



DELIVERING RURAL SANITATION SERVICES AT SCALE REFLECTING ON SOME APPROACHES AND LESSONS

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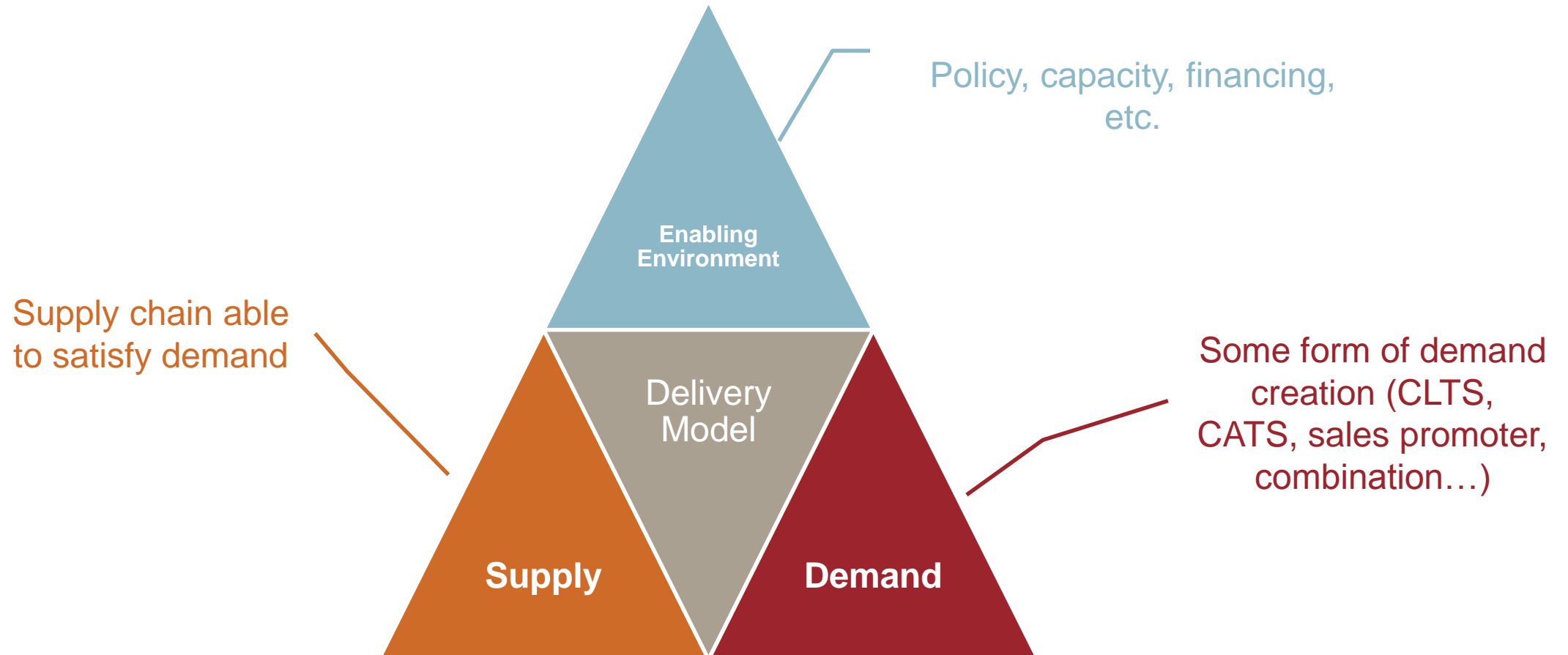
Sanitation Service Delivery-Markets

- **Scale**
 - Reach millions
- **Impact**
 - Improve living conditions
 - Wellbeing
 - Health
 - Economic activity
- **Sustainability**
 - Results that last – HH use
 - Businesses continue to operate



THREE ELEMENTS WE FOCUSED ON

Multiple models are possible; there is no silver bullet. But all include at least these three elements



QUESTIONS WE SOUGHT TO ANSWER

- What drives **adoption**?
- How do we **reach the poorest**?
- What is the **influence of cost** on adoption?
- What is the **role of subsidies**?
- How can we **improve targeting**?
- How can we reach **ODF** more effectively?
- What improves **sustainability**?
- What is the **delivery cost** of different approaches?
- Etc.



THREE MAIN CHALLENGES: PRODUCTS, DEMAND, SUPPLIERS



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The banner features a woman and a young girl standing next to a large yellow flower. A blue toilet seat and a blue bidet sprayer are also visible. The background is a light gray gradient.