

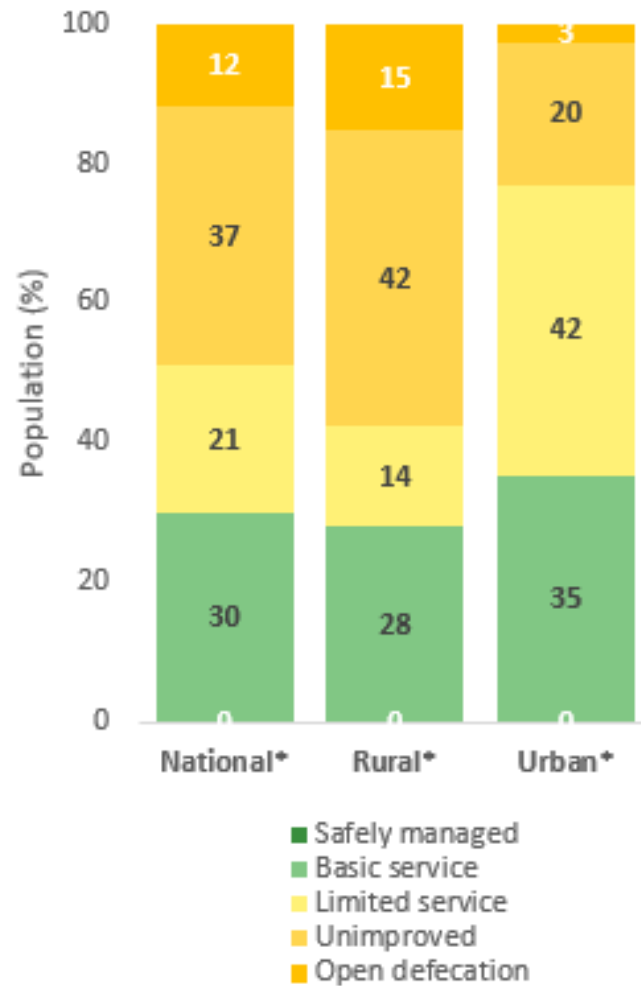


# Sanitation

USD100+ billion market untapped

Innovate4Water Kisumu, 7 February 2019

# Kenya Facts and Figures



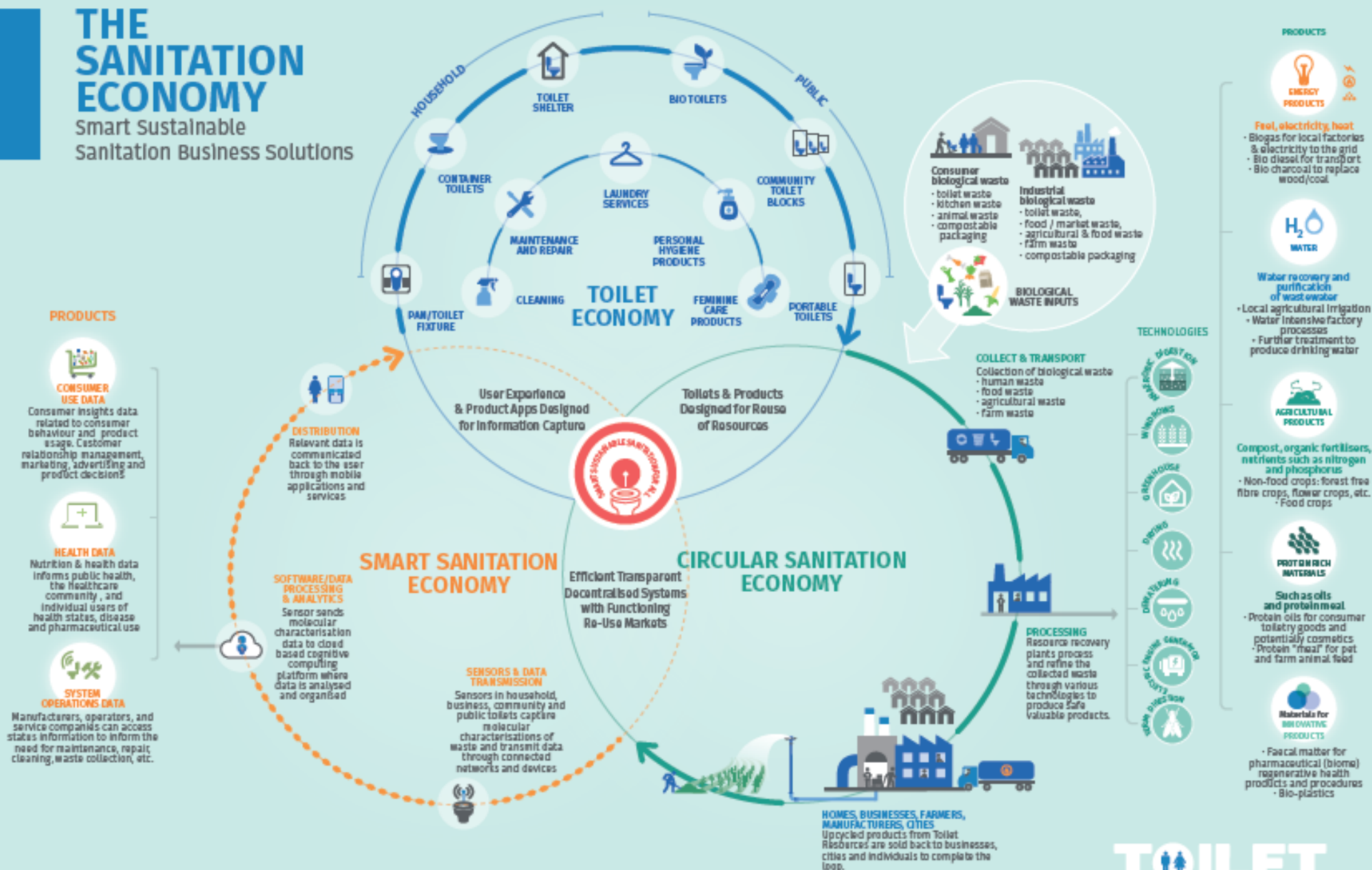
32 million Kenians without basic sanitation services

WSP/ WB: Kenya loses KES27 billion (US\$ 324 million) annually due to poor sanitation

\*No safely managed estimate available

# THE SANITATION ECONOMY

Smart Sustainable Sanitation Business Solutions



# TOILET ECONOMY



## TOILET ECONOMY:

Toilet product and service innovations

Fit for purpose for all environments and incomes

# CIRCULAR SANITATION ECONOMY

A MARKETPLACE OF BUSINESS SOLUTIONS



## CIRCULAR SANITATION ECONOMY:

Toilet resources

Circular economy system

Replaces traditional waste management



# SMART SANITATION ECONOMY

A MARKETPLACE OF BUSINESS SOLUTIONS



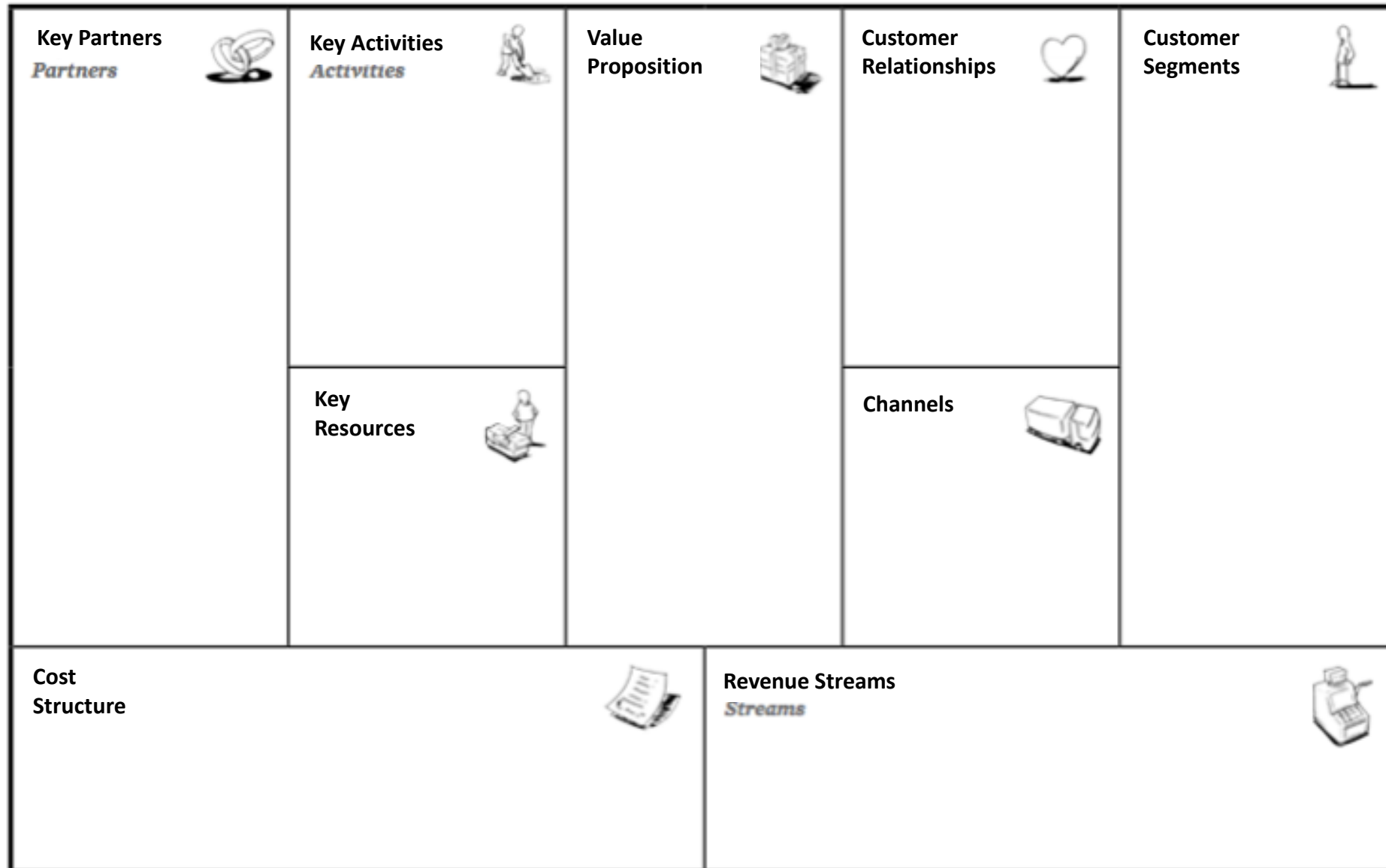
## SMART SANITATION ECONOMY:

Digitized  
sanitation  
systems

Optimize data  
for operating  
efficiencies,  
maintenance

Consumer use  
and health  
information  
insights

# Important to understand the business model



# More important : How to create **inclusive** business models



PPPCanvas helps:

- Monetizing Impact
- Structuring PPP
- Finding grantors to enhance the ecosystem
- Identify end-users and community feedback



# How to make sanitation businesses viable?



- Create scale, join forces
- Copy good examples
- Smart use of grants
- Eco system enhancement
- Protect the private sector players with continuity (concessions, permits, licenses)
- Tender on Total Costs of Ownership
- De-risk investors
- Monetize outcome by:
  - Pricing non-action costs
  - Pricing outcome/impact, link SDG6 with other SDGs
- Create IoT solutions for payments
- Ringfence the revenues for O&M, repayment debts /lease

# The Innovate4Water Kisumu message



- **Investment & business opportunities are there**
- **Public sector to partner with the private sector**
- **Grant money to be used smart(er) to create and reward**



**Aqua for All**

*“Sanitation as a tool for progress,  
not as a problem to worry about”*

Thank you for your attention