

Social Franchising for Water and Sanitation Services Delivery

Experiences from the Eastern Cape

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The service delivery issue

- Shortfalls in skills and management
- Infrastructure backlogs
- Lack of prioritisation for O&M
- Problems often addressed internally. Outside service providers not considered
- Poverty and unemployment



IN DIRE STRAITS: Buloghe Farm School, situated just outside East London, is one such school that had to make do without proper toilet facilities. The school, which has 250 pupils enrolled, made use of a single pit latrine while other pupils were forced to relieve themselves in the bushes
Picture: MARK ANDREWS

Commission set to investigate school sanitation problem

By ZISANDA NKONKOBE
Education Reporter

THE Human Rights Commission (HRC) is to investigate schools in the Eastern Cape after it was found that

"Given the billions of rands made available to fund Eastern Cape education every year, it is unacceptable that almost one in five of the 664 public schools doesn't have the most basic facilities

lets at the school since it was built."
"This really affects us negatively because even the six pit toilets we have are not in a good condition and some of them should not even be in use." Mall said.

Toilet protesters raise a stink

By ARETHA LINDEN on June 20, 2013 in News · 2 Comments

SA toilet crisis to take top priority

September 9 2012 at 03:39pm

By Michael Mpofo

Updated 154 times

⇒ Report reveals extent of toilet crisis

The sanitation crisis has escalated to President Jacob Zuma's doorstep.

More than a quarter of households across the country have to live with toilets that stop working soon after they are installed and 11 percent of households – almost 1.4 million – do not have basic sanitation facilities at all.

Comment on this story



FED-UP with having to use bucket toilets, disgruntled informal dwellers from NU1 in Mdantsane yesterday marched to a councillor's house and threw buckets of sewage at it.



Social Franchising Model

Social franchising is:

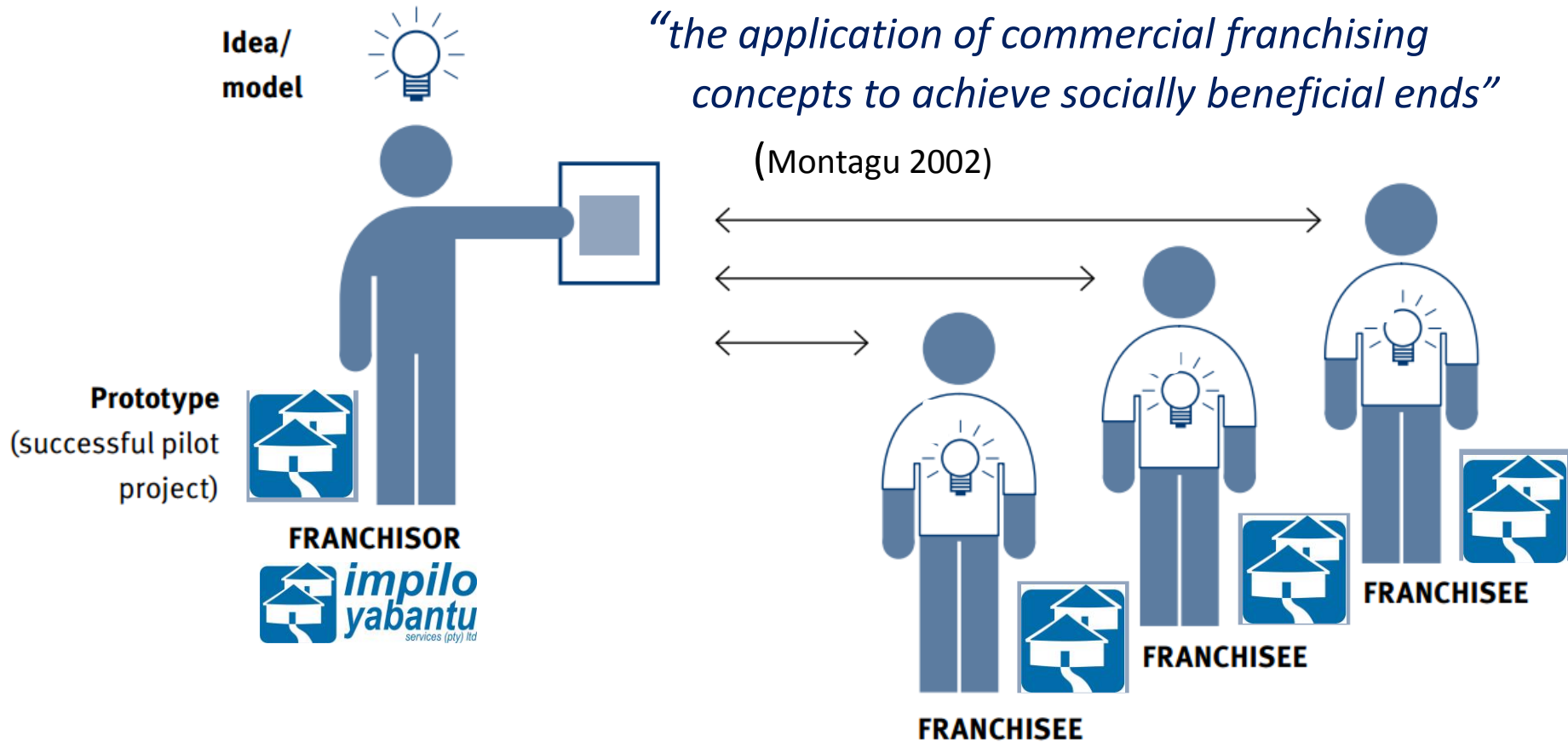
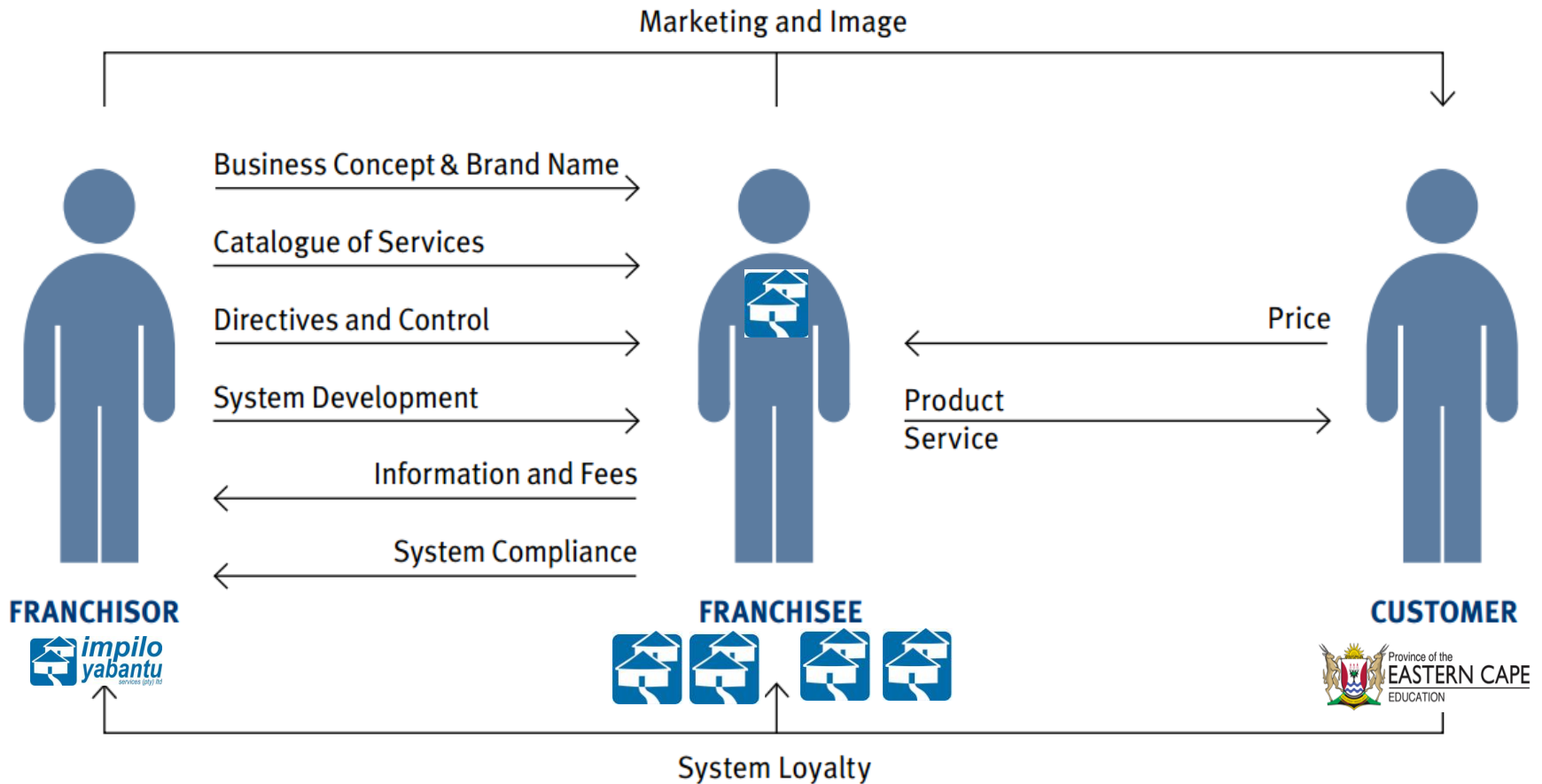
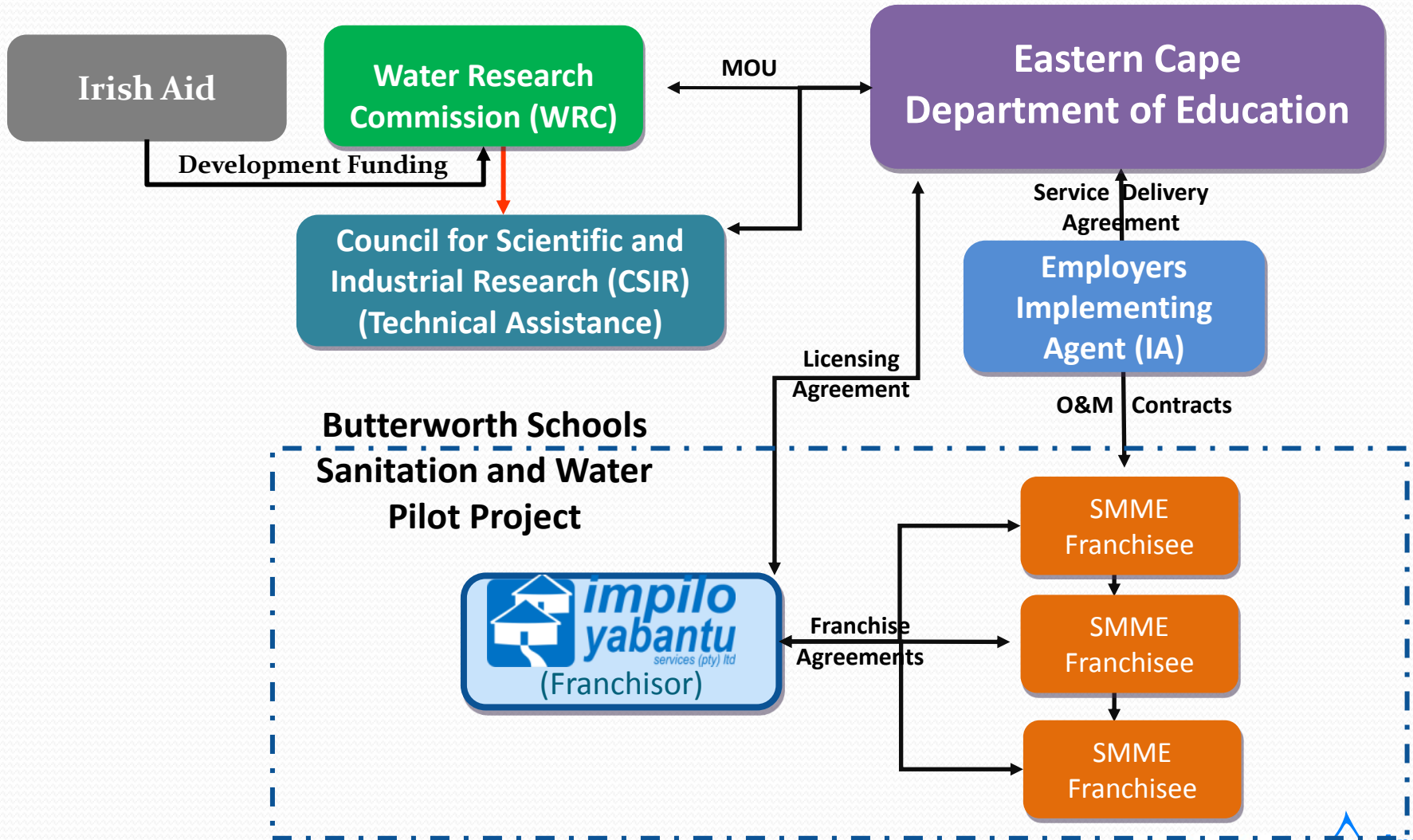


Image taken from Ahlert et al (2008) *Social Franchising: A Way of Systematic Replication to Increase Social Impact* [Online] available from <http://www.stiftungen.org/fileadmin/bvds/de/Projekte/Projekttransfer/Social_Franchise_Manual_Englisch.pdf>

Relationship between franchisor, franchisee and customer



The Butterworth pilot programme



What we have achieved

- Supporting and mentoring individuals to build and manage their own business (22 franchisees)
- Local employment (5-10 employees/franchisee)
- Improved service delivery (>1367 schools & >3,500 household VIP's serviced)
- Regulation and quality
- Improving the school environment and learner's health and hygiene awareness



Applications for Municipalities

Some other O&M applications for the social franchising model could include:

- Solid Waste Management
- Meter reading
- Communal sanitation/washing facilities
- Pump station maintenance
- Water and waste water treatment plant management
- Household plumbing and sanitation



Facilitating private sector participation

Municipalities need to play a greater role in facilitating the microeconomic environment

- Stimulation of activities through use of small businesses
- Addressing 'red tape' issues
- Timely payment for services rendered
- Encourage competition to improve service delivery



Advantages for the Municipality

- Extends capacity of municipalities.
- Professional approach with specialised service providers.
- “In businesses for themselves but not by themselves”.
- Restructures the relationship between user, client and service provider....output oriented.
- Assurance of quality, reliability of service and self regulation.

