



Supportive Environments for Healthy Communities

Issue 59 June 8, 2012 | Focus on Public-Private Partnerships

This week's issue contains resources on public-private partnerships (PPPs) for the WASH sector. Included are case studies from India, Madagascar, Uganda and other countries, which discuss PPPs for WASH services in rural areas, small towns and large cities.

Please note that WASHplus Weekly will be on vacation for the next two weeks, and the next issue will be sent out on June 29. Please let WASHplus know at any time if you have resources to share for future issues of WASHplus Weekly or if you have suggestions for future topics. An [archive](#) of past Weekly issues is available on the WASHplus website.

UPCOMING EVENTS

- **Access to Water and Sanitation Public-Private Partnership Conference, 5th-8th June 2012 Dakar, Senegal.** ([Preliminary program](#))

The Infrastructure Consortium for Africa is pleased to provide support for the upcoming Public-Private Partnership Conference organized by the International Finance Corporation, to be held June 5th-8th in Dakar, Senegal. Water and sanitation are the focus of this year's conference, with the theme: "Accelerating Access to Water and Sanitation in Sub-Saharan Africa—Scaling Up Private Sector Participation."

HANDWASHING/HYGIENE

- **The Handwashing Handbook: A Guide for Developing a Hygiene Promotion Program To increase Handwashing with Soap**, n.d. The Global Public Private Partnership for Handwashing. ([English, French, Spanish, Swahili](#))

The Handwashing Handbook lays out the experiences of this global partnership in a practical guide. This guide is for staff in governments and development organizations charged with carrying out handwashing programs. Decision makers in ministries and funding agencies will also find assistance in this book for designing policies and programs to improve public health.

- **Handwashing with Soap—Two Paths to National-Scale**, 2011. Water and Sanitation Program. ([Full-text](#))

These two programs from Indonesia and Vietnam show that there is no single

approach for national handwashing programs. Individual country contexts — population size, government leadership, budget, prior hygiene programs, and willing partners — determine the path of national programs. In Indonesia, the Public-Private Partnership for Handwashing with Soap has reached a much wider target audience than the government or development organizations, working independently from one another, could have reached. Experience in Vietnam has shown that a public private partnership model is not essential for a large-scale handwashing program. The national government was involved in the development of evidence-based materials, which were then acceptable to other partners for scaling up, including through provincial government partnerships.

- **Integrating Hygiene Promotion into World Bank Projects: Experiences from Colombia and Peru**, 2011. Water and Sanitation Program. 2011. ([Full-text](#))

The public sector benefits from the knowledge and resources of the private sector in the approach to target audiences for effective communications efforts. In Peru, agricultural and mining companies have integrated hygiene promotion components into their community outreach programs as part of their social responsibility strategies. Hindustan Lever's brand Lifebuoy funds the single largest private rural health and hygiene educational program in India. Focused on rural communities, the program seeks to educate children and their families.

WATER SUPPLY/SANITATION

- **Bringing Water to Where It is Needed Most: Innovative Private Sector Participation in Water & Sanitation**, 2011. World Bank. ([Full-text](#))

This Smart Lessons brochure shares an innovative and diverse range of initiatives from across the World Bank Group. The variety of lessons and experiences in this publication ranges from the Water Footprints Network that supports businesses improving their water use efficiency to innovative financing mechanisms enabling the expansion of rural water access in Kenya. Sanitation also features prominently in the publication.

- **Developing Credibility in Public-Private Partnerships: The Case of Manila Water Supply**, 2012. M Kumar, World Bank. ([Full-text](#))

This paper is based on a case study of the water supply public-private partnership in the city of Manila after 10 years of operation. It aims to provide insights on how institutional design impacts the success of PPPs for water supply systems, with particular emphasis on factors that enhance credible commitments by both the private operators and the government in order to create the basis for a trust-based long-term relationship. The paper concludes that the Manila water PPP has been successful because it is thoroughly embedded in the particular conditions of the Philippines while also utilizing international expertise.

- **Emerging PPP Trends in the Water & Sanitation Sector**, 2011. A Anderson, Building Partnerships for Development. ([Full-text](#))

This paper presents an overview of emerging shifts in approaches to public-private partnerships in the water and sanitation sector. Based on interviews with 21 professionals who are actively involved in the field, the analysis focused on four areas: contracts, regulation, finance and stakeholder engagement. Whilst there are obvious limitations to using interviews as a methodology, the aim was to determine experts' perceptions of where the trends in PPPs are headed.

- **Handshake: Tapped Out**, 2011. International Finance Corp. ([Full-text](#))

This journal addresses complex real-world problems in public-private partnerships and explores a wide range of sectors and themes. The first issue, "Tapped Out," explores the pragmatic and innovative solutions that the public and private sectors create together to tackle the challenge of water scarcity and distribution.

- **Harnessing the Power of Public-Private Partnership (PPP) and Sanitation Marketing in Promoting Urban Poor Sanitation: Lessons from GTZ/JICA/CIDI Pilot Project in Nateete Parish Informal Settlements, Uganda**, 2011. D Nabembezi. ([Full-text](#))

This presentation describes a PPP to produce and distribute sanitation facilities designed for the specific needs of the urban poor. The results from this partnership showed that there was a 30% increase in sanitation coverage and a 45% increase in critical hand washing. Also recorded was that 70% of respondents reported reduction in water and sanitation related diseases after the pilot project. This collaboration reflects that a public-private partnership coupled with sanitation marketing principles can stimulate urban poor's demand for sustainable sanitation facilities with minimal or no subsidies.

- **Public-Private Partnerships in Madagascar: A Promising Approach to Increase Sustainability of Piped Water Supply Systems in Rural Towns**, 2011. J Annis, CARE; G. Razafinjato, Enterprise Sandandranano. ([Presentation](#))

This presentation, made at the 6th International Rural Water Supply Network Forum in Kampala, Uganda, 29th Nov-1st Dec 2011, provides an overview of Madagascar's rural water sector and gives an introduction to the PPP model for construction and management of piped water supply systems and provides recommendations and obstacles to overcome.

- **Public-Private Partnership Model for Point-of-Use Water Disinfection Among Lower Income Households: A Demonstration Project In Uttar Pradesh, India**, 2010. USAID Point-of-Use Water Disinfection and Zinc Treatment (POUZN) Project. ([Full-text](#))

The commercial and NGO sectors were willing to adopt a new business model together in this project in order to reach those below the poverty line. The role of a catalyst was essential in building the partnership. POUZN was able to build an enthusiastic alliance among partners that speak "different languages." An engaged commercial sector was able to reach a substantial new market by partnering with NGOs and micro-finance

institutions.

- **Public-Private Partnerships for Small Piped Water Schemes**, 2010. Water and Sanitation Program (WSP). ([Full-text](#))

This WSP field note reviews the first generation of public-private partnerships for small piped water schemes in seven countries: Benin, Burkina Faso, Mali, Mauritania, Niger, Rwanda and Senegal. The field note proposes a framework for moving towards more sustainable piped water PPPs. The framework comprises four building blocks to consider: improving contracting practices, the enabling environment, the capacity of the PPP stakeholders, and information tools and services.

- **Public-Private Partnerships for Water Supply and Sanitation: Implementation Guidelines for Household and Community-Based Services**, 2011. (Working draft) Building Partnerships for Development. ([Full-text](#))

The overall goal of these guidelines is to draw attention to the important role the private sector plays and can further play for community-based services. It provides hands-on practical guidance on how to successfully involve the private sector in areas that are often natural monopolies. Areas of particular focus include guidance on good planning, monitoring and regulation in order primarily to minimize risks for consumers who may have no viable and safe alternatives to the service provider.

- **Trends in Private Sector Participation in the Indian Water Sector: A Critical Review**, 2011. Water and Sanitation Program. ([Full-text](#))

Public-private partnerships have been explored in India's urban water supply services since the 1990s. This review involves a study of PPPs in the urban water supply sector since the 1990s, to determine the trends emerging in the sector, and to analyze the factors that have facilitated or impeded the development and implementation of PPPs in the sector.

WEBSITES

- **Global Public-Private Partnership for Handwashing with Soap - ([Link](#))**

The Global Public-Private Partnership for Handwashing with Soap (PPPHW) is a coalition of international stakeholders whose focus is handwashing and child health. The website highlights resources and studies on handwashing, hygiene promotion and behavior change as well everything you need to know to get ready for Global Handwashing Day, held each October 15.

- **USAID Strategic Partnerships in the Water Sector - ([Link](#))**

USAID is working to mobilize the ideas, efforts and resources of governments, businesses and civil society by forging public-private alliances to stimulate economic growth, develop businesses and workforces, address health and environmental issues, and expand access to education and technology.

- **USAID WaterSHED-Asia** - ([Link](#))

WaterSHED, which stands for **Water, Sanitation and Hygiene Enterprise Development**, is a public-private partnership designed to bring effective, affordable water and sanitation products to market in Cambodia, Laos and Vietnam.

- **Improving Partnership Governance in Water Services through PPPs** - ([Link](#))

This website has a variety of guidance notes and other publications on PPP issues.

- **World Bank PPP Infrastructure Resource Center** - ([Link](#))

This website contains examples of water agreements, laws, regulations and additional information on PPPs.

Each WASHplus Weekly highlights topics such as Urban WASH, Indoor Air Pollution, Innovation, Household Water Treatment and Storage, Hand Washing, Integration, and more. If you would like to feature your organization's materials in upcoming issues, please send them to Dan Campbell, WASHplus knowledge resources specialist, at dacampbell@fhi360.org.



About WASHplus - WASHplus, a five-year project funded through USAID's Bureau for Global Health, creates supportive environments for healthy households and communities by delivering high-impact interventions in water, sanitation, hygiene (WASH) and indoor air pollution (IAP). WASHplus uses proven, at-scale interventions to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. For information, visit www.washplus.org or email: contact@washplus.org.

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