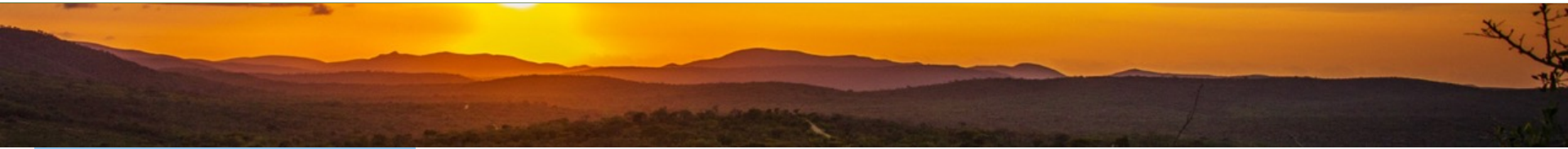


# Live Clean: WASH sector provider to low-income populations in high density areas



## Live Clean Sanitation

### Toilet & Water Services

- Live Clean provides clean and safe fee-paying toilets and water provision operated at a 5-star level year-round.
- Water is provided at every site and is certified clean and safe for use.
- Live Clean abides by the highest governance and ethical standards while having all the necessary networks and competencies.

## Live Clean Hygiene

### Hygiene Services

- Live Clean provides high quality hygiene services through the supply of personal and home products.
- Live Clean provides sanitation products aimed at women hygiene in the promotion of clean and safe women health.
- Live Clean safely disposes of used sanitary pads on site

## Live Clean Waste

### Waste Management

- Live Clean utilizes Sewer Treatment Plant technology at its Kanyama site that effectively treats waste from the toilets. This technology has been in use since 2019.
- Live Clean is dedicated to increasing its environmental impact through safe discard of human waste in corporation with Lusaka City Council (local authority)

## Live Clean Position

### Market Placement

- Live Clean was established in 2017 as a service provider in toilets for low-income residents and visitors for the high-density areas of the biggest markets in Lusaka. Its purpose is to increase Sanitation impact for the mass low-income population in areas where low sanitation facilities exist.
- Live Clean has serviced over half a million users since its inception with plans of expanding to 1 million by the end of 2021 around Zambia.

### Network highlights



# HRBA: How Live Clean incorporates human rights pillars in its daily operations



## HRBA standards helps in...

1

Incorporating an HRBA checklist allows social enterprises like us understand the dynamics of the sector we are in and the people we are serving so a standard of excellence is preserved

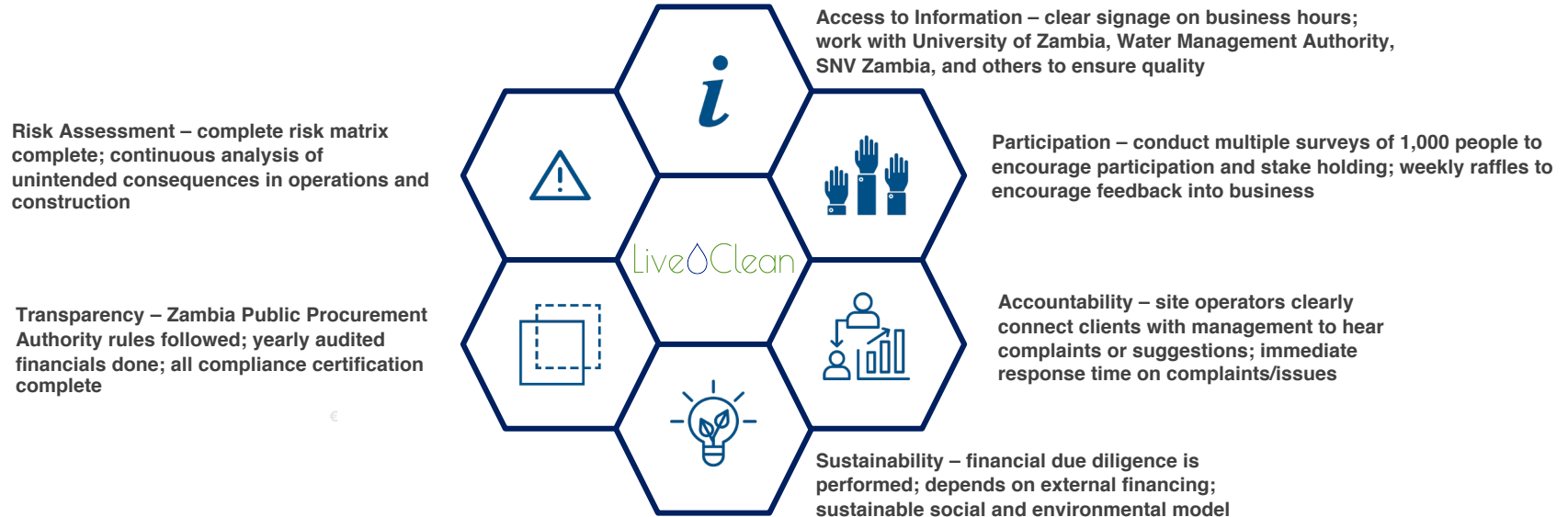
2

Quantifying data helps us record true data that brings out the story of the services we provide and the testimonies of the people we serve

3

Inclusivity is at the centre of human rights and enterprises in Sub-Saharan Africa can learn a lot from being inclusive to all groups where traditionally it may have been overlooked

# HRBA: How Live Clean incorporates human rights pillars in its daily operations



## HRBA standards helps in...

- 4** The need for transparency is key in making sure human rights are consistently and continuously adhered to
- 5** Having a sustainable model ensures business longevity and understanding your business dynamic answers how long you can service human rights on any path to scalability
- 6** Being honest with your business outlook by risk analytics and impact assessments provides for a better service provision especially in the long run

# Challenges: How efforts for scaling are challenged and how we mitigate them

Funding Challenge	Zambian Landscape	High Sensitivity
<ul style="list-style-type: none"><li>• Access to funding has been difficult to attract to Zambia for social enterprises in Sanitation</li><li>• Most funding goes to government or government-affiliated agencies such as commercial utilities</li><li>• Government does not engage SME private sector in WASH</li><li>• Innovative business model but scaling needs external funding to grow sites</li></ul>	<ul style="list-style-type: none"><li>• Innovation in turning waste into by-products like fertilizer and fuels is lacking; affects scaling in additional revenue generation</li><li>• Strict restrictions to public adherence to open defecation is lowly enforced; affects user rates as open defecation is still extremely high</li></ul>	<ul style="list-style-type: none"><li>• Price sensitivity is very high due to nature of our target market; any ZMW 1 increase makes solution unaffordable</li><li>• Model is self-sustaining if incorporated with other revenue generating sources like advertising; sources not always available since Sanitation is traditionally not popular to invest in</li><li>• Competition is high from NGO facilities (free) to pop-up toilets (from restaurants at cheaper prices)</li></ul>
Challenge Mitigation		
<ul style="list-style-type: none"><li>• Expanding network to increase access to financing</li><li>• Working with local council authorities for site expansion increasing PPP</li><li>• Perfect operational model towards break-even to only need financing for site expansion</li></ul>	<ul style="list-style-type: none"><li>• Working with government to lobby extending reach for waste management and treatment</li><li>• Working with local market authorities and councils to enforce stricter rules on open defecation</li></ul>	<ul style="list-style-type: none"><li>• Add different revenue sources to model to keep prices low towards access to sanitation</li><li>• Sell complete sanitation experience to attract users</li><li>• Diversify product to be seen as “more than just a toilet”</li></ul>

# Government: Where do they lack and what they can to help achieve our 2030 UN SDG goals

## Accountability



- DFIs/MFIs must hold government accountable for partnering with the private sector (outside of commercial utilities). This:
  - Increases innovation in the sector
  - Expands WASH provision faster
  - Increases resource mobilisation
  - Employs more people
  - Ensures no one is left behind
  - Case study – Kenya, Uganda, Rwanda

## Enforcement



- Government should call for more enforcement on open defecation with penalties for violators
- Concentrated education on harmful effects of open defecation must be promoted and actively discussed
- Private sector is key in closing the gap towards open defecation free zones

## Agenda



- Government actively announce its stance on improving WASH in Zambia. This:
  - Shows new investors that WASH is a focused sector for new investment
  - Improves personal hygiene and changing behaviour of people
  - Increases good competition as SMEs enter the market
  - Case study – India

## Engagement



- Government should engage with all stakeholders by holding semi-annual meetings to discuss:
  - New innovations and creative ideas in WASH
  - Effective resource mobilisation
  - Effective targeting of **ALL CITIZENS**
  - Timeline towards 2030
  - Needs for expansion