
MSP

**MULTI-STAKEHOLDER PLATFORM ON SANITATION
AND HYGIENE**

**Mobilising Private Sector strength to achieve
ODF Ghana and sustain our gains**



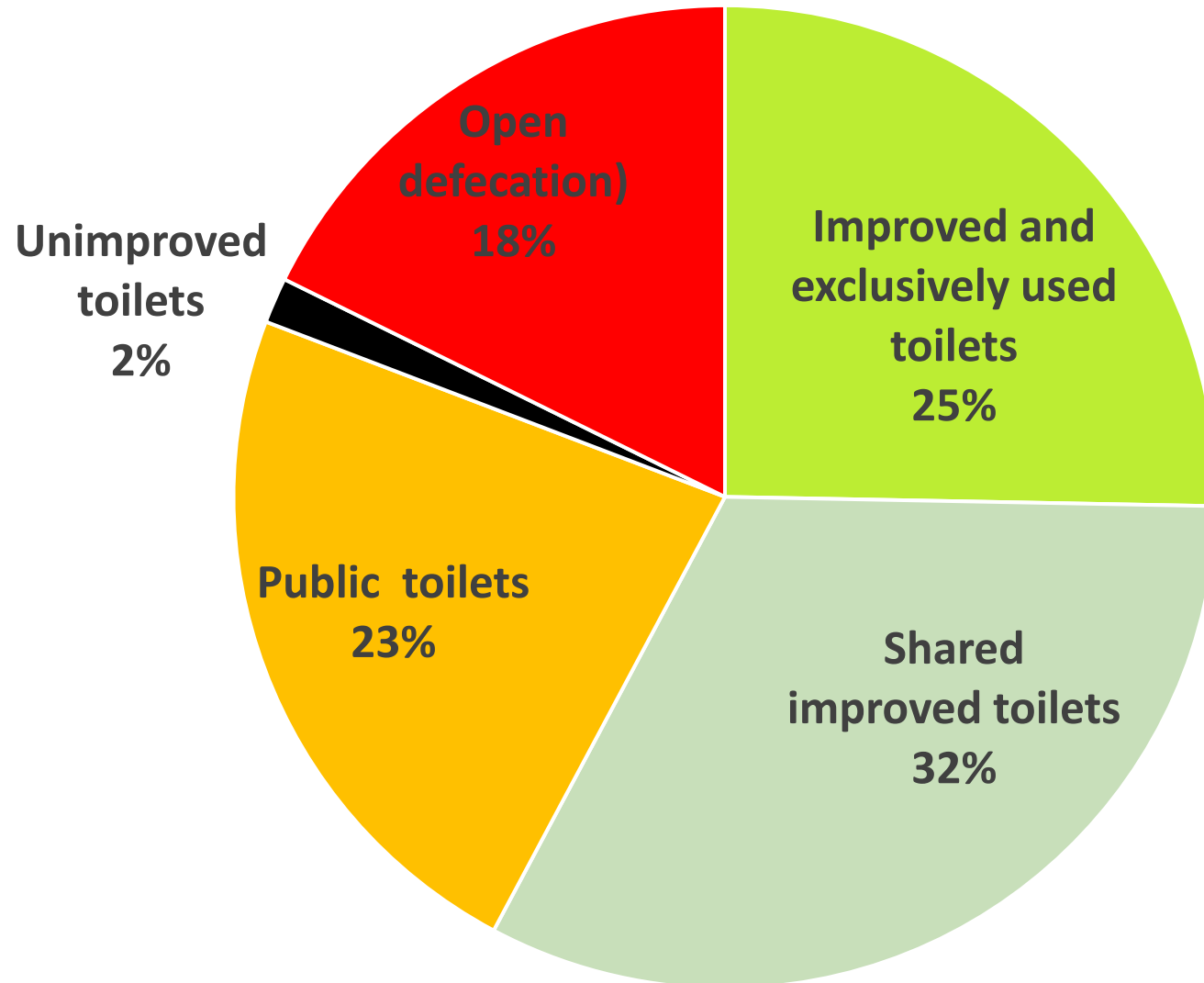
Sustainable Development Goal 6



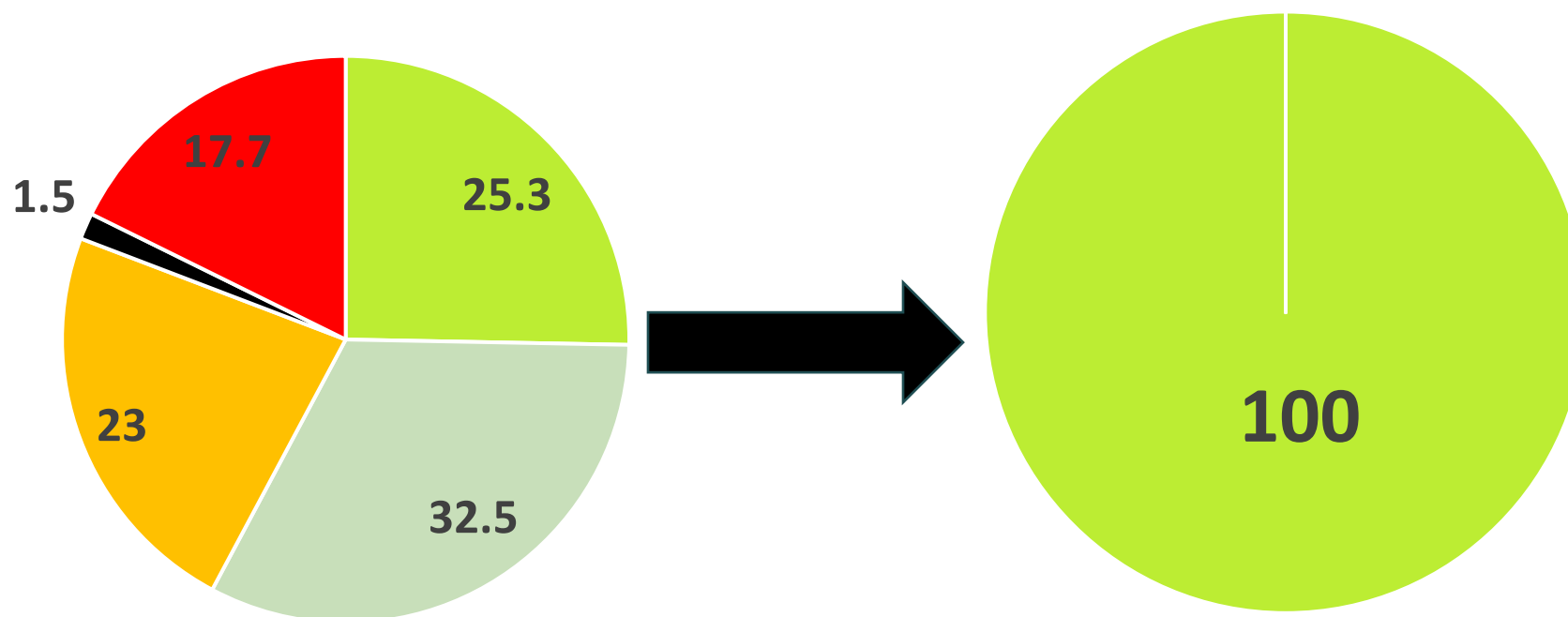
“By 2030, achieve **access to adequate and equitable sanitation** and hygiene for all and **end open defecation**, paying special attention to the needs of women and girls and those in vulnerable situations”



The Sanitation situation in Ghana



Ghana sanitation goal - Achieving equitable and universal access for all and eliminating open defecation

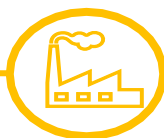


Over **3.5 Million households (42.2%)** are potential toilet buyers
To achieve SDG in next 6 years requires the supply of **500k toilets annually**
Current rate of supply is estimated at **140k annually**

How do we respond to the Market?



3.5 million latrines to be built by 2030



Production at scale:

- Capacity to produce / sell at scale
- High volume market



Demand:

- Willingness to own and use a toilet
- Ability to pay



Unit price:

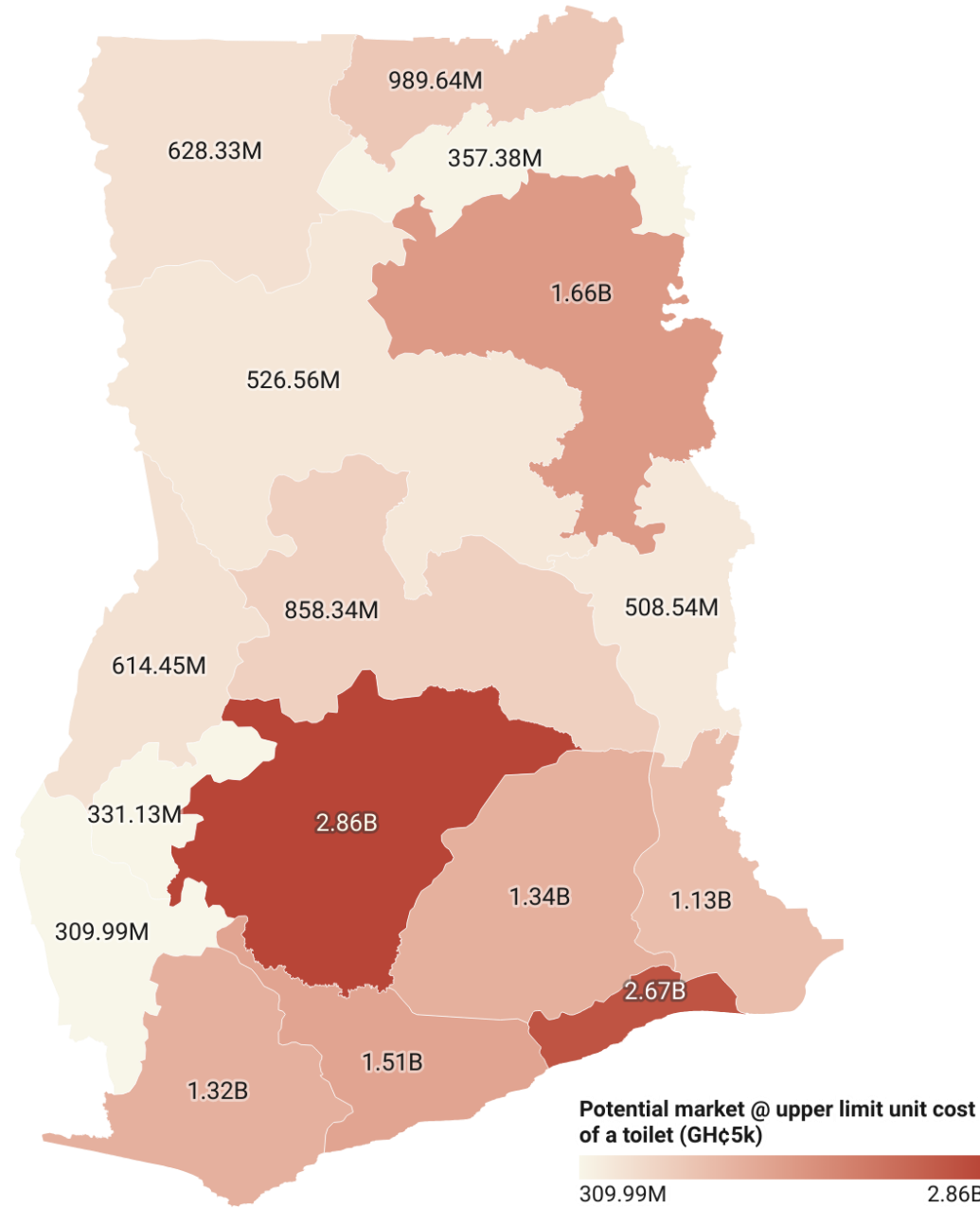
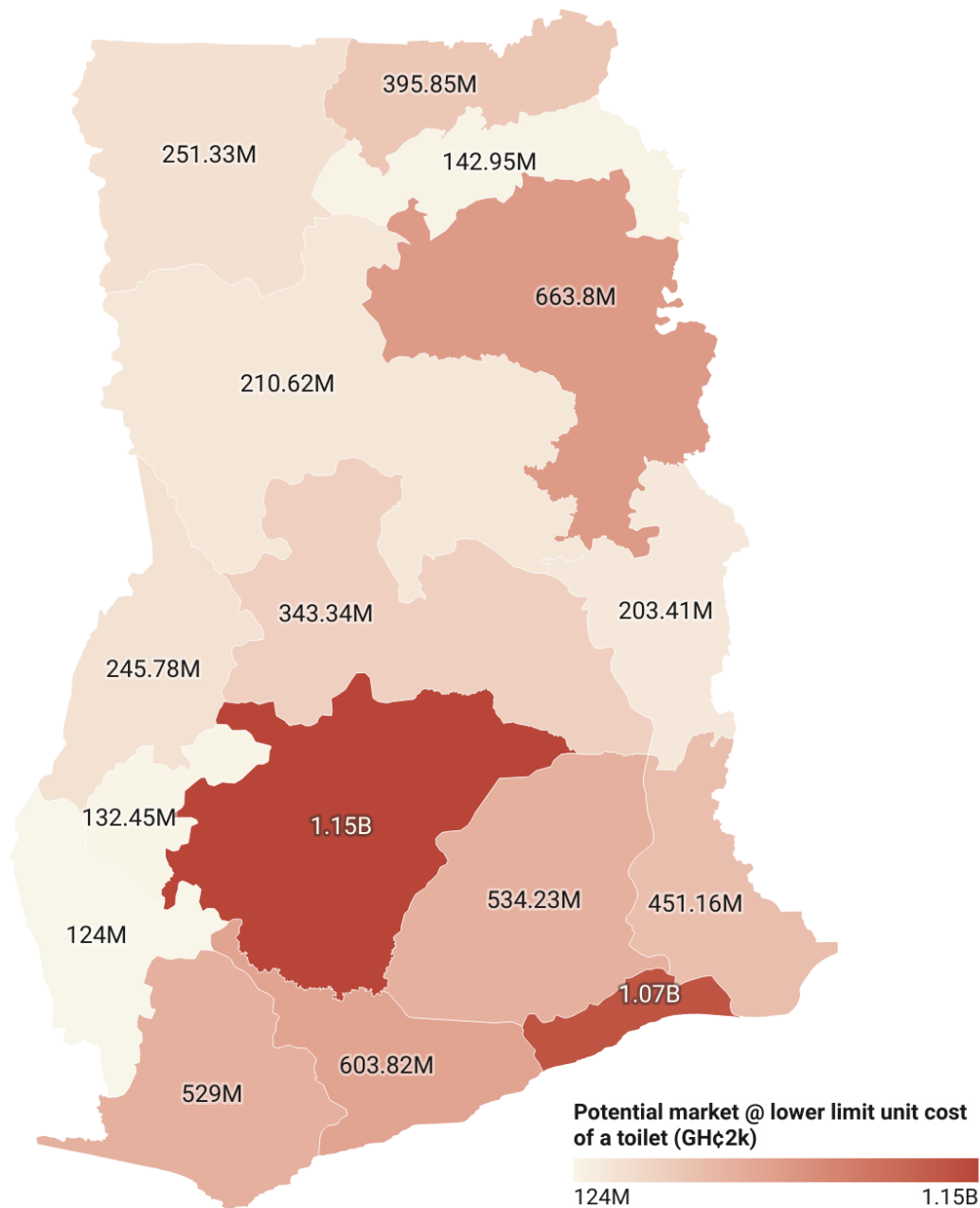
- Reduce the unit price of a toilet
- Low margins



Objective : potential demand meets affordable supply



Where is the demand located?





Material Requirement



Zooming in on a few materials

MATERIAL	UOM	QUANTITY
Cement	Bag	33ML
Blocks (5", 6", 4")	Pcs	932 ML
12mm mild steel rod	Pcs	11 ML
100mm PVC pipes	Pcs	3.5 – 7.5 ML
Ceramic Seat /Pour Flush bowls/Wooden Seats/Squat hole covers	Pcs	3.5 ML
25x300mm wood (door)	PCs	7.1 ML



Emphasizing Market Based Sanitation (MBS) as a key strategy



The Rationale

- Private sector (businesses) is the engine of growth
- Market approaches result in more sustainable outcomes
- Households make significant sanitation investments.

Households Expenditure in Public Toilet Use		
Description	Unit	Amount
Number of households (HHs) in Ghana	No HHs	8,000,000 Mil
23% of H/H use public toilet (PT) - 2021	No HHs	1.800,000 Mil
Unit cost per use (1.0 GHC/visit) 3*1.5 times	GHC/HH	5 GHC
Annual Expenditure per HH	GHC	1500
Annual Expenditure per HH	(\$1/16 GC)	\$115
Total expenditure / year by HHs in Ghana	USD	\$200, Mil



This is the sanitation market where household pays fully or by installment to a supplier for their preferred sanitation product / service.

A well-mobilised private sector is required to seize the business opportunity in sanitation to:

- i) grow their businesses;
- ii) make profit; and
- iii) solve a critical socio-economic problem.



OUR OPTIMISATION JOURNEY

OUR MARKET CHALLENGES

- Low Latrine – Churn out Rate
- Poor Access to Sanitation Inputs
 - Material Haulage Distance
 - Supply Unreliability
 - Unavailability of Supply Across Region /District
 - Fragmented Input Market
 - Competing market need for key inputs driving up cost

OUR GOAL

- To deliver Toilets in sufficient volumes
- To deliver at Affordable Cost

OUR APPROACH

- Undertake Industry Consultations

KEY OUTPUTS OF ENGAGEMENTS

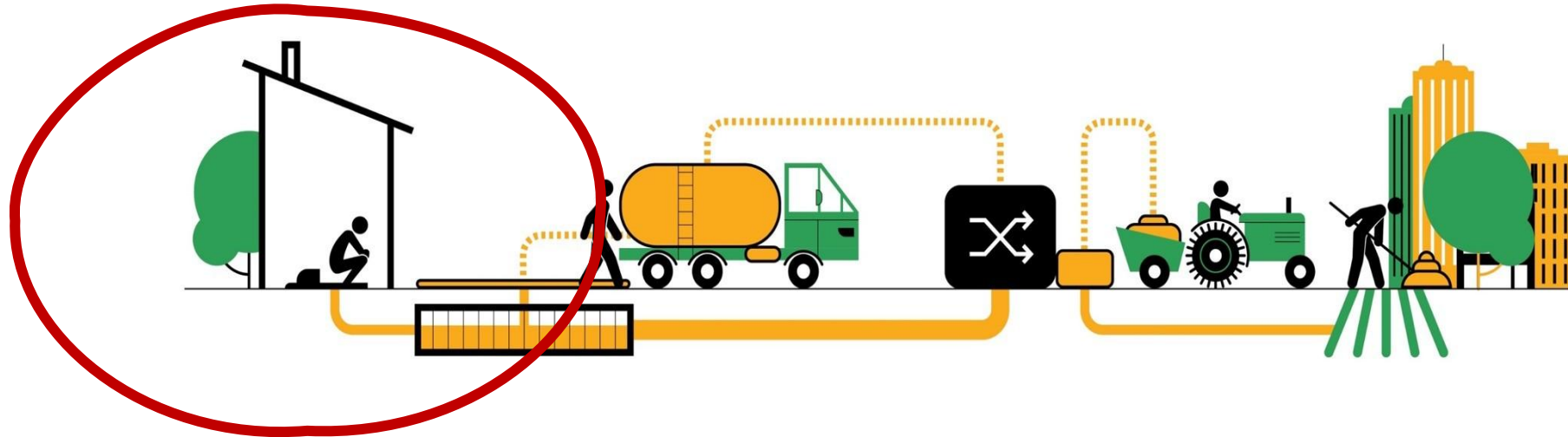
- Aggregation of Input orders can drive cost toilet cost downwards.
- Linking the various actors within the Supply Chain remove Supply Chain barriers.

OUTCOMES

A MULTI STAKEHOLDER PLATFORM ON SANITATION AND HYGIENE has been formed.



BUSSINES GROUPS AT CONTAINMENT



**IMPORTERS / PRIMARY
MANUFACTURERS NETWORK**

**INPUT MANUFACTURERS
NETWORK**

**LOGISTICS TRANSPORTERS
NETWORK**

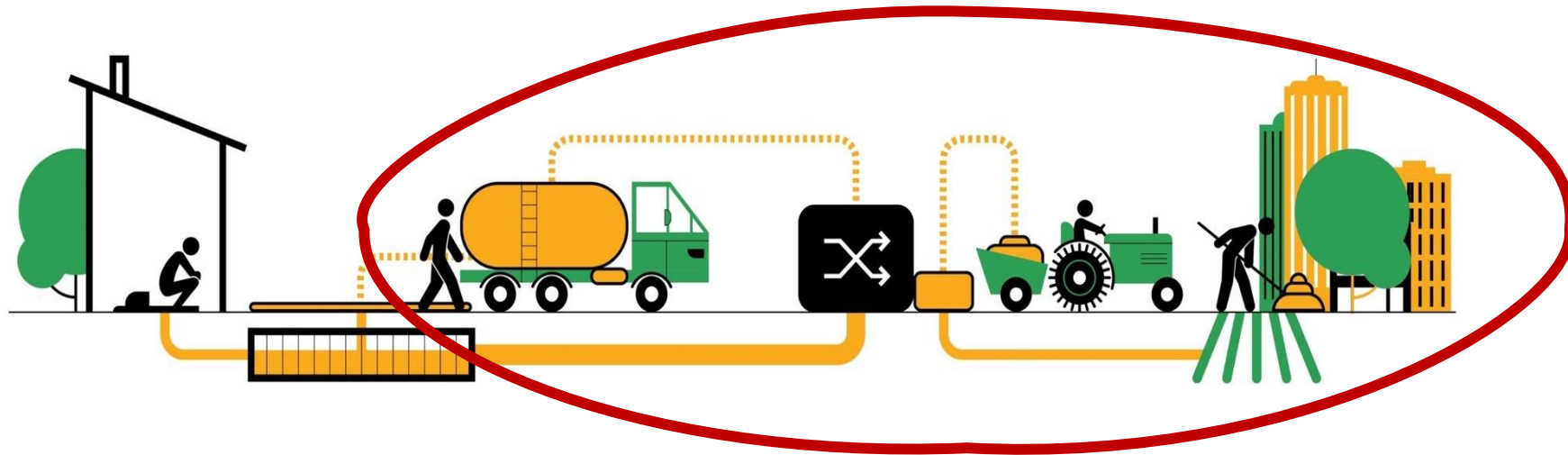
SANITATION ENTERPRISES

ARTISANS NETWORK

PUBLIC TOILET OPERATORS NETWORK



BUSINESSES BEYOND CONTAINMENT



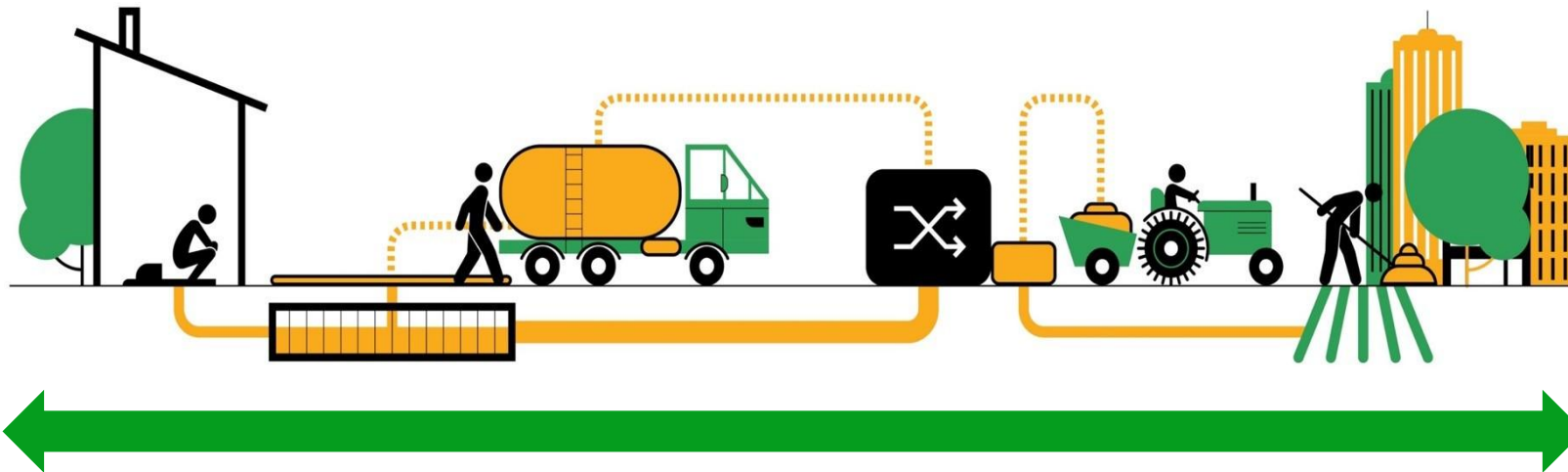
MOTORISED EMPTIERS / WASTE TRANSPORTERS NETWORK

MANUAL EMPTIERS NETWORK

WASTE TREATMENT / DISPOSAL / REUSE FIRMS



SUPPORT/ALLIED GROUPS



GOVERNMENT

TSPs

FSPs

INDUSTRY ASSOCIATIONS

**ACADEMIC AND RESEARCH
INSTITUTIONS**

DPs/NGO/INGOs



THE MSP



An intentional step seeking to engage the private sector in a more co-ordinated manner to contribute to addressing Ghana's sanitation challenge [*i.e. low household toilet coverage and widespread open defecation*] through market-based approach.

It is an engagement platform for multiple business in sanitation

THE MSP

**IMPORTERS / PRIMARY
MANUFACTURERS**

**SANITATION
ENTERPRISES**

**ACADEMIC & RESEARCH
INSTITUTIONS NET.**

**MOTORISED EMPTYING
AND TRANSPORTERS**

**INDUSTRY ASSOCIATION
NETWORK**

**INPUT MANUFACTUR-
ERS NETWORK**

GOVERNMENT

**LOGISTICS
TRANSPORTERS**

**MANUAL EMPTIERS
NETWORK**

**FINANCIAL INSTITUT-
IONS NETWORK**

**ARTISANS
NETWORK**

**TECHNICAL SERVICE
PROVIDERS**

**PUBLIC TOILET
OPERATORS NETWORK**

**WASTE TREATMENT /
REUSE / DISPOSAL**

DP / NGOs / CSOs

THE MSP

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BUSINESS PARTNERSHIPS AROUND WASH





SUCCESSES

SUCCESS SIGNALS

NETWORKING AND PARTNERSHIPS FORMED

ESTABLISHING SUPPLIERS AGGREGATION ARRANGEMENTS FOR MARKET OPTIMISATION

MATERIAL INNOVATIONS UNDERWAY e.g. 25kg Cement, Lower Grade Cement, Cut Rebars etc

13 MEMBER ITT PROVIDING LEADERSHIP FOR THE MSP

An E-COMMERCE PLATFORM with order aggregation functionality for San Businesses in view

ONE-STOP-SHOP FOR KEY INPUTS EMERGING



LESSONS LEARNT

- **Exposing Industry and Businesses to the Sanitation Market Potential arouses business interest.**
- **Recognition of Industry group roles is a panacea to successful engagements.**

Key Takeaways

Meeting the SDG 6.2 is possible. However, that the passive involvement of the private sector has deprived the sanitation sub-sector economy the needed investment and innovation for which it (the private sector) is known for.

The Multi-Stakeholder Platform (MSP) on Sanitation and Hygiene will provide the necessary spike for businesses to solve a social problem with commercial solution(s), thereby exploring the business opportunities in sanitation for the socio-economic development of Ghana.



Your views are **WELCOME**

- 1. What other ways do you think such a platform can serve as a voice for the businesses in WASH to remove supplychain bottlenecks to help us achieve SDG 6.2**
- 2. If you are a WASH business, what would you like to gain out of your participation in the MSP / what benefits would you want to receive from the MSP?**

Thank you

Medaase

Akpe na wo

Oyiwadon

Barika

Nagode

Danke

Merci

Grazie

Na gode

Xiexie

Bedankt