



**SOLUCIONES ALTERNATIVAS PARA EL SANEAMIENTO**



# The presentation

1. Background
2. Inclusive sanitation market approach
3. The multi-stakeholders perspective
4. The product and the business model
5. Challenges and opportunities





# The sanitation challenge in Peru

- 12 million people do not have sanitation services
- Less than 25% of wastewater receives treatment
- Only 3 of 10 latrines are in good conditions
- 8 of 10 children less than 5 years old who have latrines do not use them.



(1) Ministry of Housing, Construction and Sanitation. National Sanitation Plan 2006-2015. March 2006

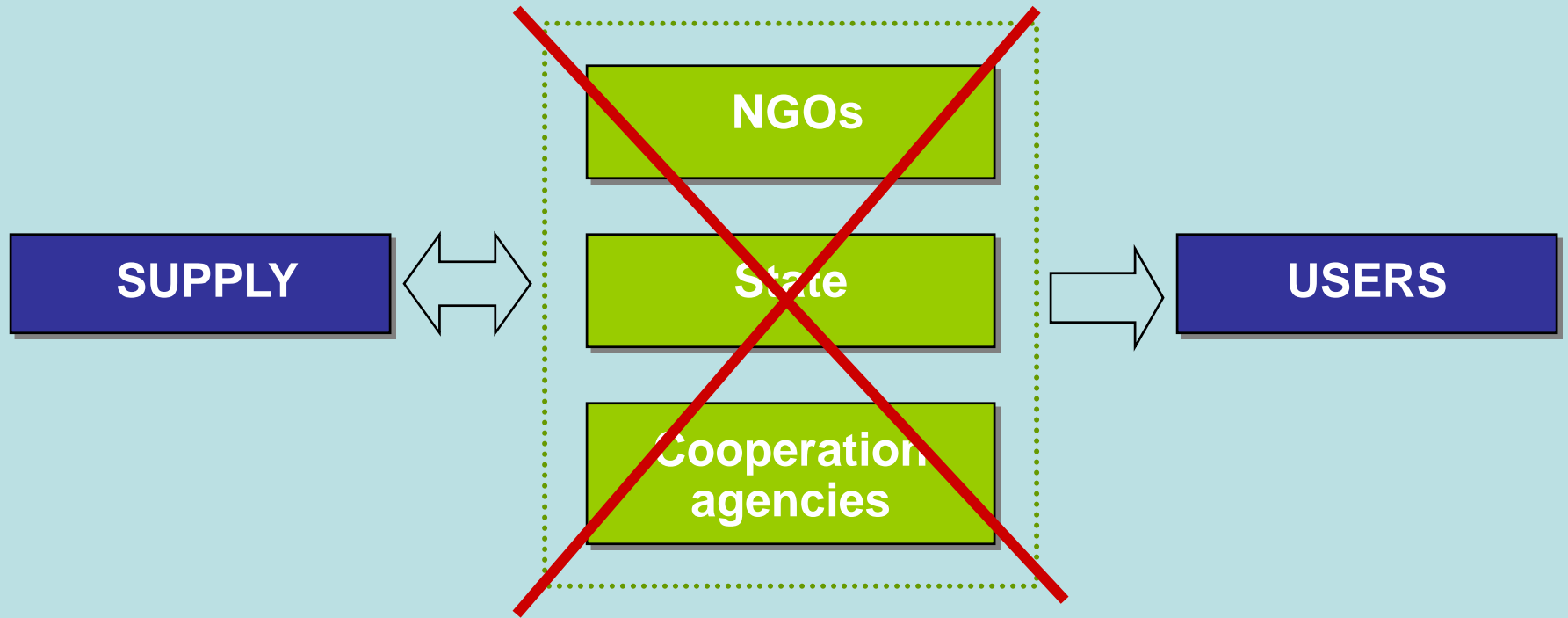
(2) WSP. Behavioral and demand base line study in Peru. IMASEN. June 2007



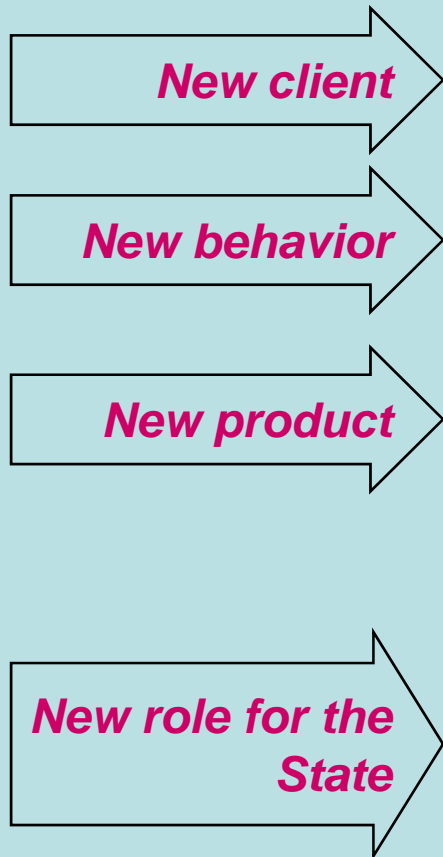
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# ¿Is it a sanitation market for the poor?

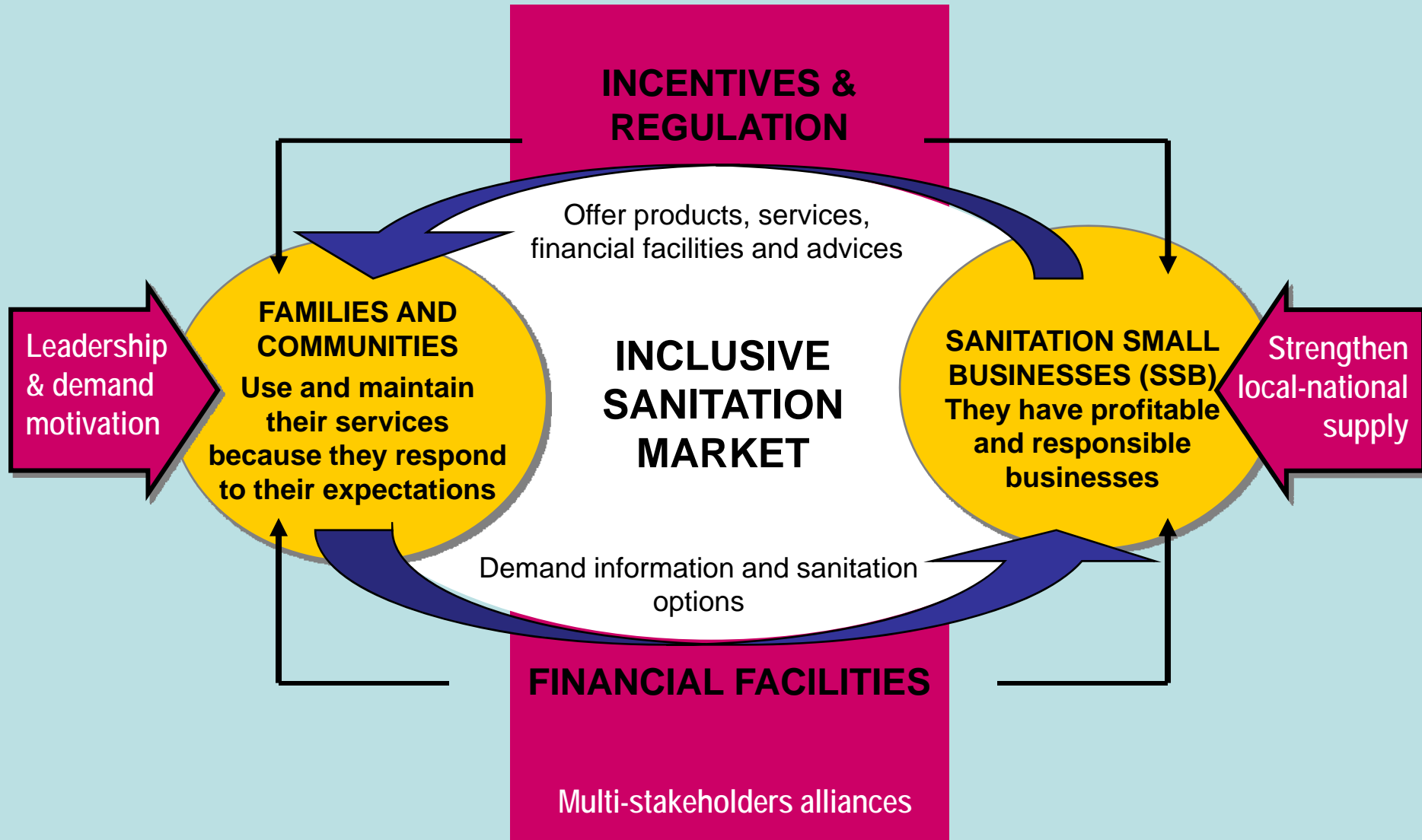


# A paradigm change



Traditional approach	Market approach
Beneficiaries	Costumers and citizens
External decision choice	Costumer decision choice (what and when buy)
Unique sanitation option	Different sanitation options
Focus on the supply side	Demand driven approach (to respond peoples' expectations and needs)
A big relief actor (State)	Multi-stakeholders alliances
Direct subsidies	Subsidies to market development

# Inclusive sanitation market approach



# Multi-stakeholders

**State & donors**

**Financial institutions**

**Sanitation manufacturers**

**NGOs & Education**

**Other companies**

MVCS  
Digesa  
Sedapal  
Fondam  
Cosude  
Usaid  
WSP  
F. Ensemble

Scotiabank  
Mibanco  
Edyficar  
Adra  
CMAC Cusco

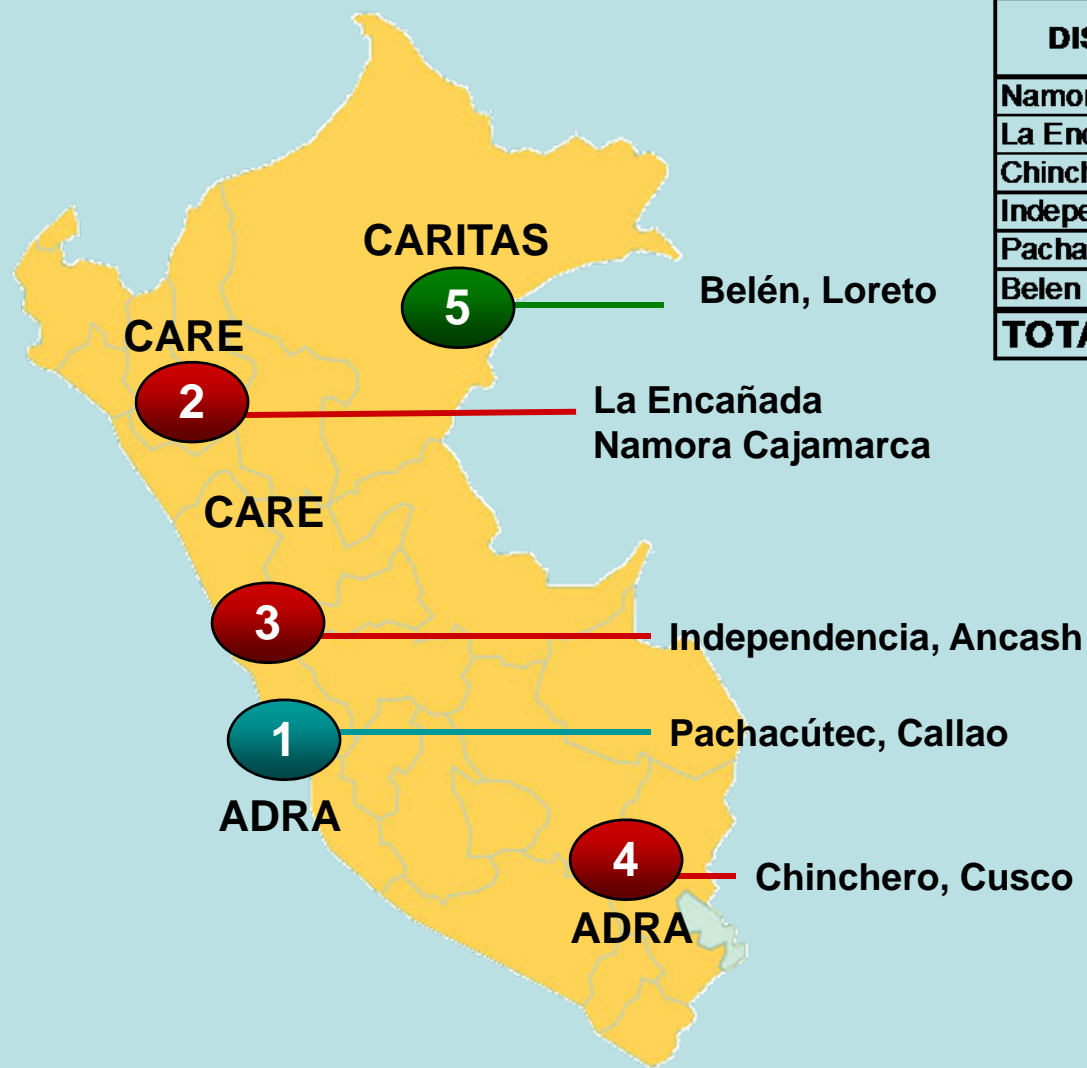
Celima – San  
Lorenzo  
Amanco  
Rotoplas  
Eternit -  
Promesa  
Maestro

Sencico  
Fundacion  
Pachacutec  
Care  
Adra  
Caritas  
Agua Limpia

TBWA Peru  
Nestle  
Gloria  
Seven Group  
Servicios  
TDS

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# Pilots zones of intervention



DISTRITO	POBLACION	TOTAL VIVIENDAS	VIVIENDAS META
Namora	8,552	4,493	715
La Encañada	22,397	8,430	611
Chinchero	9,958	2,948	1,262
Independencia	61,705	18,955	1,218
Pachacutec	118,280	25,713	3,000
Belen	66,804	12,742	1,000
<b>TOTAL</b>	<b>287,696</b>	<b>73,281</b>	<b>7,806</b>

- City development: peri-urban areas, small towns, rural areas
- Geographical dimension: coast, highlands and jungle: flooded areas
- Economic characteristics: poor and extremely poor targets
- Water access: without water, without sewerage and without housing connection

## Sanitation technologies

Without water  
With water without  
sewerage systems  
With access to  
sewerage systems

## Quality services

Construction and  
installation  
Emptying  
Fixing

## Financial facilities

Individual loans  
Communitarian  
loans  
Credit cards  
Saving groups  
Government  
subsidy programs  
(Juntos & Techo  
propio)

## Post sale services

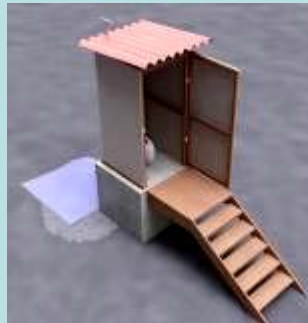
Use and  
maintenance  
education  
Credit education  
Sanitation  
awareness

# Sanitation technologies

## DRY SYSTEMS



## WATER SYSTEMS

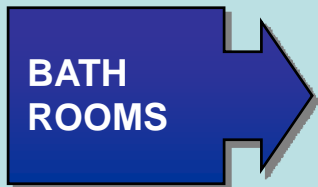


Base

Transitory

Basic definitive

Complete definitive

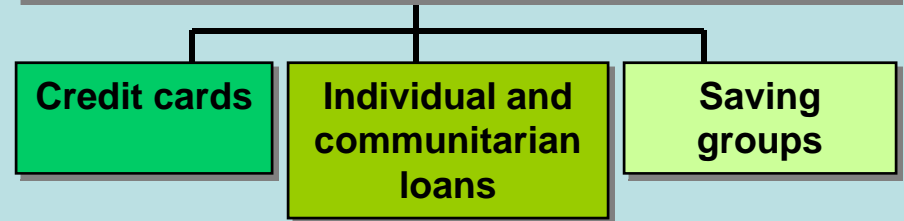


# Financial facilities

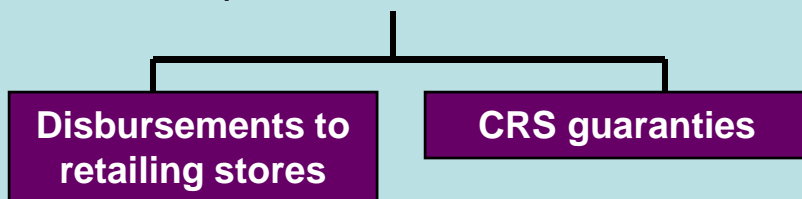
## FINANCIAL INSTITUTIONS



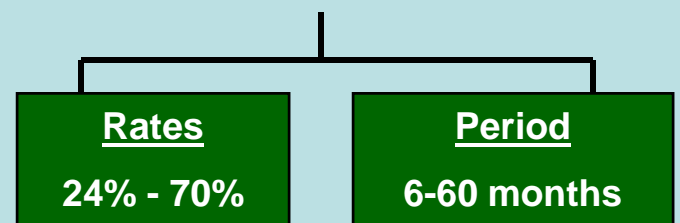
## PRODUCTS



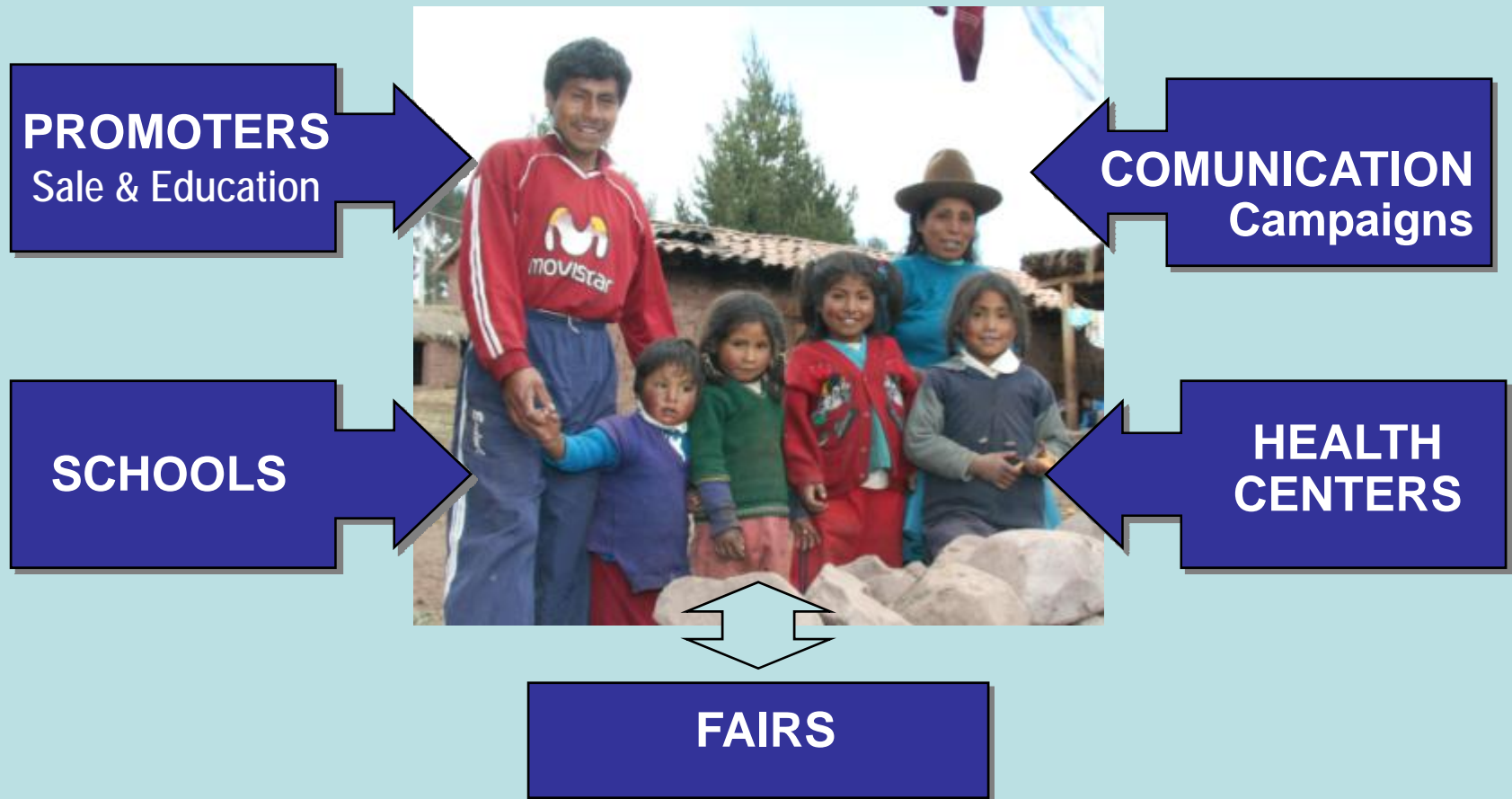
### Operational mechanisms

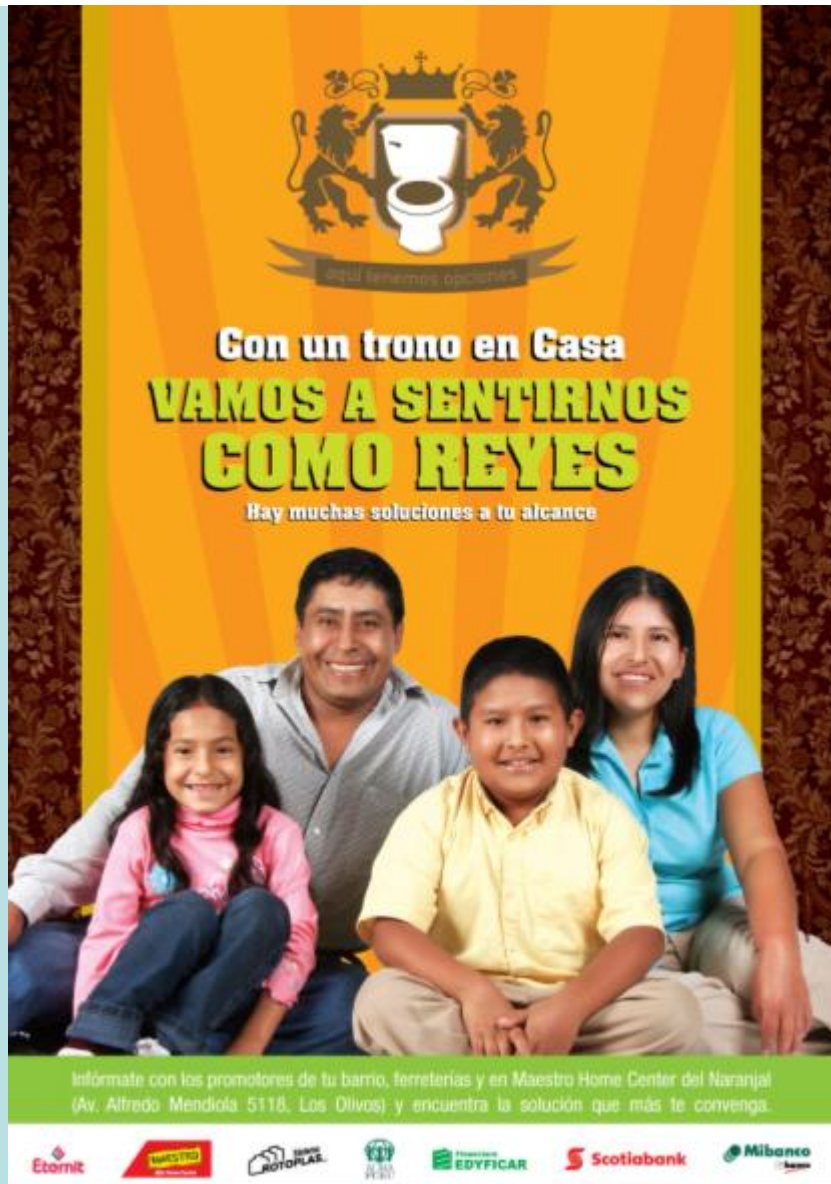



### Characteristics



# Community leadership & demand motivation








**Con un trono en Gasa  
 VAMOS A SENTIRNOS  
 COMO REYES**  
 Hay muchas soluciones a tu alcance

Infórmate con los promotores de tu barrio, ferreterías y en Maestro Home Center del Naranjal  
 (Av. Alfredo Mendiola 5118, Los Olivos) y encuentra la solución que más te convenga.





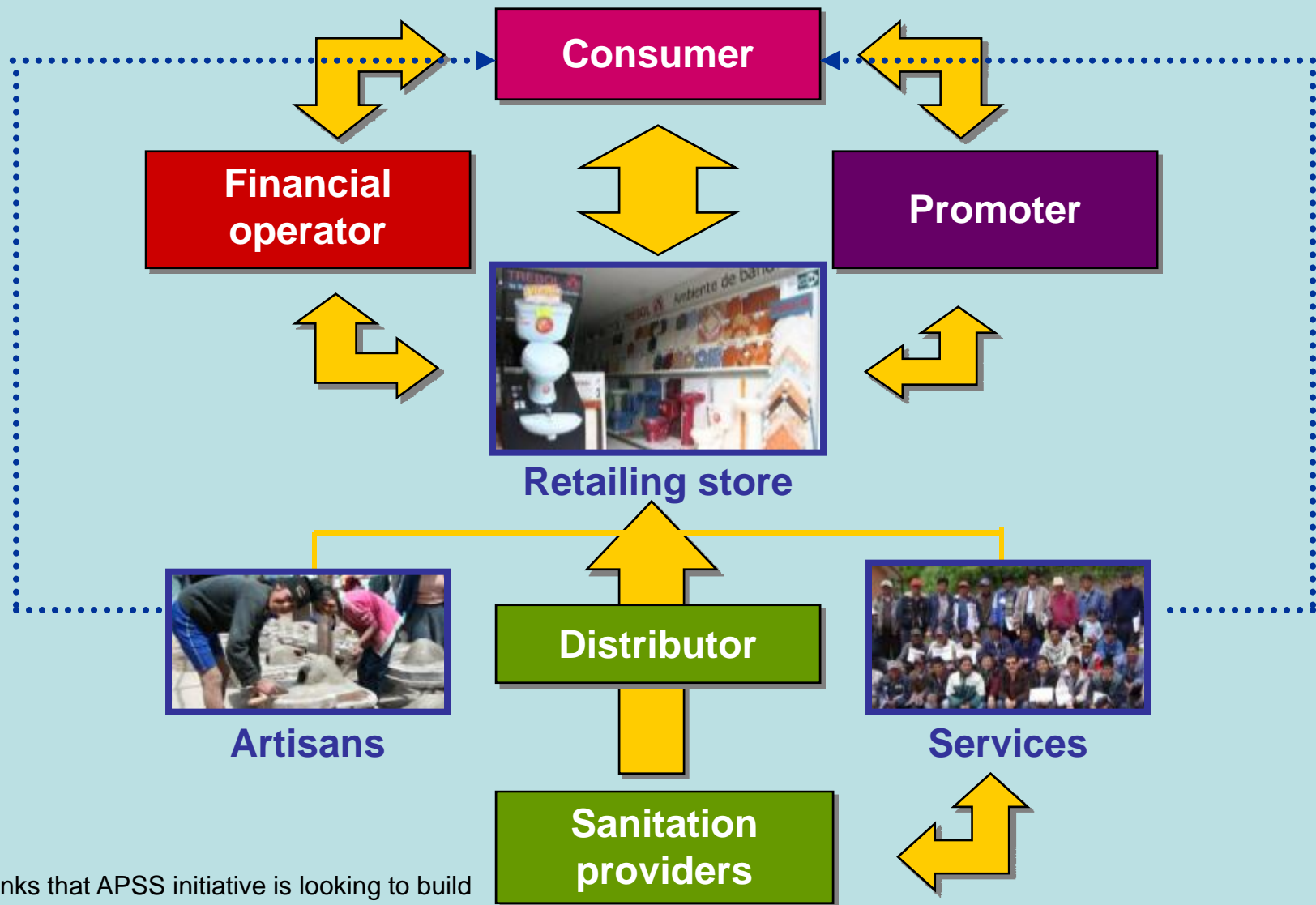
## Infórmate aquí



Con mi bañito  
 nuestra familia  
 está feliz...  
 y vive  
 mejor

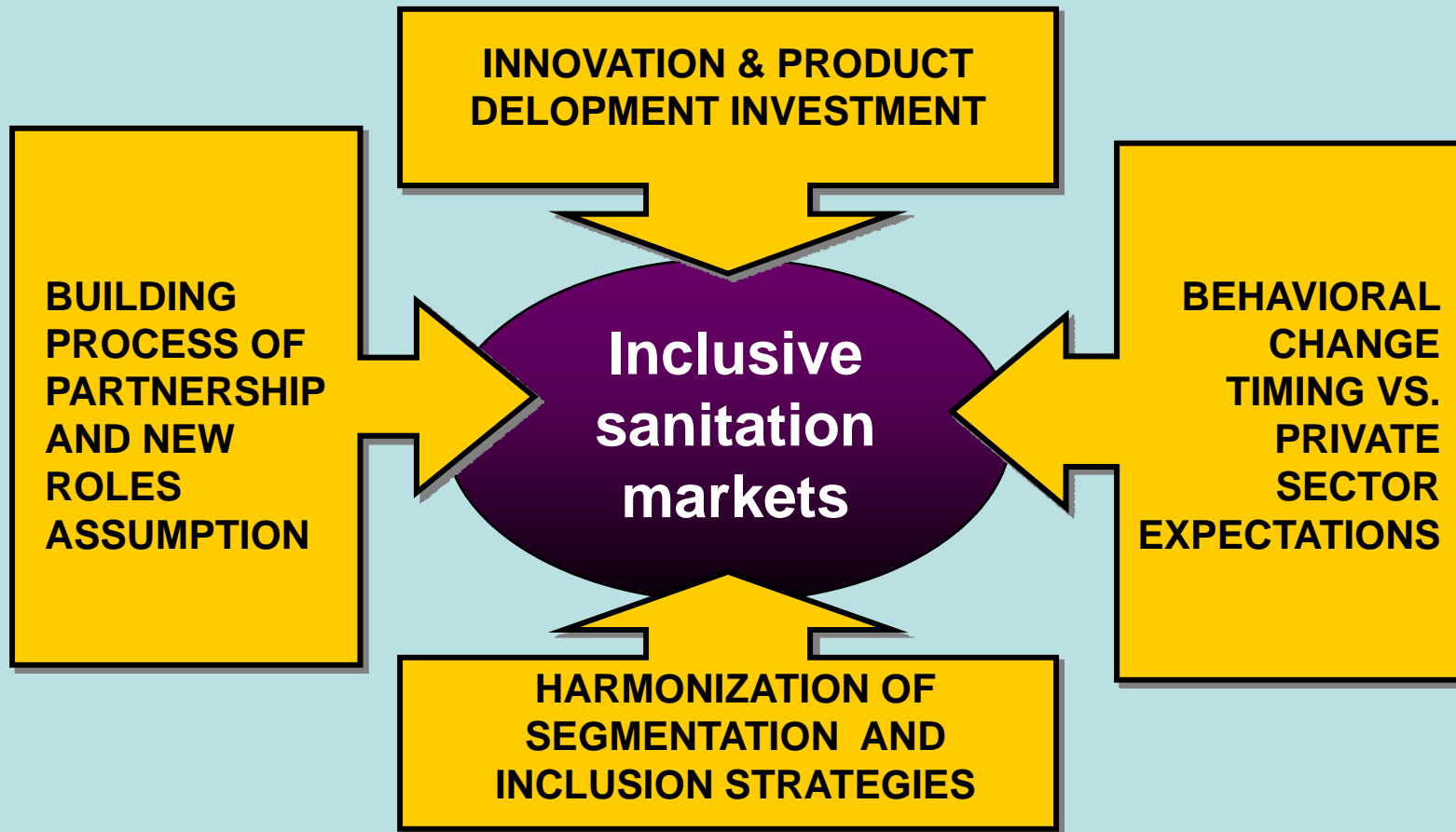


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# SSB business model



 Links that APSS initiative is looking to build  
 Small sanitation businesses



# Highlights in terms of scale and sustainability

Focus in the  
person

Partnership &  
cooperation

More action &  
less fears

Flexibility



