

Profile: Clean Team Ghana

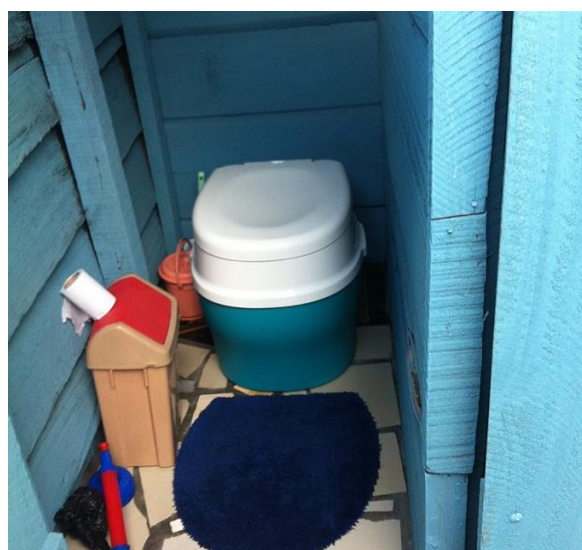
Leasing serviced ceramic household toilets to urban slum dwellers in Ghana



Challenge

Just 14 percent of Ghana’s population had access to improved sanitation in 2012, the 10th lowest percentage in the world. In the country’s urban areas, 72 percent of the population uses shared sanitation solutions, such as unhygienic public toilets, which often have long waiting lines, and 7 percent practices open defecation (WHO/UNICEF n.d.).

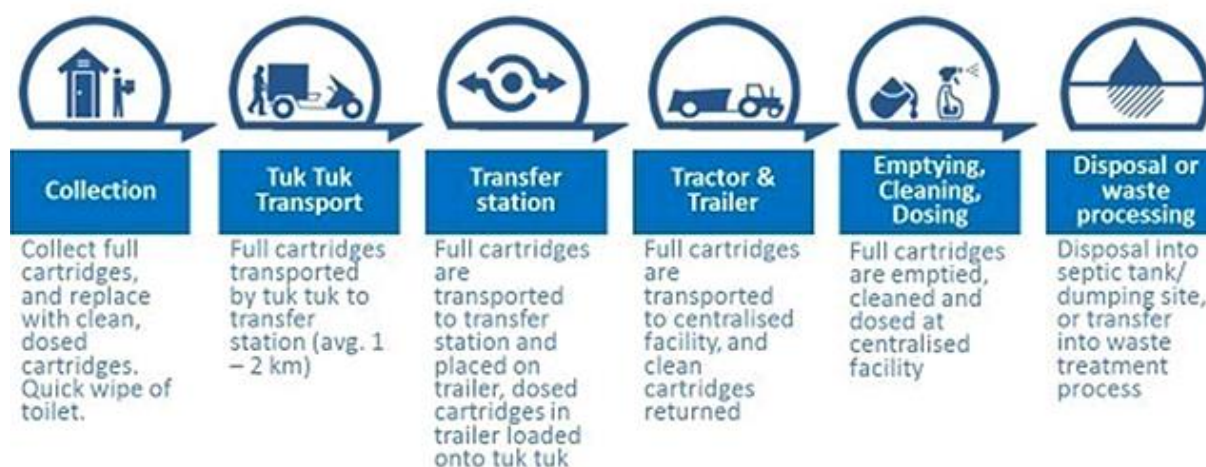
These sanitation methods can lead to health problems, leave women and vulnerable people open to sexual violence, and increase pollution of water systems and the urban environment. A key challenge is how to provide affordable, improved sanitation to people in slums that are inaccessible to large vehicles for waste removal.



Clean Team toilets look like ceramic toilets, but they use no water. They are installed outside people’s homes.

Innovation

Clean Team (www.cleanteamtoilets.com) has developed a unique service-based model and urine diversion toilet for households and schools in urban Ghana. It rents toilets to customers based on a monthly subscription fee of 15 cedis (USUSD 10) per month, including twice-weekly emptying; this compares with up to 45 cedis per month for public toilet use by a 5-person family. This makes toilets accessible to the more affluent households in the target area who rent their homes and cannot make large investments. Based on market research, the toilets were designed to look like ceramic toilets and marketed as an aspirational good. Local staff go door to door selling the product and promoting hygienic sanitation practices. The toilets are delivered to people’s homes. Clean Team collects the waste via tuk-tuks and transports it to a central facility, where it is stored before being transported to the municipal waste plant for treatment.



Source: www.cleanteamtoilets.com

Impact

As of May 2015, Clean Team had sold 990 toilet contracts, servicing 6,900 users in 28 communities in Kumasi, the capital of Ashanti. Among the company's customers are two schools. This market is perceived as having significant potential for growth.

Customers are the slightly more affluent households in the slum area, who have the means and space to rent a toilet. About half of customers state that they now spend less on sanitation than family members using public toilets. The other half report spending more but believe that the convenience of having a toilet at home is worth paying for.

The toilets are environmentally friendly—and highly suitable to the semi-arid area of Kumasi—because they do not use water. Since 2012 Clean Team has prevented 760+ tons of sludge from being deposited in the street, where it can pollute water ways and the urban environment.

Scaling Up

Kumasi provides a conducive environment for Clean Team's model because slum residents there have sufficient income to afford the service, a local waste treatment plan is accessible, and the local government is engaged in promoting sanitation. These factors affect where the model can scale and what further innovation is needed. Several external economic issues constrain the business model, including the high cost of land (on which to store waste before it is treated), the cost of fuel, inflation, and the unfavorable exchange rates against the British pound, which affects the cost of the imported toilet additive. An informed and educated staff—to promote the brand and ensure customer retention—are key to the business model, however finding and retaining them will prove more challenging as expansion moves outside major urban centers.

Reference

WHO (World Health Organization), and UNICEF (United Nations Children's Fund). n.d. *Joint Monitoring Programme (JMP) for Water Supply and Sanitation, Country Files*.
[http://www.wssinfo.org/documents/?tx_displaycontroller\[type\]=country_files-](http://www.wssinfo.org/documents/?tx_displaycontroller[type]=country_files-) .