

INCLUSIVE BUSINESSES IN SANITATION

It is said that there is still no inclusive sanitation business operating at profit and scale. After all, the sanitation sector is an easy way to highlight the challenges of business at the Base of the Pyramid: lack of consumer awareness and finance, public-private roles, and complex logistics.

But this month we hear about a whole load more than challenges. New trends, global alliances, contrasting approaches to revenue mobilisation and waste management, links to the SDGs and debates on impact. In partnership with the [Toilet Board Coalition](#), we share blogs from businesses and experts that suggest excitement in the sector, now that the scale of transformation needed has been widely recognised. And as our Editor's overview blog points out, the issues and [lessons are widely relevant to practitioners in inclusive business](#), not just the 'sanipreneurs'.

THE TOILET BOARD COALITION

The Toilet Board Coalition is a global, business-led coalition of leading companies, investors, sanitation experts and non-profit organisations who have come together to accelerate innovative market-based solutions that deliver sanitation at scale, to those who need it most.

[Find out what's new](#) from Program Manager Alexandra Knezovich

Where is the cutting edge?

- The rapidly changing sanitation sector is looking to mobile technology, innovation in housing and a circular economy for sustainable, scalable solutions that impact the poor. The Toilet Board Coalition's CEO [Cheryl Hicks highlights why and how support for these areas could lead to transformative growth](#).
- What are the 'leading edge' models in rural and urban areas? Drawing on experience as secretariat of the TBC, [Simon Brossard identifies the models that have genuine prospects of viability and scale](#).
- A formidable experiment. A public private partnership. An ambitious systems-change catalyst for sanitation. A platform to join global business leaders to the global development community. The only way to achieve SDG 6 on sanitation? [The Toilet Board Coalition explained](#).

Will waste management and sale of human waste-based products unlock revenue models in sanitation? If not, what will?

- Sanergy's model is evolving to drive viability and scale. Read how [Sanergy is progressing the market for waste-based fertilisers](#) and why 78 landlords in Nairobi slums now have FreshLife toilets in their plots.
- The sale of waste products is also central to the [Wessex Social Ventures microbusinesses in Kenya](#). The social franchise model works with local entrepreneurs and communities, to bring ECOSAN toilets to rural areas.
- The Human Urine Bank in India is paying farmers for their toilet waste, in a new development to the circular economy. Dignitaries may giggle but the bananas taste great, reports [Chris Oestereich in his overview of local challenges and projects that are driving progress in WASH in ASEAN nations](#).



Human Urine Bank, India

- In contrast, Samagra found that monetising waste, or charging for the toilets, considered a community good, would not be possible to scale in the slums of India. [Swapnil Chaturvedi shares his diagnosis of where businesses go wrong](#) and how revenue derives from bundling together financial services, access to digital goods and access to other products and services such as health.

Putting the client at the centre in rural sanitation

- [Svadha, like Samagra, emphasise consumer 'wants' vs needs.](#) Read how Svadha (one of the models supported by the Toilet Board Coalition) approaches consumer aspiration, behaviour change, and business sustainability.
- Business sustainability, consumer finance, reaching and engaging the BOP are the [three main obstacles for rural sanitation](#), explored by Carolin Schramm as she draws on insights from a review done for the World Bank.
- This month's [Editor's Choice](#) covers two related reports that share data on the models that can work and the lessons so far on creative partnerships that are needed to disrupt the sector and catalyse such models. Two reports from Hystra, on sanitation models and lessons from the Toilet Board Coalition's first year, give some clues as to what is needed for success in sanitation.

Finding the right role for the private sector and for partnerships

- Corporates, sanipreneurs and toilet innovators: [a new accelerator programme launched by the Toilet Board Coalition](#) will facilitate private sector engagement and mentorship in sanitation, for businesses and entrepreneurs serving low-income markets. Apply today.
- Entrepreneur run "[Green Building Centers](#)", setup in partnership with NGOs, local manufacturers and with the support of MNC ACC Ltd are helping rural residents build safe, affordable housing, with sanitation facilities, in India.

What is the evidence?

- A lot of claims are banded around. But are they backed up by evidence? A salutary reminder from [Rebecca Calder, questioning whether sanitary pads really help keep girls in school.](#)
- [How to measure the wider impact on health, the economy and general wellbeing associated with providing a person with clean water?](#) WSUP are trialling the TIMM approach, using welfare economic techniques, to assign a dollar value to a wide range of social, environmental, economic and tax impacts to assess the ultimate impact of their work in Madagascar.

SDG 6: WATER & SANITATION

"By 2030: Universal access to safe and affordable drinking water.

Access to adequate and equitable sanitation and hygiene."

[Read more about Inclusive Business and the SDGs in this series.](#)



An EcoSan Toilet from WSV



Evidence & impact of Menstrual Hygiene Management on educational outcomes

Explore more in our forthcoming webinar: partnerships in inclusive business

What are the different types of partnerships needed to deliver business models, transform value chains, and build coalitions for change? In this cross-sector webinar Simon Brossard (Hystra) will be drawing on learnings from the Toilet Board Coalition, Sean de Cleene (Yara International) will bring experience from agriculture and Darian Stibbe (The Partnering Initiative) will share perspectives on multi-stakeholder collaboration.

28th April 6:30pm Delhi, 4pm Nairobi, 2pm London, 9am New York. [Register here.](#)

OTHER NEWS ON THE HUB

- [Why should the public sector subsidise the private sector?](#) A tough question and mixed opinions at the Overseas Development Institute (ODI) workshop, chaired by Hub editor Caroline Ashley, who shares her reflections on the answer.
- Ghanaian agribusiness firm Agromite is growing their business through Connect to Grow. [Charlotte Brown discusses the support & finance available for businesses across Africa, South Asia and India.](#)
- **Is inclusive business all about cutting out the middleman?** [Are all middlemen exploitive or do they add value to the supply chain](#) in ensuring the right product gets to the right buyer at the right price? Chris Oestereich explores.
- Are you a social entrepreneur dedicated to the health of moms and children in sub-Saharan Africa? [Apply to GE's Healthymagination Mother & Child programs](#) for in depth Silicon Valley executive mentorship and practical curriculum.

THE HUB IS CHANGING...

In December 2015, the Hub launched a survey to understand the needs of practitioners working in the field of Inclusive Business.

The findings have been invaluable and will feed into our upcoming platform upgrade, planned for mid-2016.

[Read an overview here.](#)

Publications mentioned in this series are listed on SearchInclusivebusiness.org

EVENTS AND WEBINARS

- **27th April 2016, Nairobi:** the first **Private Sector conference on Sustainable and Inclusive Business** will bring together members of the private sector, public sector, civil society and academia, working on various issues to speed up the process of creating sustainable and inclusive businesses. [Register to attend here.](#)
- **28th April 2016, Webinar:** Partnerships in Inclusive Business, webinar focusing on sanitation and agriculture. 6:30pm Delhi, 4pm Nairobi, 2pm London, 9am New York. [Register here.](#)
- **24th May 2016, Melbourne:** Business for Development, the UNDP Business Call to Action and EY are working together on the **2016 Inclusive Business Forum in Melbourne.** [Find out more and register today.](#)
- **More to come on marketing toilets and other durables:** In June and July we will be teaming up with Hystra to run a series of webinars on marketing consumer durables at the BoP, including toilets, stoves and lights.



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