CWIS WEBNAR SERIES
“UPGRADING TOILETS AND CONTAINMENT SYSTEMS:
What does it take?

29th July 2020
Lusaka’s groundwater
LUSAKA, ZAMBIA: the BACKGROUND

Population, 2018 – 2.69 million
Population in peri-urban areas – 70%
Peri-urban areas – informal and unserviced
Sewer Network – 10-14% of city area | ~420km

Fecal Sludge and waste-water untreated – 83%

Population in peri-urban areas – 70%
Sewer Network – 10-14% of city area | ~420km

Fecal Sludge and waste-water untreated – 83%

WC connected to sewer
WC connected to septic tank
Pour flush
Improved latrine
Traditional latrine
Open defecation

Individual water connection
Neighbours tap
Public water tap
Well

Population in peri-urban areas – 70%
Sewer Network – 10-14% of city area | ~420km

Fecal Sludge and waste-water untreated – 83%
PARADIGM AND MANDATE SHIFT
SEWERAGE TO SANITATION

National Urban Water Supply and Sanitation Programme

The Sixth National Development Plan focused to improve sewerage coverage

Sanitation for Low Income Communities

MCA investments in Mtendere, USD 34.5 million, for low cost sewer network, HH toilets construction for 108,000 people between 2013 - 2017

Vision 2030 – Alignment to SDGs

The Seventh National Development Plan aligned to SDGs – Efforts supported to achieve SDG 6 outcomes

CWIS based Policy, Planning and Implementation

LWSC commercial utility provided with mandate to supply water, sewerage and sanitation services Performance and output based Contracts LWSC Gender Policy

TARGETS

Develop business plan business case to the regulator for sanitation surcharge to be ring-fenced and utilised for ongoing NSS activities

2011

Fecal Sludge Management (FSM) Pilot Project in Lusaka

Efforts to provide safe sanitation in 2 peri-urban areas in Lusaka serving 50,000 people with USD 2 million funding allocated

2012

National Urban and Peri-Urban Sanitation Strategy

Lusaka Sanitation Program receives first ever funding, USD 258 million, to serve the entire city - Wastewater treatment plants, 2 FSTPs, 200 km sewer lines, 5500 HH 1100 public sanitation facilities

2013

Open Defecation Free Zambia Strategy

Lusaka Water Supply and Sanitation Company, developed on-site sanitation strategy which was approved by the board Launch of new regulatory framework or OSS and FSM

2015

2016

2018

2019

2020

TARGETS

Increase coverage for both NSS and SS by 10%
Operationalize the LWSC gender policy
Contract administration between the utility and Private Operators
Upgrading of accounting systems to include the new line of business reporting
HOW TO GET A HOUSEHOLD IN THE COMPOUNDS TO WANT TO UPGRADE (AND PAY FOR) THEIR SANITATION FACILITY

LUSAKA SANITATION PROGRAM - LWSC
THE CHALLENGE
But I will first build more rooms to rent, before fixing the existing toilet

It is normal to only spend k1000 on a toilet

But I need the money for school fees

But then we have to rebuild the toilet every year

You are a donor-funded PROJECT, so how will you “help” us?

[I won’t tell you but I actually want the money for alcohol]

But I will pay for GoTV before I fix the leak in the roof

ndalama kulibe!
## Who are the decision makers, and what do they care about?

<table>
<thead>
<tr>
<th>The Homeowner</th>
<th>The Resident Landlord</th>
<th>The Absentee Landlord</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I want to improve my family’s situation, want a durable solution, and plan to eventually rent out some rooms.</em></td>
<td><em>I immediately see what my tenants need, but I also want to elevate my own family’s situation first.</em></td>
<td><em>Out of sight, out of mind, and I don’t trust my tenants anyway because they don’t take good care of the property.</em></td>
</tr>
</tbody>
</table>
1

Push beyond the first barrier of pricing/affordability.
“No, don’t have money right now”

- I don't have all of that money right now: 30%
- The price is too high: 40%
- I have other expenses, more pressing than this: 8%
- Other: 7%
- I think the government should pay for my toilet, it should be free: 14%
- I think eventually I will receive it for free if I wait long enough: 1%
But dig deeper... there is a “YES”

<table>
<thead>
<tr>
<th>IF DISCOUNT</th>
<th>IF MESSAGE IS FRAMED</th>
<th>INCREASE RENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>67% YES</td>
<td>91% YES</td>
<td>16-23%↑ &lt;br&gt;“increase in rent acceptable”</td>
</tr>
<tr>
<td>“if there is a discount”</td>
<td>“if it is my legal obligation”</td>
<td>(agreement amongst landlords &amp; tenants, if toilet is improved)</td>
</tr>
<tr>
<td>(more interest if they can also pay in installments)</td>
<td>(stronger reactions if they know someone affected by Cholera)</td>
<td></td>
</tr>
</tbody>
</table>
Design products & services that people want.
What people really want...

**ONSITE TOILET**
a quality toilet that lasts a long time, and will be proud to offer it when guests visit

**EMPTYING**
a pit completely emptied, and the dirt taken away so my land doesn’t get used up

**SEWER**
a flushing toilet that always works, and doesn’t get blocked
3

Tap into emotional motivators.
Emotion leads to action

**PRIDE**
look at what I have!

**FEAR**
need to prevent return of cholera!

**ENVY**
want what my neighbour has

**LOSS AVersion**
promo, don’t want to miss out!

**SCARCITY**
limited stock, need to hurry and get one
4

Involve the networks that already exist.
Word of mouth, from...

NEIGHBOURS
Where I hear latest gossip/ envy their upgrades

FAMILY
Where I am inspired by my relatives’ progress, makes me realize I can too

SCHOOL
Where my children teach me what they learned

WATER KIOSK
Where I buy my water and talk to other women

FAITH-BASED ORG
Where I trust what the minister says

WDC
Where I go to discuss community concerns

CLINIC
Where I learn about health
5

Learn as you go.
Don’t guess.
Test.
APPLICATION OF CWIS PRINCIPLES
URBAN SANITATION MARKETS
STRUCTURE IN LUSAKA

INSTITUTIONAL MODEL

ACCOUNTABILITY MECHANISM
NWASCO the regulator sets tariff for water and sewerage
NWASCO the regulator sets tariff for water and sewerage, NSS
For outcomes of inclusion, equity, sustainability

AUTHORITY W/MANDATE NSS-SS
LCC/LWSC
LWSC
LCC/LWSC
LWSC

SERVICE MODEL

SS SERVICE
HH
Asset/Provider: LWSC | Finance: LWSC
HH
Asset/Provider: LWSC | Finance: LWSC

NSS SERVICES
Provider: Open Market | Finance: HH + Private Sector
Provider: LWSC | Finance: HH + Private Sector + LWSC

For outcomes of inclusion, equity, safety and sustainability

SERVICE FUNCTION
SANITATION VALUE CHAIN /
***************
CAPTURE
EMPTY/REMOVE
CONVEY
TREAT
DISPOSAL/REUSE/SALE
CONTAINMENT

APPLYING CWIS FRAMEWORK
The designs are based on research in communities; **Equitable, safe and sustainable**;
Sub-structure ensures groundwater protection;
Discount for the first 5500 toilets
CONTAINMENT

Gender mainstreaming and empowerment
Health and well-being, and economic development outcomes

Community based masons (women and youth)
Performance based contracts with local contractors

100 Public Toilets – schools, hospitals and markets
Disaggregated by sex and disability
CREATIVE TOOLS
### 3500 HH Toilets Project in Chawama & Kanyama Compounds

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QUANTITY</th>
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</thead>
<tbody>
<tr>
<td>Paid for Units</td>
<td>2774</td>
</tr>
<tr>
<td>Completed</td>
<td>2746</td>
</tr>
<tr>
<td>Handed Over</td>
<td>2713</td>
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</table>

Legend:
- Lusaka Townships
- Handed Over Facilities
**2000 HH Toilets Project in George Compound**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid for Units</td>
<td>1813</td>
</tr>
<tr>
<td>Completed</td>
<td>1700</td>
</tr>
<tr>
<td>Handed Over</td>
<td>1654</td>
</tr>
</tbody>
</table>

Image: [Household Toilets Project in George Compound](image-url)

Legend:
- District Boundaries
- HHT Outside Boundary
- HHT 2019 to 2021 May
THANK YOU