

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 – 10.00-11.00 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 French 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

Abdul-Nashiru Mohammed

Regional Director, West Africa

WaterAid

Practical examples of scaling up sustainable rural sanitation:

District-wide SMS plan and implementation

Dina Cheng,

Khsach Kandal District Governor, Cambodia

Scaling up market-based sanitation

Niarga Oulé DEMBÉLÉ

National Director of Sanitation, Pollution and Nuisance Control (DNACPN), Mali

Closing

Martina Rama

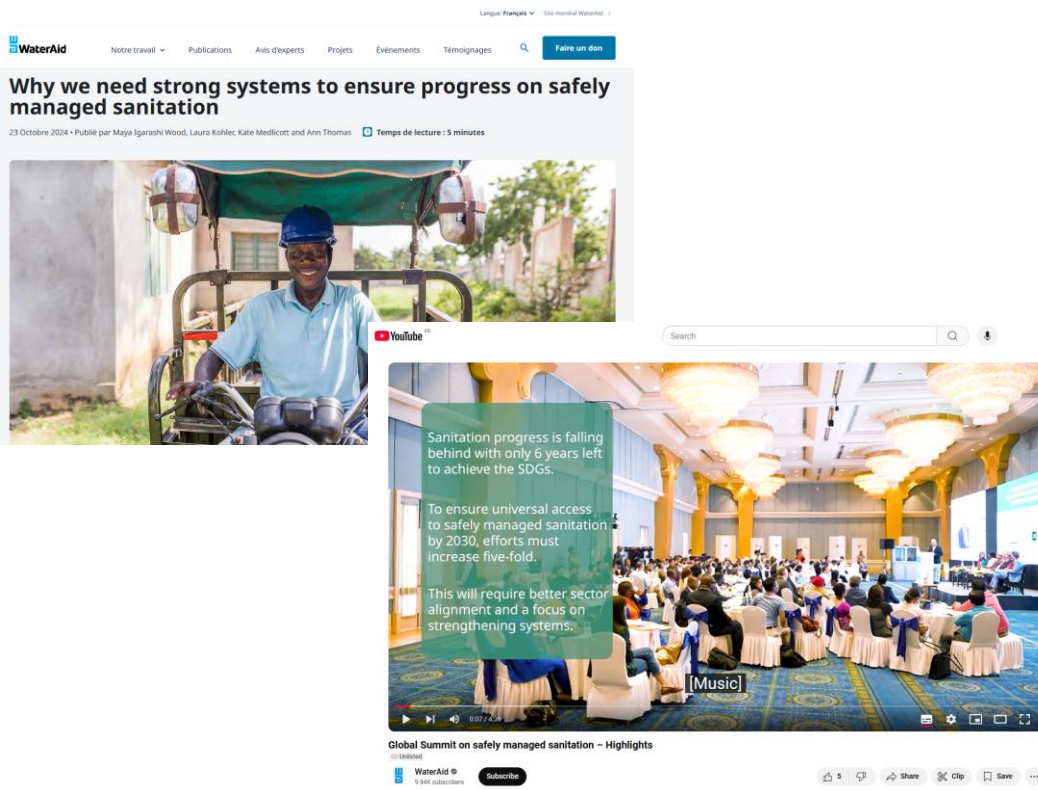
WASH Specialist, UNICEF WCARO



Webinar series and related resources

Sanitation Summit, Nepal, June 2024

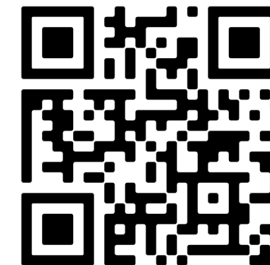
Watch [Summary](#) and [Thematic videos](#)



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

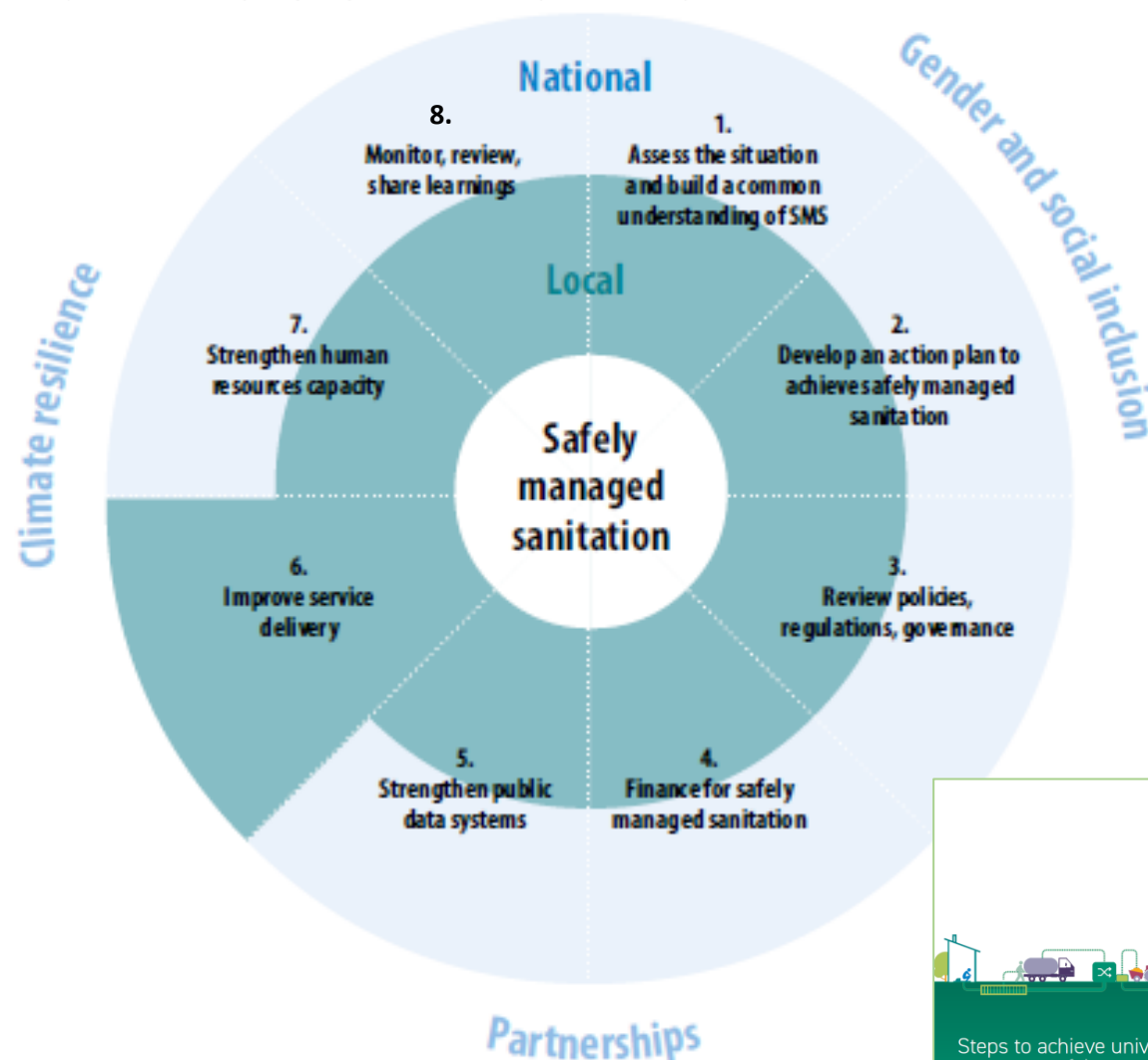
- | | | |
|----|---|---------------|
| #1 | Strengthening sanitation governance and policy implementation | 25 February |
| #2 | Financing safely managed sanitation: accessing available resources | 25 March |
| #3 | Strengthening data systems for decision making | 15 April |
| #4 | Scaling up service 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.

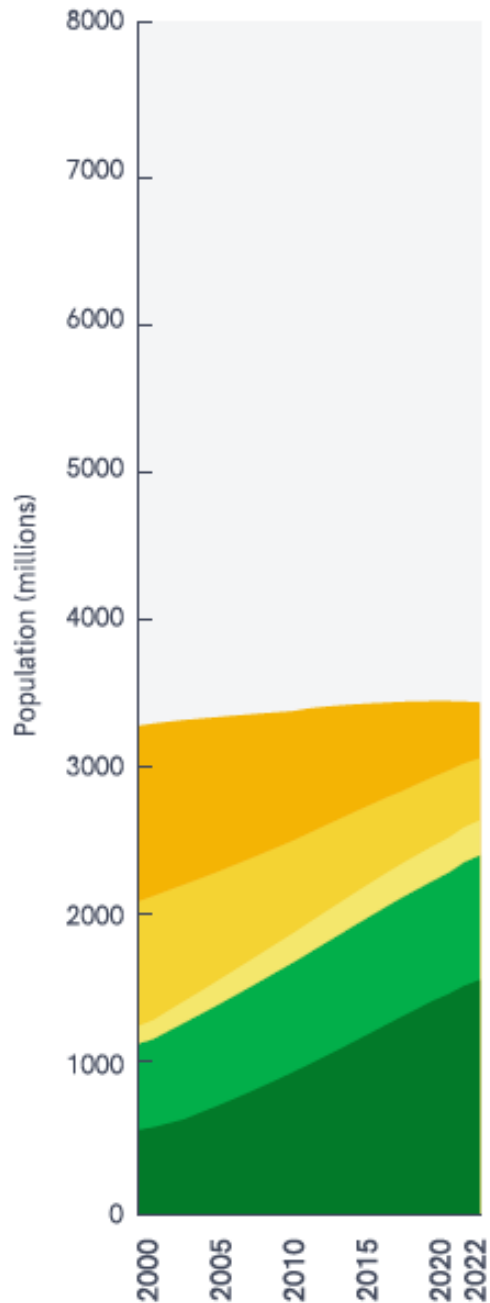


Rural sanitation progress, challenges and shifts we must make

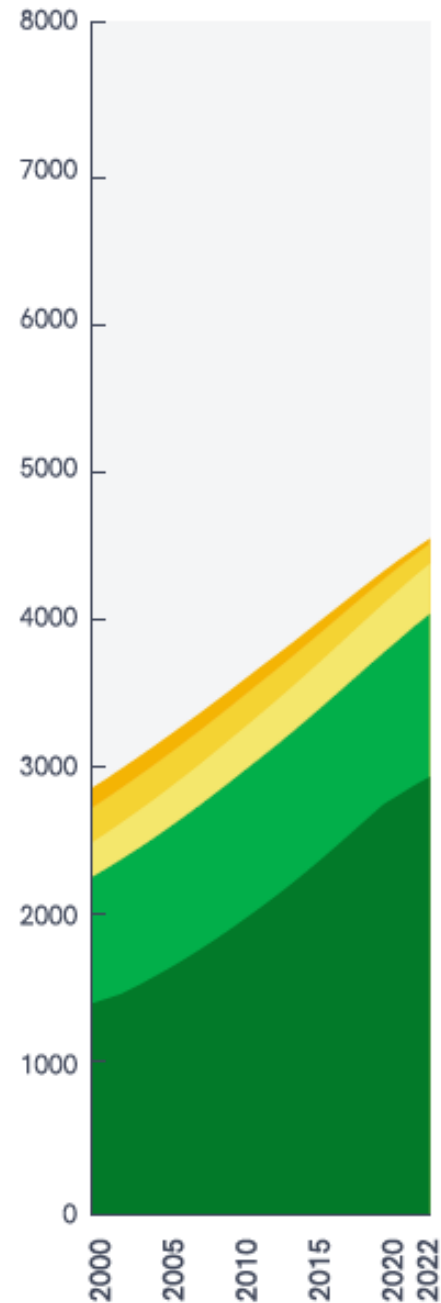
Abdul-Nashiru Mohammed
Regional Director, West Africa
WaterAid



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

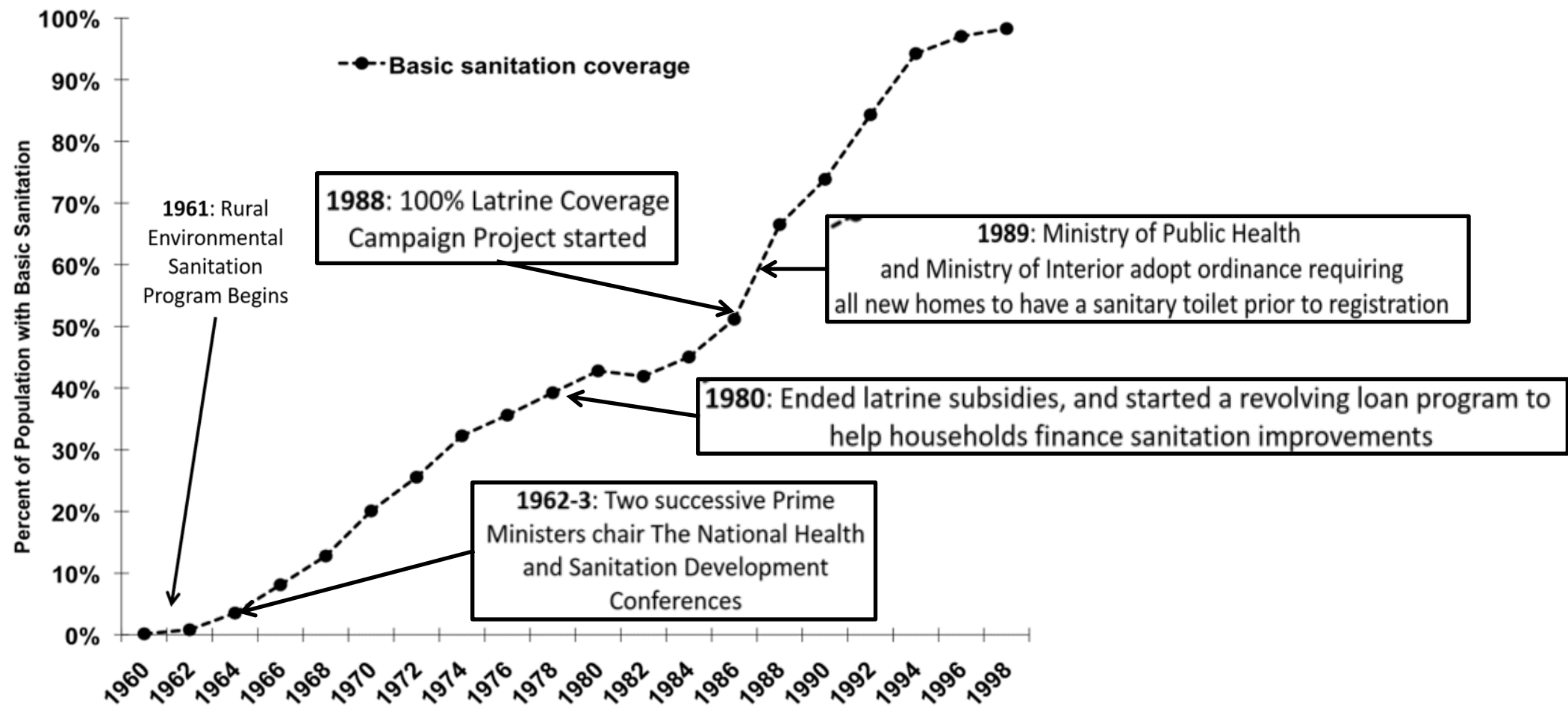
Climate-
resilient

Service-
based



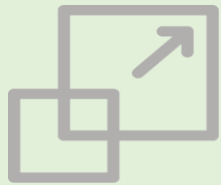
Progress is possible: Government- led, at scale approaches

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

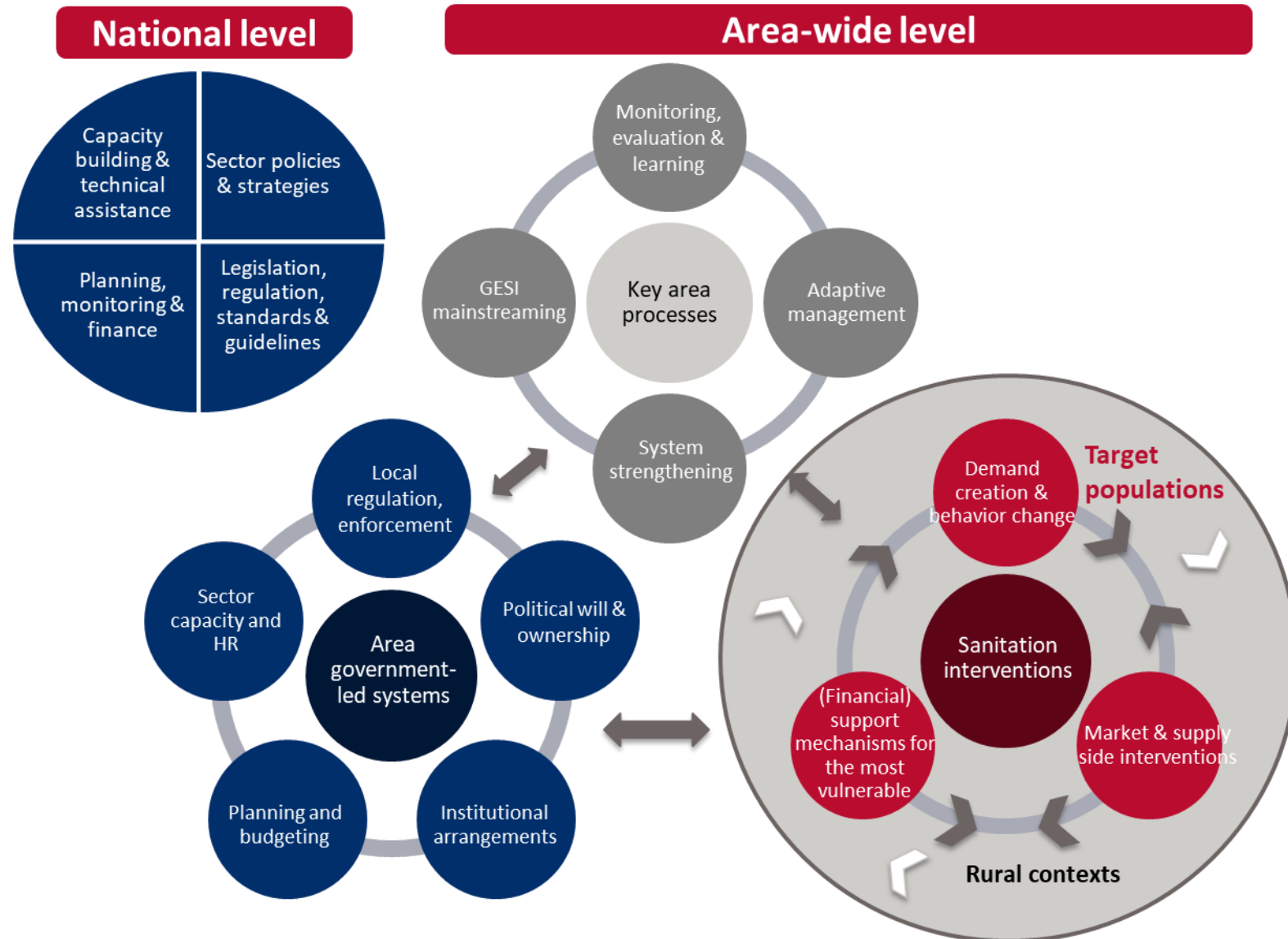
- **Local governments ensure capacity** to oversee coordination of interventions, plan, budget, and strengthen M&E systems



SUSTAINABILITY

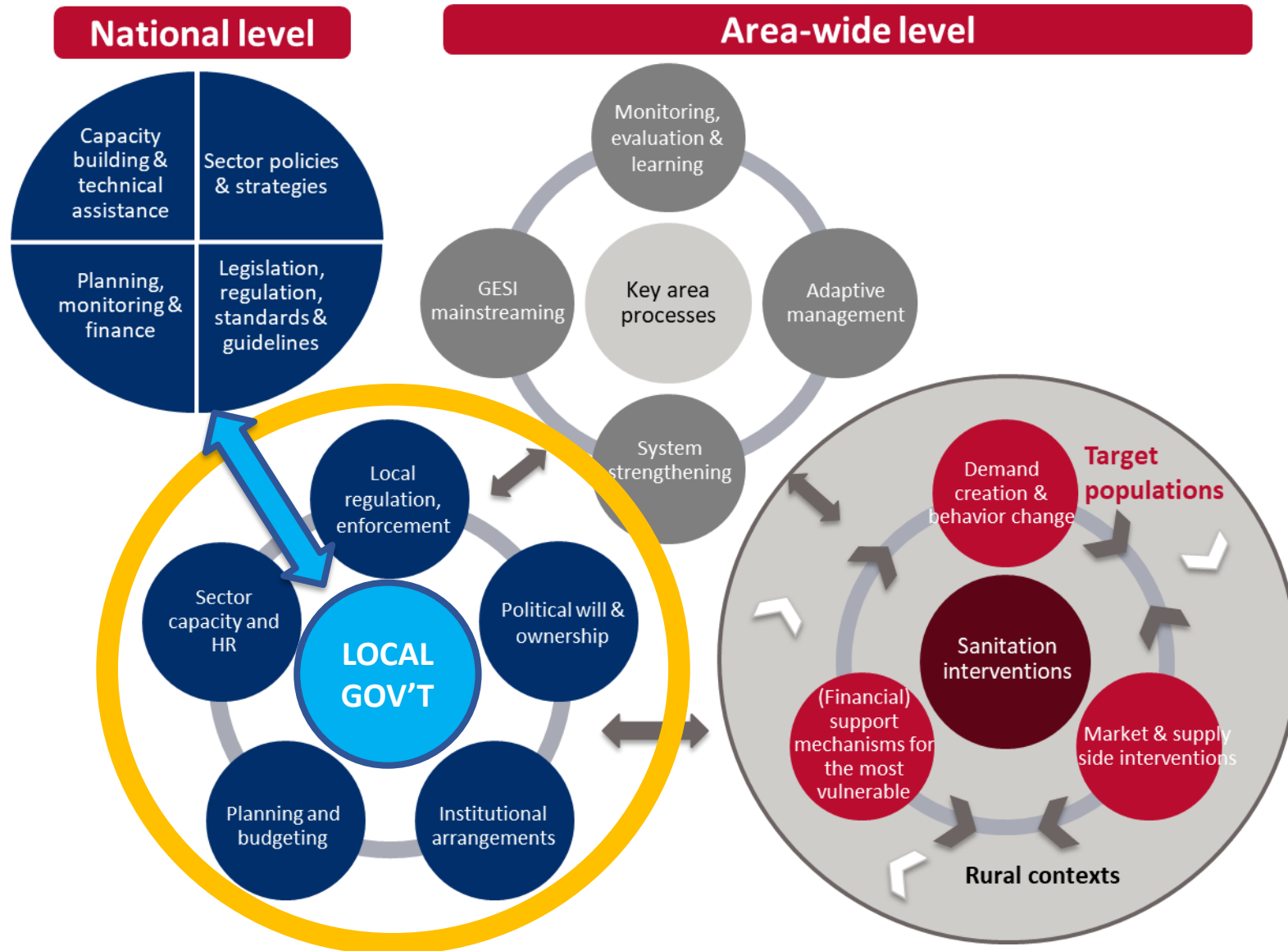
- Continued toilet use and **safe faecal management**
- Strengthening systems **for resilient communities and cleaner environment**

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.



District-wide SMS plan and implementation

Mr. Dina Cheng

Khsach Kandal District Governor
Royal Government of Cambodia



Context

Cambodia: High basic WASH coverage

- **Sanitation:** about 90% Coverage, but Basic ≠ Safely Managed
 - **Climate:** Increasing Flood and Drought Impacts & Climate Change
 - **SMS Progress:** Inter-ministerial Efforts & Harmonization (since May '23 Workshop)
 - **ODF Expansion:** MRD Actively Increasing ODF Provinces
 - **Beyond ODF:** Focus on ODF Plus & Universal WASH (HHs, Schools, Healthcare)
 - **Resilience:** Climate Change Integrated into WASH
-

Key activities towards safe sanitation for all

What the district did to achieve ODF plus?

- Development of “costed” universal WASH and safe sanitation plans.
- WASH systems building block assessment in the district.



Key progress and achievements

- The district achieved ODF plus in 2024
- Key enablers:

Strong leadership

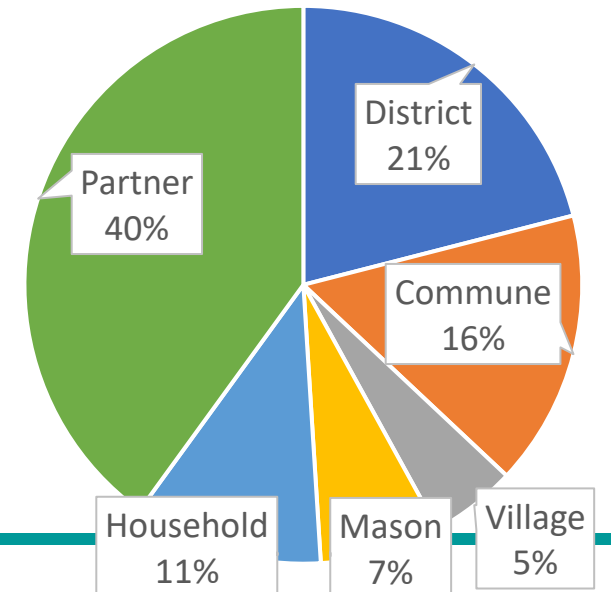
Planning and
monitoring (Data)

Resources

Gender inclusion

- Domestic resource mobilisation (>40%) to support lower-income households for twin-pit latrine construction
- Gender inclusion is thoughtfully integrated into all WASH activities.
- District commitment to achieve safely managed sanitation and national/SDG goals by 2028

Financial contribution



Next steps towards safely managed, climate-resilient and inclusive sanitation for all.

Areas for strengthening

Climate resilience

Capacity

Resources

Inclusivity

Key priorities:

1. All Households have access to pipe water connection and have own latrine.
 2. Khsach Kandal achieves 100% safely managed sanitation.
 3. Increased inclusive and climate-resilient sanitation in communities, both in private and public places.
-

Call to Action

What innovative strategies can we explore to foster **more resilient and equitable** sanitation service delivery in **diverse district contexts**, including FSM options?





République du MALI

Renforcer la prestation de services d'assainissement en milieu rural

Niarga Oulé DEMBÉLÉ

Directeur National

Direction Nationale de l'Assainissement
du MALI

Safely managed sanitation webinar

13 Mai 2025



Contexte

Communautés:

Service d'Assainissement de base: 50%

(Urbain: 60%; Rural: 42%)

Assainissement géré en toute sécurité:

16% (Urbain: 8%; Rural: 23%)

Défécation à l'air libre:

5% (Urbain: 1%; Rural: 7%)

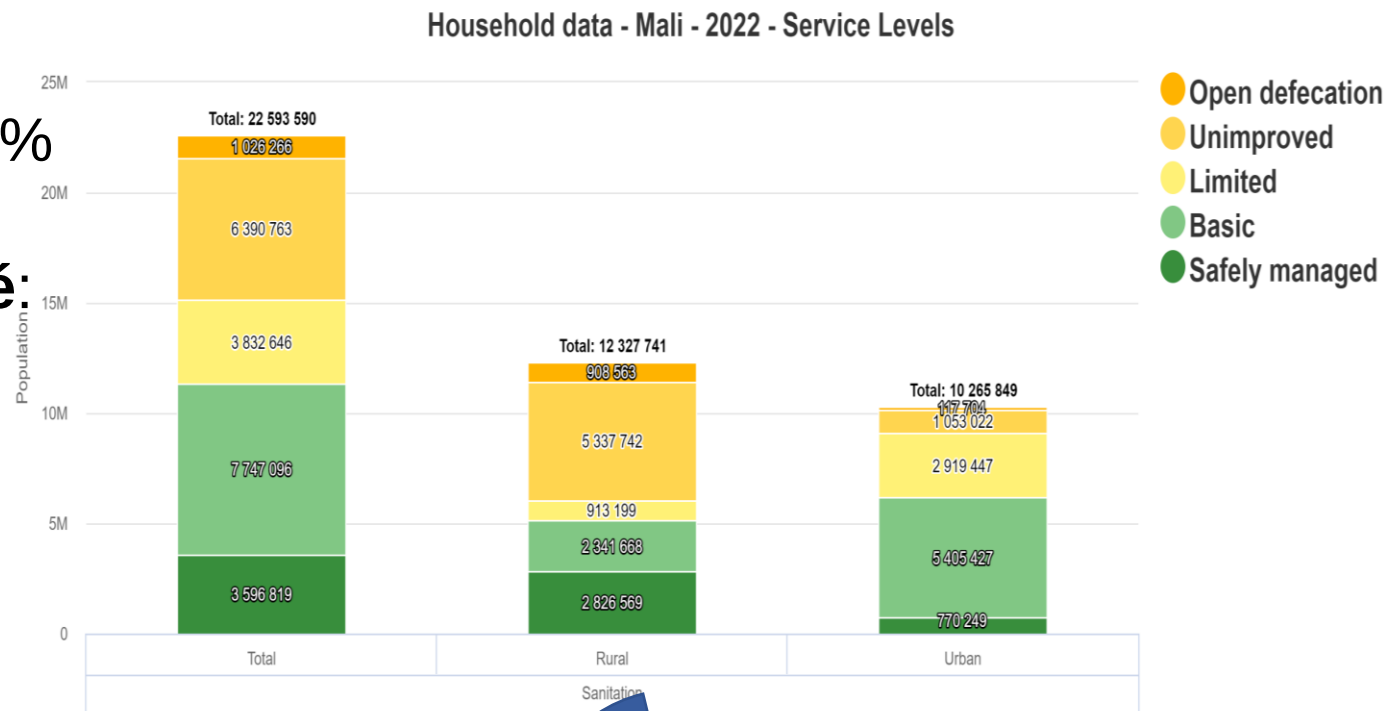
Ecoles:

Service d'Assainissement de base :

30%

Défi majeur : Financement du sous-secteur de l'assainissement.

3,52% contre 5% (engagement SWA).



Marché potentiel – 11,249 millions de personnes *

Ce que nous avons fait au Mali

Revue de la Politique Nationale d'Assainissement

- Programme National de Gestion Durable des Eaux Usées et Excreta
- Principe d'Equité et du Genre

Stratégie assainissement durable

- ATPC et POST FDAL pour atteindre un Mali FDAL en 2033
- Marketing de l'assainissement basé sur le marché (ABM)
- Assainissement Géré en toute Sécurité (AGS)
- Assainissement résilient changement climatique

Assainissement Basé sur Marché (ABM)

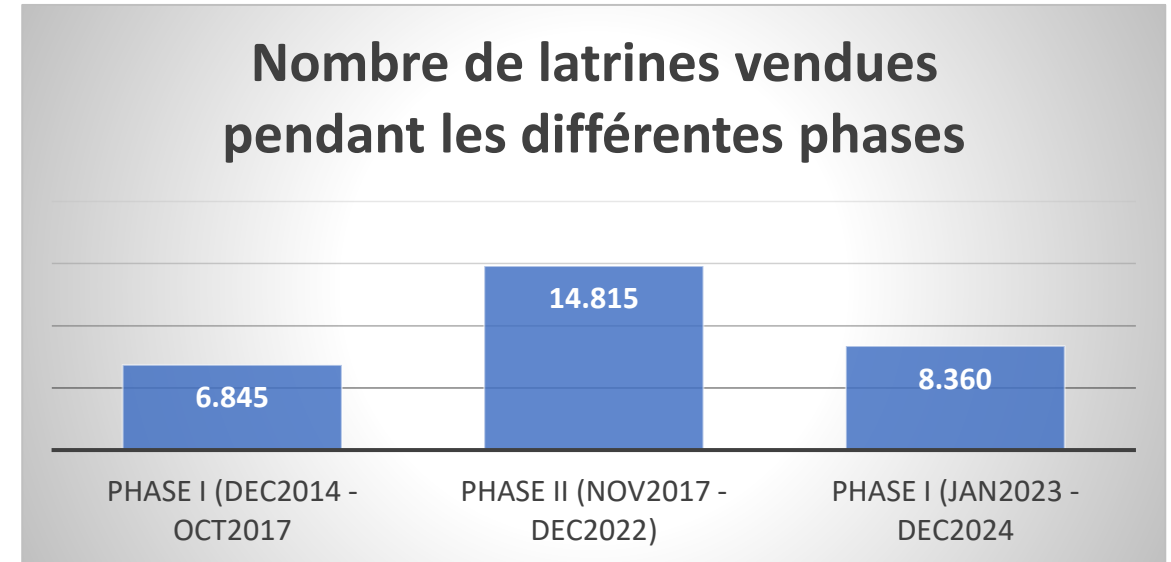
- Étude de marché sur l'assainissement en milieu rural;
- Développement des modèles de latrines en utilisant l'approche de conception centrée sur l'humain;
- Création de la demande (diffusion de spots radio et promoteurs d'assainissement);
- Introduction des produits SATO
- Comités régionaux et le comité National de suivi

Résultats obtenus

De 2014 à 2024

- Un réseau de **170 opérateurs privés** et plus de **350 promoteurs d'assainissement** mis en place et fonctionne sans aucun appui ;
- Nombre de latrines installées: **30 020**
- Total de revenus générés: **3 milliards FCFA, environ 6 millions USD**

N.B. Les ventes continuent malgré l'arrêt du projet actif depuis fin 2022



Défis et Perspectives

1. Satisfaction de la demande nationale en produits (dalles, SATO), dans un contexte de multi crise, d'ici 2030 ;
2. Vulgarisation de l'approche ABM pour le passage à l'échelle ;
3. Mobilisation de financement adéquat pour la mise en œuvre de l'approche ABM en milieu rural.



Réflexion / Recommandations

- Développer des mécanismes de financements pour accélérer l'accès à l'assainissement y compris les ménages vulnérables et difficiles à atteindre.
- Intégrer l'utilisation systématique des produits ABM (Dalles, SATO, etc.) dans les normes et standards de construction et d'équipement des latrines publiques, notamment dans les écoles et les centres de santé.

Merci !!!



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

Martina Rama

WASH Specialist

UNICEF West and Central Africa Regional Office



Takeaways of the session

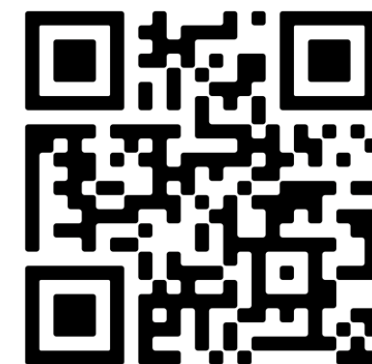
- **Move beyond basic access:** Shift focus to safely managed behaviours and services through area-wide, systems-based approaches.
- **Design for context and sustainability:** Scale through locally appropriate models, inclusive technologies, and market-based solutions for safe waste management and behaviours.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



Upcoming webinars



Register here:



- | | | |
|----|--|---------------|
| #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 | 3 June |
| #6 | Human resource capacity strengthening for safely managed sanitation | 1 July |

