

WSUP: REACHING COMMUNITIES GLOBALLY

• Background

Of the 377 million people living in urban areas of India alone, around 50 million lack access to a toilet and are therefore forced to defecate in the open. WSUP Advisory CIC is a Community Interest Company registered in England and Wales (No. 9461206). It is a wholly owned subsidiary of Water & Sanitation for the Urban Poor (WSUP). Profits generated by WSUP Advisory are transferred to WSUP to support its urban WASH development activities. WSUP Advisory is also registered in India as WSUP Advisory India (U90009DL2015PTC287912).

WSUP Advisory is built on the experience and reputation of our implementation programmes, which have delivered substantial results for low-income customers in six countries in Africa and South Asia since 2006.

Even a partial sewerage network is absent in thousands of cities and towns in the country. Poor sanitation imposes significant public health and environmental costs of urban areas. In 2015, WSUP Advisory established operations in India to support the implementation of the Swachh Bharat (Clean India) Mission in urban communities throughout the country, through the USAID-funded 'Technical Support to USAID/Government of India Knowledge Partnership'

WSUP Advisory is working with USAID to support the government of India in achieving the SBM vision. Its reach is not limited to Indian soil but also working in sub-Saharan Africa and Asia: Bangladesh, Ghana, Kenya, Madagascar, Mozambique and Zambia.

The Urban Sanitation Research Initiative is a 2017–2020 programme of rigorous research designed to drive pro-poor sector change in urban sanitation in three countries (Bangladesh, Ghana and Kenya) and globally.

• Location, Date

Bangladesh, Ghana, Kenya, Madagascar, Mozambique and Zambia; 2006

• Areas

Urban slums

• Stage/Scale

The Urban Sanitation Research Initiative is a programme of rigorous research designed to drive pro-poor sector change in urban sanitation in India, Bangladesh, Ghana and Kenya and globally.

• Objective of the assignment

- The Urban Sanitation Research Initiative aims to make a substantive contribution to achieving universal urban sanitation coverage in low-income contexts.
- WSUP Advisory is working with USAID to support the government of India and other nations in achieving the sanitation facilities through three key objectives.

- Knowledge exchange and sharing of best practice
- Targeted, demand-driven technical assistance
- Support public-private partnerships

• What was done

- **INDIA:** Working with the city of Visakhapatnam to eliminate open defecation, part of India's Swachh Bharat Mission.
- **GHANA:** Worked in Ghana since 2010, improving the provision of water and sanitation services in Accra and Kumasi. WSUP has worked closely with the national utility Ghana Water Company Limited (GWCL), helping them to extend the water network to reach low-income communities. It have also helped GWCL to establish a team that specifically focuses on low-income communities.
- **BANGLADESH:** WSUP have worked closely with the city utility, Dhaka Water Supply and Sewerage Authority (DWASA), helping it to create and expand a team focused on increasing connections in low-income communities. They have introduced new water supply options like stand-posts and pressurised hand-pump technology, as well as disinfection technology for slum dwellers to improve drinking water quality. They also collaborated with DWASA to improve water pressure in Dhaka's slums and work to develop innovative community sanitation models for low-income communities that are suited to the local context and for the needs of all those living in the area, including children, women and those living with disabilities.



• Impact

It have an impact far beyond the countries where they have a permanent presence, and are committed to sharing evidence and approaches, towards the achievement

Other Impacts

- **INDIA:** On 10th December 2016, the city of Vizag was declared Open Defecation Free
- **BANGLADESH**
 - 364,014 people with improved water services
 - 246,217 people with improved sanitation services
 - 964,250 people with improved hygiene practices
- **GHANA**
 - 68,761 people with improved water services
 - 418,055 people with improved sanitation services
 - 1,102,208 people with improved hygiene practices

• Challenges and Issues

- Limited understanding of sanitation facilities' importance.
- Weak understanding of factors which may influence high-level decision-makers to commit more strongly to improved sanitation (and other basic services) in slum communities
- Limited understanding of the life-cycle costs of different sanitation models and of elasticity in consumer demand; it is thus difficult to assess the space for market solutions, and the requirement for public finance.
- There is continued lack of understanding around how to create viable pro-poor sanitation businesses
- Lack of geographical location and absence of culture of sanitation is another issue.

• Innovation

- Advisory combines a unique access to expertise with the ability to tailor make specialist teams to address the specific needs of each assignment, helping its clients to find effective solutions in a highly complex environment.
- The integrated programmes offer an unrivalled package of support, combining capacity building of all stakeholders and development of relationships between service providers and low income communities to deliver sustainable, improved services.
- As well as enabling institutional change within service providers, WSUP focuses on developing business models that enable the private sector, especially entrepreneurs, to play a stronger role in water and sanitation.
- They work to address the whole sanitation value chain. They work with sanitation authorities and the private sector to ensure the safe capture and storage of human waste, transport to a safe treatment point and, where possible, re-use as a useful product. Underpinning this approach is the belief that sanitation should be considered a service



• Lessons learnt

- Safe disposal and treatment of human waste is potentially the most pressing development issue in the world, but improving sanitation is a complex challenge.
- Improving sanitation requires the involvement of whole communities, but is dependent on individual decisions to invest time and money into keeping neighbourhoods clean.

• Financials

- In each country WSUP is supported by various other foundation and local people.
- Unicef, DFID; Bill & Melinda Gates Foundation, Catholic Relief Services, The Coca-Cola Africa Foundation, The World Bank, Swiss Agency for Development and Cooperation,

The European Investment Bank, WaterAid Angola, the UK Government's Department for International Development and USAID.

- **Economic sustainability/Revenue Model**

Profits generated by WSUP Advisory are transferred to WSUP to support its urban WASH development activities.

- **Implementer Contact Persons**

NA

- **Sources and References**

- Company Website