



*USAID is testing and expanding innovative approaches to establish a thriving customer-centric marketplace for sanitation and menstrual hygiene management products and services. Credit: Amref Health Africa.*

## KENYA

# WESTERN KENYA SANITATION PROJECT

The Western Kenya Sanitation project works with multiple stakeholders in eight western Kenya counties to create a financially sustainable, transformative, replicable and locally-owned sanitation and menstrual hygiene management marketplace. The project will develop, test and apply county-wide approaches to adopt systems-level incentives and to remove barriers, with the aim of strengthening markets for sanitation and hygiene products and services.

### OUR WORK

- Assess sanitation and menstrual hygiene market ecosystems to identify gaps and opportunities for expanding availability of products and services based on customer insights and preferences.
- Facilitate the establishment of a sustainable market by developing customer-centric product and services, effective sales and marketing approach, and viable and efficient delivery models executed by local enterprises and tailored to the target market and customers.
- Increase access to and uptake of market-based, improved sanitation, fecal sludge and household menstrual hygiene management products and services.
- Support county governments, civil society and community leaders, and the private sector to

facilitate a business-friendly enabling environment that allows sanitation and menstrual hygiene management markets to expand.

**Localization:** The project works with multiple stakeholders to create a financially sustainable, transformative, replicable and locally-owned sanitation and menstrual hygiene management marketplace. This approach ensures that the project ultimately forms effective and productive engagement with relevant county government ministries, private sector and civil society actors. This effort will be sustained to establish, structure and facilitate WASH entities in order to strengthen county-level knowledge sharing partnerships that build local capacity to improve sustainable service delivery, resulting in improved fiscal responsibility through policy and governance reforms and increased budget allocations for WASH. With these frameworks in place, counties will be well placed to achieve self-reliance in the WASH sector, and this falls within the wider localization agenda where the Mission recognizes that local leadership and ownership are essential for fostering sustainable results across its development work.

## KEY ACHIEVEMENTS

- 289 people gained access to basic sanitation services as a result of the U.S. government assistance. The recorded achievement is attributed to the construction of 55 Latrines in 6 counties (Migori, Kisumu, Kakamega, Bungoma, Homabay, Kisii) following the training of Artisans on advanced technical basic masonry and construction.
- 37,000 people were reached with information, education and communication campaigns designed to increase public awareness of menstrual hygiene management

### DURATION

February 2022 – February 2027

### BUDGET

\$24 Million

### PROJECT LOCATIONS

Kisumu, Siaya, Migori, Homabay, Bungoma, Kakamega, Kisii, Busia.

### PARTNERS

Research Triangle Institute (RTI) International, Population Services International (PSI), Amref Health Africa

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