



Shaping policy for development

odi.org.uk



Private sector and WASH

Engaging for universal access

Nathaniel Mason, with Mariana Matoso and William Smith

4 October 2015





Purpose

This presentation covers findings from a study that sought to address two questions:

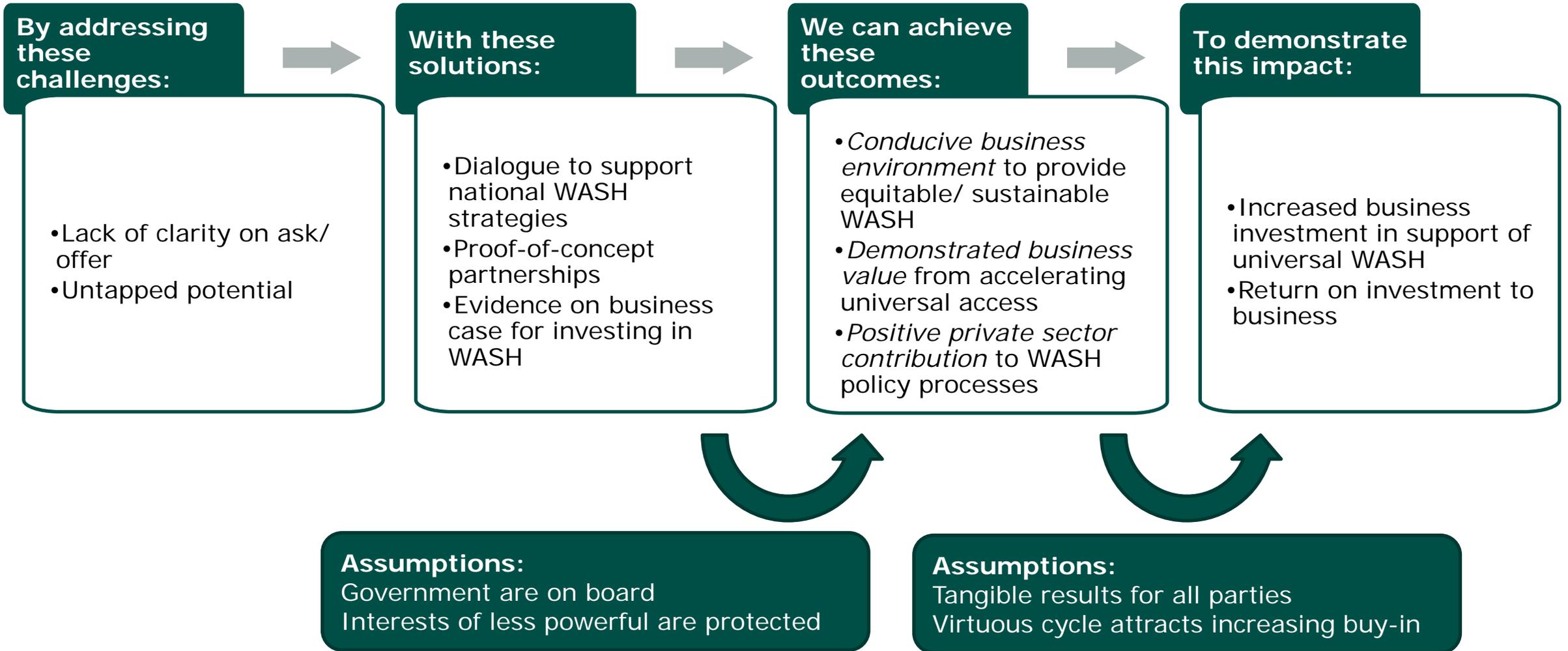
- What does the WASH sector mean by ‘private sector engagement’ – and what are the objectives of engagement?
- What are the key ways that the private sector can support universal access and SDG targets 6.1, 6.2 and 6.3?



Objective of SWA Partnership Meeting	Relevant issue addressed by study
Build understanding of SDG framework	What opportunities arise with agreement of the SDGs for the WASH sector to better engage the private sector?
Present and build consensus on SWA strategy	How can SWA take a strategic approach to private sector engagement?
Identify actions on evidence and accountability	What are the requirements in terms of evidence and accountability to ensure positive engagement?
Build consensus around behaviours and country level action	How can global forms of private sector engagement support country level action?
Gather ideas on political prioritisation	How can private sector energy be harnessed to enhance political prioritisation of WASH?



What is the Theory of Change?



In the paper, we map...

How to build viable business models to provide and sustain WASH services

How to leverage private sector contributions to the enabling environment for WASH

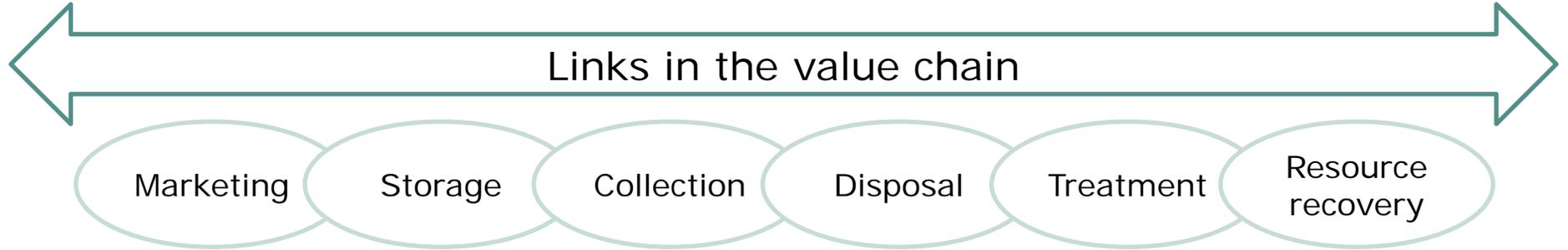
How to frame mechanisms for private sector and WASH organisations to engage at global policy level, in support of country plans and strategies





Private sector *in* WASH - Analysis

Example:
Sanitation



Scale of business

- Sole trader
- Micro enterprise
- Small-medium enterprise
- Large enterprise
- Multinational





Private sector *in* WASH - Recommendations

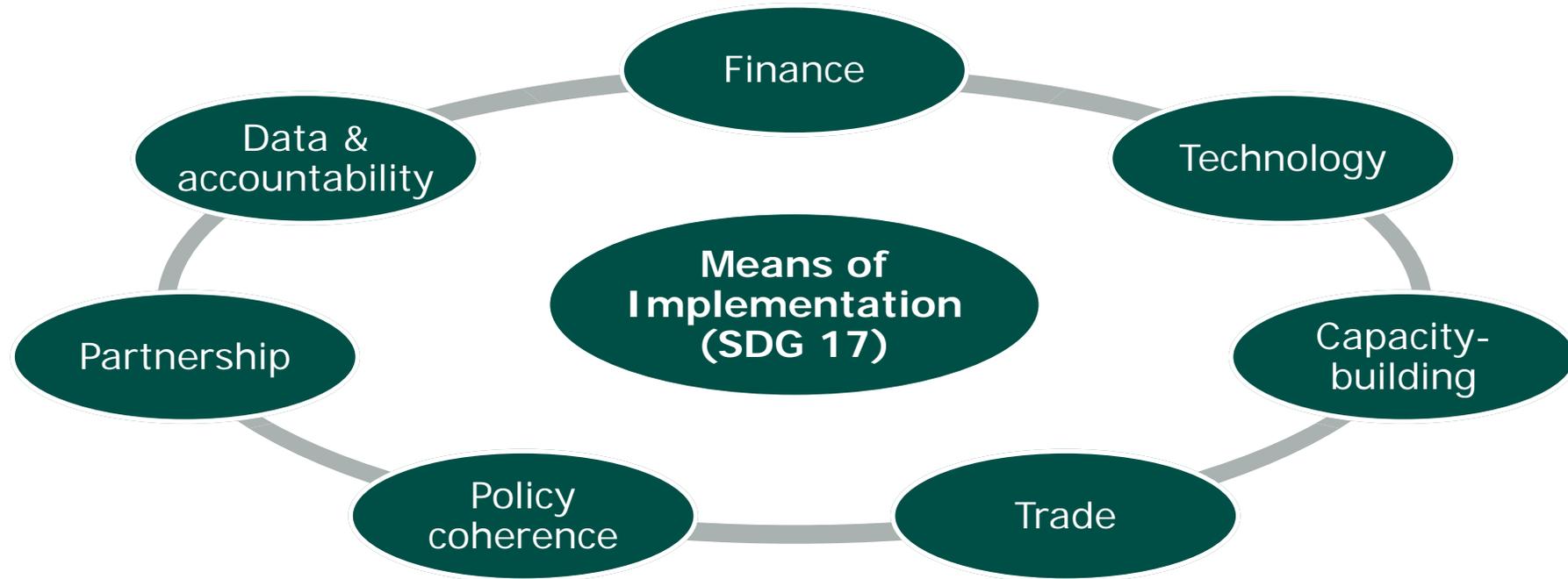
WASH agencies can enable partnerships between different scales of private sector, and Government, to contribute more effectively to universal access, by:

- Brokering a range of financing options to support businesses as they transition to scale
- Progressively engaging Government to support with developing policy frameworks that enable safe, affordable and sustainable services
- Supporting transparent and equitable transactions that protect the interests of those with less power and voice



Private sector *for* WASH - Analysis

How can the private sector support the WASH enabling environment?





Private sector *for* WASH - Recommendations

A key area for engagement: **WASH in the workplace and supply chain**

Goal: all workers globally have access to safe, adequate and equitable WASH in their places of work

Objective: enable all businesses to make a meaningful contribution to SDG6, in a way that generates business value

For employees:
welfare and health
at work

For businesses:
commercial
advantage

For governments:
Healthy, productive
society



Private sector *and* WASH - Analysis

SWA is uniquely placed to provide an entry point for private sector engagement. Form (how engagement is organised) should follow from function (to what end is engagement promoted). That means...

Clarifying the ASK

- Normative level: minimum expectations
- Practical level: making a contribution to universal access on the ground

Linking
global to
national
levels

Clarifying the OFFER

- Opportunity to improve credibility
- Opportunity to engage in active partnership with others to resolve key business challenges



Private sector *and* WASH - Suggestions

Clarify the ask and the offer with short guiding documentation

Specify who can participate (Partner status/ steering committee seat).

Offer a mechanism for private sector Partners to demonstrate credible contribution.

Undertake a membership drive, building on existing networks and relationships.

Develop and implement a strategy to support governments engage their own private sectors for universal WASH.



ODI is the UK's leading independent think tank on international development and humanitarian issues. We aim to inspire and inform policy and practice to reduce poverty by locking together high-quality applied research and practical policy advice.

The views presented here are those of the speaker, and do not necessarily represent the views of ODI or our partners.

Overseas Development Institute
203 Blackfriars Road, London, SE1 8NJ
T: +44 207 9220 300

www.odi.org.uk

n.mason@odi.org.uk

#natlukemason





Shaping policy for development

odi.org.uk