Capacity, Drive, Incentives:
Engaging the private sector with urban sanitation

Sam Drabble, WSUP
Four “private sector” providers...

Kara Company, Nairobi

UGSM, Maputo

Kanyama Water Trust, Lusaka

Clean Team, Kumasi
1: Kara Company

- Model specific to Kibera context
- Co-operative of self-employed pit-emptiers
- Challenges linked to low capacity and weak incentives
SME offering multiple services including FSM
Weak incentives to scale-up beyond current operations
WSUP is promoting sanitation tariff and reforms to regulatory framework
3: Kanyama Water Trust

- Hybrid model: pit-emptiers employed by KWT
- Complete FSM service absorbed into existing entity with proven management capacity
- Private sector principles applied to drive demand
4: Clean Team

• Pure private sector model: human-centred design, customer service and branding are core
• High capacity enterprise developed by WSUP from scratch
• Business model designed for scale-up
Conclusion: How to engage the private sector?

We are still testing models, but shared learning is emerging from across our programmes...

- Harness *existing* capacity
- Support SMEs with drive and real business acumen
- Utilise private sector expertise (in branding, marketing, sales, behaviour change...)
- Create and promote incentives for engagement – without them you won’t succeed!
Thank you!