

# 30 MILLION THRIVING: CLOSING THE GAP IN ACCESS TO SANITATION

PSI's Commitment to Action

## CURRENT STATE OF GLOBAL SANITATION

One in three people live without access to safely managed sanitation. This is causing preventable disease and death, especially among vulnerable populations. Because access to sanitation is linked to other areas of development, including health, education, employment, gender equality, and climate resilience, **urgent action is critical.**

Despite significant progress to date, much remains to be done. Closing the current gap in access by 2030 will require a 5-fold increase in current rates of progress. In addition, both direct and indirect impacts of global climate change will make the global efforts even more demanding. **A comprehensive, systems-focused approach will, therefore, be instrumental to achieving universal access to clean, safe and affordable sanitation by 2030.**



## BUILDING ON PSI'S EXPERIENCE TO SUPPORT RESILIENT SYSTEMS

At PSI, we recognize that enduring change requires that we **work arm-in-arm with other inspiring and innovative minds committed to building systems-based solutions** for safe management of human waste. For more than a decade, PSI has been working to solve one of the world's intractable problems—poor access to hygienic sanitation. Our ambition is to bring this experience to bear to support a systems-based approach that addresses both visible and invisible barriers to sanitation access. **Our goal is to develop at least 10 inclusive sanitation markets, where 30 million people will have access to healthier, safer, more productive lives** as a result of strengthened market systems that enable access for all.

## FOUR PILLARS OF PSI'S APPROACH

The following four pillars underpin our work and drive our decision making on where and how we dedicate our resources and energy to affect the change we aspire to achieve:

## SYSTEMS STRENGTHENING

Implement a systems approach to developing **core market functionality** and ensuring that markets respond to consumer sanitation needs.

## MARKET-BACK SOLUTIONS

Facilitate introduction of products, services, and innovations that are informed by market-based evidence and consumer insights. We support market actors to **offer value to consumers from all market segments** and spur meaningful behavior change.

## AGILE EXPERTISE

Identify the necessary stakeholders to address discrete market challenges —from supply chain, local partnerships, and policy to families and communities. **Relationships will be intentionally leveraged** across multiple geographies to help drive efficiencies of scale.

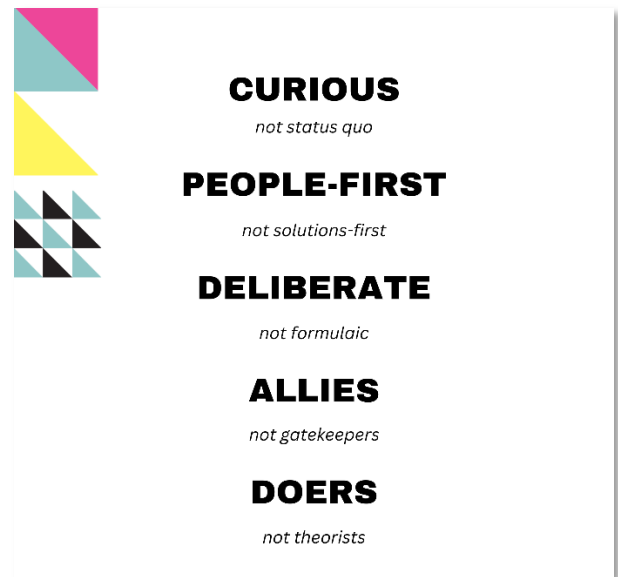
## DIVERSIFIED INVESTING

**Diversify our funder base**, keeping in mind the stages of market development (from market assessment to delivery) to determine who is best positioned to help fund efforts—e.g., philanthropic, government, social financing, or leveraged funding.

## PSI'S SUCCESS FORMULA

**Our success formula** is underpinned by a set of core values and principles that guide our approach.

It is the secret sauce that makes our team special. It is a multi-variable equation that keeps us honest — it represents who we are (versus who we are not). **It is how we show up to deliver impact.**



## DRIVING IMPACT IN ETHIOPIA: ILLUSTRATIVE CASE STUDY

In the Amhara region of Ethiopia, PSI is supporting market-based sanitation development through the USAID Transform WASH project, which aims to improve water, sanitation and hygiene (WASH) outcomes in Ethiopia by increasing access to and sustained use of a wide range of affordable WASH products and services.

The Amhara regional health bureau (RHB) has recently set a goal to achieve universal coverage of WASH services, including in schools and health centers. This includes supporting the sales of at least 600,000 toilets. PSI is working with the RHB on developing a strategy to reach this goal — starting with sanitation — and bringing in partners to drive progress on the plan through actions including:

1. Scaling the identification, training, and support of the sanitation businesses to ensure that each kebele has at least one viable sanitation enterprise serving its communities.

2. Deploying the M&E framework for tracking and monitoring sales coaching and sales to track the progress, level of effort and effectiveness, and results of the campaign.
3. Building the supply chain for sanitation products (e.g., SATO pan and Aim Plastic Slab) and necessary inputs to ensure sanitation businesses have the quantity of materials to sell and install in the right place.
4. Government promotion of the market-based sanitation strategy to the kebele level so that all households are aware that they must have a toilet to be compliant with health standards.

To deliver on our vision and goals, partnerships will be critical to drive lasting and meaningful change. **We invite you to join PSI and our partners on this exciting, yet critical journey to close the gap in access to safe, clean, and affordable sanitation.**

## ABOUT PSI

Population Services International (PSI) works to improve the health and economic opportunity of people around the world. In sanitation, we do this by strengthening market systems to increase inclusive access to products and services that customers want to use.

PSI has been tackling sanitation challenges for a decade. By working with local entrepreneurs to build sanitation markets and economies, unlocking the ability of government to lead and support private sector to be an integral player, we have created sustainable livelihoods for thousands

of small business owners and their employees. This has stimulated millions of dollars in local public and private investment in sanitation, developed innovations in design and manufacturing, and prevented millions of liters of fecal waste from contaminating the environment. Activities have been carried out in 13 countries resulting in the sales of over 700,000 toilets sold through local sanitation businesses.



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