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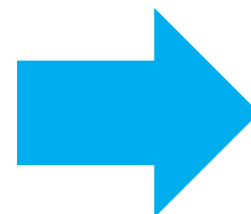
Improving Decentralized Sanitation Solutions in Ethiopia through Market-based Interventions

Lars Osterwalder, USAID Transform WASH / IRC, Ethiopia



inspiring change

BACKGROUND ETHIOPIA



USAID Transform WASH (2017 to 2023) aims to strengthen the **market-based sanitation** approach in **Ethiopia** with the goal of increasing access to and use of **improved sanitation** in the country.

KEY MESSAGES

- An **active private sector** is needed for sustainable, quality construction of improved household sanitation facilities.
- USAID Transform WASH has introduced **innovative low-cost products** in Ethiopia. Our 400+ business partners served more than 100,000 customers.
- USAID Transform WASH supports the Government of Ethiopia in **creating an enabling environment** for small and medium businesses offering sanitation products/services.

WHY IS THIS RELEVANT FOR YOU?

An untapped market! In Ethiopia alone more than 10 million households in the top three wealth quintiles need improved sanitation facilities.

- **Innovate** low-cost sanitation products and service delivery models
- **Market test** sanitation products and services in Ethiopia
- **Invest** in businesses offering sanitation products and services

Get in touch: Monte Achenbach (machenbach@psi.org) and Lars Osterwalder (osterwalder@ircwash.org)

ACKNOWLEDGEMENT



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