total Sanitation Campaign: Results and Best Practices

Juan Costain, WSP Regional Team Leader, South Asia

The Government of India's Total Sanitation Campaign has significantly increased access to improve sanitation in rural communities from 7 to 21 percent since 1990. In the States of Himachal Pradesh and Madhya Pradesh, improved policies and approaches have resulted in increased access and use of improved sanitation facilities to over 5 million people living in rural areas. A short video will be presented.

Open Discussion

Closing remarks