

BEYOND TECHNOLOGY - STRENGTHENING GHANA'S RURAL SANITATION MARKET



Through the Enhancing Water, Sanitation, and Hygiene (WASH) program, USAID Ghana is helping to increase access to sustainable and affordable sanitation in six regions of Northern Ghana by addressing the barriers for a poor-inclusive rural sanitation market.

SANITATION MARKET BARRIERS & CONSTRAINTS

Access to safe, sustainable, and affordable sanitation solutions is challenging, particularly in rural communities where the **cost of installation, lack of finance**, and a lack of availability of a **variety of products**, create barriers to a robust and scalable sanitation market. The Enhancing WASH program is designing and testing approaches to improve the enabling environment and address market constraints to increase access to sustainable sanitation in rural areas.

Most rural communities have access to electricity and internet, yet less than **71%** have access to basic sanitation facilities –

2018 Census Ghana Statistical Service



SUSTAINABLE SANITATION SOLUTIONS

Piloting approaches that strengthen the market for durable and affordable sanitation solutions is a top priority for the Enhancing WASH program. The Digni-Loo and SATO pan are two technologies designed to fit the needs of rural communities. Because they are made with plastic, they offer customers a solution that is easier install and maintain, hygienic, and able withstands weather elements like flooding during the rainy seasons. The Enhancing WASH program is testing opportunities to **expand the availability and variety of sustainable products** addressing key market barriers and supply chain constraints in rural areas of Northern Ghana.

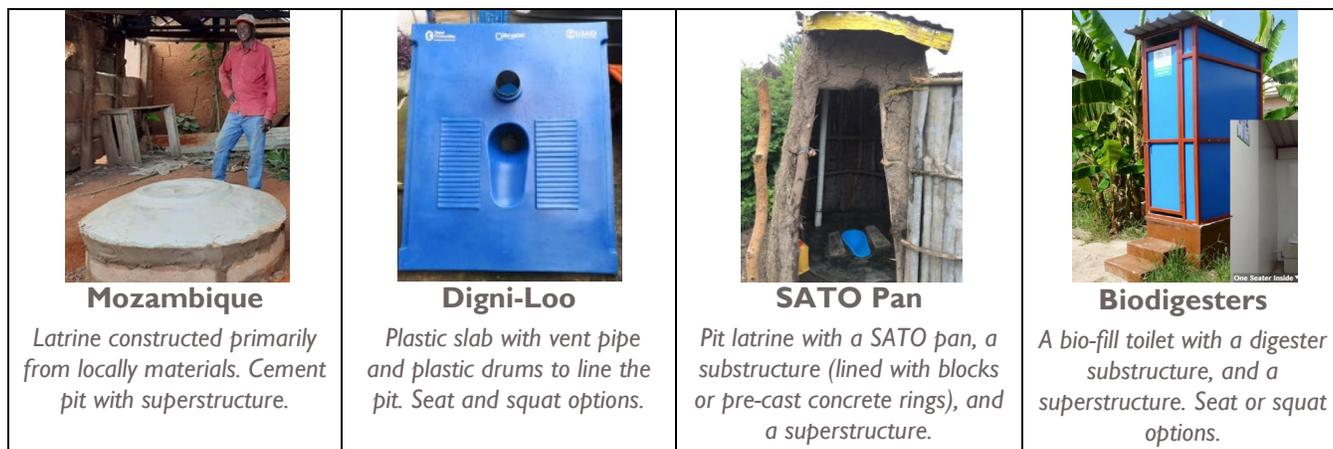
ENHANCING THE ENABLING ENVIRONMENT

The Enhancing WASH program is working to enhance the enabling environment for the sanitation market in Northern Ghana through a comprehensive behavior change led approach to address supply and demand side constraints. The program is examining opportunities to **improve access to finance** for households and entrepreneurs by developing new financial mechanisms, mobilizing private sector investment and blended finance opportunities, and **building capacity of and leveraging innovative solutions** from the private sector.



AFFORDABILITY AND SANITATION

There are four primary sanitation technologies present in Northern Ghana, as shown below. A breakdown of component costs for each sanitation technology is included in Figure 1.



For many households, purchasing a toilet can require savings equaling several months of income, as shown in Figure 2. The Mozambique latrine, the cheapest option, costs approximately 185% of a bottom quintile household's and 81% of an average household's monthly income. A full biodigester structure costs approximately 493% of a bottom quintile household's and 216% of the average household's monthly income. This shows that no matter the technology, most households will require access to finance to purchase a latrine, especially since most (if not all) of their monthly income goes towards living expenses and other competing priorities such as healthcare and school fees.

Figure 1: Breakdown of Costs by Technology Component

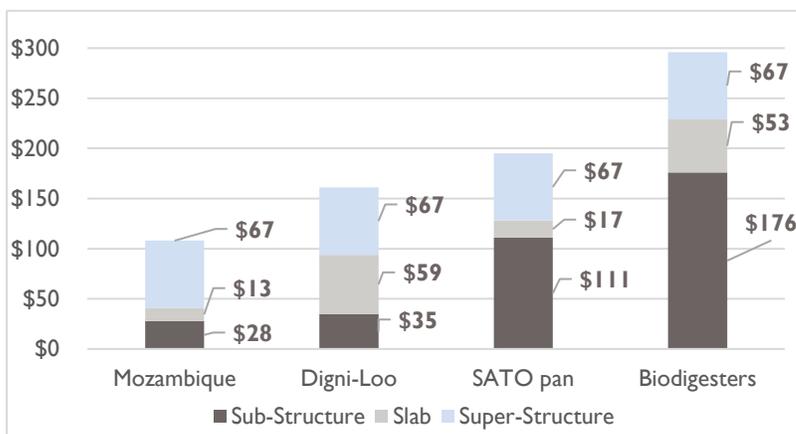
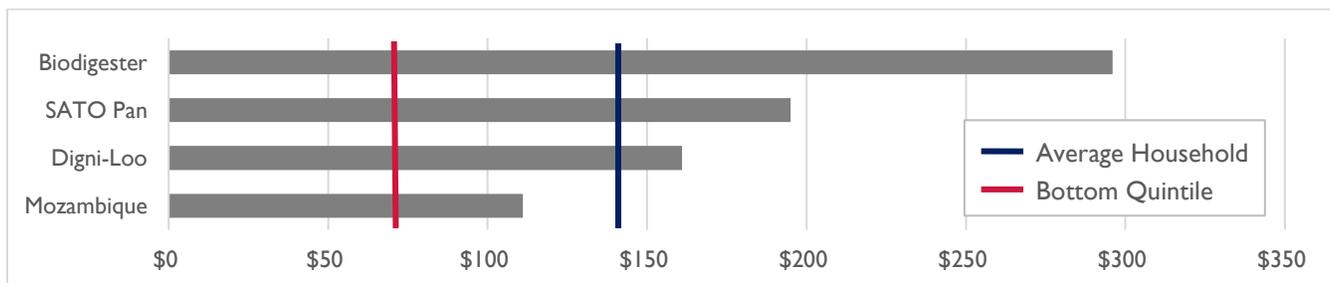


Figure 2: Technology Costs Compared to Bottom Quintile and Average Household Monthly Incomes



As the program moves into Year 2 of implementation, focus will be on (1) Strengthening the sanitation market supply chain; (2) designing pay-for-results incentives for the private sector; and, (3) improving access to finance for households and businesses.

Please reach out if you have any questions:

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