Supporting entrepreneurs in FSM
Our tough journey in Tanzania

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WA’s work with entrepreneurs

• **Pit emptiers** – Malawi, Mozambique, Tanzania, Bangladesh

• **Pump mechanics, sanitary pads** – India

• **Sanitation marketing** – Nigeria
Tanzania – Pit emptying programme
The good bits
Mistake #1 Focus on technology

- **Gulper**: attractive for funders and engineers, limited demand in practice
- **Tricycles** = real bottleneck like with solid waste
- Selling a technical solution prevents adapting easily.

What we learnt:
- Offer a range of options but let businesses decide
- But offer lots of technical support before things break
- We have to learn from SWM sector!
Mistake #2 Hoping for quick growth

- Confusion between “Identify what can scale up” and “Conduct a pilot to be scaled up”
- Logframe thinking – need nice results and success indicators, doesn’t leave room for experimenting.

What we learnt:

- Embrace failure & document it
- Use process rather than output indicators
Mistake #3 Choice of partners

• Failed groups are community / NGO groups involved in WASH and trying their luck as businesses
• Confusion between “business” and “livelihoods”

What we learnt:

➢ The Water for People lessons
➢ We have to understand businesses better (think like them, understand their blockages and incentives)
➢ There are few good BDS providers
Mistake #4 Financing

• Moved to bank loans too quickly
• “Revolving fund” model worked, but unsustainable
• Huge constraint for some businesses

What we learnt:

➢ Don’t rely on a bank to be nice in tough times
➢ Decide financing after doing business model and cashflow
➢ Potentially big role for NGOs – help provide better finance
Questions for you!

• What do you see as the added value of an NGO?
• How does this fit in policy? (regulation, scaling-up...)
• Which business / financing models are working?