

# Scaling up Toilet Accessibility to the Urban Poor: the case of the GAMA SWP

**GAMA PCU - MSWR**

**July 17 2018**

# Background of GAMA Sanitation and Water Project

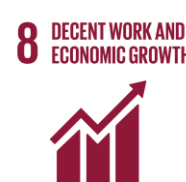
- MSWR Project financed by the World Bank
- Implementation begun in 2014 and project will close in 2020.
- Sanitation component is being implemented by MSWR GAMA PCU through the 11 MMAs.
- Water component is being implemented by GWCL.



# GAMA PROJECT DEVELOPMENT OBJECTIVES



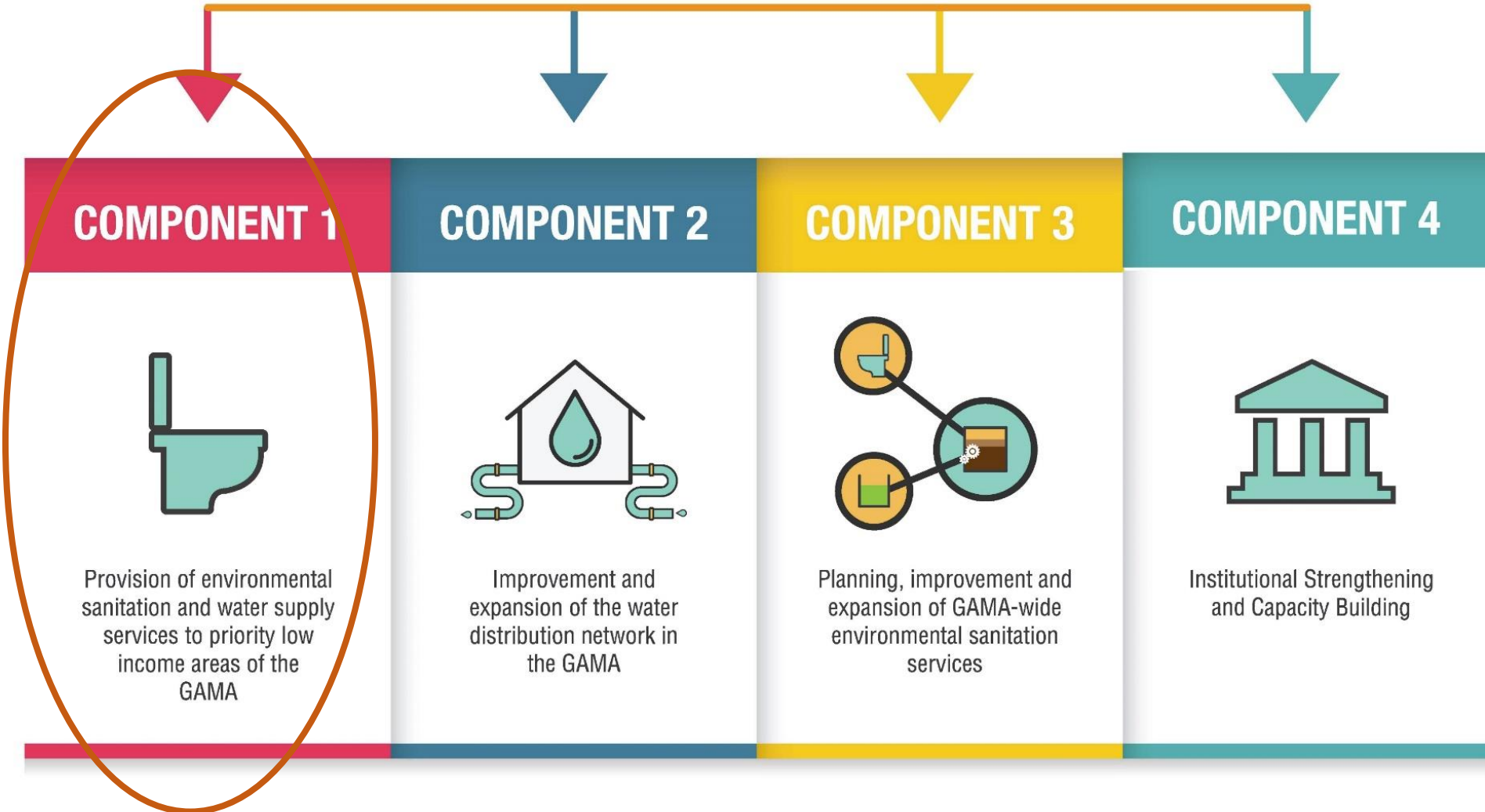
- (i) To increase access to improved sanitation and improved water supply in the GAMA, with emphasis on low income communities; and
- (ii) To strengthen management of environmental sanitation in the GAMA





# GAMA SWP

## PROJECT COMPONENTS



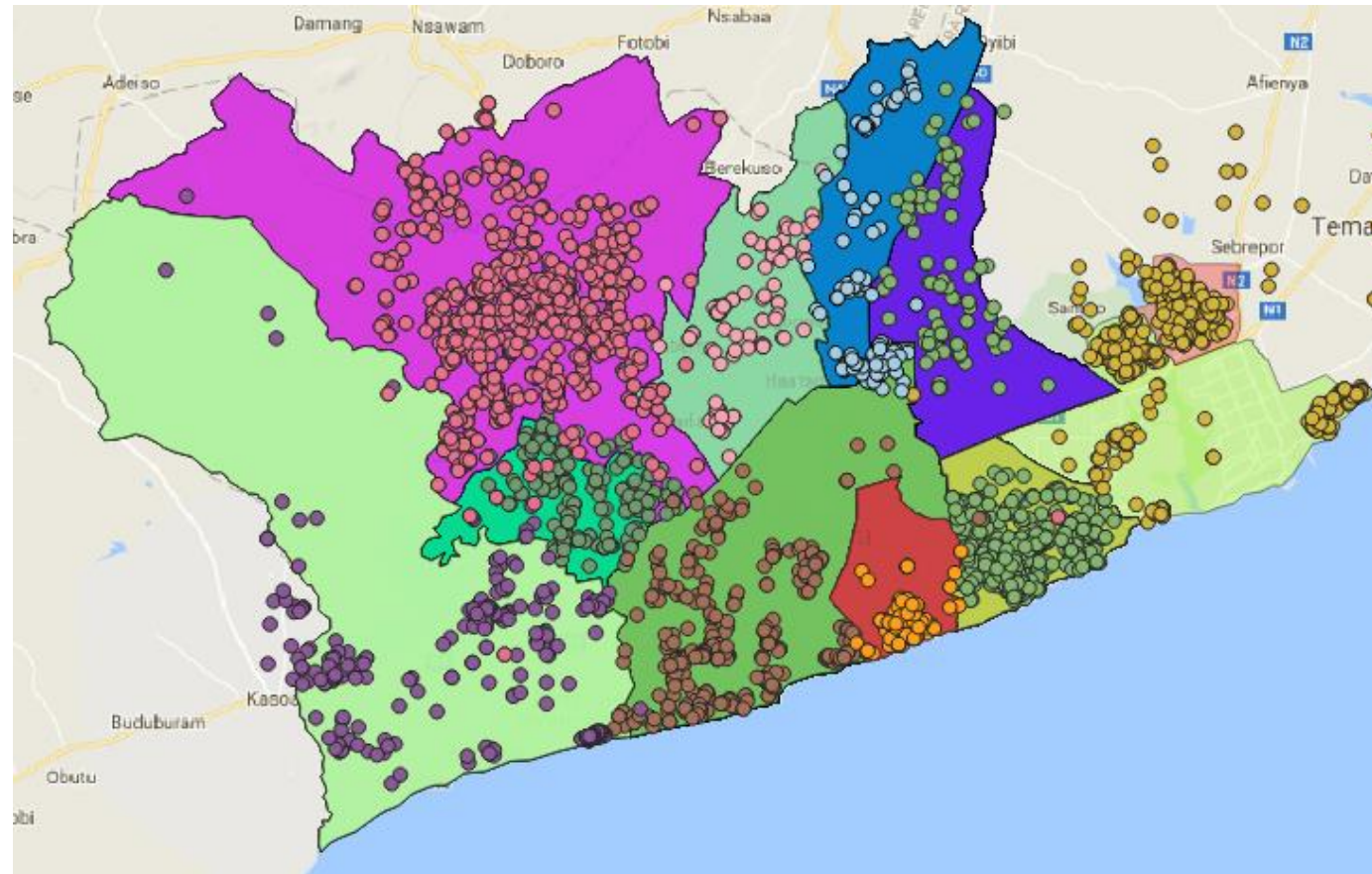
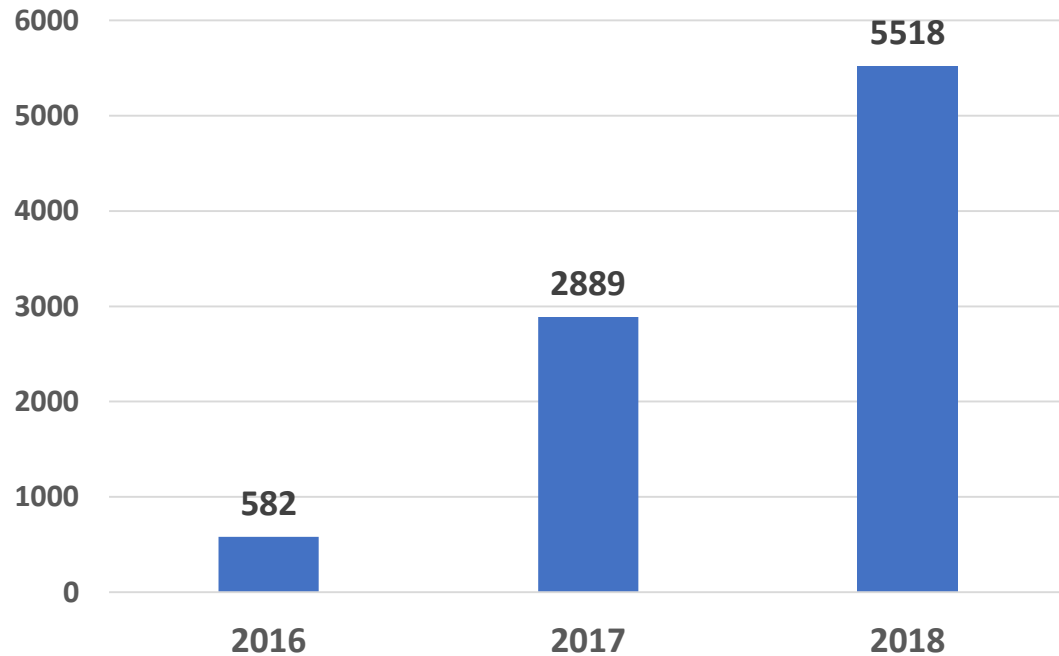
# GAMA HOUSEHOLD SANITATION

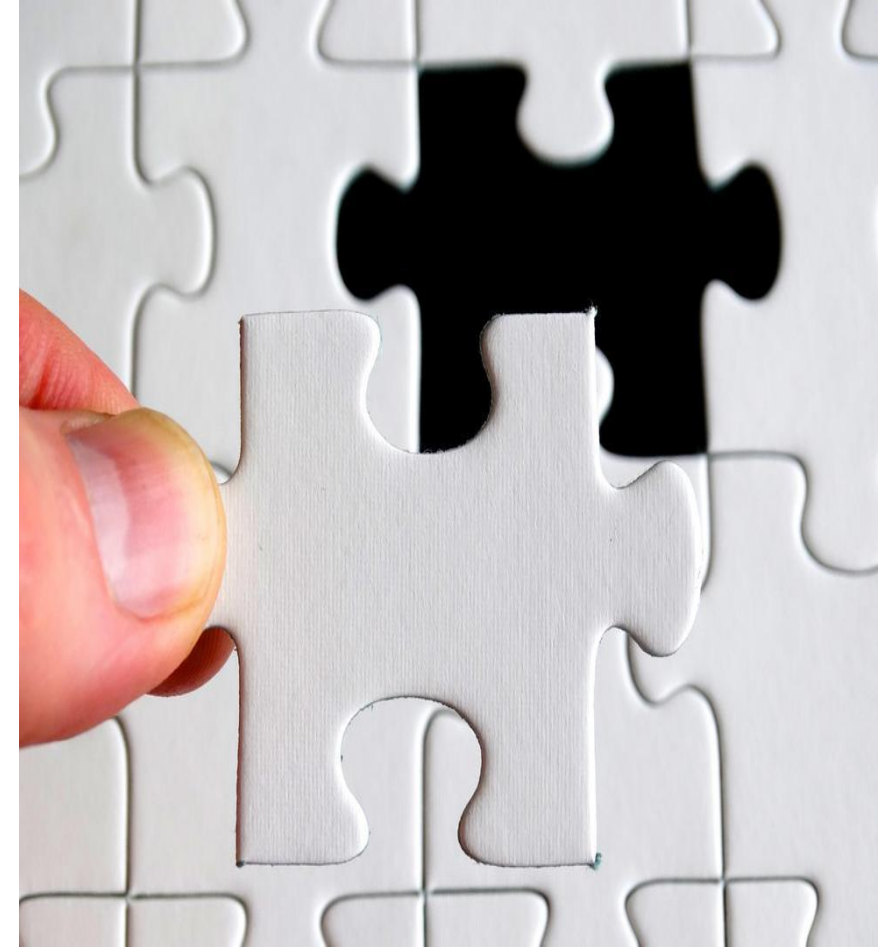
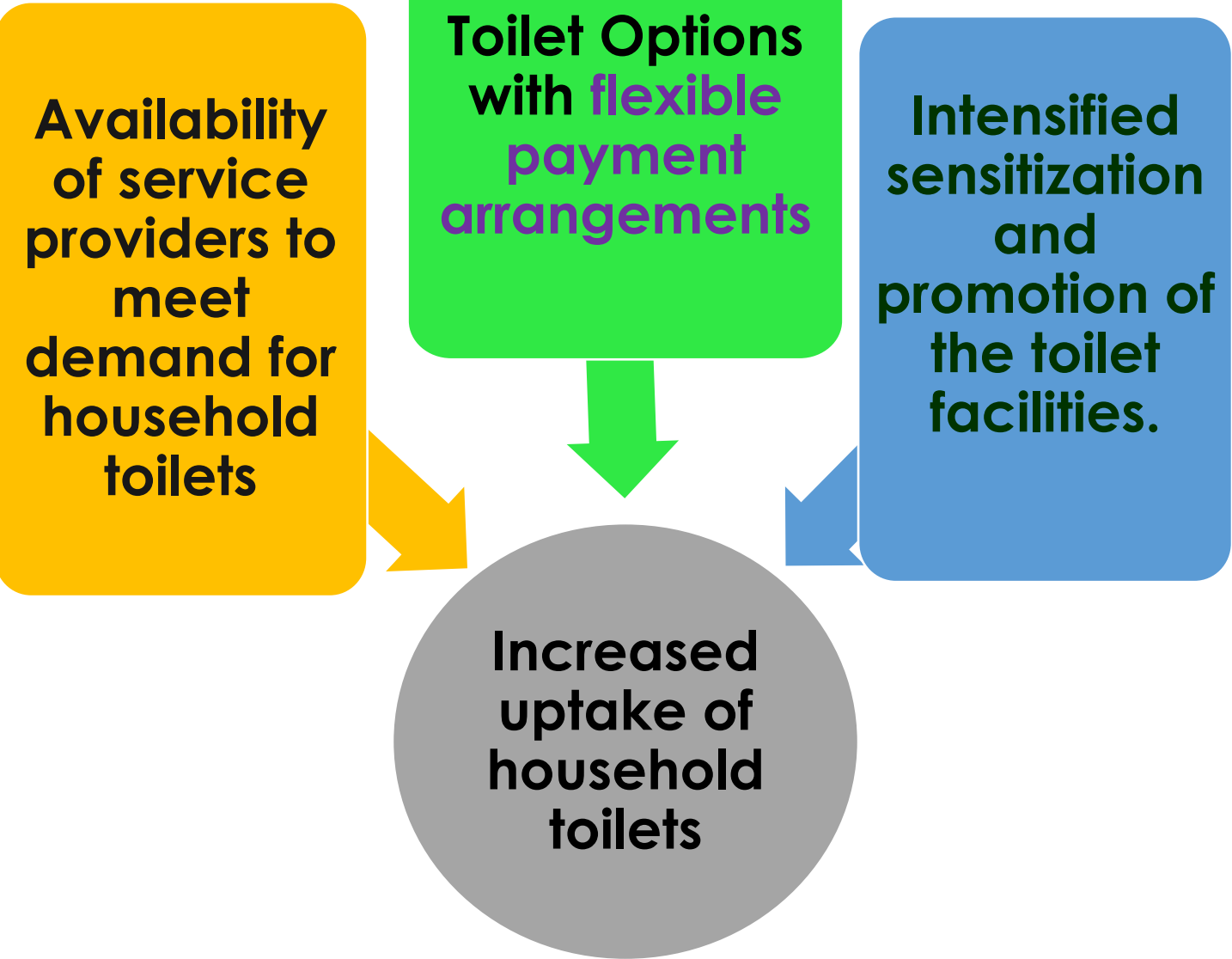
- **Targeted Outputs:**
  - **19,100 toilet facilities** benefiting over **115,000 people** in low income communities
  - **6,600** toilet facilities through GPOBA – mainly onsite facilities
  - **12,500** toilet facilities through IDA – mix of onsite and off-site facilities
- GPOBA facility closed in June 2018
- IDA facility closes in 2020

# Results Achieved

- **7,998** household toilet facilities constructed
  - **7,685** being OBA - 6,600 target exceeded
- **Over 56,000 people** have gained access to improved toilet facilities
  - 55% being females
  - 45% males

HH Toilets Constructed





**How Did We Do it?**



For every complex problem, there is a solution that is  
simple, neat, and wrong.

(H. L. Mencken)



# The Complex Market for Toilets in GAMA

- **Demand** for household toilets is high.
  - Over 20,000 people have registered to express their interest in owning a toilet facility
- **Willingness to pay is low**
  - **Low-income urban HHs are tenants**
    - Landlord must purchase the toilet
    - Tenants have low willingness to pay extra monthly charge
  - **Norms, attitudes; household toilet not a priority**
- **Ability to pay is low**
  - Toilets are costly relative to incomes of most households
  - Costs are high in Ghana relative to other countries
- **Willingness to take a loan is low**
  - **People are averse to borrowing for investment that does not generate income to service the loan**
  - **Not more than 10% likely to want to borrow qualify for a loan**
  - **Most Financial institutions are not interested in lending for WASH**
- **Toilet Technology options**
  - **Most low-income urban communities lack physical space for conventional toilet facilities**
  - **Densely populated compound houses requires bigger toilet facilities**
  - **Most low-income areas are located on marginalized land i.e. areas with a high-water table and flood prone areas;**

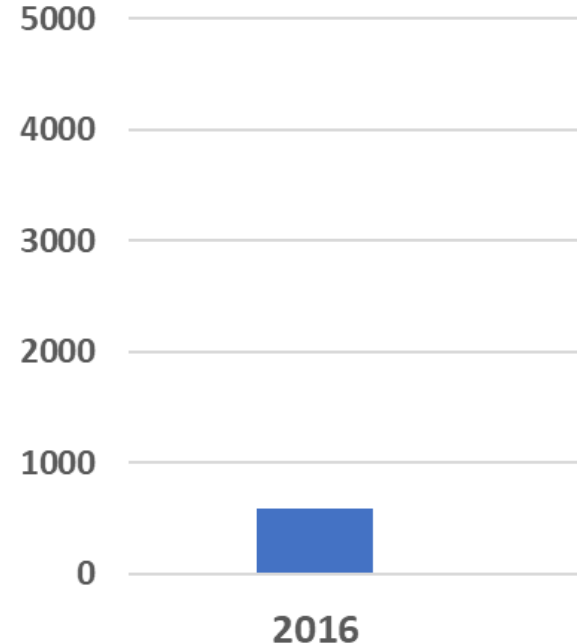
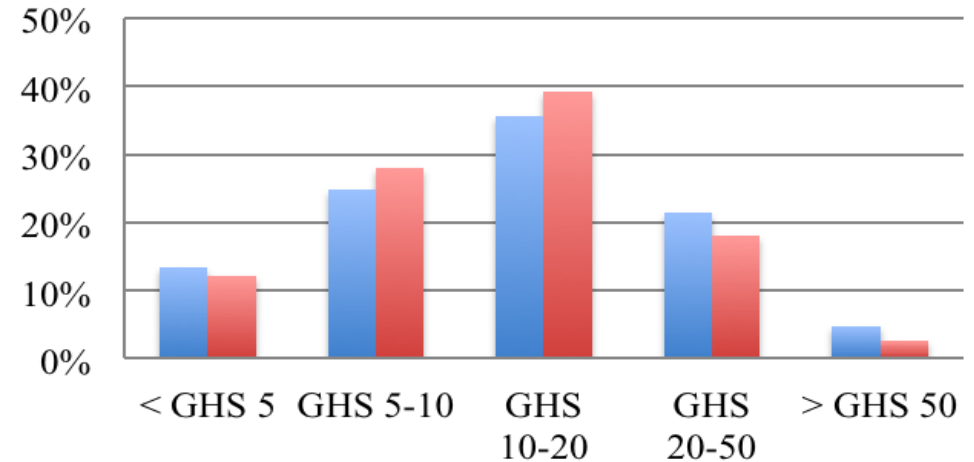


# Affordable Toilet Options with flexible payment arrangements

# Affordable Toilet Options

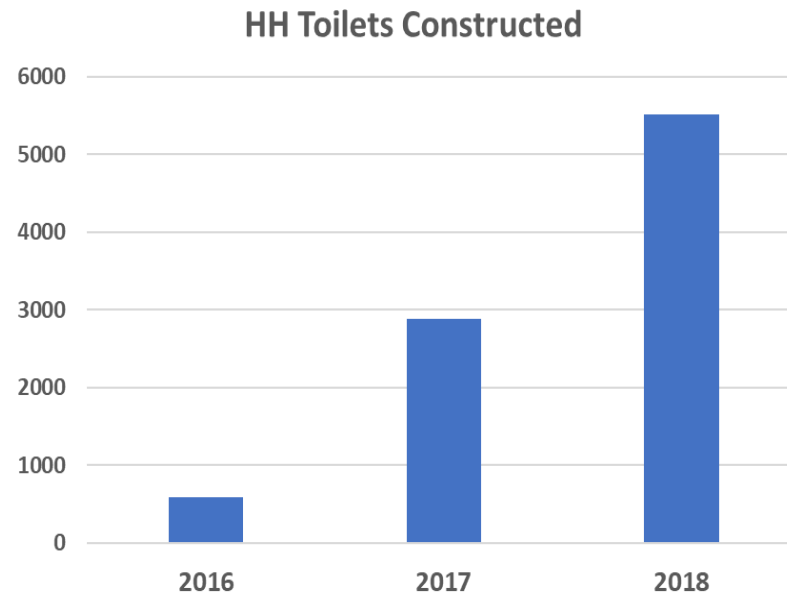
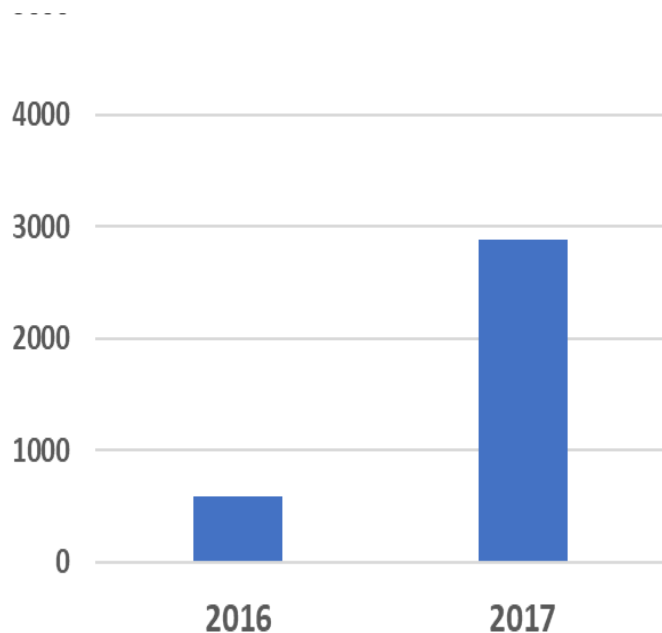
- At inception, low income households bore the cost of fully financing their toilet facility which ranged between GHs 3,500 – GHs 6,000.
  - **Over 7,000 people registered and no toilet constructed after 1 year of implementation.**
- Expanded the scope for toilets that could be built, enabling private sector to come up with low cost options. i.e. bio-digester toilet options
  - **About 4x less expensive than septic tanks and KVIPs.**
- The cost of the toilet facility is still high relative to the incomes of those being targeted.
- A database of landlords who registered for toilets in 2015 shows that 73% reported earnings of less than GHS 400 per month, and 38 percent less than GHS 200 per month

**Figure 1: Distribution of Daily Income and Expenditures Reported by Landlord**



# Affordable Toilet Options

- The introduction of toilet at half price strategy and the bio-digester technology resulted in an increased uptake of facilities.
- Introduction of more service providers further brought down the cost to the low income beneficiary.



Advertisement for affordable toilet options. The image shows a complete toilet set (toilet, sink, and hand washing basin) next to a small structure. A red banner reads: "You can also get only a Biodigester + WC + Hand Washing Basin at GHS 600.00". A yellow banner reads: "GET A COMPLETE TOILET at GHS 1,100.00". A circular badge says "SHIT WITHOUT STRESS". Text below the banner reads: "For more information, contact Ashiaman Municipal Assembly (ASH.M.A) on: 024.450.4227 / 024.333.1848 or Project Coordinating Unit (PCU-MSWR) 050.161.9361 / 050.161.9363". Logos for the Ministry of Sanitation and Water Resources, Ashiaman Municipal Assembly (ASH.M.A), The World Bank, and GPOBA are at the bottom.



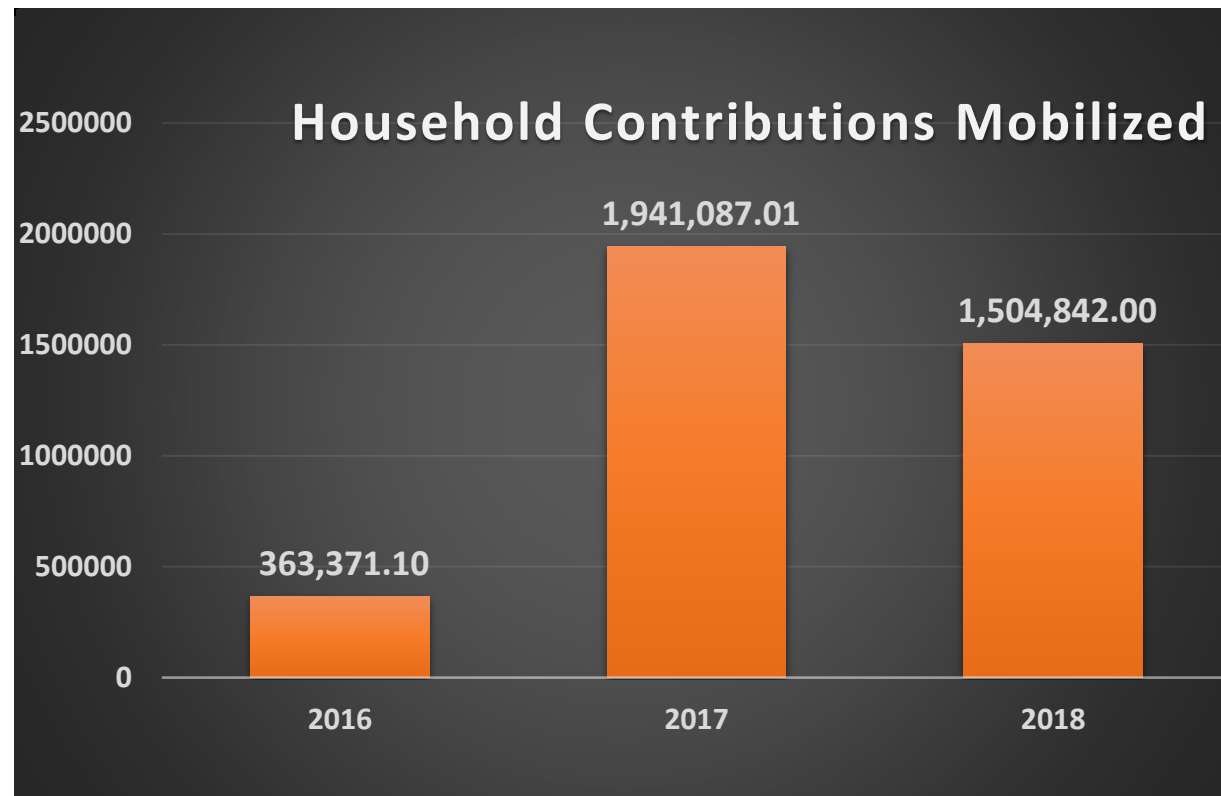


# Toilet Options

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# Flexible Payment Arrangement -Saving for a Toilet through Mobile Money

- About **GHs 8 million (US\$ 1.7 million)** mobilized from low income households from 2016 to date.
- **GHs 4 million (US\$ 900,000)** mobilized through mobile money
- **4,666** people saving for a toilet through mobile money
- About **85% have completed their savings** and obtained a toilet facility





# Key Issues

- Beneficiary households exceeding the designed number of users for the toilet facility
- Discharge of effluent from digester into storm drains
- Building toilets is one thing – keeping them operating and disposing safely of the faecal sludge is another, i.e solving the full sanitation service chain





# Intensified sensitization and promotion of the toilet facilities.

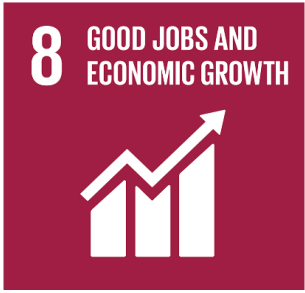




- Environmental Health Officers (EHOs) are the main agents of demand creation.
- MMAs serving as one-stop-shops for provision of toilet facilities has proved to be very effective and sustainable.
- Involvement of high level stakeholders increases community buy in and trust for the project.
- Publicity for reduced-cost toilets has increased willingness to pay.



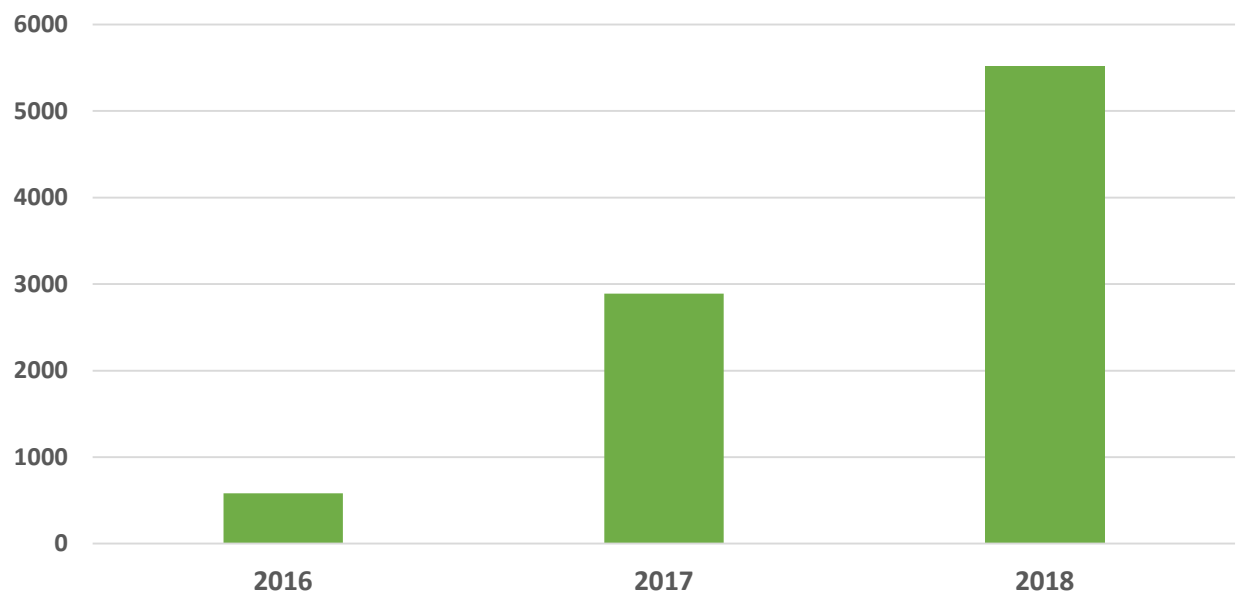




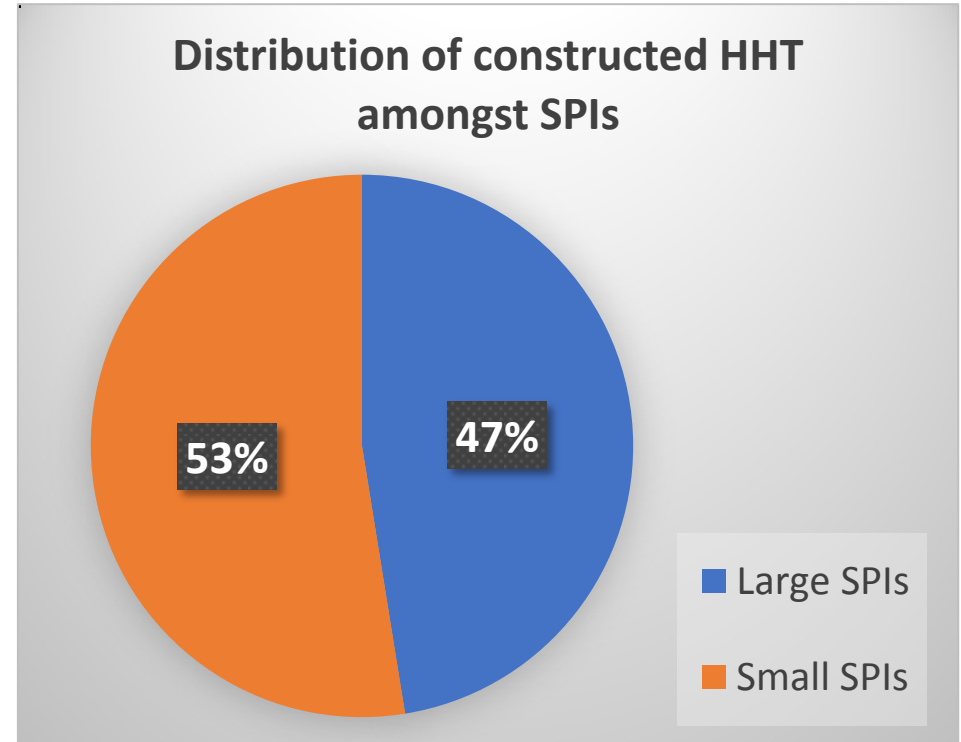
# Availability of Service Providers to Meet Real Demand for Toilet Facilities

- Number of service providers under the Project has grown from an initial 3 to 17 in response to increasing real demand for household toilets
- Two categories of service providers
  - Small scale service providers – 2016 to date
  - Large scale service providers – 2018 to date
- Service Providers have employed over 640 people

Trend in Provision of Household Toilet



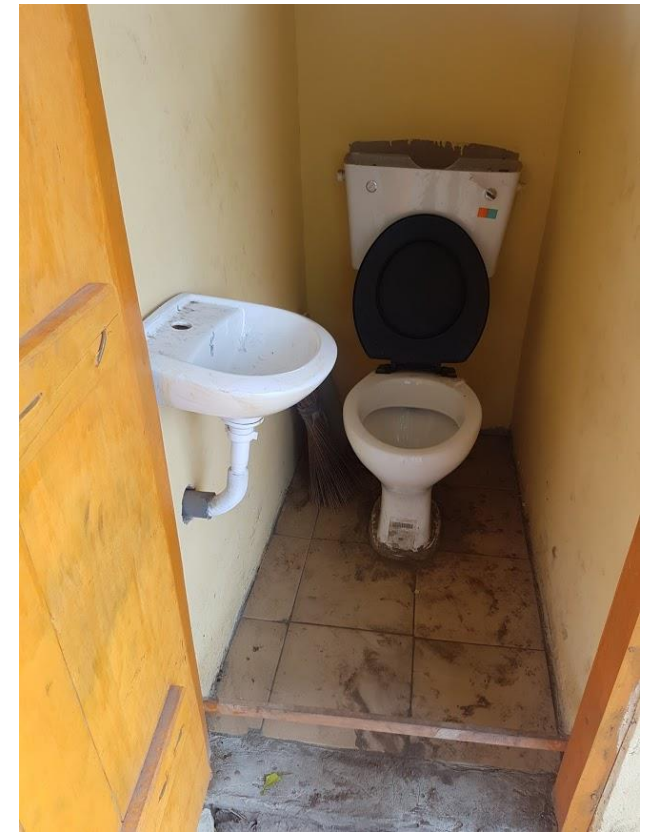
Distribution of constructed HHT amongst SPIs



# Challenges With Service Providers

- Lack of financing to scale up in terms of hiring more workers, buying additional space for their operations, and being able to buy inputs, manufacture, and supply in larger quantities.
- Verification of completed toilet facilities takes time and delays payment to service providers.





**GAMA** GREATER ACCRA  
METROPOLITAN AREA  
SANITATION AND WATER PROJECT

# Measures to Ensure Good Quality of Toilet Facilities

Independent Verification of constructed toilet facilities by SNV Ghana

Field Engineers that supervise the work of service providers and sign off on completed toilet facilities

Contract/agreement signed between service provider and beneficiary before construction begins

Annual performance audit conducted to ascertain that the toilet facilities are working as designed.

25% of service provider money is retained for 3 months and released upon satisfactory verification.

User education is provided for beneficiaries and instructions manual is pasted inside each toilet facility

GPS coordinate of each facility is taken

## TOILET USER INSTRUCTIONS

		<i>Sit on the Toilet</i>			<i>Do not squat on the Toilet</i>
		<i>Put T-roll into toilet bowl and flush.</i>			<i>Do not put Sanitary Pads &amp; Plastics into the Water Closet.</i>
		<i>Always wash your hands with soap under running water</i>			<i>Do not forget to wash your hands after using your toilet.</i>
		<i>It is your Toilet. Keep it clean</i>			<i>Do not forget to flush after using the Toilet.</i>
		<i>Raise your bucket of water when flushing the WC.</i>			<i>Do not lower your bucket of water when flushing the WC.</i>

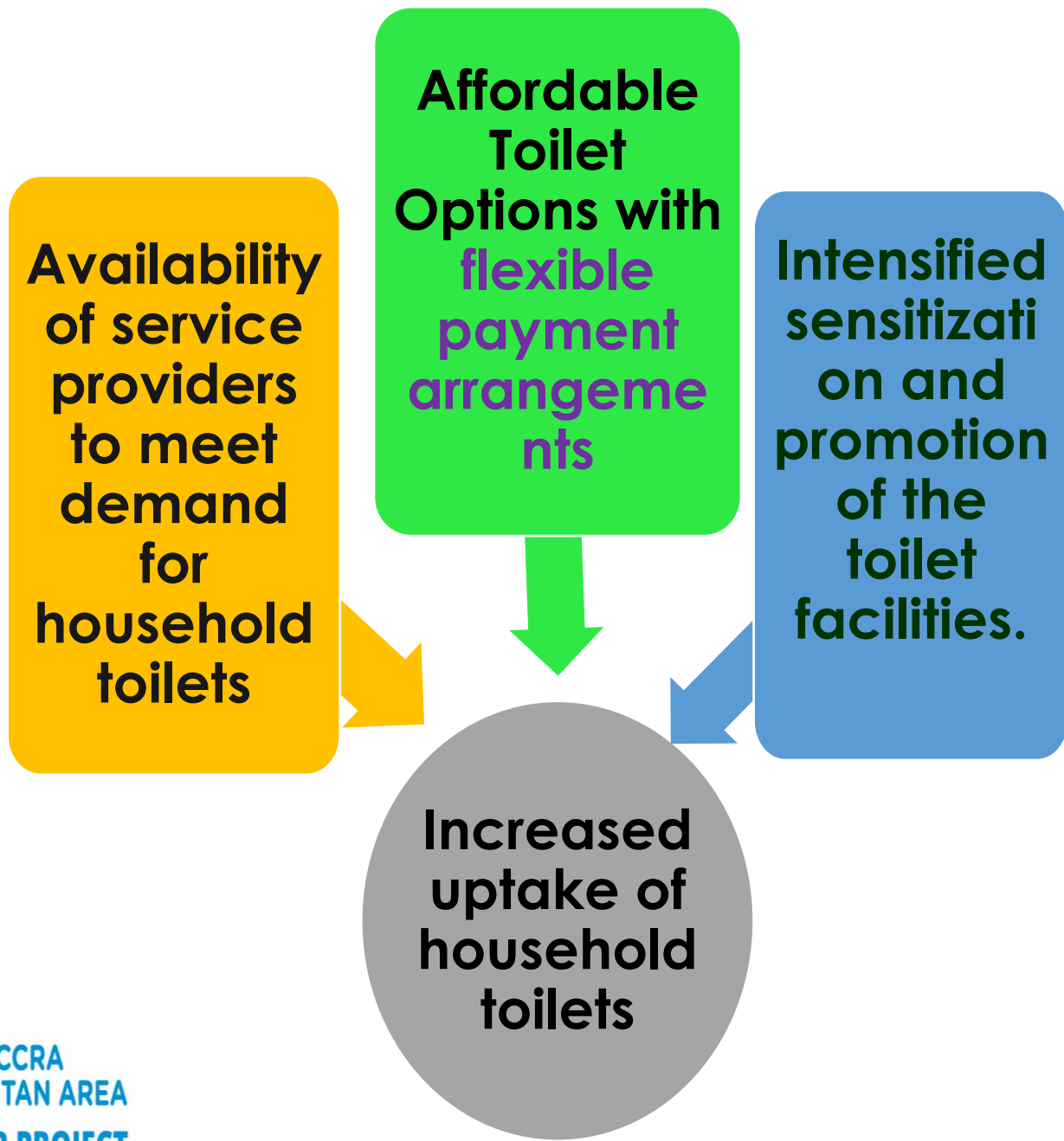
For more information or problems, contact Accra Metropolitan Assembly (A.M.A) on:  
**024.959.3981 / 020.201.8530 / 024.323.5530**  
 or Project Coordinating Unit (PCU-MSWR) 050.161.9361 / 050.161.9363



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(H. L. Mencken)

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**DON'T  
THINK FAR  
GET A TOILET  
NOW!**



MINISTRY OF SANITATION  
AND WATER RESOURCES



GAMA  
SANITATION AND  
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THE WORLD BANK  
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GPOBA