



Kingdom of the Netherlands



Delivering sustainable rural sanitation in Lampung



Benefits of coming clean

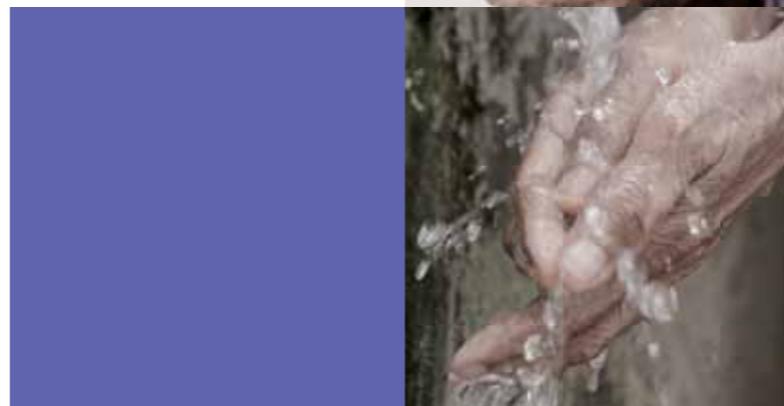
SNV recognises the enormous economic and social potential of improving sanitation and hygiene in Indonesia. Benefits include improved health, reduced risk of disease and increased productivity and income for millions of families.

Despite the country's rapid economic progress, 100 million people don't have access to a clean, working toilet and over 15% of deaths in children under five are from diarrhoea. Acknowledging that access to improved sanitation is a basic human right, the government of Indonesia is working towards the United Nations Millennium Development Goals through its National Strategy for Community-based Total Sanitation (STBM) programme to improve sanitation and hygiene coverage in rural areas from 38.5% to 55.5% by 2015. STBM promotes community-wide achievement of five key pillars in hygiene behaviour: to stop open defecation; to wash hands with soap; to safely handle drinking water and food; and to safely manage both solid and domestic liquid waste.

SNV's strategy is not to reinvent the wheel, but to assist and work with the Government to implement STBM in targeted high needs areas where we can provide the most impact. A key learning from our experience working on WASH programmes in more than 22 countries is the need to embed demand creation and sanitation marketing in longer-term processes that develop sustainable service delivery models at scale.

Our Sustainable Sanitation & Hygiene for All (SSH4A) capacity building approach will be used to support local government in rural areas to lead and accelerate progress towards district-wide sanitation coverage with a focus on institutional sustainability and learning. The integrated model will combine demand creation, sanitation supply chain strengthening, hygiene behavioural change communication (BCC) and governance.

With funding from the Netherlands Ministry of Foreign Affairs, the overall goal of 'Supporting STBM in Lampung Province' is to build local implementation capacity by developing and consolidating the service delivery model through on-the-job training, coaching,



and structured learning to improve sanitation service delivery. By working closely with local government at a provincial, district and sub-district level, the aim is to strengthen individual and organisational performance by defining roles and responsibilities more clearly. Building both government and private sector capacity will extend to civil and grassroots organisations. The target by 2017 is improve the health and quality of life for 154,000 people living in the districts of Lampung Selatan, Tanggamus and Pringsewu.

The WASH opportunity

Some six million people, including one million school children, live in rural areas of Lampung Province where the sanitation coverage is just 35% (BPS 2010). The rural population makes up 79% of the total province population where more than one-third of residents are considered extremely poor.

Given the scale of the challenge in implementing STBM, this location was prioritised for support by both the central and provincial government.

The Lampung Provincial Health Office (PHO) is very committed to STBM in its 12 districts, two municipalities and some 2,400 villages and has already begun training of village cadres. SNV will work with the PHO, District Health Office (DHO), *puskesmas* and other key government sectors on potential implementation gaps, such as demand creation; market-based perspective of affordable sanitation hardware and services; school sanitation; and varied behavioural change needs of different ethnic groups.

Like many other areas of mixed ethnicity, Lampung faces challenging issues of social inclusion brought about by a history of migration and land right issues. To realise sustainable sanitation improvements in the province it will be important to empower disadvantaged social groups and to create constructive dialogue and collaboration among all stakeholders.

This initiative will assist the more highly populated district of Pringsewu, the coastal district of Lampung Selatan and the ethnically diverse, less densely populated Tanggamus district.

The solution towards a clean bill of health

Creating large-scale behaviour change across diverse communities with varying cultural practices, such as those in Lampung province, is a challenging task. To deliver sustainable, meaningful outcomes in sanitation coverage, SNV will draw on the local knowledge of its government partners and our experience in behavioural change communication. We will also focus on developing the supply chain.

This initiative aims to support STBM in Lampung Province through:

- Development of a sanitation market
 - Supply chain analysis
 - Research and testing of technological options for specific groups
 - Developing a local, specific technology options handbook
- Development of a service delivery model
- Exchange and learning from other STBM programs in Indonesia
- Better linkages to local entrepreneurs

- Demand creation activities
 - Consumer demand studies
 - Phased behavioural change communication
- Integration of school sanitation
- Monitoring and quality control

Our partners in WASH

SNV will work in partnership with the various levels of government and local organisations.

National level

At a national level we will work with the Ministry of Health, in particular the Sub-Directorate of Environmental Health and the STBM secretariat. SNV works in Indonesia in close partnership with the Ministry of Home Affairs and we also cooperate with BAPPENAS, the national planning and development coordinating body.

Province level

We will also work closely with the Lampung Provincial Health Office and the Provincial Planning Office.

Imagine if every house had access to a working toilet



District level

This initiative will work across the three districts and five subdistricts:

- Tanggamus: *Kecamatan* Gunung Alip and *Kecamatan* Bulok
- Pringsewu: *Kecamatan* Pagelaran
- Lampung Selatan: *Kecamatan* Rajabasa and *Kecamatan* Candipuro

Local implementation partners include District Health Office (DHO), health centres and sub-centres, and village midwives.

SNV will work closely with village cadres and councils, including chiefs, opinion leaders and potential community groups, such as youth groups and sanitation business entrepreneurs. We will also have regular communications with the District Education Office, as the beneficiaries also include school students. The Village Empowerment Agency (*Pemberdayaan Masyarakat Desa*, PMD) and District Office of Cooperatives and Industry are also among our partners.

Funder

The Netherlands Ministry of Foreign Affairs is supporting this initiative with co-financing from SNV.

Clean, healthy outcomes

The Supporting STMB in Lampung Province initiative will deliver the following outcomes:

Sanitation and hygiene promotion

- will reach 220,000 people, with 70% (154,000) improving their sanitation and hygiene behaviour

Open Defecation Free Villages (ODF)

- at least two *kecamatan* will become ODF

Improved sanitation

- 65,000 additional people will gain access to the benchmark for improved sanitation

Hand washing

- 10,000 additional households will use soap for hand washing at critical times

School sanitation

- 40 schools with approximately 8,000 school children will have improved toilets, hand washing facilities with soap, and facilities for menstrual hygiene management.

The project builds on SNV's successful Sustainable Sanitation and Hygiene for All programme, which was first developed in Asia with IRC since 2008 and is now implemented in 22 countries globally. It also integrates lessons learned from WSP, UNICEF and Simavi's STBM programmes. The five complementary components are:

1. Strengthening capacity for steering and implementation of sanitation demand

An important component of the SNV approach is to build capacity to implement demand

creation activities at scale and create momentum for change by promoting district-wide coverage. SNV will work with the provincial, district and subdistrict stakeholders to strengthen STBM facilitation capacities but also on how to plan, monitor and organise its implementation. Our approach includes research to better understand the motivation, values and needs of differing ethnic groups, and to work with government staff to build those needs into the process.

Project Components



2. Strengthening capacity for sanitation supply chains and finance

Based on SNV's experience in value chain development, inclusive business and sanitation marketing, this component uses consumer studies, sanitation supply chain analysis and business modelling to understand both supply and demand within the sanitation market. We will assess the existing sanitation supply chain and differing consumer needs and preferences to develop viable inclusive business models for the local context, and support both testing and implementation.

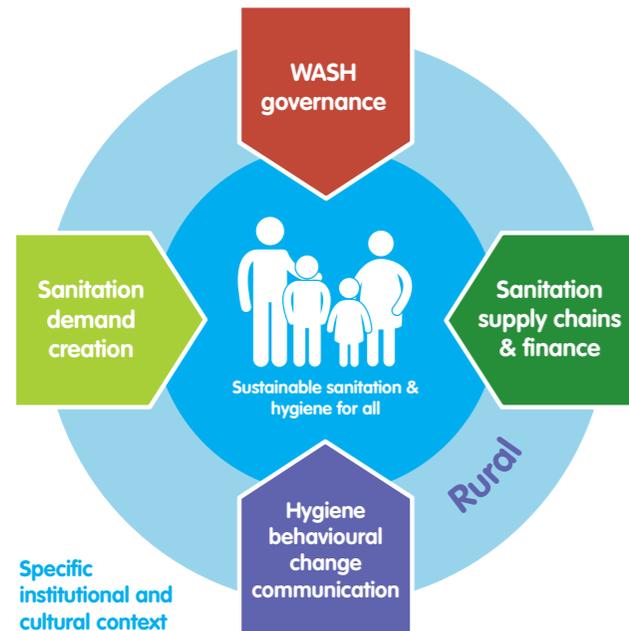
and behavioural motivators. SNV's SSH4A approach works to introduce and build capacity in behavioural change communication methodologies at local level with the active involvement of local and national agencies. Our approach includes participatory review of existing hygiene promotion work, definition of priority behaviours based on survey data, building skills in formative research, development of BCC strategies, design of messages and campaigns and, finally, monitoring effectiveness.

3. Strengthening capacity for behavioural change communication (BCC) for hygiene promotion

Hygiene promotion starts from an understanding of behaviour

4. Strengthening capacity for WASH governance

Our experience shows building capacity and leadership from the start is essential to ensure sustainability and scalability of WASH interventions. We will support the National STBM strategy and guidelines in local planning at provincial, district, subdistrict and village level. It will also support cross-sector and multi-stakeholder collaboration by encouraging implementation and alignment of the different sanitation efforts within regular planning cycles and by integrating performance based incentives.



To build local government capacity SNV will focus on transparency, inclusive decision making and influence of marginalized groups in planning, budgeting and monitoring processes. We will also promote the development of pro-poor inclusive service delivery models.

5. Performance monitoring, learning and sharing information

Performance monitoring is an essential part of a full learning cycle. This initiative will include performance monitoring to establish the level of access to improved sanitation and hygiene, as well the performance and capacity of different stakeholders in service delivery. A baseline survey will be conducted and discussed with partners to inform and assist the project design. Annual monitoring will assess progress and provide valuable insight for discussion with local partners

and, where necessary, assist to define areas for modification or improvement.

Learning and sharing activities in the selected districts and in Lampung Province will also inform the STBM approach of local context and address emerging issues. We will document the capacity building approach to STBM scaling, and will actively share lessons learned with the national STBM secretariat and sanitation partner group.

For the learning activities we intend to develop a joint agenda with other organisations working in rural sanitation, such as SHAW, Plan and UNICEF.



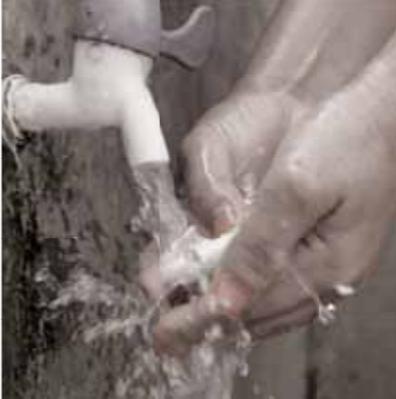
SNV Indonesia

SNV is an international not-for-profit development organisation. Founded in the Netherlands nearly 50 years ago, we have built a long-term, local presence in 38 of the poorest countries in Asia, Africa and Latin America. Our global team of local and international advisors work with local partners to equip communities, businesses and organisations with the tools, knowledge and connections they need to increase their incomes and gain access to basic services - empowering them to break the cycle of poverty and guide their own development.

SNV officially opened its office doors in Indonesia in 2013. We work in close partnership with the Ministry of Home Affairs across three main sectors in Indonesia: water and sanitation, renewable energy and agriculture, as well as the crosscutting issue of climate change.

Our philosophy is to partner with local organisations and employ local people, believing that lasting change to the lives of the poor has to start with the people who live and work here.





Our Projects





Maria Carreiro, Sector Leader Water, Sanitation and Hygiene
Email: mcarreiro@snvworld.org

Contact address:

SNV Netherlands Development Organisation
Jl. Kemang Timur Raya No. 66
Jakarta Selatan 12730
Indonesia

Tel: +62 21 719 9900

Fax: +62 21 719 7700

Website: www.snvworld.org/indonesia



Ministry of
Home Affairs