

Steps towards safely managed sanitation webinar series: Guided clinics for practical progress

Webinar #4. Scaling Sustainable Rural Sanitation: Systems that Last, Behaviours that Stick

Tuesday 13 May 2025 – 15.00-16.00 CEST



Housekeeping



Please **turn off your microphones** (except for the final discussion/Q&A).



In case of **technical problems**, feel free to **ask for assistance in the chat**.



Please **use the chat** for questions and comments – which will be addressed at the end of the webinar, or later by email.



Webinar will be recorded – recording and slides will be shared with attendees.



Please keep your **questions relevant to the topic of the webinar**.

You can switch between Spanish and English interpretation by clicking the interpretation icon at the bottom of your Zoom window.

Overview of session

Opening and background on webinar series

Maya Igarashi Wood

Sanitation Lead
WaterAid

Rural sanitation progress, challenges and shifts we must make

Bisi Agberemi

WASH Specialist
UNICEF NY

Practical examples of scaling up sustainable rural sanitation:

State SMS strategy and implementation

Mrs. Elizabeth Ugoh

Director of Water Quality and Sanitation,
Federal Ministry of Water Resources and Sanitation, Nigeria

Experience of the SAHTOSO Project and Market-Based Sanitation (MBS) in Guatemala

Wilbert Velasquez

WASH Advisor and SATHOSO (CLTS) Project Coordinator,
Helvetas, Guatemala

Closing

David Simon

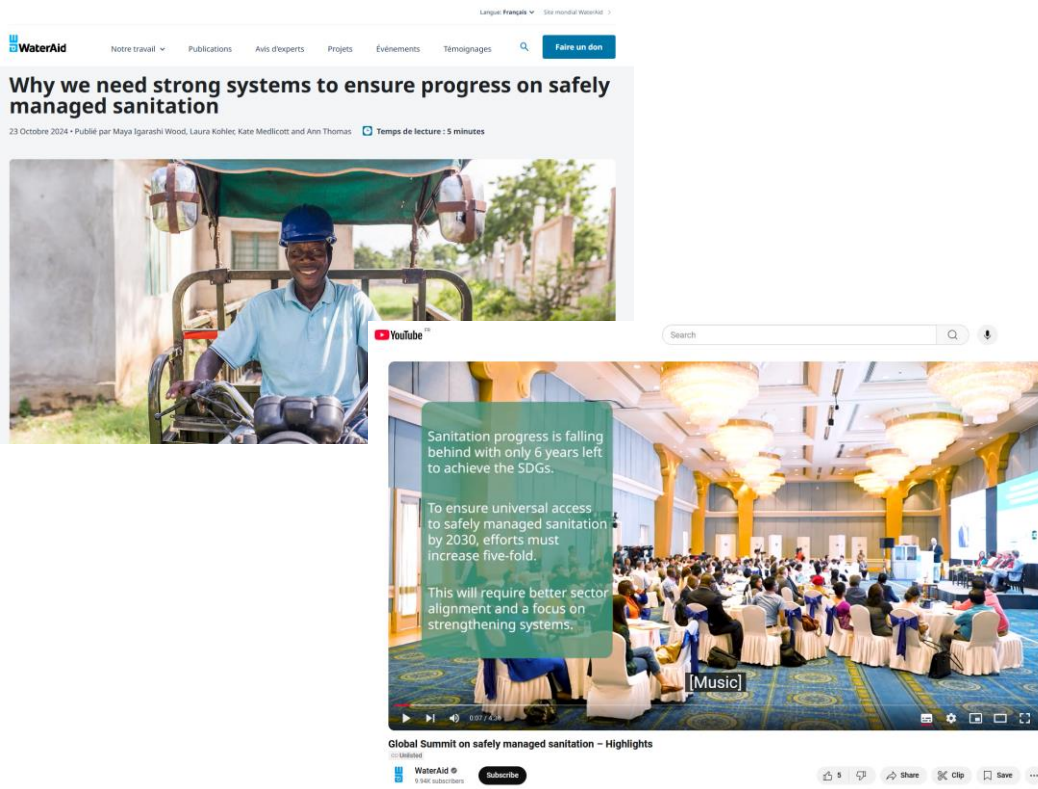
Regional WASH Manager, UNICEF LACRO



Webinar series and related resources

Sanitation Summit, Nepal, June 2024

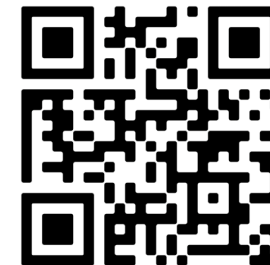
Watch [Summary](#) and [Thematic videos](#)



[Webinar series \(hosted at SuSanA\)](#)

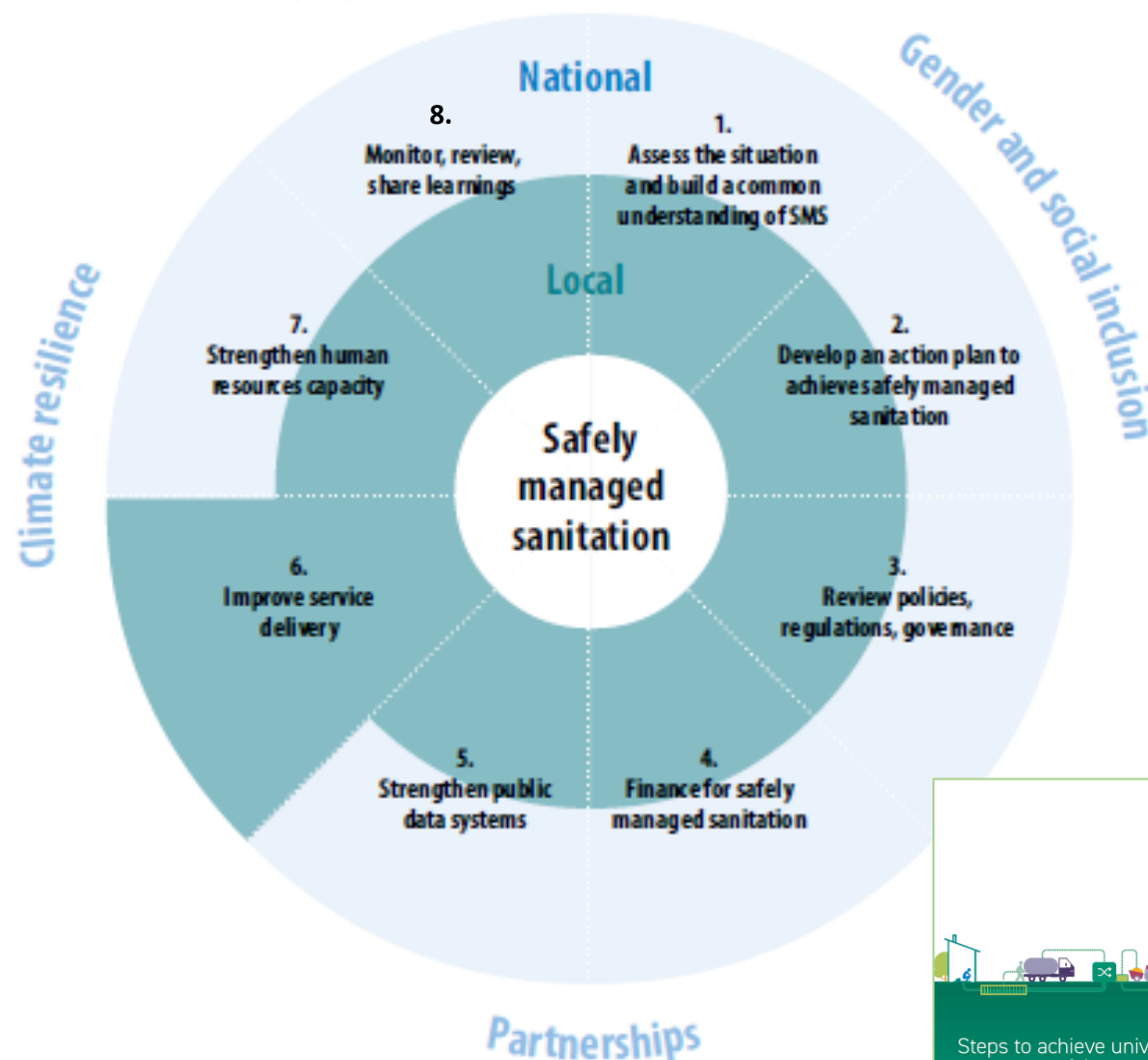
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|----|---|---------------|
| #1 | Strengthening sanitation governance and policy implementation | 25 February |
| #2 | Financing safely managed sanitation: accessing available resources | 25 March |
| #3 | Strengthening data systems for decision making | 15 April |
| #4 | Scaling up service delivery in rural settings | 13 May |
| #5 | Scaling up service delivery in urban settings | 27 May (tbc) |
| #6 | Human resource capacity strengthening for safely managed sanitation | 17 June (tbc) |

Register here:



Steps to achieve universal access to SMS

- **Checklist to demystify and help navigate** through available guidelines and tools.
- **Assist country teams** to work with national and sub-national levels counterparts to implement **government-led, systems strengthening approach**
- **Ensure activities are complementary** and aligned across partners and sector stakeholders.

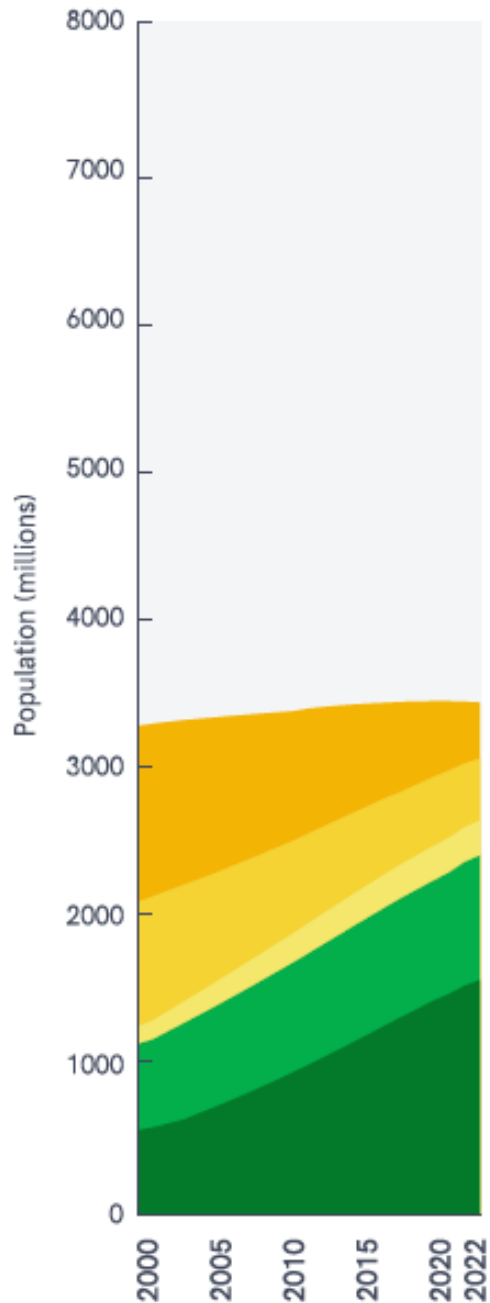


Rural sanitation progress, challenges and shifts we must make

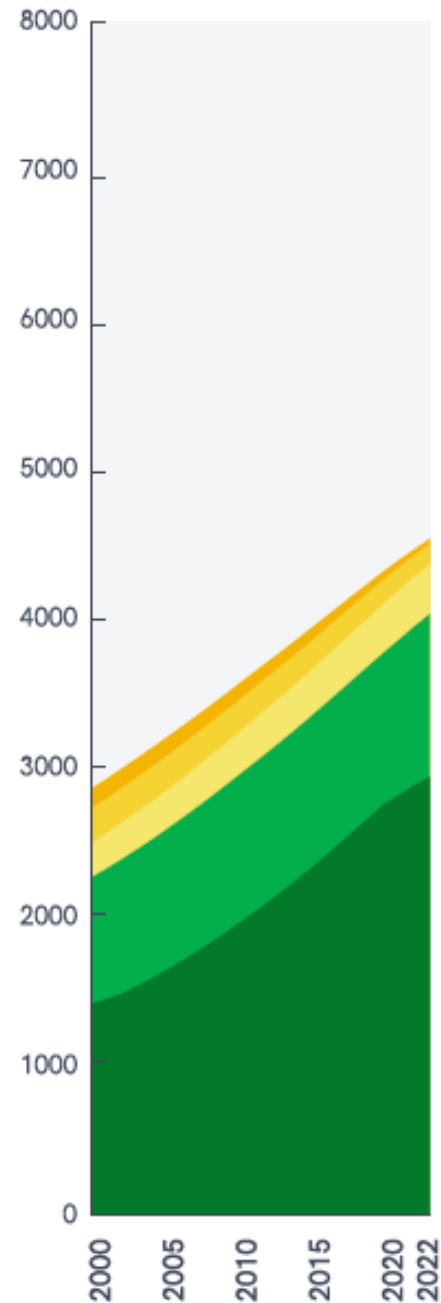
Bisi Agberemi
WASH Specialist
UNICEF NY



RURAL



URBAN



Why Rural Sanitation still matters?

- **Just under half** of rural population has access to safely managed sanitation
- **2 out of 3 people** without at least basic sanitation are in rural areas.
- **9 out of 10 people** practicing open defecation reside in rural areas.
- **Limited sustainability** of ODF status with low-durable toilets and behaviours.

What are the Challenges?

- **Lack of harmonized approaches**
- **Short-term focus** on eliminating open defecation
- **Low political commitments**, prioritization and funding
- **Limited innovative and inclusive solutions.**
- **Capacity and resource limitations** of sub-national government
- **Insufficient data** for decision-making, planning and monitoring progress



The Shift – From ODF to Safely Managed Sanitation

ODF

Hygienic
toilet use

Safe
containment

Safe disposal

Inclusive

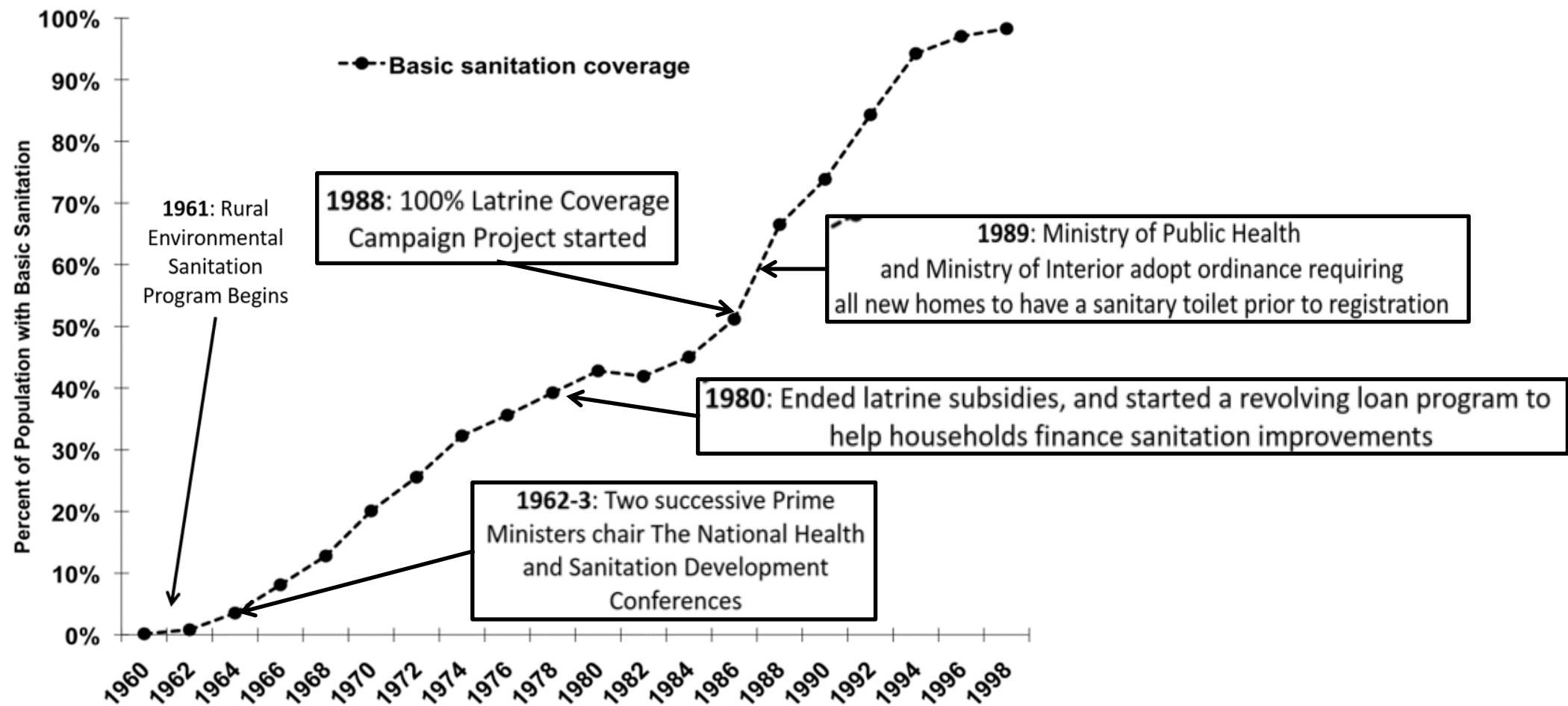
Climate-
resilient

Service-
based



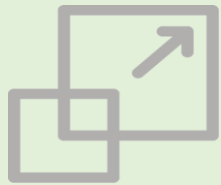
Progress is possible: Government- led, at scale approaches

Events in Thailand's rural sanitation history



Area-Wide Sanitation: Definition & Principles

A systems-based, outcome-driven framework to achieve equitable, universal access and use of safely managed sanitation in a given administrative area, such as a district



SCALE

- Sanitation service provision is **coordinated and implemented at an administrative level**



UNIVERSAL ACCESS

- **Identify** the needs and desires of **marginalized** or at-risk populations
- **Tailor interventions** to address **multi-dimensional risks**



GOVERNMENT LEADERSHIP

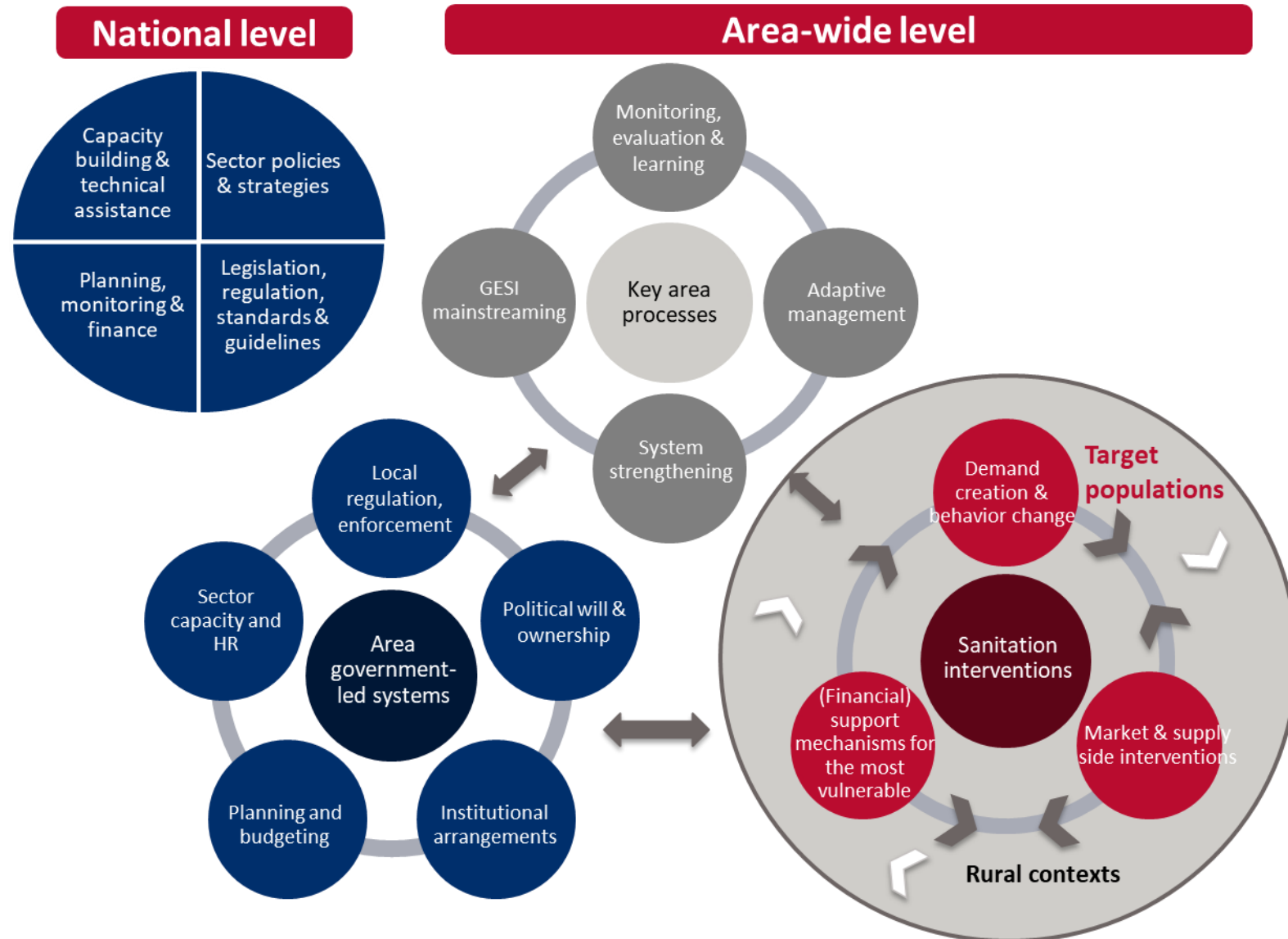
- **Local governments ensure capacity** to oversee coordination of interventions, plan, budget, and strengthen M&E systems



SUSTAINABILITY

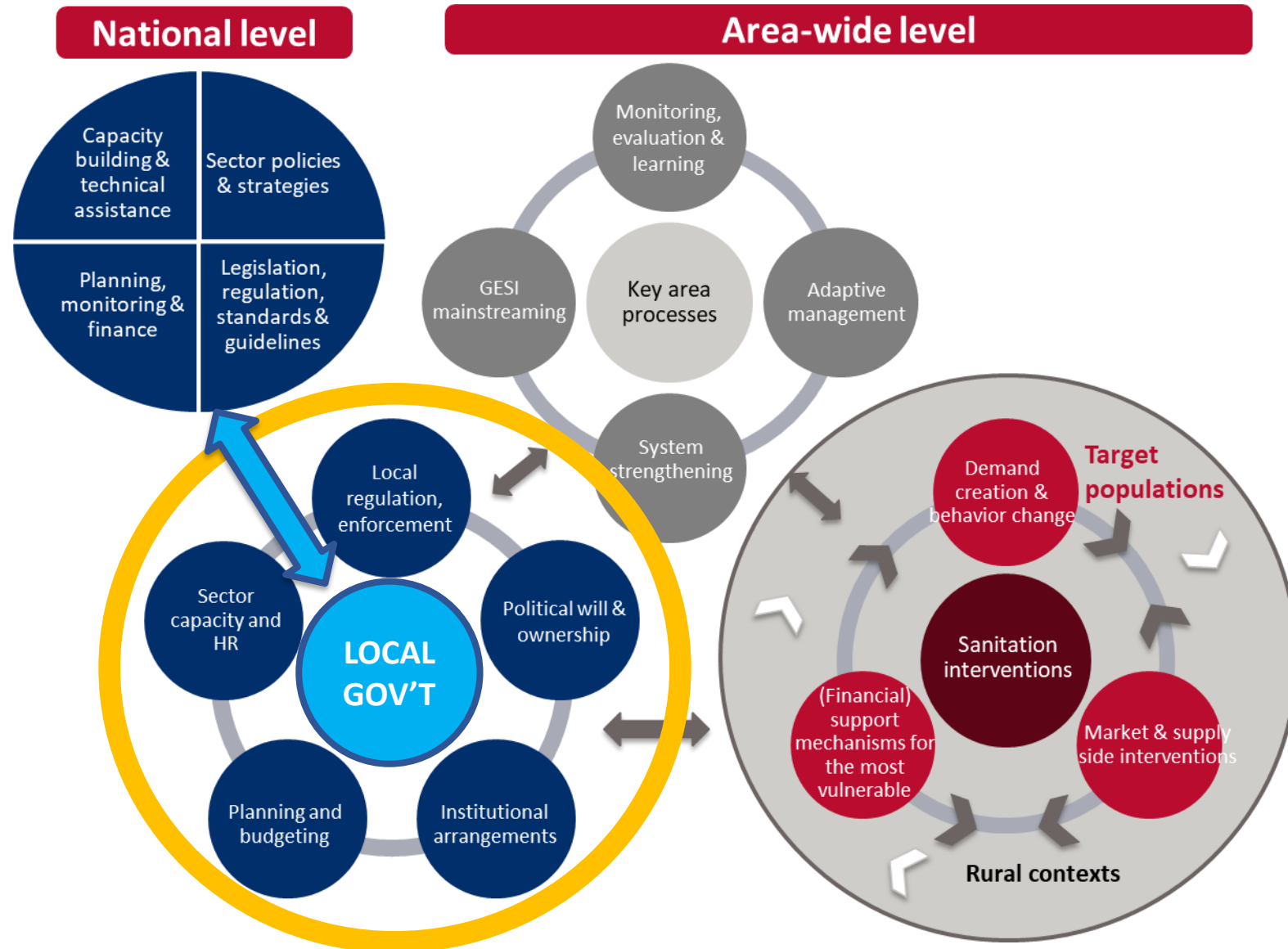
- Continued toilet use and **safe faecal management**
- Strengthening systems **for resilient communities and cleaner environment**

3 shifts we must make...



1. From Project-based to **Systems strengthening**
2. From short-term behaviour change activities to **Embedded norms and aligned market development**
3. From Infrastructure building to **Inclusive Service delivery**

Role of Local Governments



They will require:

- **Clear mandates**
- **Financial resource**
- **Technical support**
- **Coordination with national systems**

Objectives of the session

- Understand **systems-based approaches** to rural sanitation.
- Explore **enablers of sustained behaviour change and service delivery** from real country experiences.
- Identify **practical entry points** for scaling sustainable rural sanitation towards safely managed service level in your contexts.



Practical examples of technical tools and resources and their application

State-led SMS strategy development and implementation

Mrs. Elizabeth Ugoh

Director of Water Quality and Sanitation,
Federal Ministry of Water Resources and Sanitation
Nigeria



The Sanitation Status in Nigeria

(WASH NORM 2021)



48 million people practice open defecation (Rural 31%: Urban 8%)



37 million with access to safely managed sanitation services



30% of schools with access to basic sanitation services



12% of health facilities with access to basic sanitation



20% of markets & motor parks with access to basic sanitation

Why SMS now?

- SDG 6.2 deadline ≤ 2030; ODF is only **Phase 0**.
- ODF Slippage common across LGAs declared >5 years
- 142 LGAs already ODF—filled pits are a ticking FSM problem.

Major Challenges

- **Sustainability and Climate Resilience:** Limited CR designs and strategies; Climate shocks accelerating latrine collapse and slippage.
- **Public Resources, Governance, monitoring and accountability** fade once ODF → unclear institutional roles, limited oversight, irregular supervision and scant data on post-ODF toilet performance and sludge management.
- **Institutional and capacity gaps** - urban, climate resilience, beyond community mobilization
- **Limited Private sector engagement:** fragmented value chain beyond containment; few incentives or business models for scaling SMS (pit emptying, fecal sludge transport, or toilet upgrades)

What you did

System strengthened	Jigawa – “Beyond ODF”
Policy and Planning	<ul style="list-style-type: none"> 2023: state-wide ODF-Sustainability Plan → 2024: 3-phase SMS Roadmap (ODF → basic → SMS) + ODF Sustainability Framework (2025 – 2030) WASH Policy updated → SMS Integration
Regulation & governance	<ul style="list-style-type: none"> 2024: High level Commitment & Coordination: ODF Steering Committee → Jigawa State Sanitation Steering Committee (JSSSC); TOR widened to cover ODF Sustainability, FSM & climate risk (RUWASSA, JISEPA and MOE) → Overall goal is ODF Sustainability + SMS (SDG 6.2)
Capacity	<ul style="list-style-type: none"> 2024: SMS Capacity Building Workshop carried out (state level) 2024: training of local pit emptiers (81), 54 JISEPA staff and 82 WASH officials across 27 LGAs

SUSTAINABILITY FRAMEWORK



ENABLING ENVIRONMENT

If...the Enabling Environment is strengthened to ensure effective **policies and regulation, planning and coordination, research and assessments, capacity building support, monitoring and financing...**



DEMAND

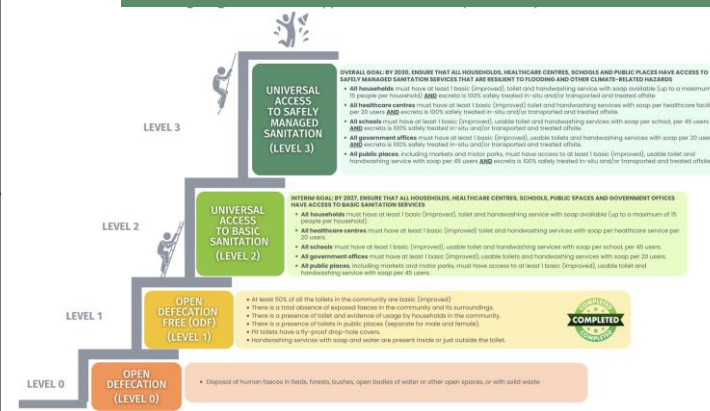
....and, if the demand for safely managed sanitation services is strengthened, through **Behaviour Change Communication (BCC) activities, community ownership and state-wide advocacy campaigns** in communities, healthcare centres, schools and public places....



SUPPLY

....and if markets are strengthened to ensure the supply of **sustainable and affordable sanitation products and services...**

....THEN, ALL HOUSEHOLDS, HEALTHCARE CENTRES, SCHOOLS AND PUBLIC PLACES HAVE ACCESS TO **SAFELY MANAGED SANITATION SERVICES THAT ARE SUSTAINABLE AND CLIMATE RESILIENT**



What's changed, What's worked/working?

System strengthened	Early Results in Jigawa
Policy and Planning	<ul style="list-style-type: none"> • Jigawa State Mid-term Sector Strategy (2025 – 2027) budgeted ODF Sustainability and FSM pilots package • Directive to review State WASH Policy – Policy amendments under development • Budget for ODF status review
Regulation & governance	<ul style="list-style-type: none"> • High-level Commitment & Coordination; Steering committee chaired at highest levels – Commissions/ Permanent Secretaries • CR-Sanitation Standards and Guidelines launched at the National level
Monitoring	<ul style="list-style-type: none"> • ODF Monitoring tools and checklist upgraded to include ODF-S indicators. Climate Resilience and SMS (under development)”
Financing	<ul style="list-style-type: none"> • State budget line for “Sanitation Sustainability” & FSM Pilots integrated into budgets • UNICEF–BMGF catalytic grant earmarked for two LGA pilot packages
Behaviour / demand	<ul style="list-style-type: none"> • Climate-resilient CLTS “re-triggering” package & gender-sensitive SBC for durable toilets • Flood-rebuild vouchers (pilot in Ringim & Kafin-Hausa LGAs, 2024 wet season) subsidize raised-platform toilets for 1 200 vulnerable households.

Challenges & What you are Still Learning

- **Post-ODF Momentum:** Quarterly "ODF Sustainability Scorecards" to maintain LGA accountability.
 - **Skills Upgrade:** Short courses and study visits fill gaps, but long-term FSM training is still lacking.
 - **Financing Scale-Up:** \$6B needed; trials include sanitation surcharges, micro-loans, and results-based grants.
 - **Private Sector Outside Capital:** Piloting “cluster routing” and fuel subsidies; viability remains unproven.
 - **Behaviour Change 2.0:** Messaging now promotes toilet upgrades and scheduled emptying; new narrative frames in test.
 - **Enforcement Approach:** “Warn-assist-fine” model with public naming of repeat violators under trial.
 - **Data Gaps:** Transitioning dashboard to track full FSM chain; data quality issues persist.
 - **Climate Resilience:** Developing raised-latrine standards after flood damage; retrofit funding not yet in place.
 - **Stronger institutional and regulatory frameworks:** RUWASSA adapting from CLTS to FSM oversight; roles and responsibilities still evolving.
-

Call to Action or Reflection

Political Leadership Drives Results

- High-level champions are essential; state leaders must visibly advocate sanitation.
- Establish strong coordination mechanisms (e.g., State Task Forces) to hold LGAs accountable.

Plan Beyond ODF and Embed SMS, Sustainability and Climate Resilience Early

- View achieving ODF as the beginning, not the end.
- Create long-term visions and roadmaps transitioning from ODF to SMS; institutional sustainability plans and budgets
- Immediately shift to sustainability mode post-ODF: upgrade toilets, sustain hygiene education, and strengthen monitoring.
- Start planning for SMS while pursuing ODF targets.
- Build latrines designed for emptying, identify waste disposal sites early, and train local masons on improved technologies.
- Pilot climate-resilient CLTS strategies early (as being done in Kaduna, Adamawa, and Bauchi).
- Incorporate climate resilience and sustainability messaging into initial sanitation campaigns.

Experiencia del Proyecto SAHTOSO y Saneamiento Basado en Mercados (MBS) en Guatemala

Wilbert Velásquez

WASH Advisor

HELVETAS Guatemala

With **UNICEF Guatemala** and **Guatemala Government**

Edgar Fajardo

WASH Specialist

UNICEF Guatemala

David Simon

Regional WASH Manager

UNICEF Regional Office LAC



Context

Disparity in urban and rural sanitation coverage (56% basic level coverage)

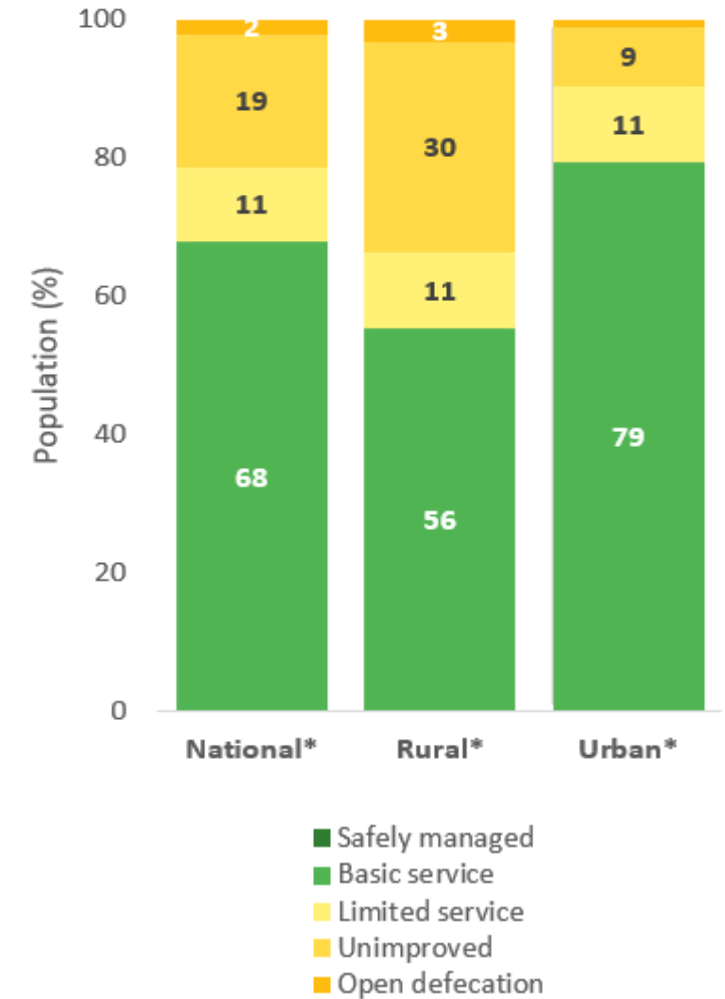
Free Open Defecation 3%.

Chronic child malnutrition at 46.5%, the highest in Latin America.

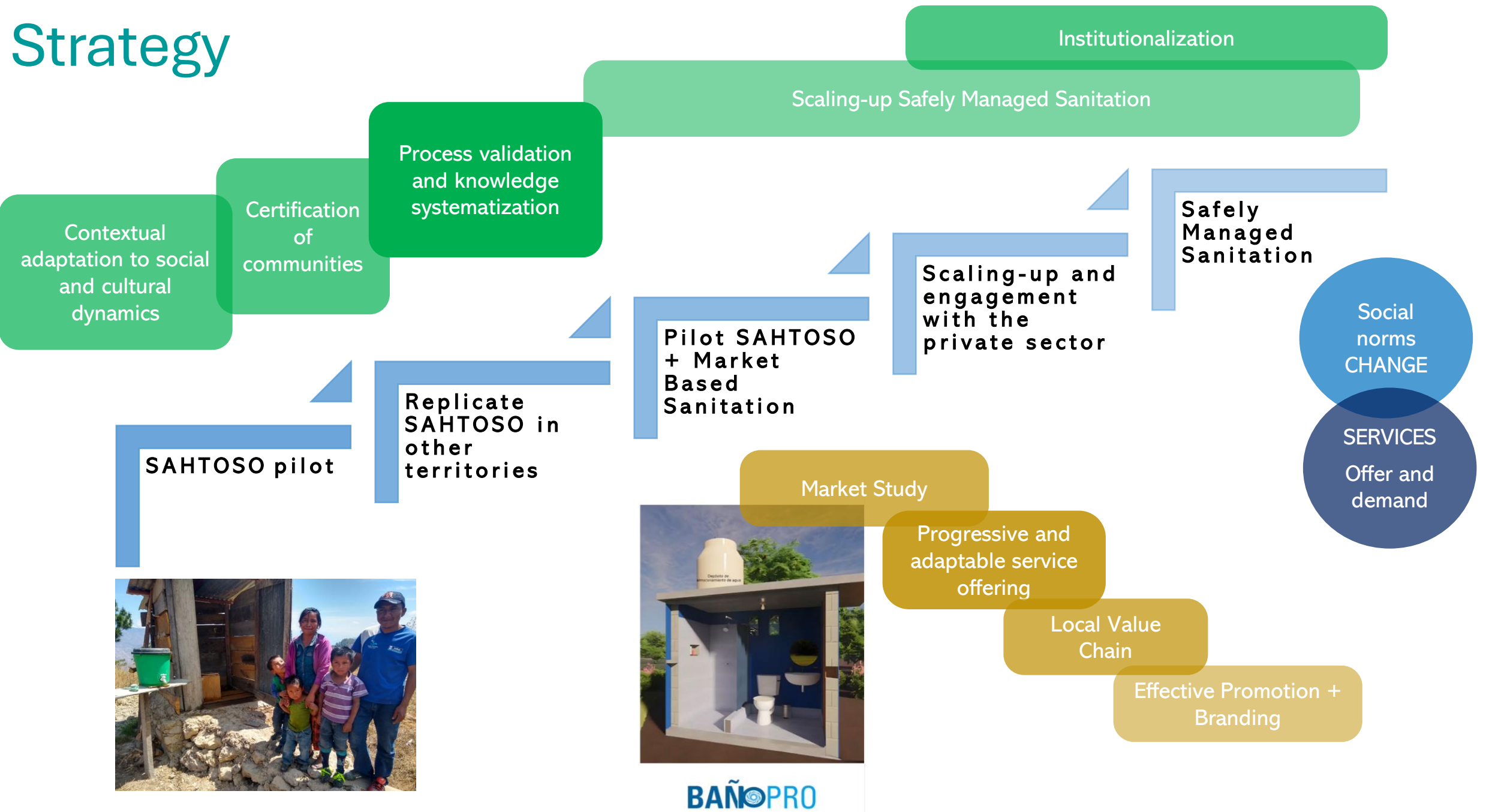
Rural areas face greater challenges in achieving SDG 6.2.

Limited in-situ and local capacities.

Lack of adequate and affordable products

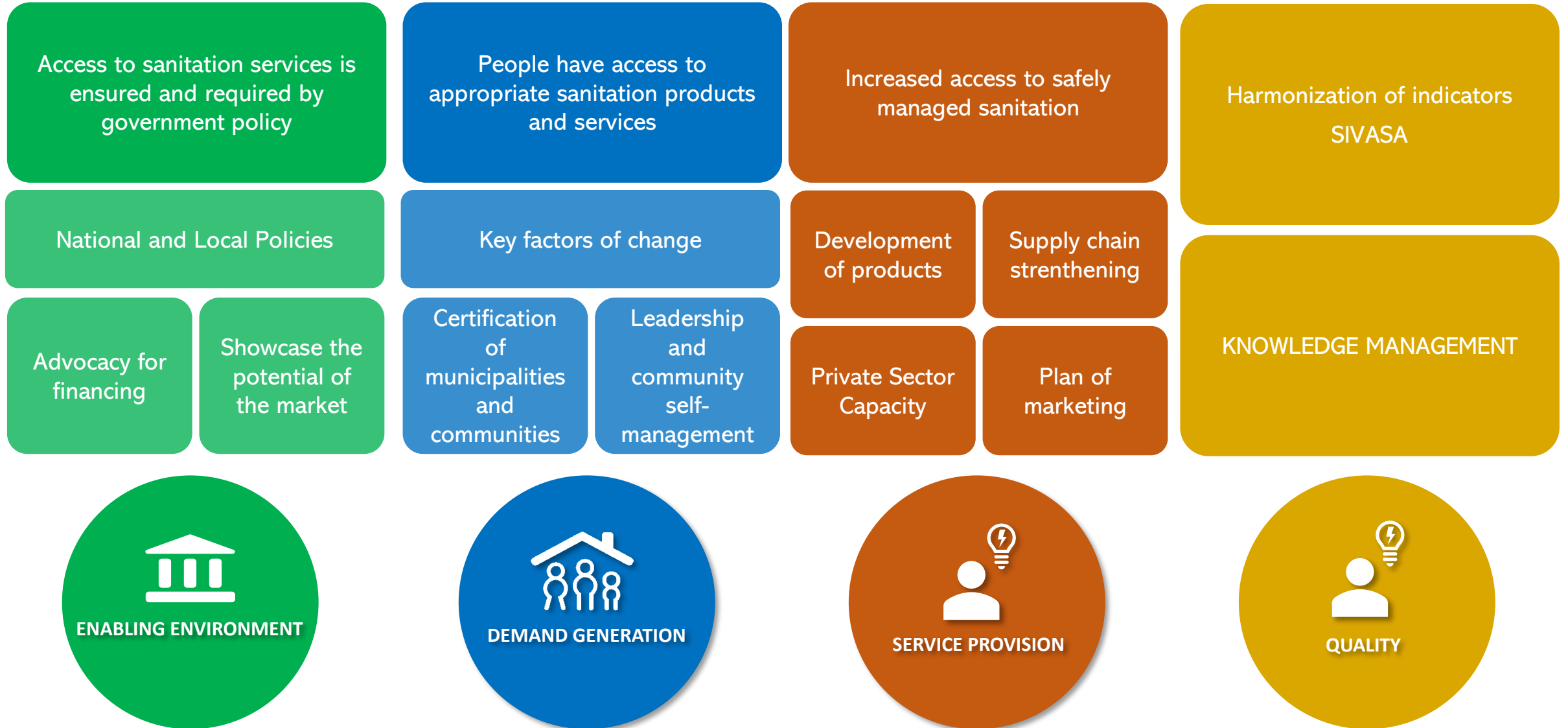


Strategy



BAÑOPRO

Theory of Change – Rural Sanitation



Institutionalization

National Coordination Platform lead by Ministry of Health

Ministerial Agreement adopting SAHTOSO methodology

Technical Coordination Platform for Sanitation Marketing



 **Diario de Centro América**


INGRESE A LA EDICIÓN LEGAL

MENÚ

NACIONALES

Presentan guía para mejorar condiciones sanitarias del país

Herramienta orienta sobre cómo reducir la defecación al aire libre.

 Publicado 6 meses atrás - 16/05/2023
Por Giovanni Pérez



GOBIERNO DE GUATEMALA



CONSOLIDADO DE LOGROS INSTITUCIONALES

ENUMERACIÓN CONCRETA DE LOS LOGROS INSTITUCIONALES

LOGROS INSTITUCIONALES

FOTOGRAFÍA

Con el bono económico para los trabajadores contratados con cargo a los renglones 011 "Personal permanente", 021 "Personal supernumerario", 022 "Personal por contrato" (excepto puestos directivos) y 031 "Jomales", aprobado con Acuerdo Ministerial 198-2023, se dignificó a 32,000 salubristas, con un incremento a su ingreso salarial de hasta Q1,300.00 mensuales para los puestos con menor ingreso, lo que significa una erogación de Q367.4 millones.



En el año 2023, como resultado de la incorporación de la metodología SAHTOSOQ (Saneamiento e Higiene Total y Sostenible), el MSPAS certificó al municipio de Tamahú, Alta Verapaz, como el primero libre de contaminación fecal ambiental, y posteriormente a los municipios de San Juan Cotzal en Quiché y a San Juan Ixcay en Huehuetenango.



Key factors



Common and shared leadership and vision



Cost-efficient methodology



Multi-level engagement



UNICEF Strategic Support



Continuous knowledge Management and capacity building



Context-adapted approach

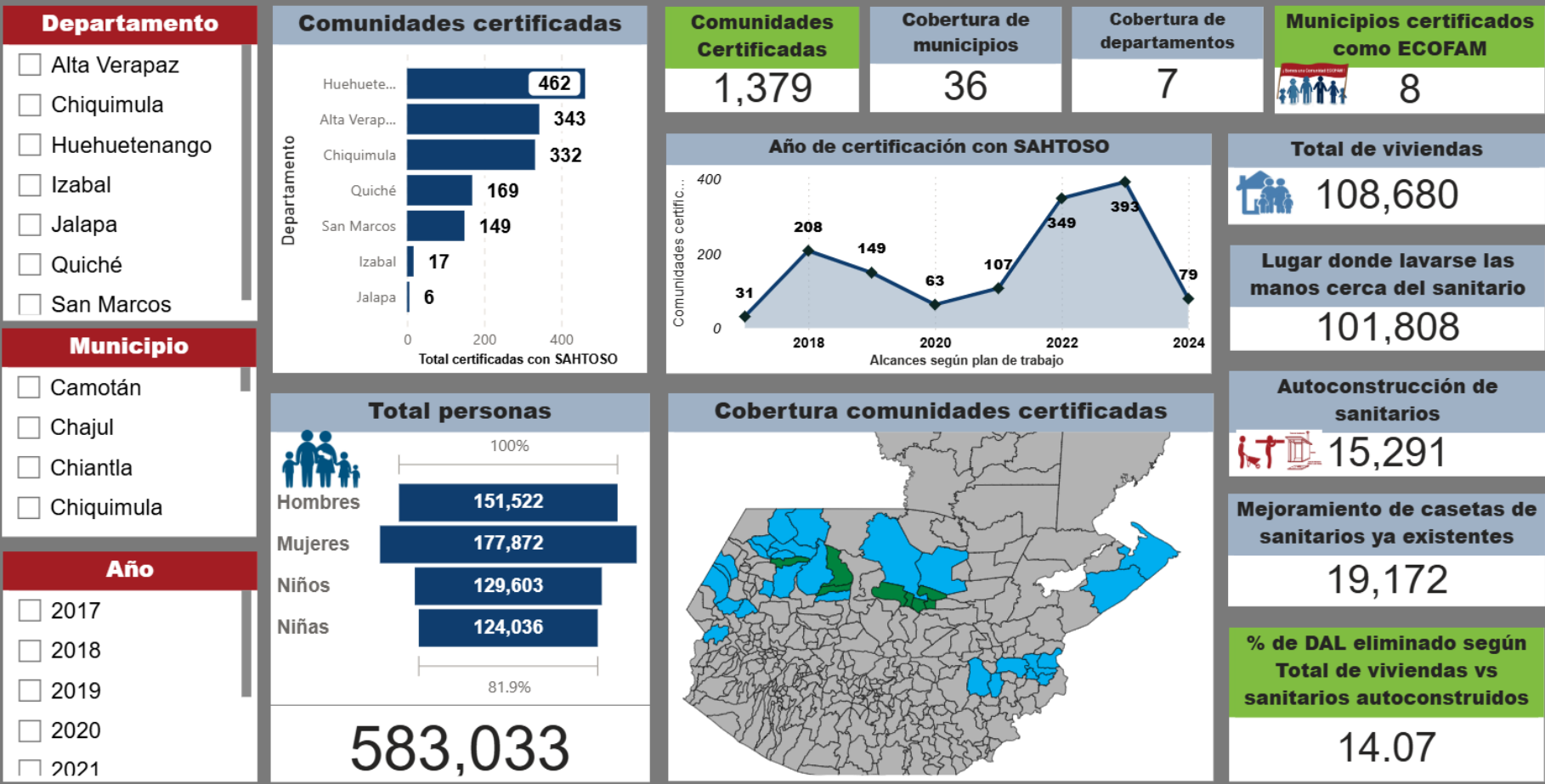


RESULTS

8 Municipalities ODF
1,379 communities ODF
Marketing Strategy adapted
Ministerial Agreement



RESULTADOS METODOLOGÍA SAHTOSO EN GUATEMALA 2016 - 2024



NEXT STEPS



Formalize the National Thecnical Working Group SAHTOSO through ministerial agreement



Develop and Validate National Certification Protocol ODF



Consolidate the National Competitivenesss and WASH Market Wordking Group



Promote co-financing with local governments



Continue strengthening the value chain



Questions & Answers



Poll

Which following areas are the most applicable in your rural context to accelerate progress? Select upto 3.

1. Policy and strategy reform/review
2. Area-wide costed planning and monitoring
3. Subsidy and domestic resource mobilisation
4. Formalisation of frontline health/WASH workers
5. Supply/market strengthening
6. Demand creation/behaviour change on SMS



Summary and close

David Simon

Regional WASH Manager
UNICEF Latin America and the Caribbean
Regional Office (LACRO)



3 takeaways of the session

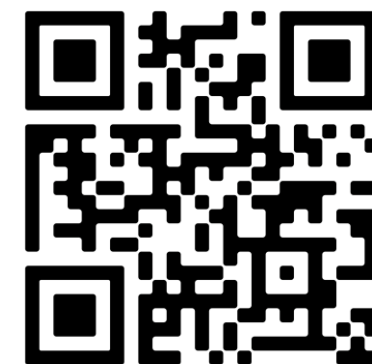
- **Move beyond basic access:** Shift focus to safely managed behaviours and services through area-wide, systems-based approaches.
- **Design for context and sustainability:** Scale through locally appropriate models, inclusive technologies, and market-based solutions for safe waste management and behaviours.
- **Empower local leadership:** With policy, financing, and capacity support, local authorities can lead the transition and acceleration.



Upcoming webinars



Register here:



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| #1 | Strengthening sanitation governance and policy implementation | 25 February |
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