

6 CLEAN WATER AND SANITATION

Loowatt Ltd.

GSMA Mobile for Development Utilities Seed Grant 2015-2017.

Using mobile tools to support the provision of urban sanitation services in **Madagascar.**

USE OF MOBILE

Mobile Payments
Mobile Money

Mobile Services
SMS / Mobile App

Loowatt, in partnership with Airtel Madagascar, used mobile technology to support the service and maintenance of **100 waterless household toilets.** Customers used mobile money to pay for collection services and SMS to schedule collections and maintenance. Loowatt personnel used the mobile app and web platform to manage operations and track waste from households to the treatment facility.

The mobile tools supported the provision of sanitation services for **600** household toilet users.

PROJECT OUTCOMES

Usage of mobile money peaked at **27%** of Loowatt customers.

The mobile app improved data visibility and transparency to enable real-time tracking of waste collection, transport and safe disposal.

"Now we know precisely who needs emptying, and our collector does not waste time going to customers who don't need it."
- Loowatt staff member.

KEY PROJECT LESSONS

Mobile is a fundamental building block to enable future scale in decentralised sanitation models involving faecal sludge collection and transport, and to ultimately support SDG 6.

Driving mobile money adoption requires a constant push starting with awareness building and providing support during the first few months of usage.