

Implementing Faecal Sludge Management Services

Learning from emerging
and established success

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Inclusive Sanitation in Practice
for healthy, equitable cities

Background: **FSM Innovation: Case studies** *on the business, policy and technology of FSM*

20+ FSM case studies:

- Well-established and emerging FSM systems
- Countries, individual cities
- East Asia, South Asia, East Africa, Southern Africa and West Africa

Analysis and up-to-date learning:

- What to do
- What should be seriously considered
- What to avoid

Available from

<http://www.susana.org/en/resources/library/details/2760>



Outline

- **Advocacy:** building partnerships
- Developing FSM **policy** and **regulation**
- Building an effective **institutional basis** for FSM
- Sustained **marketing**
- **Financing** FSM service delivery
- Some overall conclusions

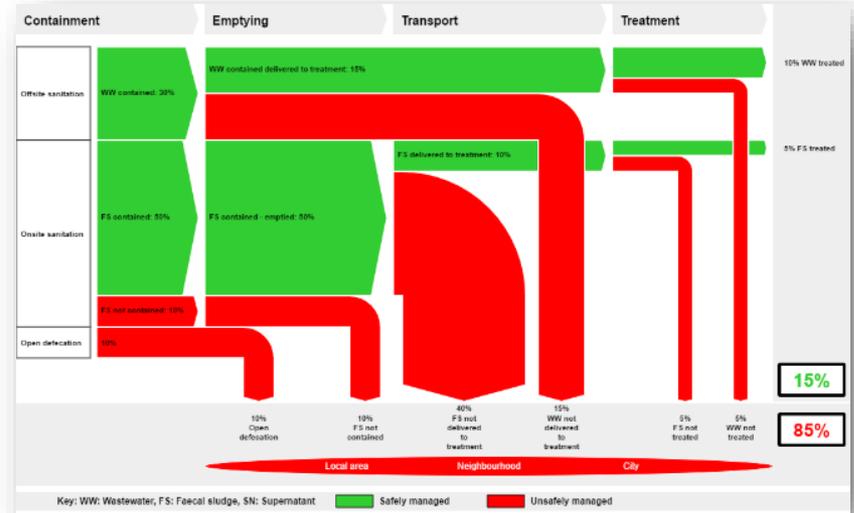


Pit emptying with a gulper,
Kampala, Uganda

Advocacy: building partnerships

Inform and motivate FSM stakeholders with:

- **Evidence** and learning opportunities
- **Use SFDs** - faecal waste flow diagrams



- High quality **communications and media**
- **Sustain advocacy** efforts – decision-makers change

Developing FSM policy

Recognise and incorporate FSM in planning



Stakeholder planning meeting, Balikpapan, Indonesia

- **Integrate FSM** into national sanitation policy
- **Use evidence, local practice and pilot** to inform policy development
- **Involve stakeholders:** all levels of government, city officials, utilities, private operators, CSOs, etc.
- **Plan for a mix of sanitation types**, to include all neighbourhoods
- **Adopt an incremental approach** to planning, for maximum impact

Establishing FSM regulation

Set standards within an inclusive framework

- Set **regulations, standards and guidelines** for the whole sanitation chain
- Base regulation development on **stakeholder dialogue and practical experience**
- **License and monitor** FSM service providers and operators
- **Systematically enforce** – and possibly revise – relevant public health regulations

File No.HLTH-GEN/20/2016-SR AST1 HLT HOF

PROCEEDINGS OF THE COMMISSIONER (FAC) :: GREATER WARANGAL MUNICIPAL CORPORATION

Present: Sri Shahid Masood, B.Com.

Rec.No.HLTH-GEN/20/2016/Permit-01/2016 Dated:27-10-2016.

Sub: Greater Warangal Municipal Corporation – Public Health Branch – License for collection, Transportation and disposal of septage - Orders - Issued.
Ref: Your application dated 02/09/2016

-00-

ORDER:

In accordance with all the terms and conditions of the By-laws / Regulations, Municipal Corporation Act/Rules, the special license conditions accompanying this license and applicable rules and laws of Government of Telangana, permission is hereby granted to.

Shri. Ch.Ajay Singh S/o. Satveer Singh is hereby authorized to undertake desludging of the septic tanks and pits from the individual households, institutions, commercials entities and to transport for disposal at a designated site as notified by GWMC duly following the "Operative Guidelines on Septage Management (Collection, Transportation Treatment and Disposal) in Greater Warangal Municipal Corporation (GWMC) - 2016".

Municipal Health Officer
Greater Warangal Municipal Corporation

To
Copy to the Deputy Commissioner-II (Sanitation), GWMC
Copy submitted to the Commissioner, GWMC for favour of kind information.
Copy submitted to the Hon'ble Mayor, GWMC for favour of kind information.

Signature valid

Digitally signed by MASCOO
Date: 2016.10.27 15:52 IST
Reason: License No-2016

Building an effective institutional basis for FSM

Clear mandates and strong leadership at national and local levels



S-Line office, Warangal, India

- **Build national commitment** and accountability for City-Wide Inclusive Sanitation – including FSM
- **Develop leaders and ownership** by local government, as a part of urban management
- **Define clear mandates, roles and budgets** for FSM
- **Ensure adequate staffing levels,** continuity and training
- **Work with the private sector** where possible

But have realistic expectations...

- Major change takes time
- Policy alone won't drive action
- Well-meaning, but uninformed policy based on 'ideal' standards may not work
- Regulations can't be established unilaterally, or quickly
- Don't start with overly ambitious standards, aim for incremental change
- The private sector won't get involved without incentives



FS dumping site, Freetown, Sierra Leone

Delivering FSM services: the four P's

Competing with the status quo

For example: hygienic emptying needs **marketing** to compete with existing manual latrine emptying and septic tanks discharging directly to open drainage



The four P's of marketing:

- **Product:** private sector dynamism; local research & development partnerships
- **Price:** targeted subsidies; facilitated payment mechanisms (regular emptying)
- **Place:** call centres for FSM services
- **Promotion:** sustained marketing effort; application of public health regulations

Financing FSM service delivery

Mix of public and private benefits – paid for by public funds and user fees

- **Improve technical efficiency** to reduce costs
- **Use public funds** to develop FSM service providers and infrastructure – like sewerage systems
- **Consider cross-subsidies** from water, sanitation services in better-off areas
- **Deliver improved value** to customers before attempting cost recovery
- **Partly defray treatment costs** by sale of processed faecal sludge products

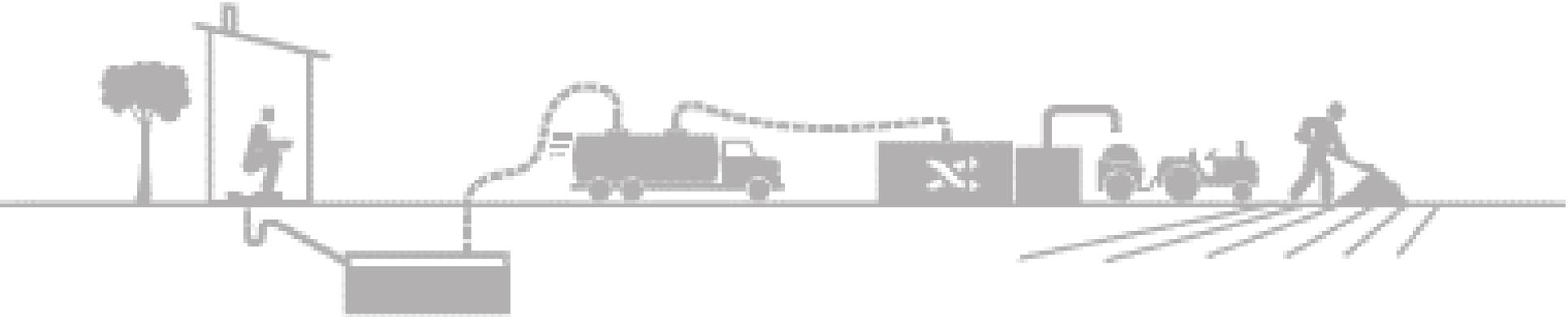


Pit emptying fee being paid in Faridpur, Bangladesh

Summary: Some ingredients for success

- ✓ **Policy, legislation, regulations and guidelines based on practice** in the same or similar situation, and discussions with practitioners
- ✓ **Clear institutional mandates, local leadership and resources** for sanitation management, including where services are delivered by the private sector
- ✓ **Partnerships between stakeholders**, to build community confidence and achieve sustainability
- ✓ **Sustained community engagement, marketing and awareness raising** to ensure continued take-up of improved FSM services
- ✓ **Capacity-building for FSM service providers** – technical and business skills, equipment, capital – enabling them to meet all segments of demand

Thank You



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