

SAVE THE WORLD
MAKE MONEY
REPEAT

WATER AND SANITATION

CONCEPT NOTE

URBAN WATER, SANITATION AND HEALTH

WHERE: KENYA / EAST AFRICA

PARTNER: DANISH RED CROSS, KENYA RED CROSS, ENVICLEAN

Half of the World's population now live in cities. By 2030, the number will have risen to 60 percent. Worldwide 1 billion people are living in informal settlements, and UN-HABITAT estimates that, of all urban residents worldwide, sub-Saharan Africa currently has the largest proportion of urbanites living in slum (nearly 72%). The major cities' informal settlements exhibit high rates of disease due to unsanitary conditions, malnutrition, and lack of basic health care.

In 2012 Red Cross, Kasese Municipality, Uganda and the Danish companies EnviClean and DMS-Africa launched the One Stop Shop initiative; providing a low-cost scalable sanitary solution to provide clean affordable public toilets in urban areas. An electronic payment system has been tested to ensure customer loyalty and reduced prices on hygienic items from an attached kiosk facility. In addition to The OneStopShop a health clinic has been established in order to address the need for family planning, antenatal care, nutrition and immunization of children. The pilot test has had a reach of 15.000 persons.

Business case

Following the successful test and development of the One Stop Shop the partnership has sets out to test the business case in Nairobi in partnership with Kenya Red Cross. This with the goal of accommodating 2 mill. toilet visits pr. Year / 5400 pr. day and providing access to local health clinics in informal settlements. This not the least to reduce the negative effects of open defecation having a costs of US\$ 88 million per year in Kenya.

The partnership sets out to launch 10 OneStopShops and invites Danish private and researchers to join the partnerships as it provide a unique platform for testing and commercializing solutions and services improving the daily livelihoods for in Nairobi. Examples of potential plug-in business opportunities could be:

- Sales of solar cells, bioethanol and improved cook-stoves etc.
- Sales of hygienic items
- Waste management and re-cycling of local products
- Rapid diagnostics, health care services and data management
- Improved low cost building materials to the One Stop Shops

The customers for the solution will be individuals using the OneStopShop facilities as well as governmental organisations with the responsibility of providing needed health services.

Expected output

It is expected that the partnership will develop a comprehensive scalable business case that can be replicated in major cities in developing countries. For the private sector the OneStopShop provides an entry point to a growing market where the partnership with Red Cross ensures a unique reference for further market penetration.

The partnership is currently in dialogue with Danish and international donors and if relevant (and the organisational capacity exists) the private sector can be invited to join the partnership.

Partner role

With partial support from Danish Red Cross, Kenya Red Cross is a lead player within emergency response and pre-hospital care in Kenya. In addition to this, Kenya Red Cross is deeply engaged in the local communities, and will assist in organizing activities, access to local municipalities and implementation of awareness campaigns in the chosen OneStopShop sites.



Kenya
Red Cross

ENVICLEAN ApS



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