

TOILET

BOARD COALITION

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WATER SUPPLY & SANITATION
COLLABORATIVE COUNCIL

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 **WaterAid**



 **CII**
Confederation of Indian Industry



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OUR GOAL:

To catalyse and support private sector engagement, innovation and business solutions to deliver **smart, sustainable & resilient sanitation for all**

OUR VISION:
To build The Sanitation Economy



THE SANITATION ECONOMY

Smart Sustainable Sanitation Business Solutions



The Sanitation Economy builds on our experience working with entrepreneurs in Asia and Africa

TOILET
ACCELERATOR



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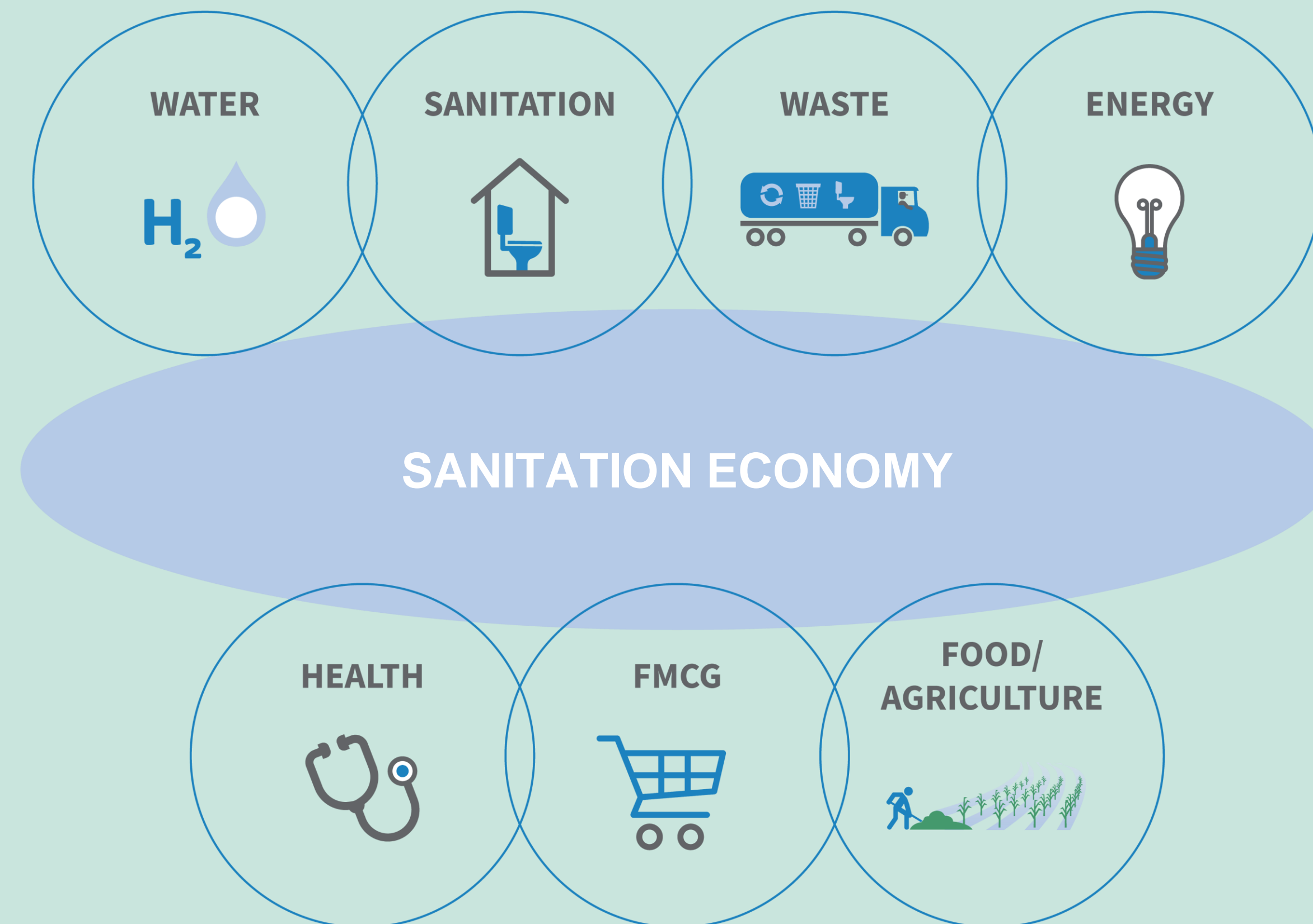
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Beyond “CSR” and “Market-based Approaches”

Beyond Water + Sanitation as a silo

Sanitation is Every Business’s Business



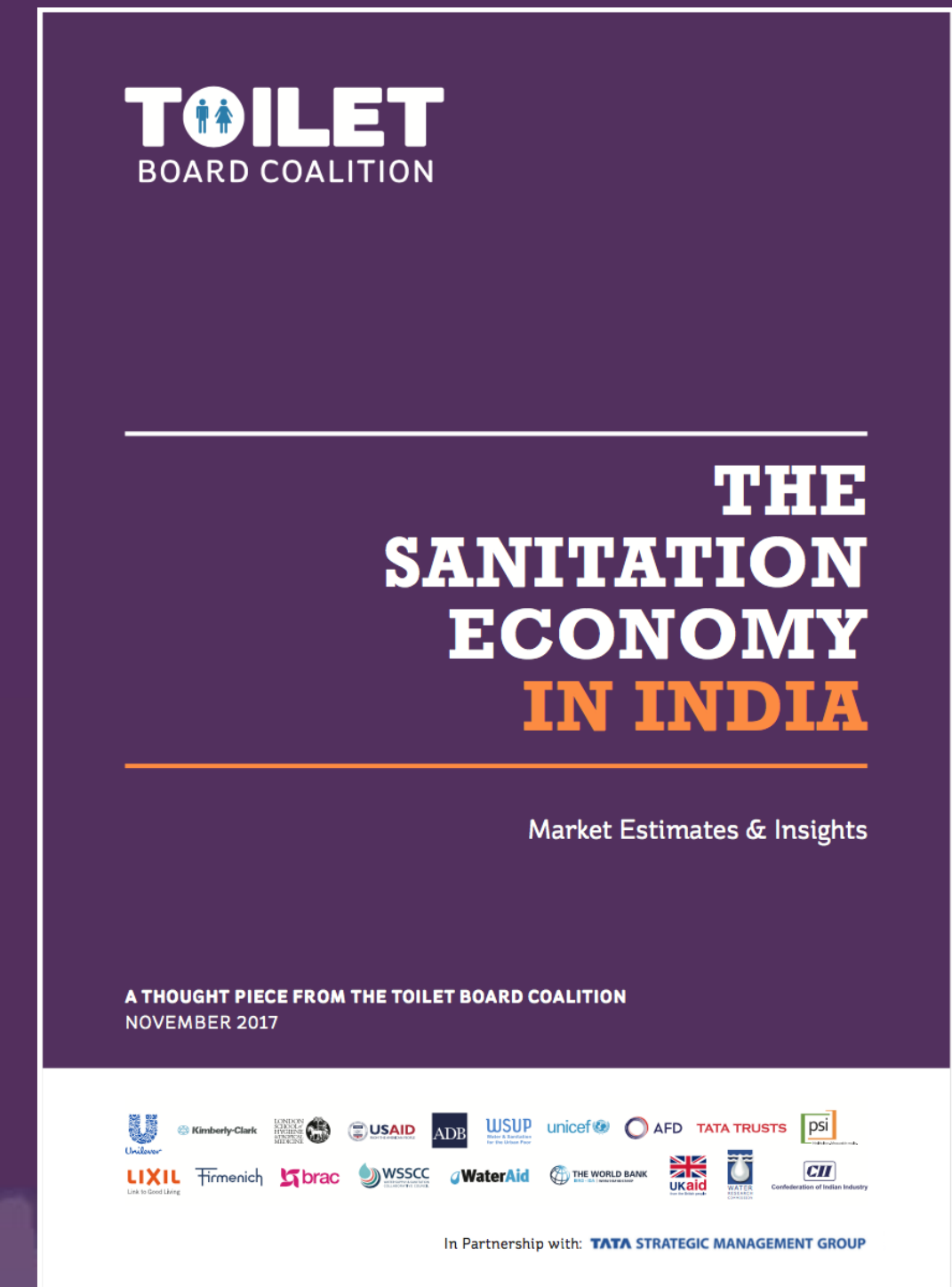
Business brings new solutions To SDG6



THE SANITATION ECONOMY IN INDIA

MARKET ESTIMATE:

The SANITATION ECONOMY is a **US \$32 BILLION** per year market in India today and set to double to an estimated **US \$62 BILLION** by 2021.

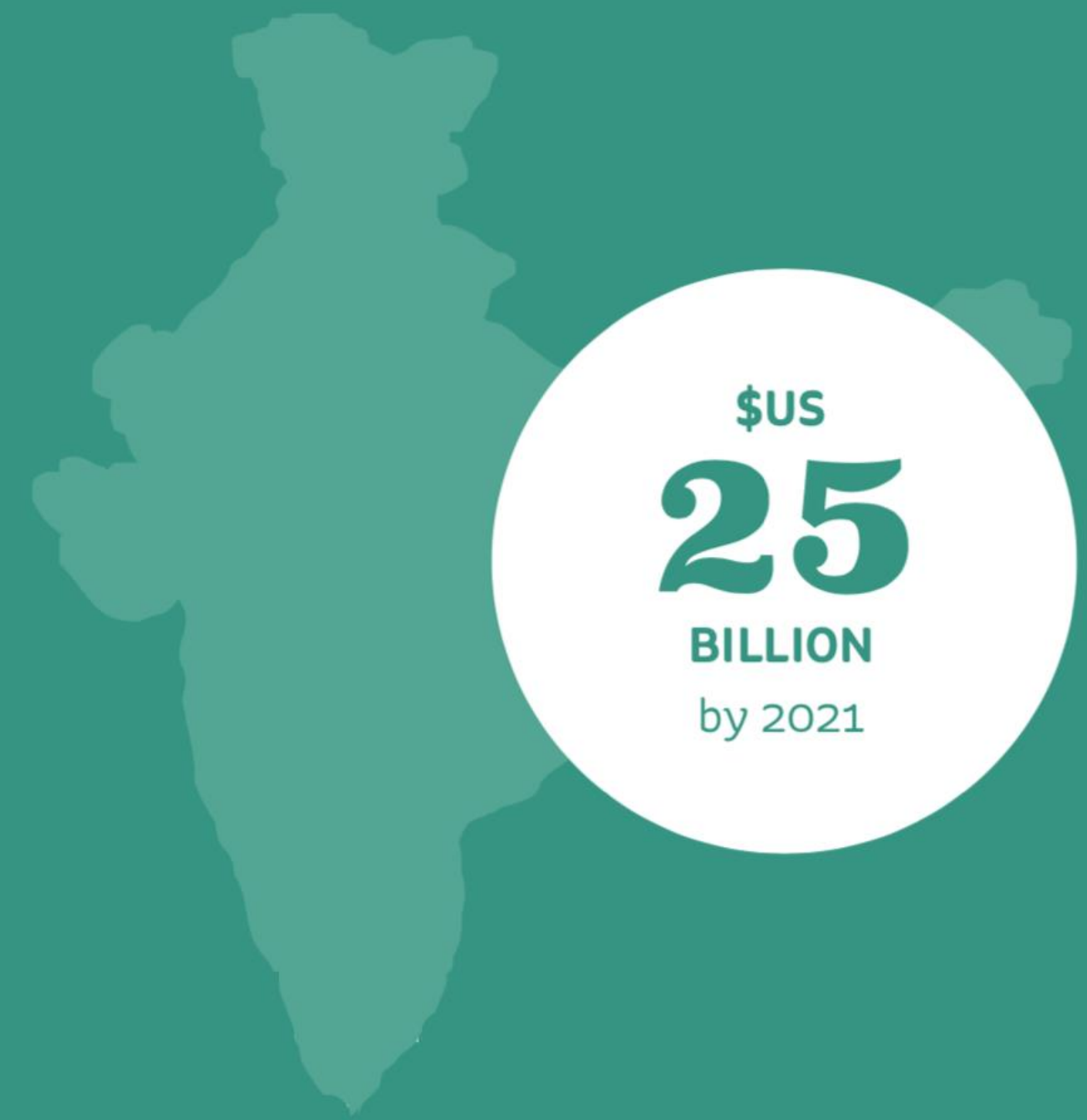


THE CIRCULAR SANITATION ECONOMY

PRODUCTS DERIVED FROM TOILET RESOURCES

MARKET ESTIMATE:

Products derived from Toilet Resources, and organic / biological waste such as water, fuel, electricity, proteins, and organic fertilisers or compost offer tremendous scope for growth. Considering both the supply side¹ and demand side scenarios in India², the overall market for these products is estimated to be \$14 BILLION in 2017 and is expected to grow to \$25 BILLION by 2021.*



GLOBAL MARKET

CIRCULAR SANITATION ECONOMY

A MARKETPLACE OF BUSINESS SOLUTIONS



Sanitation seen as an investment?

A huge and growing underlying market

- Market growth will at least match population growth!

Received wisdom is being challenged

- A “new grid” of materials, energy, water, and data flows is more affordable and scaleable than sewers or off-grid systems
- Other business can be bundled with sanitation
- All this can support profitable business models, so sanitation is not inevitably “a cost.” **The issue is not profitability, it is scale-up**

Sanitation needs new and varied finance

- Commercial investment is possible and needed – equity, working capital, financial intermediaries

Progress and momentum in 2018

1. **Business alignment** - One Business Voice advocating policy ambitions to create the enabling environments to scale the Sanitation Economy
2. **Investors knocking** - Several new innovative investment mechanisms for the Sanitation Economy in development
3. **Real economy opportunities for scale** - via new tenders from large institutions & corporations based on demand for Sanitation Economy business solutions

