

# Innovative Service Delivery Approaches

## Reimagine WASH Services for a Better Future



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**Alberto Wilde**

Country Director and Chief of Party for the  
Enhancing WASH project

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# Introduction

Welcome to the presentation on Innovative Service Delivery Approaches.

This section will discuss innovative strategies and technologies that could be harnessed to revolutionize and transform the WASH Sector in Ghana.

We will look at key challenges affecting WASH Service delivery in Ghana, mention breakthrough solutions elsewhere to help our course and discuss the importance of collaboration and investment.



# Current Situation



- Like other developing countries, Ghana's WASH sector faces numerous challenges, including **limited access to clean water and sanitation** facilities, poor hygiene practices, and inefficient service delivery.
- The sector has gone through a series of transformations from the days of the Program of Action to Mitigate the Social Costs of Adjustment (PAMSCAD-1988), through the formation of CWSA (1998), CONIWAS (2003) to the current reforms that are going on in the sector.
- All in an attempt to achieve universal coverage.

# Current Situation

- However, issues in the sector still need a paradigm shift, especially in sanitation (we all know the statistics).
- Lack of safe drinking water and proper sanitation contribute to the spread of diseases and hinder socio-economic development.
- Addressing these challenges requires **innovative and sustainable approaches** prioritizing universal access, behavior change, and efficient management models.

# Why Innovations are needed

- We have witnessed the introduction of some cutting-edge technologies that are transforming the WASH sector in general.
- Here in Ghana, we have seen smart taps used in vending water. This technology helps in revenue mobilization, reduces the potential for corruption, and eliminates wastage.
- Cutting-edge pumps from Grundfos and Lorentz allow remote monitoring of water pumps to reduce downtime.
- Smart sensors enable real-time water quality and usage monitoring, facilitating proactive maintenance.

## 9 STEPS TO MAKE INNOVATION HAPPEN

Recently, a client asked us "How can my team and I become more innovative?" We figured we'd answer it in an infographic.

by ENGAGE//  
INNOVATE

### 1 EXPLAIN WHY

In order to make innovation happen, people need to understand why they're doing it.

### 2 MAP OUT YOUR PEOPLE

Do a 360° color-coded personality mapping of the CEO team, your managers, your peers, and your team. Are there any hidden talents? A diverse team works best: you need both the ideators and the hustlers.

### 3 UNDERSTAND YOUR ROLE

Understand your changing leadership role. Do the background reading and discuss with your business coach.

### 4 80/20 PRINCIPLE

Reorganize work to give your people time and space to pursue innovation.

### 5 TRAIN YOUR PEOPLE

Run innovation training modules. Make sure you have the right tools to make it happen. Our favourites are: The Innovation Pyramid, Strategic Innovation Canvas and the 3 Levels of Business Models. They're available free on [strategytools.io](http://strategytools.io)

### 6 STRATEGIC INNOVATION

Innovation is more than new ideas, now it's time to build a strategy around it. Our tool Transformation Architecture helps you build the internal capacity in regards to structure, mandate and money. Download it free at: [strategytools.io](http://strategytools.io)

### 7 PICK YOUR INNOVATION METRICS

Align your business goals, innovation goals, and your new KPIs.

### 8 SWING FOR THE FENCES

Ensure at least 1/3 of your team's energy goes into projects you would label "big, brave and lots of fun."

### 9 TRACK

Track and celebrate your business results!

# Why are innovations needed?

- Mobile applications, like RapidWASH by IRC, mWater, etc., help map wash facilities and empower communities to report and address service disruptions.
- Water purification innovations, like NUMA, provide cost-effective and sustainable solutions for safe drinking water.
- Embracing these technological advancements can revolutionize WASH services, improving efficiency, accessibility, and sustainability.
- However, these technologies need to be accepted by the communities and families the sector serves.





# Reorienting Communities and Families to Accept Innovations

- Usually, when innovation is mentioned, **behavior change** is not factored into the equation.
- However, promoting behavior change is crucial for **sustainable WASH services**. The targeted **population needs to be educated** to understand these innovations.
- This requires comprehensive hygiene education and community engagement campaigns to empower individuals to **adopt proper sanitation practices**.
- Encouraging handwashing with soap at critical times and safe waste disposal can significantly reduce waterborne diseases. We have seen how technology is being deployed to aid handwashing in public places: automatic soap and water dispensers. By investing in behavior change initiatives, we can revolutionize WASH services by fostering a culture of hygiene and responsible water usage.

# Now the Elephant in the Room ... Cost



- Innovations will come at a cost. **Are we prepared as a sector to embrace these costs?**
- Who is going to provide the financial resources to support these innovations?
- Who has the muscle to tilt the scale and protect investments?
- Can the government do it alone?
- These are questions I hope the panelists will discuss and provide answers to, but we need to collaborate to bring innovations and increase coverage.



# Public Private Partnerships

- All over the world, countries that have achieved universal access to WASH Service delivery used PPPs as a vehicle and have a mixture of management models: Government, Private, and Community Management.
- The government alone cannot do it, but is the private sector ready to help drive innovations? **The answer is YES**, but they need assurance from the government that their investment will be protected. The private sector can raise resources to drive innovation.
- This is why collaboration between the public and private sectors is essential to revolutionize WASH service delivery.





# Inclusive Approaches

- Reimagining and revolutionizing WASH services in Ghana requires inclusive approaches that **leave no one behind**, SDG6.
- We must **prioritize the needs of vulnerable populations** through innovative technologies, including women and children, in the discussions and design to meet the needs of people with disabilities.
- Ensuring **gender equality in decision-making** and service provision is crucial.



# Inclusive Approaches

- Additionally, incorporating **climate change adaptation** strategies will enhance the resilience of WASH infrastructure.
- It could also help leverage climate funds' resources to support WASH Service delivery.
- By adopting inclusive approaches, we can **achieve sustainable and equitable access** to WASH services for all through innovations

# Financial Investment

- The sector needs **adequate financial investment** to revolutionize WASH services, and PPPs could be one way of achieving that.
- It is unfortunate that in our part of the world WASH Service delivery doesn't receive the same attention from the central government as other sectors.
- However, **Investing in WASH services yields significant returns**, including improved health outcomes, increased productivity, and enhanced social well-being.



# Financial Investment

- Governments, donors, and international organizations must **allocate sufficient funding with accountability** to strengthen infrastructure, promote innovation, and support capacity building.
- By prioritizing financial investment, we can accelerate progress toward universal access to safe water, sanitation, and hygiene.
- There should be a conscious effort to include the poor and vulnerable in WASH service delivery to address the financial gap in accessing WASH products.
- A typical example is the cost of accessing sanitation and water in rural areas.



# Mind the gap

## Willingness and ability to pay

How much are rural households in Northern Ghana **willing and able to pay** for water supply and sanitation, and how does this vary with **setting, wealth, access level, service quality, and payment modes?**



## Costs

What are the **operating costs** of different **water service providers** in rural Northern Ghana?



## Closing the gap

What are **potential interventions** that may reduce the gap between costs and household willingness and ability to pay?

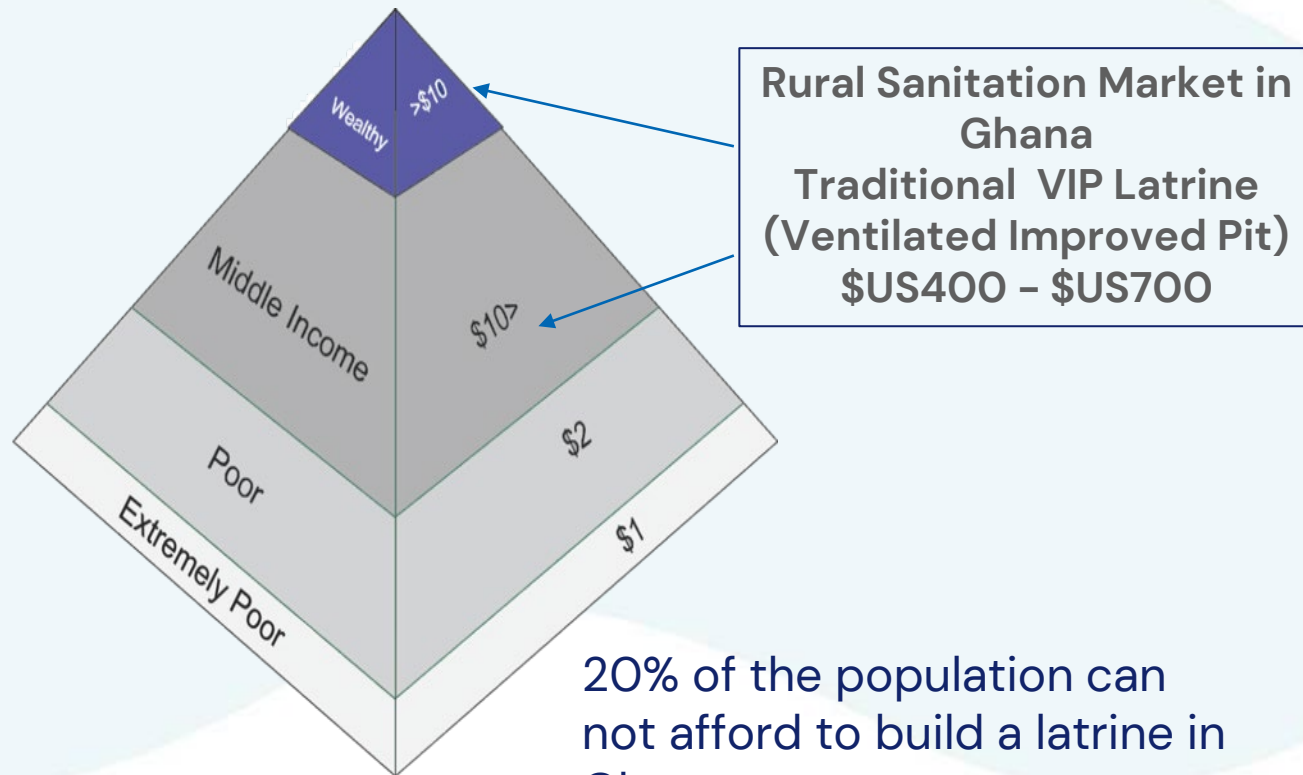
Can different types of **incentives for entrepreneurs** increase toilet sales?

# Financial GAPS

## Lack of a Poor-Inclusive Market for Rural Sanitation Products that are Durable, Hygienic & Responsive to consumer needs/demands

Key market barriers in rural Ghana:

- Existence of government policies that created barriers to rural sanitation products and services provided by the private sector;
- Existing latrines can cost from \$US400 to \$US 700
- Lower priority accorded to sanitation by local leaders, communities, and households, resulting in low demand;
- High rates of poverty that create constraints for buying latrine products;
- Lack of credit for customers or entrepreneurs;



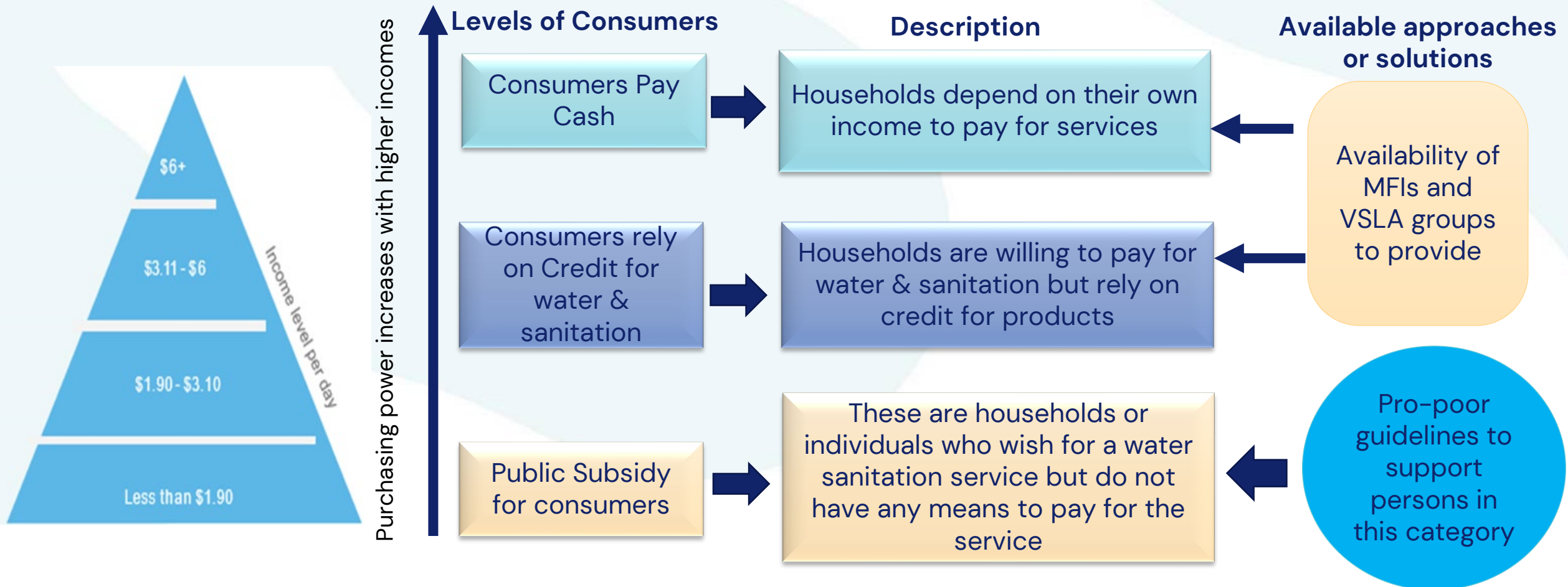
20% of the population can not afford to build a latrine in Ghana.



# Degrees of consumer groups for water & sanitation

## Emerging Lessons

Not all Rural Consumers have the same willingness or ability to pay for water and sanitation services and products



# Call to Action: All Practitioners Here Today

- Innovations could help the sector care for the poor and vulnerable and ensure universal access for all. All of you have ideas that could transform the sector; don't keep it to yourselves. We must collectively commit to prioritizing universal access, embracing innovation, and fostering behavior change.
- Government, organizations, and individuals all have a role to play in this transformation.
- Let's invest in sustainable solutions, strengthen partnerships, and advocate for increased funding.
- Together, we can ensure everyone has access to clean water, sanitation, and hygiene, improving health, dignity, and quality of life.

# Conclusion

- In conclusion, revolutionizing WASH services requires a multi-faceted approach that combines innovative technologies, behavior change campaigns, collaboration, inclusivity, and financial investment.
- By addressing current challenges and embracing cutting-edge approaches, we can achieve universal access to clean water, sanitation, and hygiene.
- Let's work together to create a future where WASH services are efficient, sustainable, and equitable, leaving no one behind.
- This will come at a cost, and we should be ready to accept and pay for it.



**THANK YOU**

Our water systems are powered by sustainable and renewable energy