WESTERN KENYA SANITATION PROJECT (WKSP)

CONTEXT

Challenged with providing access to sanitation, which remained at 30% nationwide in 2017, and with enabling better menstrual hygiene management (M4H), in a region where 65% of women and girls in 2019 could not afford sanitary pads, the Government of Kenya (GOK) is setting national guidance to increase awareness and find solutions to address the sector’s service delivery constraints. In line with its goal of achieving 100% open defecation free (ODF) status by 2030 (as outlined in its Vision 2030 agenda) as well as establishing policies on environmental sanitation, hygiene, and M4H, the GOK has set frameworks for county governments to legislate and invest in sanitation and menstrual hygiene management, including through market-based solutions. The GOK has also initiated an ODF Rural Kenya Campaign, adopting Community-Led Total Sanitation (CLTS) as its core strategy to advance improved sanitation services delivery.

County governments meanwhile face constraints in planning, financing, and enabling sustainable sanitation and menstrual hygiene management that is both responsive to public needs and engages stakeholders. In Western Kenya, access to basic sanitation remains low, at less than 30% in urban areas and 50% in rural communities. Counties where at least 10% of sanitation facilities are improved have correspondingly low OD rates, while those with few improved facilities having among the highest OD rates. Access to M4H products is also low due to affordability and availability resulting from distribution challenges, stigma, inadequate education, and a lack of awareness.

MISSION

Supporting the GOK’s mission to advance sanitation and M4H management, the United States Agency for International Development (USAID) has launched the $24M, five-year Western Kenya Sanitation Project (WKSP). Beginning in 2020, USAID WKSP works with multiple stakeholders in eight western Kenya counties to create a financially sustainable, transformative, replicable and locally-owned sanitation and M4H marketplace that goes beyond, (as well as supplements) the traditional “Do-It-Yourself” model promoted through the CLTS approach. The project will develop, test and apply county-wide approaches with the aim of fostering systems-level incentives and removing barriers to strengthening markets for sanitation and hygiene products and services. Market-based solutions are critical for improving the quality of household sanitation and hygiene products. If they are to be effective, such solutions call for engaging multiple stakeholders—including but not limited to the private sector—to stimulate innovation and investment that will meet demand, all while considering affordability, sustainability, and local market conditions.

WKSP works towards its goal primarily through four objectives:

1. Assess sanitation and menstrual hygiene market ecosystems to identify gaps and opportunities for expanding availability of products and services based on customer insights and preferences.

2. Facilitate the establishment of a sustainable market by developing customer-centric products and services, an effective sales and marketing approach, and efficient delivery models executed by local enterprises and tailored to the customer base.

3. Increase access to and uptake of market-based, improved sanitation, fecal sludge and household menstrual hygiene management products and services.

4. Support county governments, civil society and community leaders, and the private sector to facilitate a business-friendly enabling environment that allows sanitation and M4H markets to expand.
ABOUT WKSP

$24 million 5-year project
(February 2022 - February 2027)

Engage with various stakeholders to lay groundwork for a financially sustainable, transformative, replicable and locally-owned marketplace of sanitation and MHM products and services

Develop, test, and scale customer-focused, market-driven approaches intended to transform the accessibility and delivery of sanitation and MHM products and services

Establish an enabling environment that facilitates both the expansion of, and investments in, sanitation and MHM products and services

EXPECTED RESULTS

• Improved access to basic or safely managed sanitation and menstrual hygiene management, products and services

• Increased access to and uptake of market-based and better-quality sanitation, fecal sludge and menstrual hygiene management products and services

• Identified key market and customer bases for sanitation management

• Increased reach and sales of sanitation and MHM products and services, this includes increasing profitability and the viability of stakeholders and enterprises

• Expanded behavior change and marketing campaigns for improved MHM practices

• Increased availability of MHM products and services that address the needs of women and girls

• Increased access to finances and resources that facilitate availability of, and access to, sanitation and MHM products and services from public and private sector partners

• Improved monitoring and regulation of sanitation and MHM products and services

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Accelerating sanitation and menstrual hygiene management in Kenya by working with local stakeholders to lay the groundwork for a sustainable, transformative and locally owned sanitation marketplace.