

Connecting the Unconnected

Programs for encouraging households to connect to sewers

Rebecca Gilsdorf, Water & Sanitation Specialist, World Bank
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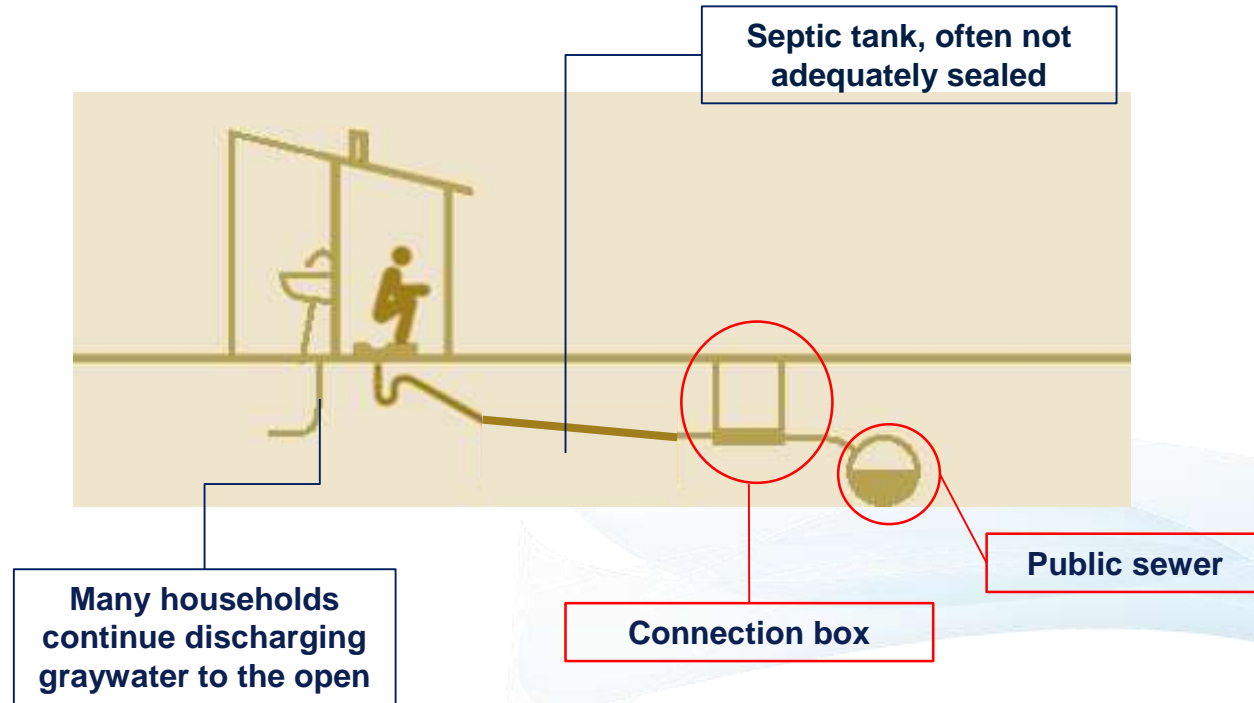


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The problem with low connection rates

- Conventional sewerage networks have been constructed/expanded in cities around the world
 - Access to sewerage network has favored the wealthier quintiles of the population, which have monopolized services
- Sewerage comes at a high cost, but without household connections, the benefits are not realized:
 - The service provider does not earn the planned return on investments
 - Constructed wastewater treatment plants remain under-utilized, causing poor performance of treatment facilities
 - Residents lose the health and convenience benefits
 - The larger community/city does not get the environmental and health benefits

What is a connection?



Why households don't connect

Don't want to pay new/additional tariff

Unable/unwilling to pay costs associated with the connection

Want to avoid rumors about their wealth

Enforcement of sanctions for not connecting is lacking

Happy with current solution

Lack information regarding how to connect

Government does not require it

Construction procedures associated with connection are too complicated

Programs for ensuring households connect

Key areas of consideration:

- Social
- Financial
- Institutional
- Legal
- Technical

Assessing
the situation

Designing
the
intervention

M&E and
post-
construction

Implementing
the
intervention

Assess the current situation

- **Social**
 - Behavior change campaigns
 - Range of customer segments
- **Financial**
 - Customer willingness and ability to pay
 - Overall financial framework for capex and opex
- **Technical**
- **Institutional**
 - Key stakeholders and institutions with clear roles/responsibilities
 - Capacity of service providers
- **Legal**
 - Regulatory framework for environment, public health, economic, and construction

Design the intervention

- **Social**
 - Price
 - Connection fee
 - Reduced tariff
 - Promotion
 - People
 - Landlord/tenant dynamics
 - Selection criteria
 - Point of Purchase
 - Product
- **Financial**
 - Prepare financing model for capex and opex
 - Explore possibility of revolving fund or other innovative finance
- **Institutional**
 - Consider options for private sector engagement
 - Service provider reputation is key
- **Legal**
 - Land rights and tenure status
 - Consider enforcement
- **Technical**
 - Consider simplified sewerage options

Implement and monitor the intervention



- Learn by doing and iterate the design as needed
- Incorporate a strong monitoring and evaluation system



Photos courtesy of Colombian Ministry of Housing

To learn more...

For more information on this approach and some example case studies, recommendations and additional resources, check out...

Connecting the Unconnected

Kennedy-Walker, R., Thomas, S., & Naughton, M.

World Bank 2018 (forthcoming)



...and our **video on *Connecting the Unconnected*** with case studies from Brazil and Colombia – also available with Spanish and French subtitles!

bit.ly/CWISvideos

THANK YOU!



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