



Social marketers explain UBSUP toilet options



Supported by

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Decentralised Treatment Facility in Machakos



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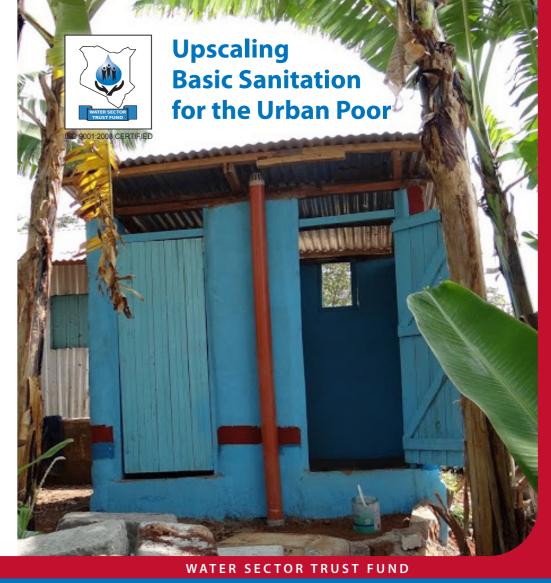
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## The UBSUP approach

The Upscaling Basic Sanitation for the Urban Poor (UBSUP) programme is a proven solution for improving access to household sanitation in poor urban areas of Kenya, covering the entire sanitation chain from toilet to treatment. UBSUP is anchored at the Water Sector Trust Fund (WSTF) and implemented through formal water service providers.

In the current phase (2011-2018) UBSUP aims to provide sustainable sanitation for at least 400,000 people. UBSUP is financed by the German Government and the Bill and Melinda Gates Foundation.



driven

► The WSTF launches

and the water service

providers (WSPs) apply

► A comprehensive

social marketing /

branding concept

helps WSPs create

demand in their area

for household toilets.

a Call for Proposals

for funding.

### **Low-cost solutions**

- ▶ Households choose from different standardised toilet options.
- ▶ Households or landlords receive a financial incentive covering part of the investment cost, after the toilet has been built according to standards.
- Low per-capita cost: 23 completed projects with circa 9,700 constructed toilets and seven decentralised sludge treatment facilities shows that the average project cost is less than US\$ 50 per beneficiary.

# The entire sanitation chain



- Standardised solutions for faecal sludge collection and transport as well as off-site decentralised treatment.
- ▶ Regularly updated project toolkits guide the WSPs through the entire project cycle, and they are provided with training and technical implementation assistance as needed.

### Longterm viability

- Commercial opportunities in faecal sludge collection, transport and treatment services, sale of byproducts such as organic fertiliser and construction of sanitation infrastructure create sustainability.
- Decentralised sludge treatment facilities offer a competitive alternative to conventional centralised wastewater treatment plants.
- ► WSTF involves the private sector in projects as it has proven to be an effective partner for collection and transport services.

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- Authority given by the Water Act 2016 mandates WSTF as the financing institution to develop water services in marginalised and underserved areas.
- working through sector institutions Implemented by the WSPs responsible for urban water and sanitation service provision.
- ► Rigorous monitoring and evaluation Enables WSTF to report on actual numbers of beneficiaries reached with the funding.
- Accountability WSTF reports to the public on an annual basis.
- Transparency The status of WSTF-funded investments can be seen 24/ on the MajiData website, www.majidata.go.ke