



## PROJET ASSAINISSEMENT, CHANGEMENT DE COMPORTEMENT ET EAU POUR LE SENEGAL (ACCES)

### INTRODUCTION TO THE USAID/ACCES PROJECT

USAID's ACCES (Sanitation, Behavior Change, and Water for Senegal) is an integral part of USAID / Senegal's SENWASH portfolio to comprehensively address water, sanitation, and hygiene (WASH) issues. The overall goal of ACCES is to dramatically increase sustainable access to improved water and sanitation services and adoption of hygiene practices in targeted communities. In Senegal, 67% of the rural population have access to a better source of drinking water, while considerable efforts remain to be made in the sanitation sector, where only 34% of the population have access to improved latrines and 24% still practice open defecation (DAL; WHO / UNICEF, JMP, 2015). Hygiene and sanitation are among the priorities of the Senegalese government. The ACCES market-based approach has been recognized as an effective way to address the difficulties in accessing improved sanitation because it aims to increase the demand for sanitation, while ensuring a sustainable and affordable supply of products and services that are appropriately designed to meet demand, as well as to accommodate different site conditions and household budgets.

#### Approach

ACCES combines two approaches to achieve these goals: Community-Led Total Sanitation (CLTS) coupled with Market Based Sanitation. The first part of the approach seeks to generate demand for improved sanitation and move villages away from open defecation while remaining sensitive to existing standards and practices. The second is a market-based approach that aims to generate demand for sanitation-related products and services, and also stimulate supply by mobilizing and building capacity in the private sector to provide a range of appropriate and affordable WASH products and services. It has become evident that, when combined, the two approaches offer greater beneficial impact and sustainability across client segments.

#### Activities

**Activity I: Generate local demand for WASH products and services designed to significantly improve sanitation, hygiene, and child nutrition practices.**

- Trigger 200 villages using the CLTS approach and sensitize the populations on the risks associated with open defecation and its impact on hygiene and nutrition.
- Facilitate the use of microfinance and community-based financing (groups, cooperatives, diaspora) to improve access to financing for the purchase of latrines.
- Launch a nationwide communication campaign to raise awareness about sanitation and hygiene, as well as to promote a new latrine brand called "Sagal".

**Activity II: Develop replicable and scalable business models for the sustainable delivery of WASH products and services.**

- Develop and test new prototypes of latrines with a customer-centric focus to combine local aspirations with cost-effective technologies.
- Train and coach private businesses, including local masons in improved latrine construction techniques, in addition to management, accounting, and sales techniques.
- Identify and promote financing mechanisms for businesses in the sanitation sector.

### **Activity III: Develop and manage of MUS action plans for multi-use water services.**

- Build capacity at the community level to develop and manage water resources and support the development of a new generation of local specialists to collect and analyze data on water resources.
- Identify and repair existing potable water systems and build four new systems.
- Support OFOR in strengthening transitional management in the Casamance.

### **Activity IV: Improve the enabling environment for the equitable provision of WASH services.**

- Collaborate with Senegalese government agencies, the Government Integration Activity (GIA) and Governance for Local Development (GoLD) activity of USAID/Senegal, and other donor programs to promote the sustainability of USAID investments through ACCES.
- Strengthen the operational governance framework to ensure a sustainable and equitable supply of water and sanitation.

### **Project Goals**

- 50% reduction in the average rate of open defecation of households in the targeted communes.
- 50,000 households reached through behavior change and CLTS.
- 150,000 people have gained access to improved sanitation.
- Fifty companies / associations have operational and financial skills to operate more efficiently.
- Companies are offering latrine products and services in the six project regions.
- Fifteen companies have obtained financing to offer sanitation products and services.
- Four new drinking water systems were built.

### **Some of the Project Outcomes**

- 110,550 people have access to an improved sanitation service for 10,203 latrines installed.
- About fifty companies offering sanitation services.
- More than 100 million XOF (\$180,000) in credit lent to households by microfinance institutions (MFIs) to purchase more than 1,400 latrines.
- Nine companies obtained more than 15 million XOF in financing to strengthen the supply of sanitation products and services.
- Four new drinking water systems were built, and nine systems were rehabilitated, serving more than 48,000 people.

### **Project Extension Period: March 2021 to September 2022**

In the extension phase, ACCES is consolidating the sustainable access to improved water and sanitation services through increased support to private businesses, putting them on the path to sustainable development, scaling up the *Sagal* latrine brand, and reinforcing the Senegalese sanitation market's sustainability.

### **Extension Activities**

- Support the structuring, management, and organization of WASH business activities.
- Support the diversification of WASH business activities with a view to greater profitability.
- Support building the capacities of private companies with the development and implementation of effective, simplified management tools.
- Material support to businesses for better empowerment of these businesses.
- Promote business connections to financial institutions to facilitate the mobilization of resources.
- Rehabilitate failing water and sanitation systems in ten rural health centers.