Connecting the Unconnected
Programs for encouraging households to connect to sewers

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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
Many households continue discharging graywater to the open connection box. Septic tank, often not adequately sealed. Public sewer.
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
- Construction procedures associated with connection are too complicated
- Lack information regarding how to connect
- Government does not require it
- Unable/unwilling to pay costs associated with the connection

Programs for ensuring households connect

Key areas of consideration:
• Social
• Financial
• Institutional
• Legal
• Technical
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!